

The Influence of Islamic Attributes and Destination Image on Intention to Engage in Muslim Friendly Travel: Mediating by Emotional Value and Moderated by Halal Awareness

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Abstract

This research investigates the factors that will influence Muslim tourists' intentions to undertake Muslim-friendly tourism in Bali, amidst the dominant Hindu culture on the island. Specifically, this research examines the impact of Islamic attributes and destination image through tourists' emotional value on intention to engage, with halal awareness moderating this relationship. Methodologically, this quantitative research collected data from 230 Muslim tourists who had visited Bali more than once. Structural Equation Modeling (SEM) and Smart PLS software were used for data analysis. The findings reveal that Islamic attributes and destination image will significantly increase tourists' emotional value, which in turn will positively impact their intention to engage in Muslim-friendly tourism. Halal awareness moderates this relationship, highlighting its role in shaping tourists' perceptions and experiences. These results underscore the importance of developing and promoting Muslim-friendly amenities and services in non-Islamic destinations such as Bali, providing insights for tourism stakeholders to increase the competitiveness and attractiveness of these destinations for Muslim tourists globally.

Keywords: *Muslim-friendly tourism, Islamic attributes, Destination image, Emotional value, Halal awareness*

Abstrak

Penelitian ini menyelidiki faktor-faktor yang akan mempengaruhi niat wisatawan Muslim untuk melakukan wisata ramah Muslim di Bali, di tengah budaya Hindu yang dominan di pulau tersebut. Secara khusus, penelitian ini mengkaji dampak atribut Islami dan citra destinasi melalui nilai emosional wisatawan terhadap niat untuk terlibat, dengan kesadaran halal yang memoderasi hubungan ini. Secara metodologis, penelitian kuantitatif ini mengumpulkan data dari 230 wisatawan Muslim yang telah melakukan kunjungan berulang ke Bali lebih dari satu kali. Structural Equation Modeling (SEM) dan perangkat lunak Smart PLS akan digunakan untuk analisis data. Temuannya akan mengungkapkan bahwa atribut Islami dan citra destinasi secara signifikan meningkatkan nilai emosional wisatawan, yang pada gilirannya berdampak positif terhadap niat mereka untuk terlibat dalam

pariwisata ramah Muslim. Kesadaran halal akan memoderasi hubungan ini, menyoroti perannya dalam membentuk persepsi dan pengalaman wisatawan. Hasil-hasil ini menggarisbawahi pentingnya mengembangkan dan mempromosikan fasilitas dan layanan ramah Muslim di destinasi non-Islam seperti Bali, memberikan wawasan bagi pemangku kepentingan pariwisata untuk meningkatkan daya saing dan daya tarik destinasi tersebut bagi wisatawan Muslim secara global.

***Kata Kunci:** Pariwisata ramah Muslim, Atribut Islam, Citra destinasi, Nilai emosional, Kesadaran halal*

INTRODUCTION

Global tourism has recovered to nearly 90% of the pre-COVID-19 pandemic levels, as stated by the World Tourism Organization (UNWTO). According to the latest data from the UNWTO, the number of international tourists who traveled between January and September 2023 was estimated to be around 975 million. This figure represents a significant increase of 38% compared to the same period in 2022 (Rahmadi, 2024). Bali, as one of the main destinations, is experiencing an increase in demand and market share (Mastercard Economics Institute, 2024). Apart from that, Muslim-friendly tourism is growing rapidly globally. Crescent Rating, a leading authority on Muslim-friendly travel, estimates that the number of Muslim tourists traveling globally will reach 230 million by the year 2026. By 2050, Muslims are expected to represent almost 30 percent of the world's population (Joles, 2019). Tourist destinations that have a Muslim-friendly concept are not only attractive to Muslim tourists, but also to the general market (Jalinda, 2024). Several countries use the term 'Muslim-friendly destination' to indicate that halal tourism experiences can be enjoyed by anyone (Aprilya, Setyawan, & Sari, 2024). With this great potential, Indonesia has an interesting opportunity to become a Muslim-friendly tourist destination.

