



2nd Online Conference on Multidisciplinary Academic Research
(OCMAR-2020), Australia

ISBN (eBook): 978-0-6482404-6-4

Asia Pacific Institute of Advanced Research (APIAR)

www.apiar.org.au

LINKING DESTINATION COMPETITIVENESS ON HALAL TOURISM INTENTION BEHAVIOR IN MANAGING SUSTAINABLE TOURISM IN INDONESIA

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Abstract

The increasing number of Muslim populations is causing the market size of the Islamic economy to increase, including in the tourism sector. The presence of a Muslim-friendly tourist destination is important for Muslims. This Muslim-friendly destination can be classified as Halal Tourism, including Halal Food and Beverage, sharia-compliant Hotel, as well as the other aspect related to attraction, facility and safety. This study examines the influence of the three attributes of destination competitiveness, namely core resources and attractors, supporting factors and resources, as well as destination management, on the perceived behavioral control, perceived value, trust and behavioral intention of going to the Halal tourism destination in Indonesia. Core resources and attractors comprise scenery, culture and event. Supporting factors and resources comprise facility, accessibility and safety while destination management consist of tourist management includes of promotion and giving good services to the tourist. The aspects related to destination management indicate direct technique in managing destination's competitiveness as well as sustainability. The relevant literature was reviewed to develop a model framework for this study.

Keywords: Destination Competitiveness, Halal Tourism, Intention to Go, Perceived Behavioral Control, Perceived Value and Trust.

1. Background

The Muslim tourist market in Indonesia has shown high and consistent growth rate (Jaelani, 2017). This is due to government promotion and branding image for several Halal destinations in Indonesia as an attempt to accomplish government's goal in making Indonesia a leading halal tourism destination (Indonesia Halal Lifestyle Center, 2018). Moreover, the constant effort of the Indonesian Ministry of Tourism in Indonesia coupled with investment in developing Muslim-friendly infrastructure has made Indonesia succeed in occupying the top rank on Halal Tourism Global Muslim Travel Index (GMTI) 2019 (Mastercard-CrescentRating, 2019). The government of Indonesia and industry players is fully aware of competitiveness in Halal tourism. Halal tourism is believed to be one of the factors that influence economic improvement in Indonesia (Jaelani, 2017). Therefore, a tourist destination cannot escape the competitive challenges by another country.

Halal tourism service has broadened the market and destination, from beach resorts to family-oriented hotels, and from travel agencies to apps that book and rate holidays. O.I.C. (The Organization of Islamic Cooperation) and governments are planning to boost tourism revenues and further pushing investment in the sector, whether in Malaysia, Indonesia or in Turkey and

Saudi Arabia. Halal tourism destinations have some standard requirements that complies with Islamic law, in order to be called a halal-friendly destination. Halal tourism have their own value from perspective of tourists, supply chain, and economics, where there are contributing to the sustainability of the tourism industry.

Destination competitiveness in tourism industry is not only about economic benefit, but it constitutes with numerous aspects such as attractions, cultures, events, facilities and infrastructures (Crouch, 2007). The fundamental attributes for destination's competitiveness is destination's core touristic resources and attractors (Battour & Ismail, 2016; Crouch, 2007). In tourism, destination competitiveness relates to endowed resources (comparative advantage) and deployment resources (competitive advantage). Comparative advantage is associated with climate, scenery, flora, fauna, and whole relate to create items such as the tourism infrastructures, hotels, attractions and transportation while competitive advantage is associate with the ability of the destination to use the resource effectively (Battour & Ismail, 2016).

The past research by Al-Ansi & Han, 2019 have already mentioned the relation perceived value, trust and intention of a tourist destination. Other research mentions the relation among perceived behavioral control and intention, but rarely mention about perceived behavioral control, perceived value and trust related to the intention to go to Halal tourism, as well as, the relation of the tourism destination competitiveness (Zainuddin, Radzi, & Zahari, 2016). The literature about aforementioned factors is still relatively limited. Table 1 provides a summary of Halal tourism recent studies. This study explores the driving factors on Halal tourism intention to go along with the influence of destination competitiveness on tourist's perceived behavioral control, perceived value, and trust on halal tourism.

Table 1: Previous Studies of Destination Competitiveness Attributes on Halal Tourism

Author(s)	Method/ Data Analysis	Location of Study	Variables
Han et al. (2019)	Survey, PLS-SEM	Kuala Lumpur Malaysia	General risks, halal customers' satisfaction, trust, intention to recommend
Zainuddin et al., (2016)	Survey, SPSS	Langkawi, Malaysia	Tourist response, tourist image, travel revisit intention, perceived destination competitiveness
Sriprasert, Chainin, & Rahman (2014)	Survey	Thailand (Krabi, Phuket, Pangna, and Satul)	Satisfaction, demographic profile, tourist behavior & Muslim tourist needs
Eid (2013)	Survey, SEM	UK, Egypt & UAE	Quality, price, emotional, social, Islamic attributes
Battour, Battor, & Bhatti (2014)	Interview, EFA & CFA	Kuala Lumpur, Malaysia	Islamic attributes of destination and overall tourist satisfaction
Battour, Battor, & Ismail (2012)	Survey, PLS, PCA CFA, EFA	Malaysia	Push motivations, pull motivations, tourist satisfaction, destination loyalty

2. Halal Tourism Concept

Halal is referring to permissible or lawful to the sharia Islam. This concept of Halal is not limited to food and beverages only but also in term of service (El-gohary, 2015). Halal definition encompasses the entire supply chain, including halal accommodation, halal transport, halal food safety. Ensuring the condition of products and services are based on sharia law (Chookaew et al, 2015). As one of the forms of halal services, halal tourism is products and services that provide travel packages and destinations that fulfill Muslim needs and are capable of offering optimum comfort, value for money and religious obligation (Halkias et al., 2014).

