

THE INTERPLAY OF FAMILY-FRIENDLY TOURISM, SOCIAL MEDIA, HALAL FOOD APPS, AND SUSTAINABLE HALAL TOURISM DEVELOPMENT

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ABSTRACT

This paper investigates the interplay between family-friendly tourism, social media, and Halal food apps, and their collective impact on sustainable Halal tourism development. Using a mixed-methods approach, the study began with a qualitative phase employing grounded theory, which identified family-friendly tourism, social media, and Halal food apps as critical factors contributing to sustainable Halal tourism. These insights informed the development of a conceptual model with three independent variables—family-friendly tourism, social media, and Halal food apps—and one dependent variable, sustainable Halal tourism development. The model was then tested through quantitative analysis using structural equation modeling (SEM). Results revealed a positive and significant relationship between the independent variables and sustainable Halal tourism development. The findings have practical implications for the tourism industry, particularly in assisting Muslim travelers in identifying Halal-friendly destinations and fostering tourism growth in non-Muslim-majority regions, enhancing the global appeal of Halal tourism.

Keywords: family-friendly tourism destinations, social media, Halal Tourism App, Sustainable Halal Tourism Development

INTRODUCTION

This paper explores the complex relationship between family-friendly tourism destinations, the role of social media, the use of e-applications for halal food, and their collective impact on the development of sustainable halal tourism. The research will investigate how these factors interact to influence tourist behavior, satisfaction, and ultimately, the long-term sustainability of the halal tourism sector. The development of the halal tourism sector has now become a trend and a necessity for both Muslim and non-Muslim countries. Halal tourism is a rapidly growing market segment not only in Muslim countries but globally. With this growing phenomenon, coupled with the increasing number of Muslim tourists around the world, some non-Muslim countries have also started various strategies to benefit from halal tourism. Indonesia and Malaysia are two Muslim-majority countries that are most concerned with the development of halal tourism (Carballo et al., 2022; Juliana et al., 2022; Katuk, 2020; Khan et al., 2021; Lim et al., 2016; Peristiwo, 2020; Rachmawati et al., 2022; Ratnasari et al., 2020; Ristawati et al., 2019; Said et al., 2014; Salman & Siddiqui, 2011; Slamet et al., 2022; Suban et al., 2021; Sudigdo & Khalifa, 2020; Suhartanto et al., 2021; Zulkifli, 2011). Several other countries with a majority non-Muslim population have also begun to develop halal tourism along with the increasing potential of halal tourism (Akhtar et al., 2020; Han et al., 2019; Henderson, 2016; Sukmayadi & Effendi, 2020; Takeshita, 2020). In Japan, for example, it has begun to attract tourists from Muslim countries, especially from Southeast Asian countries, to visit Japan (Henderson, 2016; Sukmayadi & Effendi, 2020). Japan has provided prayer rooms at tourist destinations, airports, and some restaurants are now serving halal food (Takeshita, 2020). Some restaurant chains in Taiwan also offer halal food to Muslim visitors (Battour, 2016). South Korea has recently started to develop their halal tourism sector to cater to the growing Muslim market segment (Han et al., 2019). China has also developed their halal tourism sector by providing halal food in their restaurants to cater to Muslim travelers (Akhtar et al., 2020).

Research objectives:

To examine the impact of family-friendly tourism on sustainable Halal tourism development.

To analyze the influence of Halal tourism apps on sustainable Halal tourism development.

To investigate the role of social media in promoting sustainable Halal tourism development

The tourism industry has been rapidly expanding over the past few decades, and it proved to be one of the most popular and promising industries globally (Ho et al., 2009; Shi et al., 2017; Zhao, 2018).

According to Statista (2021), the travel and tourism industry is expected to generate US\$ 383,782m in revenue. By 2025, revenue is projected to grow at a rate of 24.05% annually and result in the market value of US\$ 908,844m and online sales will reach 72% of the overall revenue of the tourism and travel sector. Globally, tourism is growing progressively and contributing immensely to the employment generation of stakeholders (Sharma et al., 2021). The tourist sector is widely recognized as one of the most important drivers of economic growth, with Halal and Islamic tourism emerging as a new tourism business idea throughout the world (Prayag, 2020). Traveling is accomplished in Islam to appreciate Allah's grandeur and glorify Allah (Bogan, 2020).

