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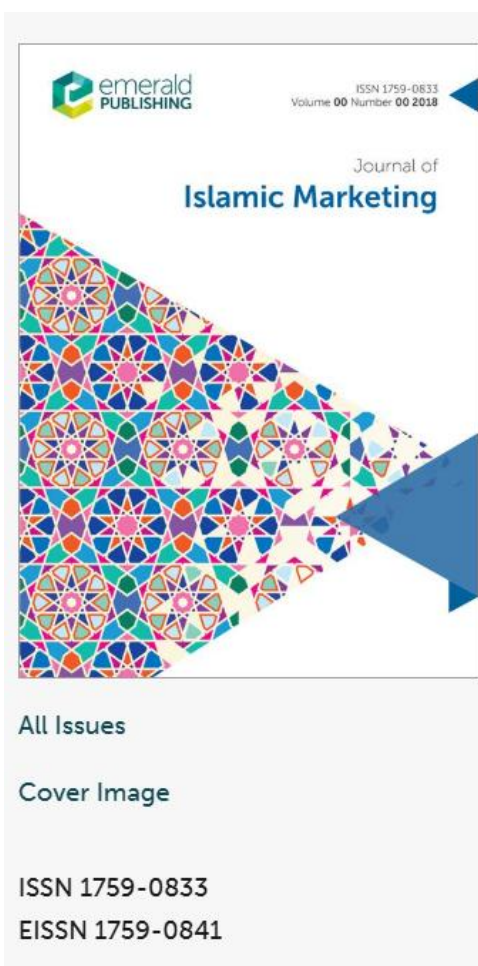
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What constitutes a halal tourism destination? Tourists' perceptions, attachment and attitudes toward halal tourism development

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Abstract

Purpose – This study aims to analyze tourists' attitudes toward halal tourism (HT) by integrating the knowledge-belief-norms theory and place attachment.

Design/methodology/approach – Partial Least Square-Structural Equation Modeling was used to analyze the data collected from 255 tourists who have visited Yogyakarta, Indonesia, using an online survey.

Findings – This research produced findings that attitudes toward the attributes of HT affect the perceived benefits positively, while the perceived benefits affect both place identity and place dependence positively. This research also offers insights into the mediating effects of perceived benefits on the influence of attitude toward HT's attributes on place dependence and the mediating effects of place dependence on the influence of perceived benefits on attitudes toward HT development.

Research limitations/implications – The theoretical contribution of this research pertains to the use of knowledge-belief-norms theory and place attachment in constructing the modeling of HT development.

Practical implications – The research results raise the need to define HT criteria in a more directive manner. Both the tourism industry and destination management need to have clear guidance on developing HT destinations. Further, the results of this research indicate that tourist-place relationships can be an important factor in understanding tourists' attitudes toward HT development.

Social implications – This research has an important social implication on the development of HT in a multicultural/ multireligious countries. Because HT is rooted in Islamic beliefs, tourists with different beliefs can have misinterpretations of the norms behind it. Further research needs to compare scores on HT attributes, perceived benefits, perceived concerns and attitudes toward HT from Muslim and non-Muslim tourists.

Originality/value – The majority of research focuses on its economic potential. In fact, a decision to develop HT – which is rooted in Islamic teaching – must be understood as being values-driven. Further, the existing research has not specifically mentioned the attributes that are requirements for the development of HT. This research provides fresh insight into its development by including the attributes of HT so that tourists can form their opinions more definitively.

Keywords Halal tourism, Place dependence, Place identity, Perceived benefit, Perceived concern

Paper type Research paper



Introduction

Studies on halal tourism (HT) or sharia tourism have been carried out using various concepts and perspectives. A lot of research has been conducted on the economic potential of the HT market (Sunarya and Qital, 2022; Yan *et al.*, 2017; Yusuf *et al.*, 2021). This economic approach makes sense because several institutions have stated that the world's HT potential increases every year and could reach 230 million Muslim tourists and US\$225bn in expenditures by 2028 (CrescentRating.com).

However, the development of HT concerns tourist destinations that include geographical dimensions and the people who live there. Highlighting the economic potential does not mean that the development of HT is free from controversy. An example is what happened in Indonesia, the country with the largest Muslim population in the world. However, Indonesia is also a multicultural country. The development of HT at several destinations in Indonesia has encountered resistance, namely, in Bali (Retaduari, 2019), North Sulawesi (Tawalujan, 2019), Labuan Bajo in East Nusa Tenggara (Purboyo, 2019) and Lake Toba in North Sumatra (Putri, 2019).