Indonesia is committed to increasing Muslim-friendly destinations, as evidenced by The Mastercard Crescent Rating Global Muslim Travel Index (GMTI) 2023 named the "Top Muslim Friendly Destination of the Year 2023". (Kemenparekraf RI, 2023). However, the development of Muslim-friendly tourism in Bali has sparked controversy. Some Balinese people are worried about changes in local culture. Chairman of the Nasdem Party DPP for MSMEs, Niluh Djelantik, rejected this idea in order to maintain Balinese identity which is rooted in local culture (Tabelak, 2020). Governor Koster rejected the idea of developing halal tourism in Bali, reasoning that Bali's tourism identity is already firmly

grounded in the island's unique cultural heritage (Mardiastuti, 2019). Meanwhile, research by Rostiani et al. (2023) discusses variables that influence Muslim tourists' intentions to engage in Muslim-friendly tourism, such as Islamic attributes, destination image, skepticism, perceived value, and halal awareness. These factors influence Muslim tourists' decisions in choosing a destination. One of the main concerns is the difficulty of finding halal food and drink in Bali, which is famous for its bikini-clad beach tourists and non-halal dishes such as suckling pig and arak Bali. Chairman of the Nasdem Party DPP for MSMEs, Niluh Djelantik, expressed his rejection of halal tourism in Bali, emphasizing that the beaches and typical culinary delights would remain (Fitriani, 2020). Halal Awareness is crucial in regulating the relationship between Islamic characteristics and uncertainties, as well as influencing Muslim travelers' intentions when selecting a travel destination.

This research will be conducted to explore the trend of Muslim-friendly tourism, which will be growing rapidly in the world, including Indonesia, in line with the increasing global Muslim population (Kristina, 2024). Many countries are now becoming friendly destinations for Muslim tourists by providing worship facilities, halal food and tourist experiences according to their needs (Pamuji, 2024). According to Rostiani, et al. (2023), in the context of intention to engage in Muslim-friendly travel, emotional value is influenced by Islamic attributes. Rostiani also explained that Islamic attributes refer to elements that are related to Islam and meet the special needs of Muslim consumers, especially in the context of Muslim-friendly travel. Islamic attributes can include various things, such as the availability of halal facilities, prayer space, and compliance with halal standards in accordance with sharia law. In the tourism industry, Islamic attributes are an important factor that can attract Muslim consumers by meeting their religious needs and preferences. With adequate Islamic attributes, Muslim consumers tend to feel more connected to the tourist destination and feel more comfortable during their trip. The study by Rostiani et al. (2023) examined how Islamic features, like halal food and prayer spaces, impact Muslim travelers' emotional connection and intention to visit. The researchers found that incorporating these religious attributes into tourism offerings can enhance Muslim consumers' positive feelings and desire to engage in Muslim-friendly travel. This underscores the importance of understanding and meeting the needs of the expanding Muslim travel market segment. Therefore, travel service

providers should consider and incorporate suitable Islamic features to appeal to and accommodate Muslim consumers. Even though Bali is not an officially halal tourist destination, this island has shown its commitment to meeting the needs of Muslim tourists by providing various adequate Islamic attributes. Knowledge about halal food and drinks in Bali is quite extensive (Annisa, Ali, & Yekti Mahanani, 2023), with the existence of 765 units of Islamic worship facilities (Annur, 2022), as well as several hotels and restaurants that have implemented the halal concept (Tiofani & Aisyah, 2022). Thus, Indonesia has great potential in developing halal tourism. In addition, several regions, such as Lombok and Aceh, have been designated as official halal tourist destinations (Kemenparekraf RI, 2021).

Despite the popularity of Bali as a tourist destination, there remain concerns regarding the safety and comfort of Muslim travelers visiting the island. The uniqueness of this research lies in its exploration of non-halal destinations, which is different from most previous studies, as well as its potential to broaden our understanding of Muslim-friendly tourism. Even though Bali is not an officially halal tourist destination, the island has an open culture and has made efforts to provide friendly facilities and services for Muslim tourists. The findings from this research can provide valuable insights for the development of more inclusive tourism in Bali, as well as be an example for other destinations in serving Muslim tourists well, even in places not specifically designated for halal tourism.

RESEARCH METHOD

Researchers did a comprehensive review of previous research on Islamic qualities, destination image, halal awareness, emotional value, and intention to engage in Muslim-friendly travel in order to develop a study tool. We utilized various study instruments from Rostiani et al., (2023) that pertain to the development of Islamic characteristics, perception of vacation destinations, understanding of halal practices, emotional significance, and the inclination to participate in Muslim-friendly travel. The research constructs will be evaluated using a Likert-type scale consisting of five points, where 1 represents severe disagreement and 5 represents strong agreement. The study will focus on Muslim tourists participating in Muslim-friendly tours to Bali on multiple occasions. The sample size will be determined based on the methodology

proposed by Hair et al. (2022). The strategy is chosen since there is a shortage of accurate population data. Using 5 to 10 times the amount of indicators is recommended, resulting in 28 indicators in this study. The data will be collected using social media sites such as Instagram and WhatsApp, with roughly 230 participants completing the survey questionnaire. The analysis will employ Smart PLS and SEM software, selected for their efficacy in assessing novel theoretical models and intricate social structures in marketing research (Hwang, Sarstedt, Cheah, & Ringle, 2020). Figure 1 visually represents our conceptual framework.