Few studies have been conducted in the arena of Islamic and Halal tourism in current years, and those focused on specific research questions (such as the aims, drivers/ barriers, and outcomes) rather than providing an overall and comprehensive picture of Halal tourism. Recent research on Halal tourism revealed the views of Malaysian and Indonesian Government officials and senior executives on Australia as a viable vacation destination (Ismail et al., 2019). The continual rise in the number of researchers interested is due to the informational convergence that has arisen in this environment.

While existing research provides valuable insights into the individual components of family-friendly halal tourism, social media's role, and halal food apps, there is a significant gap in the literature regarding the integrated study of these factors and their cumulative impact on sustainable halal tourism development. Further research is needed to explore the complex interactions between these elements, examining how they influence tourist behavior, satisfaction, and the long-term sustainability of the halal tourism sector (Ahmed, 2023). This could involve quantitative studies measuring the direct and indirect effects of these factors on tourist behavior, as well as qualitative studies exploring the experiences and perceptions of Muslim tourists (Ahmed, 2023).

The effectiveness of different social media marketing strategies in promoting halal tourism. This could involve comparing the reach and engagement of different types of content, including videos, photos, and text-based posts (Hermajiwandi, 2024). The influence of halal food apps on tourist choices and satisfaction. This could include studying the relationship between app usage, halal food consumption, and overall travel experience (Soonsan, 2024). The role of local communities in shaping the development of sustainable halal tourism. This could involve studying community participation in decision-making processes and the impact of tourism on local livelihoods (Nusran, 2024). The development of indicators to measure the sustainability of halal tourism. This could include creating a framework for assessing the economic, environmental, and social impacts of halal tourism (Martaleni, 2022). The potential for integrating technology and sustainability in halal tourism. This could involve exploring the use of smart technologies to improve resource management and reduce the environmental footprint of tourism (Khatri, 2024).

The advancement of sustainable halal tourism is imperative for catering to the increasing Muslim demographic traveling to predominantly non-Muslim nations. This research elucidates the significance of incorporating family-oriented environments, accessibility to halal culinary options, and awareness through social media in order to nurture this specialized tourism sector. The subsequent sections delineate critical components of sustainable halal tourism development. Integration of Sustainability and Religious Morality Sustainable halal tourism interweaves Islamic principles with economic, environmental, and social sustainability, thereby fostering equitable development and the preservation of cultural heritage (Setiawan et al., 2024). The amalgamation of these elements is vital for establishing a comprehensive approach to tourism that honors religious doctrines while simultaneously benefiting local economies (Setiawan et al., 2024).

Role of Technology and Social Media Social media platforms serve to augment awareness and accessibility of halal tourism alternatives, thereby assisting Muslim travelers in identifying appropriate destinations and services (Ekka, 2023). Mobile applications specifically designed for halal culinary options and family-oriented tourist attractions can facilitate the travel experience, rendering it more manageable for families to organize their excursions (Ekka, 2023). Economic Impact and Opportunities Halal tourism offers substantial economic prospects, particularly in locales with a substantial Muslim populace, such as Pakistan and Indonesia, where local economies stand to gain from elevated tourism activity ("Exploration of Islamic Tourism Initiatives in Pakistan; Insights from Muslim Nations with a Robust Halal Economy", 2022) ("Analisis Peningkatan Pendapatan Daerah melalui Kebijakan Pengembangan Ecowisata dan Wisata Halal Kabupaten Langkat", 2023). The promotion of mosque-centered tourism can further bolster local economies by drawing visitors to sites of cultural significance (Lubis et al., 2023). Although the emphasis on halal tourism development is encouraging, challenges

persist, including the necessity for enhanced infrastructure and services specifically tailored to Muslim travelers. Tackling these challenges is crucial for unlocking the full potential of this burgeoning market.

Family-Friendly Tourism Destinations and Halal Tourism

The concept of "family-friendly" in tourism is multifaceted. It encompasses destinations that offer safe, engaging, and convenient experiences for families with children of various ages (Hermajiwandi, 2024). This often translates into features like child-friendly accommodations, recreational facilities, and family-oriented activities. However, within the context of halal tourism, the concept expands to include considerations for Muslim families' specific needs and preferences. These include the availability of halal food options, prayer facilities, gender-segregated spaces, and culturally sensitive services (Haron, 2024). The presence of these elements significantly impacts a Muslim family's decision to choose a particular destination and their overall travel experience (Soonsan, 2024). A study focusing on Thailand, for example, found that halal-friendly facilities and services positively influence the intention of Muslim tourists from Malaysia, Indonesia, and Brunei to visit non-Muslim destinations (Soonsan, 2024). However, the study also highlighted that social environment, food/beverages, and local/staff attributes did not have the same level of influence, indicating that specific aspects of family-friendliness hold more weight than others (Soonsan, 2024). This suggests a need for targeted development strategies focusing on the most influential aspects of family-friendly halal tourism.