There is a plausible explanation that the resistance can result from a misunderstanding of the criteria or requirements for halal destinations (Said, *et al.*, 2020). HT has quite diverse definitions and is variously known as Islamic tourism (Battour *et al.*, 2017), Muslim-friendly tourism (Abror *et al.*, 2020), Islamic travel, Sharia tourism and halal transportation (El-Gohary, 2016). Unfortunately, studies on HT are not specific enough when stating the attributes that a halal destination must have. Without being sufficiently specific about those attributes, a multitasker definition of HT will make it difficult to understand the development of HT. Therefore, this study defines it in terms of its attributes. The attributes of HT we use are based on those identified by a consulting company in Singapore called CrescentRating, a leading authority on halal travel. The company has become a reference for many countries in developing HT. CrescentRating also provides assessments and ranks countries as HT destinations.

However, tourists' opinions regarding the attributes of HT also need to be taken into consideration by other tourists. This research provides fresh insights into the attributes set by an institution which are also assessed by tourists: whether they are necessary as attributes of HT destinations from the tourists' perspective. Tourists' subjective opinions will greatly determine their attitudes toward HT.

Furthermore, we construct HT modeling in the context of the relationship between tourists and the tourist destinations they visit. A tourist destination clearly involves a geographical area. Therefore, we take the place attachment theory as the main perspective in understanding the discourse about HT destinations. Place attachment – which is a term that was originally coined by Tuan (1977) – explains human attachment to a place. It involves individual psychological processes that result in emotional and functional attachment to a particular place (Bricker and Kerstetter, 2000; Ramkissoon *et al.*, 2013; Scannell and Gifford, 2010; Ujang and Zakariya, 2015; White *et al.*, 2008).

The development of value-based HT brings the knowledge-belief-norms theory (Steg and De Groot, 2012; Fenitra *et al.*, 2022) into the construction of the model. Tourists who agree with HT's attributes will definitely relate them to the benefits and concerns in relation to the influence of those attributes on their attachment to the place they own. Both perceived benefits and concerns regarding the development of HT are very value-driven because the principles of HT are based on religious beliefs. Therefore, modeling HT development by including its attributes, perceived benefits and concerns, place identity and place dependence and attitude toward HT will provide valuable insights into understanding HT development. Empirical results will also offer practical and managerial implications, relevant to both destination management organizations and the tourism industry.

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Place attachments

Place attachment theory is studied in geography (Tuan, 1977), in environmental psychology (Low and Altman, 1992) and architecture (Kaltenborn, 1997). This theory is relevant for use in tourism studies because every tourist destination is related to a certain spatial location. However, a place does not only have tangible meaning. A place contains dimensions of time, meaning and values that are built in the development of the place (Belk, 1988, 1992; Kunchambo et al., 2017). Time, meaning and values are built by the people who live there permanently or temporarily. Therefore, place attachment comprises the people-place relationships with a place and the culture formed by individuals, groups of people and the community (Halpenny, 2010; Inalhan et al., 2021; Vorkinn and Riese, 2001).

Place attachment is a multidimensional concept relating to individual psychological processes that consist of emotional and functional attachment to a particular place (Bricker and Kerstetter, 2000; Ramkissoon et al., 2013; Scannell and Gifford, 2010; Ujang and Zakariya, 2015). Places also connect individuals to the natural and socio-cultural environment and form identity, gratitude and concern for a particular place; ultimately, this has an impact on affective, cognitive and behavioral responses (Liu et al., 2022; White et al., 2008).

Furthermore, Shumaker and Taylor (1982) defined place attachment as a system that links the attitudes and behavior of a person, family or group of people that reflects the intimacy and strength of a bond with the place and the community where they live. The "two-dimensional approach" of place attachment was then developed to define sub-dimensions of place attachment. The sub-dimensions are place dependence and place identity (Brown and Raymond, 2007; Budruk and Phillips, 2011; Oh et al., 2013) which are different constructs. Place dependence is "an individual perception of the functional value of the place," while place identity is "a person's emotional connection to the place" (Lee and Oh, 2018).

This attachment to place is related to the knowledge-belief-norms theory as mentioned earlier. Understanding the attributes of HT based on Islamic teaching will be related to understanding these value-based attributes. Whether tourists develop perceptions about the development of HT destinations will result from their knowledge and beliefs. The perceived benefits are determined by the values and norms regarding the development of HT. The perception of the benefits is the result of the values and norms perceived by tourists visiting the destination. The perception of these benefits shapes both the functional and emotional attachment of the tourists to the destination.

The perception of these benefits will shape both the functional and emotional attachment to the destination. The perception of benefits, thus, influences the tourists' emotional attachment (or their place identity) to the place. Therefore, we formulate *H3* as follows:

H3. Perceived benefit affects place identity positively.

The benefits of a destination as perceived by tourists will also affect their relationship with that place from the functional aspect. The effect of perceived benefit on place identity is similar to that of the effect of perceived benefit on place dependence:

H4. Perceived benefit affects place dependence positively.

On the other hand, worries or negative consequences that someone imagines will occur in a place will hurt their relationship with that place. As argued previously, place identity represents a person's emotional relationship with a place (Lee and Oh, 2018). Concerns about negative impacts will negatively affect place identity. Similarly, feelings about the negative impacts generated by a place's development efforts will hurt a person's functional connection with that place (Halpenny, 2010; Inalhan et al., 2021). Based on these arguments, we propose *H5* and *H6* as follows:

H5. Perceived concern affects place identity negatively.