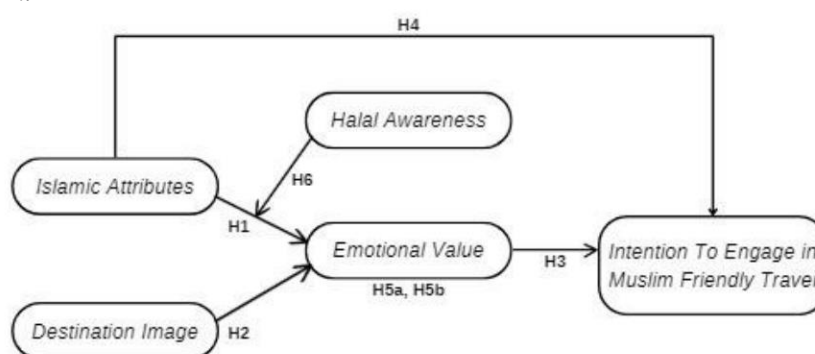


Figure 1: The conceptual research framework.

RESEARCH FINDINGS AND DISCUSSION

Islamic Attributes have a positive effect on Emotional Value

At the 2022 Halal in Travel (HIT) Awards held by CrescentRating, there is a classification of the responsibilities of Muslim tourists when traveling. The 2022 World Halal Summit emphasizes the importance of restaurants and eating places that provide halal food and drinks to meet the needs of Muslim tourists. Additionally, Muslim tourists' responsibilities when traveling also involve choosing accommodation that is Muslim-friendly. This includes facilities such as clean bathrooms, separation between men's and women's rooms, as well as the availability of worship facilities such as prayer rooms or mosques near the accommodation (CrescentRating, 2022). In line with Eid & El-Gohary's (2015b) statement in Rostiani et al., that religion plays an important role in individual considerations when traveling. In general, Islamic attributes like this have the potential to provide a sense of comfort and increase satisfaction to tourists during their journey on Muslim-friendly tourism (Abror et al., (2019)) (Rostiani et al., (2023)). By paying attention to all available aspects of Islamic attributes, Muslim

tourists can carry out their obligations as a Muslim when traveling comfortably and in accordance with Islamic principles. Apart from that, this contributes to increasing the emotional value that can be obtained from Muslim-friendly tourism trips.

Destination Image have a positive effect on Emotional Value

The responsibility of Muslim tourists when traveling also involves choosing tourist destinations that are Muslim-friendly. These destinations usually have a rich Islamic history or heritage, and provide facilities and services that meet the needs of Muslim tourists, such as halal restaurants, places of worship, and activities that comply with Islamic principles (Kemenparekraf RI, 2022). Muslim tourists' responsibilities when traveling also include choosing Muslim-friendly transportation. This includes facilities such as prayer rooms at airports or stations, the availability of halal food on planes or trains, as well as separation between men and women on public transportation (Ayunni, 2019). Ratnasari et al., (2021) study involved multiple researchers who made remarks about the correlation between Destination Image and Emotional Value. A study conducted by Jeong et al., (2019) found that the perception or reputation of a tourism site has a favorable impact on tourist satisfaction. These findings highlight the crucial role of destination image in significantly enhancing individual pleasure and emotional value. The destination image greatly impacts the amount of satisfaction experienced by travelers. Positive destination images are associated with high levels of tourist satisfaction, while negative destination images can lead to tourist discontent (Tasci and Gartner, (2007); Artuger et al., (2013); Coban S, (2012); Ratnasari et al., (2021)).). The concept of destination image enables travelers to anticipate and forecast their trip experiences, therefore streamlining an otherwise intricate decision-making process. The perception of a destination as being favorable plays a crucial role in influencing the decisions of Muslim tourists to visit a specific location (Lee et al., (2014); Widjaja et al., 2020). The destination image is influenced by general features, which are crucial as they shape tourists' perception of the emotional value they might expect from a Muslim-friendly tourism experience.