Furthermore, the success of family-friendly halal tourism destinations is contingent upon effective management and planning. This includes stakeholder collaboration, community empowerment, environmental sustainability, and targeted marketing of local products (Nusran, 2024). The integration of local wisdom and Islamic Sharia principles is crucial for creating a unique and authentic tourism experience that respects religious and cultural diversity (Ajidin, 2024). For instance, Rubiah Island in Sabang, Indonesia, exemplifies sustainable halal tourism by adhering to a policy of no permanent structures, offering curated tour packages, highlighting its historical significance, and maintaining proximity to protected forest areas (Ajidin, 2024). This holistic approach underscores the importance of balancing economic growth with environmental protection and cultural preservation.

The Role of Social Media in Halal Tourism

Social media platforms have emerged as powerful tools for promoting and shaping perceptions of tourism destinations (Hermajiwandi, 2024). Platforms like Instagram, TikTok, and Facebook allow potential tourists to access a wealth of information, including user-generated content, professional photographs, and reviews, influencing their travel decisions (Hermajiwandi, 2024). For halal tourism, social media plays a particularly significant role in disseminating information about halal-friendly facilities and services (Hermajiwandi, 2024). For example, the popularity of halal culinary experiences can be boosted through visually appealing food photography and videos shared on social media platforms (Hermajiwandi, 2024). Furthermore, social media can be utilized to showcase the cultural aspects of a destination that are of particular interest to Muslim travelers, fostering a sense of familiarity and comfort (Fithriana, 2018). The rise of modest fashion, for example, has created a new niche within the tourism industry, with social media facilitating the promotion and exchange of information related to modest clothing options and culturally appropriate attire (Fithriana, 2018). This demonstrates the potential of social media to not only attract Muslim tourists but also to enhance their overall travel experience.

However, the use of social media in halal tourism also presents challenges. The accuracy and reliability of information shared online can be questionable, with the potential for misinformation or biased reviews (Hermajiwandi, 2024). Furthermore, the digital divide may exclude certain segments of the population from accessing information and participating in online conversations related to halal tourism (Hermajiwandi, 2024). This underscores the need for responsible and ethical use of social media in promoting halal tourism, emphasizing transparency, accuracy, and inclusivity (Hermajiwandi, 2024). The development of targeted marketing strategies that leverage the strengths of social media while mitigating its potential drawbacks is crucial for the sustainable growth of halal tourism.

Applications for Halal Tourism

The increasing availability of e-applications dedicated to halal food has revolutionized the way Muslim travelers find and access halal food options in unfamiliar locations (Soonsan, 2024). These applications provide a convenient way to locate halal restaurants, grocery stores, and other food vendors, eliminating the uncertainty and inconvenience of searching for halal food manually (Soonsan, 2024). This is particularly important for Muslim tourists traveling to destinations with limited familiarity with halal food practices (Soonsan, 2024). The use of these applications significantly enhances the overall travel experience for Muslim tourists, contributing to their satisfaction and potentially influencing their

decision to revisit a destination or recommend it to others (Soonsan, 2024). This demonstrates the direct link between technological innovation and the enhancement of halal tourism experiences.

However, the quality and reliability of information provided by halal food applications vary significantly (Soonsan, 2024). The lack of standardization and regulation in this sector can lead to inaccurate or misleading information, potentially compromising the trust and confidence of Muslim tourists (Soonsan, 2024). Furthermore, the usability and accessibility of these applications can be an issue, with some applications being more user-friendly than others (Hakeem, 2021). This highlights the need for improved regulation, standardization, and user experience design within the halal food app sector to ensure that these technologies effectively contribute to the sustainable growth of halal tourism.