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H6. Perceived concern affects place dependence negatively.

Based on the knowledge-belief-norms theory (Steg and De Groot, 2012; Fenitra *et al.*, 2022), someone who has knowledge and believes in the benefits of HT development will determine the influence of his attitude toward HT attributes on his or her functional and emotional relationship with a place. Byrd *et al.* (2009) and Jorgensen and Stedman (2001) also stated that the attributes of a destination will shape tourists' attitude toward the destination. Therefore, we propose *H7* and *H8* as follows:

H7. Perceived benefit mediates the influence of attitude toward halal tourism attributes on place dependence.

H8. Perceived concern mediates the influence of attitude toward halal tourism attributes on place identity.

The place attachment theory, which reveals the important value of a person's attachment to a tourist destination (Belk, 1988, 1992; Lokocz *et al.*, 2011; Payton *et al.*, 2005), has implications for the formation of consumer attitudes toward HT. An attitude is the result of a person's feelings and thoughts toward a certain object (Eagly and Chaiken, 1993). Tourists who feel that HT development provides benefits to the destination do not necessarily have a positive attitude toward HT development. There are factors that mediate this relationship. Belief in benefits or concerns will be reconsidered depending on the place being assessed (Lankford, and Howard, 1994). Therefore, attitudes toward HT development will be place-specific.

We argue that place identity, which represents a person's emotional relationship with a place, will be a factor that mediates a person's perception of the advantages and disadvantages that arise. A tourist destination that involves a geographical unit will form a relationship with someone who visits it (Di Masso *et al.*, 2019). Even though the nature of tourist visits is temporary, tourists' relationships with a tourist destination will influence their attitudes toward a certain idea/concept of developing that destination. Based on these arguments, we propose *H9* and *H10* as follows:

H9. Place identity mediates the influence of perceived benefit on attitudes toward halal tourism.

H10. Place identity mediates the influence of perceived concerns on attitudes toward halal tourism.

Furthermore, the literature states that place attachment also has a functional dimension, namely, place dependence (Oh *et al.*, 2013). In this perspective, a person's relationship with a place is crucial in determining his attitude toward an attitude object. A person will form a positive attitude toward an object if he feels that he gets positive benefits from the attitude object (Byrd *et al.*, 2009). Therefore, a tourist who feels the benefits and concerns raised by the idea of developing HT in a destination will be able to support or not support the development of HT in that destination. His/her functional relationship with the destination will play a significant role in mediating the influence of his/her perceived benefits and concerns on attitude toward developing halal tourist destinations. Based on these arguments, we propose *H11* and *H12*:

H11. Place dependence mediates the influence of perceived benefits on attitudes toward halal tourism.

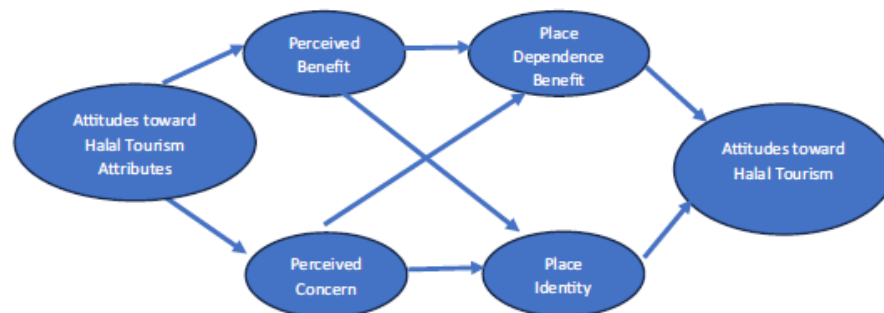
The relationship between these variables is illustrated in the research model presented in Figure 1.

Methods

This research used a quantitative method. Population of the research was Indonesians who have visited Yogyakarta. The sample was taken using a purposive sampling method. There were criteria for sample member selection: a minimum age of 17 years old and they had to have visited Yogyakarta recently (not more than 3 years ago). Respondents were recruited by distributing questionnaires in various social media platforms to reach community groups, the general public and travel agency customers. This diverse approach was necessary to capture respondents with a wide range of backgrounds, ensuring a sample that reasonably represents the tourist population visiting Yogyakarta Special Region. To verify that respondents met the required criteria, several screening questions were included in the Supplementary file. For instance, to confirm that respondents had previously visited Yogyakarta Special Region, they were asked to mention their favorite tourist attractions in Yogyakarta. This was done to ensure that they had indeed visited the region before.

The screening questions include whether the respondent has visited Yogyakarta, the number of visits and the date of the last visit to Yogyakarta. If the respondent has never visited Yogyakarta, then their participation in completing the questionnaire is terminated. There was also some arranging done so that there would be a rather proportional sub-samples consisting of multi-religion respondents.