Emotional Value have a positive effect on Intention-to-Engage

Emotional Value significantly influences Intention-to-engage (tourists' intention to get involved) in various tourism activities. Several studies have shown that emotional experience, including pleasure, happiness, and satisfaction, plays an important role in shaping tourists' behavioral intentions (Ratnasari et al., (2021); Mursid, (2022); Kim et al., (2024)). In particular, emotional ties and values have been proven to have a positive impact on repeat visit intentions in halal tourism destinations (Hasan A., (2023)). In addition, emotional experience has been linked to behavioral intentions in Red Tourism in China, yoga tourism, and volunteer tourism (Wang, (2023)). The influence of Emotional Value on tourism experiences has an impact on tourists' satisfaction, which then influences their desire to recommend and participate in visits. in the future (Ratnasari et al., (2021)). Emotional factors such as emotional benefits and involvement have been identified as factors that drive tourists' behavior and desire to participate (Cheng, (2020); Shen, (Shen, 2022)). Additionally, incorporating emotional aspects into the tourism context through emotional intelligence has been suggested to improve the tourist experience (Prentice, (2019)). Furthermore, the emotional dynamics of tourism experiences has been considered an important driving factor of intention to recommend, confirming the importance of emotions in shaping tourists' perceptions and behavior (Mitas, (2020)).

Islamic Attributes have a positive effect on Intention-to-Engage

Islamic tourism, particularly halal tourism, is a distinct type of tourism that caters to Muslim tourists by integrating Islamic characteristics into the tourism experience. These Islamic qualities encompass a range of factors, including halal certified food, worship facilities, adherence to Islamic morality, and other activities that align with Islamic teachings (Liallahu, (2022); Battour et al., (2014)).). The presence of these characteristics plays a crucial effect in shaping the intents of Muslim tourists to visit specific tourist places and their level of contentment throughout the journey (Eid & El-Gohary, (2015b); Battour et al., (2022)). The significance of these Islamic characteristics is further underscored by research indicating that religiosity, perceived value, destination image, halal awareness, and the availability of halal-friendly facilities have a substantial impact on the satisfaction, intention to engage, and behavior of

Muslim tourists during their travels (Eid & El-Gohary, (2015a); Rostiani, (2023); These attributes not only enhance tourist satisfaction but also influence customer loyalty and word-of-mouth marketing in the context of Muslim-friendly tourism (Abror et al., (2019); Fajriyati et al., (2020)). The primary determinant for Muslim visitors in selecting a destination is the presence of halal-friendly amenities and services (Han et al., (2019). Religiosity is a significant factor in influencing the attitudes and actions of Muslim travelers towards halal tourism, among other Islamic characteristics. Multiple studies have demonstrated a clear correlation between religion and various aspects of tourism, including tourist engagement, tourist satisfaction, and the intention to participate in Muslim-friendly tourism (Eid & El-Gohary, (2015a); Abror et al., (2019); Hanafiah, (2020)). Furthermore, Fajriyati et al., (2020) demonstrated that the notion of Islamic tourism encompasses more than just halal certification. It encompasses the concept of deriving pleasure from Allah SWT through travel experiences. Islamic tourism is characterized by the incorporation of Islamic principles and customs in tourist sites, which are crucial for Muslim travelers to experience a sense of ease and uphold their religious convictions while traveling (Eid & ElGohary, (2015a); Eid (2013))). Furthermore, it has been disclosed that the significance of Islamic characteristics in tourism is underscored by the fact that the lack of these aspects might provoke unease among Muslim tourists, so impacting their overall contentment and encounter.

Emotional Value positively mediates the relationship between Islamic attributes and destination image on Intention-to Engage Muslim-friendly travel in Bali

The Islamic qualities significantly influence the connection between the intention to engage in Muslim-friendly travel and the emotional value associated with it. Multiple research have demonstrated that Islamic attributes can impact the inclination of Muslim tourists to visit both Islamic and non-Islamic sites (Nassar et al., (2015); Rostiani et al., (2023)). To understand the factors that influence the intention to engage in going on a Muslim-friendly trip to Bali, it is important to consider the various aspects highlighted in the literature. Research conducted by Rostiani et al. (2023) have shown that Muslim tourists' intention to engage is positively influenced by emotional and functional values, while negatively influenced by skepticism. Furthermore, the availability of Muslim-