The Interplay of Factors and Sustainable Halal Tourism Development

The interplay between family- friendly destinations, social media, and halal food apps significantly influences the development of sustainable halal tourism. The availability of family-friendly halal-certified accommodations and activities, promoted effectively through social media platforms and aided by easy access to halal food via e-applications, leads to increased tourist satisfaction and loyalty (Martaleni, 2022). This, in turn, contributes to the economic sustainability of the tourism sector by encouraging repeat visits and positive word-of-mouth referrals (Martaleni, 2022). A study on Indonesian Muslim tourists during the COVID-19 pandemic demonstrated that halal tourism attributes indirectly affect loyalty through tourist trust and satisfaction (Martaleni, 2022). This highlights the importance of providing a positive and trustworthy travel experience to foster loyalty and long-term sustainability.

However, the sustainability of halal tourism is not solely dependent on economic factors. Environmental sustainability and cultural preservation are equally important considerations (Ajidin, 2024). The development of halal tourism must be mindful of its environmental impact, avoiding practices that lead to pollution, resource depletion, or habitat destruction (Ajidin, 2024 & Chuwichain et al. 2025). Moreover, the cultural heritage of the destination must be respected and preserved, ensuring that tourism development does not lead to the erosion of local traditions or values (Ajidin, 2024). This requires a holistic approach to planning and management, involving local communities in decision- making processes and fostering a sense of shared responsibility for the sustainable development of halal tourism (Ajidin, 2024). A balance between economic growth, environmental protection, and cultural preservation is essential for achieving true sustainability in the halal tourism sector (Rodjam, C., Janmuangthai, W., & Sukmaitre, J., 2024).

METHODOLOGY

This study utilized a mixed-methods approach through an exploratory sequential mixed-method design, aligning with recommendations that such methods are particularly effective for addressing multifaceted research questions (Creswell & Plano-Clark, 2018).

Qualitative Phase

The research began with a qualitative study using a grounded theory approach to explore how social media, halal food applications, and family-friendly tourism destinations influence sustainable halal tourism development. Participants were selected through purposive sampling, and a focus group interview was conducted to capture detailed insights (Morgan, 1997). The data were analyzed using NVivo software, enabling the identification of key themes and the extraction of major variables that shape sustainable halal tourism. Grounded theory facilitated the development of a conceptual framework derived from these themes (Charmaz, 2006).

Quantitative Phase

Building on the qualitative findings, a conceptual framework was developed with three independent variables— family- friendly tourism destinations, social media, and halal tourism applications— and one dependent variable, sustainable halal tourism development. A structured questionnaire was designed and validated through exploratory factor analysis (EFA) to ensure reliability and construct validity (Hair et al., 2014). The quantitative data were collected from 345 respondents across six countries: Thailand, Vietnam, China, the Netherlands, New Zealand, and England, using a random sampling technique. The data were analyzed using SmartPLS software through the PLS- SEM approach, which is suitable for exploratory research and models with multiple constructs (Hair et al., 2019). The analysis included:

1. Measurement Model Assessment: To evaluate the reliability and validity of the constructs.
2. Structural Model Assessment: To test the hypothesized relationships using a bootstrapping technique, which ensures robust and reliable estimates of path coefficients (Chin, 1998).

This mixed-methods approach provided a comprehensive understanding of the factors influencing sustainable halal tourism development, offering both exploratory insights and empirical validation.

RESULTS AND FINDINGS

Phase 1: Qualitative study:

Family-Friendly Tourism and Sustainable Halal Tourism Development

Family-friendly tourism refers to destinations where families, including children, can visit comfortably without encountering inappropriate or adult-themed activities that may negatively influence children's perceptions or experiences. In some tourist destinations, particularly in non-Muslim-majority countries, there are areas or attractions that feature activities or performances unsuitable for children. Such exposure can conflict with the values and expectations of Muslim families, emphasizing the need for clearly designated family-friendly zones.

To address this concern, it is crucial for non-Muslim-majority countries to develop and promote family-friendly tourism areas. This could include providing visible signage and clear information about family-appropriate attractions, helping families avoid locations with adult-oriented content. Establishing such zones not only aligns with the cultural and moral expectations of Muslim travelers but also enhances their overall tourism experience.

Given the large and growing population of Muslim tourists globally, offering family-friendly destinations can significantly contribute to the development of sustainable halal tourism. By prioritizing inclusivity and cultural sensitivity, family-friendly tourism areas can attract a broader demographic of Muslim travelers, thereby supporting economic growth and fostering long-term sustainability in the tourism sector.