A total of 255 respondents participated in the survey. This is considered to be an adequate sample size. Hair *et al.* (2019) and Sekaran (2006) have stated that an adequate sample size is 30–100 but must be at least five times the number of indicators. As the number of indicators to be measured is 28, the minimum number of samples is 140. A Supplementary file was prepared to collect the data. Bryman and Bell (2014) have stated that Supplementary file is effective in obtaining a large number of respondents. The Supplementary file can reach a wider audience as well. The measurements of variables were translated into the Indonesian language from their original English versions. Face validity was tested using 30 respondents who evaluated the clarity of the sentences. Measures for each of the variables were taken from previous research. The



Source(s): Authors' own work

Figure 1. Conceptual model

attributes of HT destinations were taken from crescentratings.com. HT consists of criteria that are prioritized under the following three categories: “Need to have,” “Good to have” and “Nice to have.” We adopted CrescentRatings’ criteria to construct a 12-item measurement. The questions pertaining to the halal attributes were formulated to assess respondents’ agreement with the attributes required as attributes of a halal tourist destination.

The measures of place dependence and place identity were taken from various sources (Zhang *et al.*, 2014; Kyle *et al.*, 2004; Moore and Graefe, 1994; Vaske and Kobrin, 2001; Williams and Roggenbuck, 1989). The measures for perceived benefits and perceived concerns were adapted from Lee and Oh (2018).

Responses were recorded using a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). We conducted a descriptive analysis to calculate the mean values and standard deviation of respondents’ responses. The model was tested using Partial Least Square Structural Equation Modeling. This is an efficient data analysis tool for assessing the strength of complex relationships between variables (Chin, 1998). We used Smart PLS 4.0 software to assess measurement and structural models and test the hypotheses.

Results

We present the results of the empirical research below. Table 1 contains the respondent profiles. The gender and age of respondents are distributed proportionally. As for visit frequency, the

Table 1. Respondents’ profile

Descriptor	N	%
<i>Gender</i>		
Male	125	49
Female	130	51
<i>Age</i>		
17–23 years	55	21.57
24–35 years	63	24.70
36–45 years	75	29.41
46–58 years	62	24.31
<i>Visit frequency</i>		
Once	45	17.64
2–3 times	75	29.41
>3 times	135	50.94
<i>Educational background</i>		
Below senior high school	20	7.84
Senior high school	95	37.25
Bachelor degree	117	45.88
Postgraduate degree	23	9.02
<i>Religion</i>		
Muslim	135	52.94
Protestant	45	17.64
Catholic	43	16.86
Hinduism	13	5.1
Buddhism	10	3.92
Confucianism	5	1.96
Native religions	4	1.57

Source(s): Authors’ own work

respondents have predominantly visited Yogyakarta more than three times. A balance between respondents with bachelor/postgraduate degrees and those with high school or below backgrounds was also achieved. Non-Muslim tourists should have opinions on the development of a halal tourist destination. Both Muslims and non-Muslims would experience a tourist destination that complies with the requirements of HT. Therefore, the researchers intentionally sought a rather proportional representation of religious statuses among the respondents, by looking for a more or less equal proportion of both Muslim and non-Muslim respondents.

The reliability and validity of the instrument were also ascertained because the Cronbach's alpha score, factor loading and AVE were acceptable. We got rather low factor loading and AVE scores for two items (ATR 1 and ATR 2) for the HT criteria. However, we decided to maintain these items because these are criteria that have been set by institutions that are often used as references in developing HT. Statistically, according to the suggestions of [Vinzi et al. \(2010\)](#), researchers should check whether deleting the item significantly improves the reliability score and average variance extracted (AVE). As deleting the items did not improve the reliability score and AVE and the existing CR and AVE scores were acceptable, the researchers decided to retain the items. The AVE scores of more than 0.5 are considered adequate ([Hair et al., 2021](#)).

[Table 2](#) also provides the results of the average value, standard deviation and reliability and validity scores. Convergent validity was assessed using factor loadings and AVE. Internal consistency was demonstrated by Cronbach's alpha and CR scores. The results of discriminant validity (cross-loadings) are depicted in [Table 3](#). The results demonstrate that all criteria were fulfilled.

[Figure 2](#) depicts the structural model. The path coefficients and significance of the relationships are shown in [Figure 2](#). The results of the analysis showed that the significant direct effects were the positive influence of HT attributes on perceived benefits ($B = 0.547$ and $p = 0.000$), the positive influence of perceived benefits on place identity ($B = 0.486$ and $p = 0.000$), the positive influence of perceived benefits on place dependence ($B = 0.601$ and $p = 0.000$) and the positive influence of place dependence on attitudes toward HT ($B = 0.334$ and $p = 0.001$) ([Table 4](#)).