friendly facilities such as halal hotels, halal restaurants and prayer rooms is positively related to the intention to engage among Indonesian Muslim tourists (Hariyani et al., (Hariyani & Hanafiah, 2023). In December 2021, Bali had a Hindu population of approximately 3.71 million people, constituting the majority of its population (Chua et al., (2021); Mursid & Anoraga, (2021). Religiosity also plays an important role in Muslim-friendly tourism, because understanding Muslim tourists' attitudes towards halal food products can help develop effective tourism branding strategies (Hanafiah & Hamdan, (2020). In December 2021, Bali had a Hindu population of approximately 3.71 million people, constituting the majority of its population (Kusnandar, (2022). Bali is renowned as the Island of a Thousand Temples due to its impressive collection of 4,755 Hindu worship sites. Balinese people's lives are profoundly shaped by powerful religious ceremonies, which contribute to the distinctiveness and unusual nature of their culture (Annur, 2022). According to data from the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs, there are 432.25 thousand individuals in Bali who identify as Muslims, accounting for 10.08% of the total population (Kusnandar, 2022). In this way, adherents of Islam become a minority religion of the population in Bali. Despite being a minority religion, harmony between religious communities in the province has remained well maintained throughout this time. This is in line with one of the Islamic Attributes, namely the availability of prayer facilities at tourism locations with the number of Islamic worship facilities in Bali recorded at 765 units, consisting of 515 prayer rooms and 250 mosque units (Annur, 2022). In the midst of the majority non-Muslim population in Bali, there are also many tourists who are Muslim. Therefore, there is a need to develop a halal ecosystem in Bali so that it can become a tourism destination that is friendly to Muslims who are on holiday there. As previously explained, Muslim tourists have special needs in meeting their consumption needs. There is a need for halal consumption that must be met, so halal certification is needed to make it easier for tourists to get halal food and drinks on the island of Bali. The need for halal certification is fully supported by the program promoted by the Indonesian Ulema Council's Food, Drug and Cosmetics Research Institute (LPPOM MUI), which provides free halal certification facilities, which is a social responsibility program that has been regularly held for the last three years. . This program is implemented by commercial entities to comply with the obligatory halal regulations stipulated in

Law Number: 33 of 2014 regarding Halal Product Guarantees (UU JPH) and its subsequent legislation. All ingredients used in the production of food and beverage products, including raw materials, food additives, and supporting materials, must be certified halal, not only the end goods themselves. In addition, there are 60 slaughter services and slaughter goods that must comply with halal certification requirements (Wiguna & Tohamaksun., 2024). This is further corroborated by a study undertaken by Annisa et al., (2023) which seeks to ascertain the characteristics and proficiency of halal knowledge among food and beverage micro and small enterprises (MSEs) in Bali. The research findings indicate that the degree of halal knowledge among food and beverage MSEs in Bali is already commendable. The variables that exert a substantial impact on the respondents' degree of halal knowledge include their educational attainment, access to information, consciousness of halal practices, and religious awareness. Thanks to Islamic features and the presence of Muslim-friendly amenities like halal hotels, halal restaurants, and sufficient places of worship, along with the backing of the government and businesses in offering halal food and beverages, Muslim travelers can now visit Bali without any concerns. Despite Bali's predominantly Hindu population and popularity among non-Muslim tourists, it can nevertheless be considered a welcoming tourist destination for Muslim visitors. Thus, Bali is a destination that meets the needs and expectations of Muslim tourists, making it an attractive place to visit. Bali, known for its rich cultural heritage and stunning views, offers a variety of tourist attractions that cater to different preferences. To meet the needs of Muslim-friendly tourism in Bali, several initiatives have been carried out. Research has shown that there is increasing intention to develop halal tourism in Indonesia, including Bali (Ferdiansyah, Suganda, Novianti, & Khadijah, 2020). This statement is also supported by a press release from the Indonesian Ministry of Tourism and Creative Economy that, Bali has again received a world-class award and this time the travel site TripAdvisor, through its annual Travelers' Choice Award for Destinations, has crowned Bali as the second most popular destination in the world in 2023 ahead of London in third position and Paris is in fifth 61st position. More than 4.79 million foreign tourists and around 8.67 million domestic tourists visited Bali from January 2023 to November 2023. The achievement of tourism performance in Bali post-pandemic is considered impressive (Putra, 2024). This shows that Bali is still a favorite as a tourist destination. Furthermore, many

tourists consider life in Bali to be as enjoyable as a continuous holiday, in contrast to the busyness of life in Jakarta. Tourists from various places, including foreign and domestic tourists, are impressed by the comfort of Balinese people who look relaxed. Their inherent farming culture provides time for rest between hard work. This situation makes tourists feel at home. Balinese culture, which is similar to peasant culture, explains this phenomenon (Fikriansyah, 2024). Overall, the mediating role of tourists' attitudes towards Muslim-friendly tourism variables in forming intention-to-engage in travel has been identified as an important factor in destination selection (Musa, 2021). In detail, the strategy to promote Muslim-friendly tourist destinations in Bali is very important to focus on providing Muslim-friendly facilities, ensuring high quality halal products and services, understanding and serving the religiosity of Muslim tourists, and creating a positive destination image that is in line with tourists' needs and expectations. Muslim.