Here are operational definitions and potential survey items for **Family-Friendly Tourism** and **Sustainable Halal Tourism Development** based on the discussion:

1. **Family Friendly Tourism**

Family-friendly tourism refers to tourism destinations, facilities, and activities designed to provide a safe, inclusive, and culturally appropriate environment for families with children. These destinations avoid exposure to inappropriate content, such as adult-themed activities, and offer family-oriented services and attractions that align with the cultural and moral values of travelers, particularly Muslim families.

2. **Sustainable Halal Tourism Development**

Sustainable halal tourism development refers to the creation and promotion of tourism services and destinations that comply with Islamic principles while ensuring long-term economic, social, and environmental benefits. It emphasizes the provision of halal-certified food, family-friendly attractions, and culturally sensitive environments to cater to the growing demand from Muslim travelers, fostering inclusivity and sustainability in the tourism industry.

Social media platforms, such as Facebook, Instagram, and TikTok, play a pivotal role in sustainable halal tourism development by facilitating the sharing of information, fostering community trust, and promoting family-friendly and culturally sensitive tourism practices. These platforms enable travelers to discover halal-friendly destinations, including mosques, family-friendly areas, and halal-certified food establishments, through user-generated content and influencer recommendations. Additionally, social media enhances accessibility by providing real-time updates on halal options and serves as a cost-effective marketing tool for destinations and businesses. By empowering both travelers and destinations, social media contributes to the growth and sustainability of halal tourism while encouraging the adoption of inclusive and culturally aligned practices.

Social Media in Sustainable Halal Tourism Development

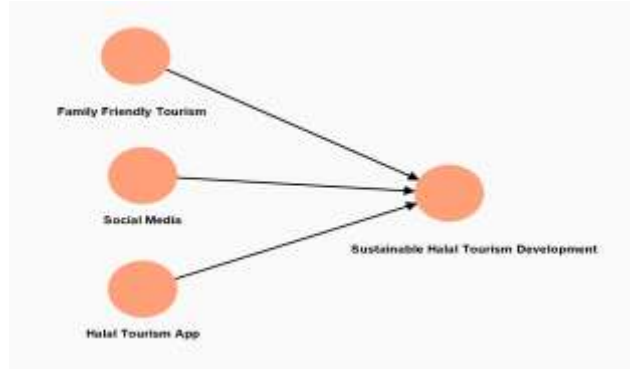
Role of Halal Tourism Apps in Sustainable Halal Tourism Development

Halal tourism apps play a critical role in fostering sustainable Halal tourism development by bridging the gap between Islamic principles and modern travel needs. These apps serve as tools for promoting religious compliance, sustainability, and accessibility in tourism while supporting local economies and preserving cultural heritage.

Phase 2: Quantitative Data

This study employed a mixed-methods approach to explore the factors influencing sustainable Halal tourism development. A qualitative study using grounded theory identified three key independent variables: family-friendly tourism, social media, and Halal tourism applications. These factors were found to play a significant role in promoting sustainable Halal tourism by catering to family needs, enhancing awareness through social media, and providing digital tools for Sharia-compliant travel

planning. The findings were further validated through a quantitative analysis using structural equation modeling (SEM) with SmartPLS, this software is widely used to test a non-parametric model (Waheed et al. 2023), which confirmed a significant and positive relationship between these variables and sustainable Halal tourism development. These results highlight the importance of integrating family-oriented services, leveraging social media, and advancing Halal tourism apps to achieve sustainability in the sector.



Hypotheses:

1. **Hypothesis 1:** Family Friendly Tourism has a positive and significant impact on Sustainable Halal Tourism Development.
2. **Hypothesis 2:** Halal Tourism App has a positive and significant impact on Sustainable Halal Tourism Development.
3. **Hypothesis 3:** Social Media has a positive and significant impact on Sustainable Halal Tourism Development.
- 4.

Table Construct Reliability & Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Family Friendly Tourism	0.634	0.635	0.804	0.577
Halal Tourism App	0.833	0.843	0.875	0.501
Social Media	0.722	0.739	0.877	0.781
Sustainable Halal Tourism Development	0.723	0.728	0.844	0.643

The analysis reveals that the measures used for all constructs (Family Friendly Tourism, Halal Tourism App, Social Media, and Sustainable Halal Tourism Development) demonstrate acceptable levels of reliability, as indicated by Cronbach's Alpha and Composite Reliability values. Furthermore, all constructs exhibit good convergent validity, with Average Variance Extracted (AVE) values exceeding 0.5. This suggests that the items within each construct effectively measure the intended underlying concept. To further confirm validity, discriminant validity analysis would be necessary to ensure that each construct is distinct from the others.