The results of the indirect effects ([Table 5](#)) showed that the influence of place benefits on attitude toward HT when it was mediated by place dependence was significant ($PB \rightarrow PD \rightarrow ATT$; $B = 0.201$ and $p = 0.003$). Apart from that, HT attributes significantly influenced attitudes toward HT through perceived benefits and place dependence ($Alpha \rightarrow PB \rightarrow PD \rightarrow ATT$; $B = 0.110$ and $p = 0.007$).

However, the influence of place concern on attitudes toward HT, which is mediated by place identity, was not significant ($PC \rightarrow PI \rightarrow ATT$; $B = 0.027$ and $p = 0.605$). Further, the influence of HT attributes on attitudes toward HT through perceived benefits and place identity was also not significant ($Alpha \rightarrow PB \rightarrow PI \rightarrow ATT$; $B = 0.027$ and $p > 0.1$).

The model showed an adequate fit. The model's standardized root mean square residual (SRMR) score was 0.069. According to [Henseler et al. \(2014\)](#) and [Schermelleh-Engel et al. \(2003\)](#), the SRMR is a goodness of fit measure for Partial Least Square Structural Equation Modeling that can be used to avoid model misspecification. A good fit is indicated by an SRMR score of less than 0.10 or 0.08 (in a more conservative version) ([Hu and Bentler, 1998](#)). Further, the current model's NFI was 0.775. It showed an incremental fit. However, Smart PLS does not calculate a better measure of model fitness of non-normed fit index ([Lohmöller, 1989](#)). Therefore, we conclude that the model exhibited an adequate fit.

Discussion

The results of this research show the role of the concepts of knowledge-belief-norms and place attachments in understanding the development of HT. There are many interesting

Table 2. Descriptive statistics, validity and reliability results

Item	Mean values	SD	Loadings	AVE	Cronbach's alpha	CR
<i>Halal tourism attributes</i>				0.505	0.885	0.904
1. Tour packages pay attention to schedules and facilitate five-time daily prayers	4.557	0.604	0.546			
2. Tourist facilities provide food during fasting and breaking the fast during Ramadan	4.329	0.698	0.607			
3. Providing a tourism experience that connects tourists with Islamic identity and history/heritage	4.192	0.735	0.743			
4. Visits and tours to Islamic historical/heritage sites	4.173	0.726	0.772			
5. Tour packages that facilitate interaction with the local Muslim community	4.078	0.721	0.776			
6. Get experience in tourist destinations accompanied by a Muslim tour guide	3.984	0.741	0.742			
7. Tourist spaces that provide privacy/separate spaces for women and men	3.945	0.848	0.702			
8. A swimming pool that provides privacy/separate pools for women and men	4.129	0.799	0.752			
9. A beach that provides separate privacy for women and men	3.675	0.787	0.643			
10. Spa and beauty salon that provides privacy/separate space for women and men	4.322	0.685	0.652			
11. Tourist facilities that do not provide alcohol at all	4.247	0.839	0.631			
12. Tourist facilities that are not connected to gambling facilities	4.451	0.728	0.643			
<i>Perceived concern</i>				0.741	0.843	0.895
1. The development of halal tourism limits tourism development in Yogyakarta	3.404	0.643	0.808			
2. The development of halal tourism in Yogyakarta could limit the diversity of tourists visiting Yogyakarta	3.416	0.680	0.891			
3. Halal tourism development will not be relevant for all tourists	3.467	0.631	0.881			
<i>Perceived benefit</i>				0.801	0.875	0.923
1. I will get a better tourism experience if Yogyakarta becomes a halal tourist destination	4.090	0.738	0.927			
2. Yogyakarta as a halal destination will attract more tourists	4.016	0.777	0.912			
3. Halal tourism will result in more welfare for Yogyakarta	3.831	0.730	0.844			
<i>Place dependence</i>				0.840	0.936	0.954
1. I like participating in tourism activities in Yogyakarta more than in other destinations	4.027	0.748	0.920			
2. In Jogja, I get more satisfaction than in other tourist destinations	4.031	0.756	0.929			
3. I am more attached to destinations in Yogyakarta than to other destinations	3.973	0.748	0.930			
4. The tourist attractions in Yogyakarta cannot be replaced by other destinations	3.922	0.836	0.886			
<i>Place identity</i>				0.706	0.793	0.878
1. Traveling in Yogyakarta has a deep meaning for me	4.396	0.660	0.845			
2. Yogyakarta is a part of my life	4.110	0.764	0.805			
3. I have special feelings for Yogyakarta	4.184	0.731	0.869			

(continued)