Halal Awareness positively moderates the relationship between Islamic Attributes and Emotional Value

The literature has highlighted the moderating influence of Islamic religiosity on the relationship between Islamic qualities and emotional value, specifically in terms of customer satisfaction (Battour et al., (2022); Fajriyati et al., (2020)). Higher degrees of Halal awareness are believed to indicate a more profound comprehension of the concept of halal, rather than simply possessing factual knowledge of what is halal. Research conducted by Preko et al., (2020) and Rostiani et al., (2023)) suggests that Muslims who possess a greater understanding and awareness of Halal principles are more likely to deeply internalize the notion in their daily lives and view it as a significant factor in their decision-making process. Increased halal knowledge enables Muslim persons to recognize that halal encompasses more than just certification or visible indicators like logos or claims. It also encompasses a way of life and a set of principles that apply to all parts of life (El-Bassiouny, (2014); Rostiani et al ., (2023)). Occasionally, the presence of halal does not require a physical manifestation, but rather resides within one's innermost being. In areas with a significant Muslim population, the idea of halal has become ingrained in the way of life. Therefore, there is no need to explicitly highlight it in order to assure Muslim consumers of adherence to Sharia law. Furthermore, there exist Muslims who do not rigorously

adhere to Sharia law, such as those who have limited knowledge of halal practices throughout their travels. This is attributed to a more lenient interpretation of Sharia law, as discussed by Henderson (2010), Jafari, (2012) and Rostiani et al., (2023). According to the findings of Rostiani et al., (2023) individuals with a limited understanding of halal tend to have a more favorable perception of products and services associated with Islamic attributes. On the other hand, those with a greater understanding may view these attributes as excessive, leading to skepticism. Therefore, individuals who possess a greater (lesser) understanding of Halal will exhibit a higher (lower) level of skepticism while evaluating Islamic characteristics. Furthermore, individuals who possess a greater (lesser) level of awareness regarding Halal practices will exhibit a diminished (elevated) sense of emotional value towards Islamic characteristics. This is because they will assess these attributes with a more pessimistic disposition (Boğan & Saruşıık, (2019)) as a result of uncertainties surrounding their underlying motivations (Newman & Cain, (2014); Silver et al., (2021); Rostiani et al., (2023)).

CONCLUSION

Based on the research conducted on Muslim-friendly tourism in Bali, several key findings emerge regarding the influences of Islamic attributes, destination image, emotional value, and halal awareness on tourists' intention to engage. Firstly, Islamic attributes such as the availability of halal food, prayer facilities, and adherence to Islamic norms significantly enhance the emotional value perceived by Muslim tourists. These attributes not only contribute to their comfort and satisfaction during travel but also positively influence their intention to visit destinations that cater to their religious needs. Destination image also plays a crucial role, where a positive perception of a destination as Muslim-friendly enhances emotional value and strengthens tourists' intention to engage in Muslim-friendly tourism.

The research also highlights challenges and limitations. One major concern is the potential conflict with local cultural identities in destinations like Bali, where there is resistance from some local communities against the promotion of halal tourism. This resistance could hinder the development of fully integrated Muslim-friendly tourism initiatives. Additionally, there are significant opportunities to expand on this research. Future studies could delve

deeper into the specific preferences and behaviors of Muslim tourists in non-Muslim majority destinations, exploring nuances in their decision-making processes and satisfaction levels. Moreover, longitudinal studies could track changes in tourists' perceptions and behaviors over time as destinations evolve their offerings. Furthermore, exploring innovative strategies to integrate halal tourism with existing cultural identities in destinations like Bali could foster greater acceptance and collaboration among local communities. While Muslim-friendly tourism presents substantial growth opportunities for destinations like Bali, it requires careful navigation of cultural sensitivities and strategic development of infrastructure and services. Addressing these challenges and building on the identified strengths can pave the way for more inclusive and sustainable tourism practices that cater to diverse global markets, including Muslim travelers seeking authentic and accommodating experiences.

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