Discriminant validity assesses whether a construct is distinct and different from other constructs. In this context, we want to ensure that each of the four constructs (Family Friendly Tourism, Halal Tourism App, Social Media, and Sustainable Halal Tourism Development) is truly unique and not overlapping with the others.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
FFT->	0.475	0.47	0.066	7.166	0.000
HTA-> SHTDS	0.275	0.285	0.064	4.311	0.000

Social Media -> SHTDS	0.07	0.071	0.067	1.041	0.000
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The t-statistics and p-values are used to test the statistical significance of the path coefficients. Typically, a significance level (e.g., $\alpha = 0.05$) is chosen. If the p-value is less than the significance level, the null hypothesis is rejected, and it is concluded that the path coefficient is statistically significant. **Specific Results:** The results indicate significant positive relationships between the independent variables and sustainable Halal tourism development. Family-friendly tourism demonstrated a strong positive impact (t-statistic = 7.166, p-value = 0.000), while Halal tourism apps also showed a significant positive effect (t-statistic = 4.311, p-value = 0.000). Similarly, social media was found to have a significant positive influence (t-statistic = 1.041, p-value = 0.000). All path coefficients were statistically significant at the 0.05 level, confirming the importance of these factors in promoting sustainable Halal tourism.

CONCLUSION

The findings of this study highlight the significant and positive roles of family-friendly tourism, social media, and Halal food apps in promoting sustainable Halal tourism development. These factors collectively and individually contribute to the creation of a robust and inclusive framework for Halal tourism, addressing both the practical and spiritual needs of Muslim travelers. The study underscores the importance of family-friendly tourism as a cornerstone of sustainable Halal tourism. Services and facilities that cater to the needs of Muslim families, such as Halal-certified accommodations, family-oriented activities, and prayer spaces, enhance the overall travel experience while adhering to Islamic principles. These offerings not only increase destination appeal for Muslim travelers but also promote sustainability by fostering inclusivity and cultural respect. The positive relationship identified through SEM analysis reaffirms that prioritizing family-friendly tourism can significantly enhance the sustainability of Halal tourism destinations. Social media emerged as a powerful tool for promoting sustainable Halal tourism by increasing awareness and accessibility. Platforms like Instagram, Facebook, and YouTube enable travelers to share experiences, recommend Halal-friendly destinations, and access reviews and recommendations. This user-generated content fosters trust and encourages more travelers to explore sustainable tourism options. Additionally, social media serves as a vital channel for marketing eco-friendly and culturally rich destinations, aligning with the principles of sustainability. The study's findings suggest that leveraging social media can amplify the reach and impact of Halal tourism initiatives. Halal food apps play a crucial role in simplifying the travel experience for Muslim tourists by providing reliable information about Halal-certified restaurants and services. These apps not only ensure religious compliance but also support sustainable practices by promoting local businesses and encouraging ethical consumption. The study confirms that Halal food apps positively influence sustainable Halal tourism development by addressing a critical need for accessibility and trust in non-Muslim-majority regions. The combined influence of family-friendly tourism, social media, and Halal food apps underscores the need for an integrated approach to sustainable Halal tourism development. The findings suggest that destinations and tourism operators should prioritize these factors to attract and retain Muslim travelers. For instance, developing comprehensive digital platforms that integrate Halal food app features, family-friendly services, and social media engagement could significantly enhance the overall travel experience. From a practical perspective, these findings have profound implications for the tourism industry. Non-Muslim-majority countries, in particular, can leverage these insights to design and promote Halal-friendly destinations, boosting their appeal to the growing global Muslim travel market. By addressing the specific needs of Muslim travelers, such as Halal-certified services and family-oriented experiences, destinations can tap into a lucrative and rapidly expanding market segment while contributing to sustainable tourism development. This study contributes to the theoretical understanding of sustainable Halal tourism by integrating grounded theory with structural equation modeling to identify and validate key factors. It provides a framework for future research to explore the dynamic interplay of technology, social behavior, and cultural practices in sustainable tourism. Despite its contributions, the study has certain limitations. The qualitative findings were based on a specific sample, which may limit generalizability. Additionally, the quantitative analysis was conducted using cross-sectional data, which may not capture long-term trends. Future research could expand the scope by including longitudinal data and exploring additional variables, such as environmental factors and policy interventions, to provide a more comprehensive understanding of sustainable Halal tourism.

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