Table 2. Continued

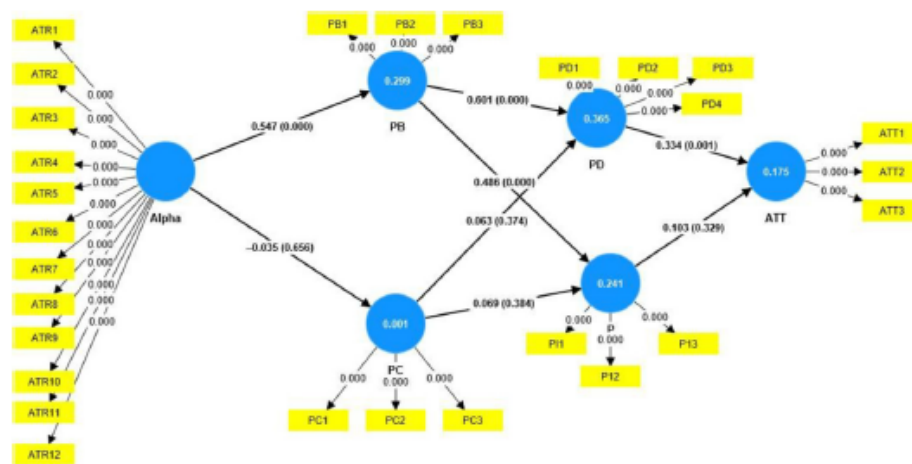
Item	Mean values	SD	Loadings	AVE	Cronbach's alpha	CR
<i>Attitude toward halal tourism</i>				0.885	0.935	0.959
1. Developing Yogyakarta as a halal tourist destination is definitely a correct decision	3.784	0.819	0.915			
2. I support the development of Yogyakarta as a halal tourist destination	3.902	0.818	0.952			
3. I agree if Yogyakarta becomes a halal tourist destination	3.918	0.810	0.954			
Source(s): Authors' own work						

Table 3. Discriminant validity: Cross-loadings

Item	ATT	Alpha (ATR)	PI	PB	PC	PD
ATR1	0.201	0.546	0.258	0.204	0.013	0.194
ATR2	0.213	0.607	0.325	0.225	-0.076	0.252
ATR3	0.298	0.743	0.344	0.385	-0.059	0.269
ATR4	0.342	0.772	0.351	0.393	-0.126	0.283
ATR5	0.348	0.776	0.276	0.391	-0.057	0.237
ATR6	0.414	0.742	0.290	0.468	-0.071	0.330
ATR7	0.353	0.702	0.262	0.415	-0.003	0.281
ATR8	0.432	0.752	0.358	0.407	-0.023	0.325
ATR9	0.392	0.643	0.214	0.446	0.063	0.263
ATR10	0.333	0.652	0.288	0.267	-0.019	0.271
ATR11	0.374	0.631	0.334	0.364	0.045	0.330
ATR12	0.231	0.643	0.371	0.238	0.074	0.331
ATT1	0.915	0.441	0.289	0.499	-0.002	0.380
ATT2	0.952	0.491	0.363	0.530	-0.003	0.393
ATT3	0.954	0.493	0.360	0.502	-0.025	0.393
PI1	0.254	0.370	0.845	0.370	0.053	0.584
P12	0.309	0.369	0.805	0.349	0.026	0.559
P13	0.335	0.386	0.869	0.486	0.083	0.767
PB1	0.510	0.513	0.443	0.927	-0.012	0.567
PB2	0.554	0.531	0.433	0.912	-0.056	0.541
PB3	0.383	0.419	0.429	0.844	0.064	0.505
PC1	-0.014	-0.005	0.015	0.045	0.808	0.021
PC2	-0.068	-0.041	0.044	-0.009	0.891	0.072
PC3	0.046	-0.027	0.085	-0.011	0.881	0.045
PD1	0.367	0.390	0.737	0.565	0.029	0.920
PD2	0.347	0.374	0.748	0.546	0.115	0.929
PD3	0.342	0.366	0.732	0.495	0.089	0.930
PD4	0.446	0.396	0.662	0.586	0.000	0.886

Source(s): Authors' own work

results that provide fresh insights into the factors that cause tourists to support or not support the development of HT. Descriptive data from respondents' agreements on HT attributes show that, in general, there are attributes that receive the lowest level of agreement. These three items relate to the separation of facilities for women and men, namely, "tourist spaces that provide privacy," "a swimming pool that provides privacy/separate spaces for women



Source(s): Authors' own work

Figure 2. Structural model

Table 4. Direct effects

Hypothesis	Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t-statistics	p-values	Conclusion
H1	Alpha (attributes) → PB	0.547	0.553	0.050	11.005	0.000	Supported
H2	Alpha (attributes) → PC	-0.035	-0.032	0.078	0.445	0.656	Not supported
H3	PB → PD	0.486	0.488	0.054	9.013	0.000	Supported
H4	PB → PI	0.601	0.603	0.044	13.516	0.000	Supported
H5	PC → PI	0.069	0.060	0.080	0.870	0.384	Not supported
H6	PC → PD	0.063	0.055	0.071	0.888	0.374	Not supported

Source(s): Authors' own work

and men" and "a beach that provides separate privacy for women and men." These three attributes fall into the "nice to have" category according to CrescentRating's ranking. CrescentRating's categorization system may indicate that there are criteria that are basic and some that are not. However, this raises the need to define HT criteria in a more directive manner. Both the tourism industry and destination management need to have clear guidance on developing HT destinations (Said *et al.*, 2020; Yan *et al.*, 2017).