Halal tourism requires further development and more comprehensive understanding of the collaboration of values Islam is embedded in tourism activities. There are several factors that make Halal tourism sector attractive especially related to economic nature such as purchasing power, high expenditure in tourism destination, fast growth rate of Halal market, and anti-seasonal character even stimulate demand in low seasons. There also some barriers that discourage tourism industry stakeholders, such as ignorant and lack of information about Halal market and its potential, scarcity of necessary infrastructure, insufficient Halal food, lack of prayer facility along with unable to serving Muslim and non-Muslim travelers at the same time because of cultural differences and misunderstanding in Islamic tourism perception (Vargas-sánchez, 2019).

3. Framework Development

In this study, the main factors of destination competitiveness that used are core resources & attractors, supporting factors & resources and destination management. Those three factors are considered to have correlation to the drivers on the tourists' intention behavior. Then the sub-factors are modified to fit the context of halal tourism.

Core resources and attractors are defined as determinant factors of why tourist are choosing one destination over another. It is correlated to the tourists' rational choice which is closed to the trust in tourism destination. The attributes of destination's core touristic resources and attractors have become essential to the destination's competitiveness (Crouch, 2007).

Destination management is one of the important attributes of destination competitiveness which comprises of government and industry. In terms of government and industry, destination management represents a direct mechanism for managing the destination's competitiveness as well as sustainability development (Crouch, 2007). For managing sustainability tourism development, the tourism service provider needs to meet tourist demand while protecting and enhance opportunity for the future (COMCEC, 2018). There are several areas in sustainable tourism such as economic, social-cultural and environmental.

Supporting factors and resources is defined as the facilities that manage a secondary effect on the motivation of tourist. This includes general infrastructure, quality of service, accessibility of destination, hospitality and market ties (Enright & Newton, 2005). The supporting facility provides the foundation upon which a tourist needed (Crouch and Ritchie 1999). Hence, the core resource or the attractors of a destination is enhanced by its ability to provide a supporting facility for the tourist.

In terms of perception, there are several factors that have been associated with intention, including perceived behavioral control and perceived value. Besides, there is a trust that is considered to have a relationship with intention, then, supporting factors and resources in destination competitiveness as an attribute of Halal tourism (Crouch, 2007). Ajzen (1991) have stated that perceived behavioral control is determined by the individual's beliefs about the power of both situational and internal factors to facilitate the performing of the behavior. Perceived behavioral control is associated with intention and refers to thoughts about how easy or difficult it is to perform the behavior involving consideration of obstacles and enabling

circumstances. Perceived behavior encompasses several indicators, namely, perception of tourist to the location selection, perception of a limited facility, perception of price. There are some different result in the past study, some researcher stated that perceived behavioral control is not critical factors on intention, but another research stated that behavioral is still critical predictor to intention, even other research also supports that there is positive relation among perceived behavioral control and Intention (Afendi et al., 2014; Wu, Li, & Li, 2016).

In this study intention in Halal tourism refers to “one’s decision in order to make a decision in visiting Halal tourism destination” (Ha & Jang, 2010; Han & Hwang, 2013). A variety of empirical studies in various fields have consistently demonstrated intention as the most effective variable of the actual behaviors (Ajzen, 1991). Researchers also have tried to analyze an effective way of creating positive intention and analyzing their actual behavior. A very limited number of Halal tourism studies have tried to investigate with regards to intention to go to Halal tourism. Thus, there are ten propositions which are derived from the literature review, then transformed into a conceptual framework as can be seen in Figure 1.

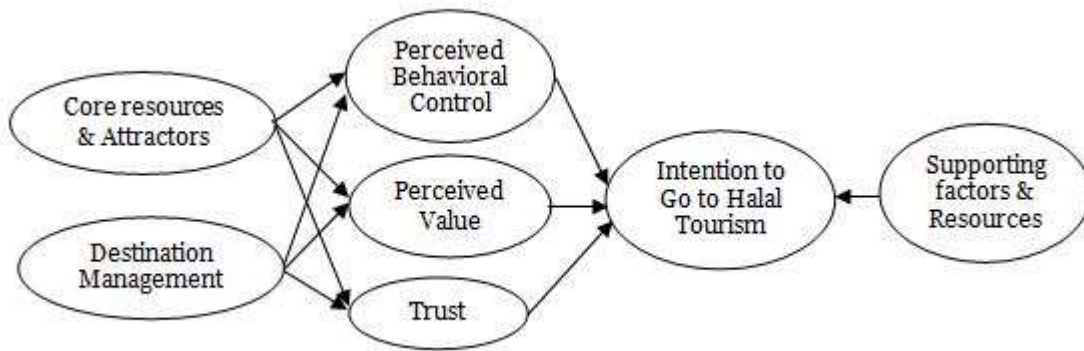


Figure 1: Framework Development

4. Discussion and Conclusion

Halal tourism in Indonesia has good economic prospects. The tourism industry is not only intended to increase in government revenue, but has also contributed to environment sustainability. Destination management proposes to have indirect effect to intention to go to Halal tourism. Destination management also proposes to have direct effect on perceived behavioral control, trust and perceived value. Destination management is one of the important attributes of destination competitiveness, comprising government and industry.

In terms of relationship between Halal tourism and sustainable tourism, in Halal tourism practices, there also sustainable tourism practice. Currently, the term 'Halal' does not only have a religious meaning, it is now a synonym for standards of quality, health and sustainability (COMCEC, 2016). From a commercial perspective, tourism service providers treat guests according tourist needs. In Halal tourism, the part of how providers give assurance to customers with respect to the religious appropriateness of the food that is provided may give satisfaction to tourist (Samori et al., 2016).

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