This research shows that apart from the issue of environmentally responsible behavior (Fenitra *et al.*, 2022; Liobikien and Poškus, 2019; Steg and De Groot, 2012), the knowledge-belief-norms theory (Stern, 2000) can also be applied to other value-driven concepts, such as HT. The research results show that sufficient knowledge of a value-driven concept has a significant role. The present research, which translates HT attributes in detail, conveys that operationalization is very important in communicating a value-driven concept to the general public.

Table 5. Indirect effects

Hypothesis	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t-statistics	p-values	Conclusion
H7	Alpha (attributes) → PB → PD	0.329	0.334	0.043	7.576	0.000	Supported
H8	Alpha (attributes) → PC → PI	-0.002	-0.001	0.007	0.320	0.749	n.s
H9	PB → PI → ATT	0.50	0.052	0.053	0.940	0.347	n.s
H10	PC → PI → ATT	0.007	0.007	0.014	0.518	0.605	n.s
H11	PB → PD → ATT	0.201	0.203	0.069	2.922	0.003	Supported
H12	PC → PD → ATT	0.021	0.018	0.025	0.847	0.397	n.s
Not hypothesized	Alpha (attributes) → PC → PD	-0.002	-0.002	0.007	0.318	0.751	-
Not hypothesized	Alpha (attributes) → PB → PI	0.266	0.271	0.045	5.939	0.000	-
Not hypothesized	Alpha (attributes) → PC → PI → ATT	0.000	0.000	0.001	0.215	0.830	-
Not hypothesized	Alpha (attributes) → PB → PD → ATT	0.110	0.113	0.041	2.682	0.007	-
Not hypothesized	Alpha (attributes) → PC → PD → ATT	-0.001	-0.001	0.002	0.312	0.755	-
Not hypothesized	Alpha (attributes) → PB → PI → ATT	0.027	0.029	0.030	0.905	0.365	-

Source(s): Authors' own work

This research also demonstrates that tourists' agreement with HT attributes has a positive influence on their opinions about the benefits of developing HT at a destination. These results are consistent with the concept that a person's attitude toward a particular object will produce perceived benefits. A higher level of agreement will produce a more positive opinion regarding the perceived benefits of developing HT in a place. However, empirically speaking, tourists' agreement with HT attributes has no effect on perceived concerns. A person's concerns about the development of HT are not related to the attributes as determined by CrescentRating. This shows that there may be other attributes that raise tourist concerns regarding the development of HT at a tourist destination. Apart from that, there is a plausible explanation that the development of HT cannot be assessed only based on attributes but must also be seen as a whole. That is to say, how the destination image will be formed based on the overall image of HT based on each individual's perception and interpretation of HT. As suggested by Keller (1993) and Wang *et al.* (2018), consumers will evaluate an object or a destination based on its overall brand image. Because tourists' agreement with HT attributes has no effect on perceived concerns, consistently, this research also does not show perceived concerns as a mediator of the impact of attitudes toward HT attributes on place identity and place dependence.

This plausible explanation is also supported by the finding that perceived concern does not mediate the influence of attitudes toward HT attributes on place identity. These results reinforce the nuance that the definition of HT is still general. The term "halal" means everything that is permitted by the Sharia Law (Satriana and Faridah, 2018). Several definitions of HT have been proposed by Battour and Ismail (2016), Mohsin *et al.* (2016) and Vargas-Sánchez and Moral Moral (2018). However, these definitions are still too generic. HT is defined as organizing tourism based on Islamic teachings and principles. Battour and Ismail (2016) also provided explanatory information that HT does not yet have a universally agreed-upon definition.

This study did not find a significant influence of perceived concern on either place dependence or place identity. These results contradict the place attachment theory, which suggests that perceived concern has a negative effect (Lee and Oh, 2018). This finding implies that the contextualization of perceived concern in value-based issues (such as HT) may not have a negative impact, as it might with more general issues. However, this result also presents a limitation of the research. HT may be perceived differently and raise different concerns among Muslims and non-Muslims. Future research on value-based issues should be aware of this aspect.

The research results also show that place dependence plays a mediating role in the influence that perceived benefits have on attitudes toward HT. This empirical evidence supports the place attachment theory, namely, that person-place relationships play an important role in forming a person's attitudes (Jorgensen and Stedman, 2001). In this case, the respondents' attitudes regarding the development of HT in Yogyakarta are mediated by their relationship with Yogyakarta. However, the research results also show that, if place dependence plays a mediating role, then it turns out that place identity does not play that role. Place dependence is more functional, while place identity is more emotional (Lee and Oh, 2018). This research thus suggests that tourists' functional connection with the destination, namely, their satisfaction with the destination's products and services, will determine their attitude toward the discourse or theme of developing a particular destination.

This functional relationship also involves empirical evidence showing that perceived benefit is a mediator of the influence that attitudes toward HT attributes have on place dependence and place identity. Again, perceived concerns – which are not affected by the assessment of HT attributes – are an important factor in the relationships between HT attributes, perceived concerns, along with place dependence and place identity.

The present research brought the place attachment theory to tourism research. A tourist destination involves a geographical area unit. During a visit to a destination, tourists form a relationship with that destination. It provides additional empirical evidence on the important value of place attachment (Halpenny, 2010; Inalhan *et al.*, 2021; Ujang and Zakariya, 2015; Vorkinn and Riese, 2001). In line with research by Inalhan *et al.* (2021), place attachment is a factor in forming attitudes toward an attitude object that involves place/geographical units. Results of the research also provide empirical evidence that amid increased human mobility (Di Masso *et al.*, 2019), individuals still form relationships with the places they visit.

Theoretical and managerial implications

The research results discussed in the previous section have several theoretical implications. First, ground research has to be conducted on the attributes of HT. What makes a tourist destination halal or not needs to be defined further (El-Gohary, 2016). The definition that has been used by CrescentRating may not be the only definition. However, this study may not be included in a pure study in tourism management science. This multidisciplinary domain involves Islamic religious knowledge, tourism and cultural studies.

Second, to develop the attributes of HT, qualitative research is needed to explore the meaning and requirements of halal in tourism. Future researchers need to use qualitative research using a phenomenological or hermeneutical approach. Phenomenology is rooted in lived experience. It relies on interviews. The subsequent hermeneutic interpretation (Hunter, 2012) can also be an appropriate way of exploring and furthering the study of values and norms of Sharia Law with regards to HT.

In support of Nurdiansyah's (2018) suggestion, tourists' agreement with the attributes of HT cannot be generalized to all destinations. The results of this research indicate that tourist-place relationships can be an important factor in understanding tourists' attitudes toward HT development. Therefore, after those attributes are defined, destination-specific factors also become part of HT modeling. The results of this research indicate that the definition of HT needs to be translated down to the attribute level. In this case, the HL tourism attributes offered by international institutions (such as Crescent Ratings) can be used as a benchmark. However, each destination definitely has a different history, characteristics and community dynamics. Therefore, on top of these basic principles, each destination may have several additional attributes according to their respective community dynamics.

This research takes a tourist perspective in modeling HT. Modeling HT from a supply-side perspective, namely, from the residents' perspective (Dewi, 2023), also needs to be used as a perspective that enriches our understanding of HT. Residents are the hosts of a tourist destination. Their perspectives and opinions are very important in developing tourism in these destinations. Future research needs to combine both perspectives.

Furthermore, perceived benefits and perceived concerns – which are covered by the knowledge-belief-norms theory – are also very relevant and should be part of further modeling. However, perceived benefits and perceived concerns can also be interpreted differently by tourists with different religions or beliefs. Because HT is rooted in Islamic beliefs, tourists with different beliefs can have misinterpretations of the norms behind it. Further research needs to compare scores on HT attributes, perceived benefits, perceived concerns and attitudes toward HT from Muslim and non-Muslim tourists.

The integration of the knowledge-belief-norm and place attachment theories highlights the important insight that an individual's knowledge, beliefs and norms may not be universal or apply the same in all contexts. A person's interest in or attachment to a particular tourist destination can result in a diverse range or spectrum of attitudes. In the context of tourism development, this study provides significant implications, as tourism inevitably involves the

element of place. Theories that are generally applicable in tourism may not hold universally across all types of destinations, as their relevance depends on the relationship between the destination and the tourists. In terms of management, this study provides important insights. The results of our research show that perceived benefits have a positive effect on attitudes toward HT. Destination management organizations (DMOs) and the tourism industry need to develop, and ensure the quality of, tourism products and services to gain the support of tourists (Yan *et al.*, 2017; Yusuf *et al.*, 2021). Furthermore, place dependence is also a significant mediator. This means that tourists will basically have a relationship with a place because they derive satisfaction from the products and services of a particular destination.

DMOs need to ensure the quality of product and service standards and ensure delivery of high-quality products and services. They also need to communicate the attributes of HT clearly so as not to cause misperceptions. A person's knowledge will shape his or her norms and beliefs. Therefore, misperceptions about HT do not need to occur.

This study provides valuable insights for destinations in Muslim-majority countries, such as Indonesia. In countries with a predominantly Muslim population, fundamental attributes – such as facilitating five-time daily prayers and accommodating practices during the fasting month – are naturally expected to be provided. However, the findings of this study indicate that certain attributes received particularly positive responses, especially those related to providing tour packages and tourism experiences that connect tourists with Islamic history and the local Muslim community. These findings are highly beneficial for product innovation and the development of tour packages that can attract not only Muslim travelers but also tourists in general. The tourism industry and DMOs can follow up on these findings.

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Supplementary material

The supplementary material for this article can be found online.

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