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An Integrative Model of Sustainable Halal Tourism Based on Smart Tourism Ecosystem in Enhancing Perceived Value, Satisfaction, Trust, and Loyalty among Muslim Tourists

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Abstrak

Penelitian ini bertujuan untuk mengembangkan model integratif pariwisata halal berkelanjutan yang didasarkan pada ekosistem pariwisata pintar untuk meningkatkan nilai, kepuasan, kepercayaan, dan loyalitas yang dirasakan di antara wisatawan Muslim. Wisata halal telah berkembang dari konsep yang berfokus pada makanan halal dan fasilitas ibadah menjadi ekosistem pariwisata multidimensi yang melibatkan atribut destinasi, pengalaman wisata, inovasi digital, keberlanjutan, dan loyalitas perilaku. Penelitian ini menggunakan metode penelitian perpustakaan dengan pendekatan kualitatif-deskriptif dengan meninjau literatur yang relevan tentang atribut destinasi ramah halal, pengalaman wisata ramah muslim, ekosistem pariwisata halal yang cerdas, pariwisata halal dan Tujuan Pembangunan Berkelanjutan, nilai yang dirasakan, kepuasan, kepercayaan, dan loyalitas. Temuan tersebut menunjukkan bahwa atribut destinasi ramah halal menjadi dasar evaluasi wisatawan Muslim, termasuk makanan bersertifikat halal, fasilitas salat, akomodasi ramah Muslim, privasi, kebersihan, keamanan, dan informasi halal yang andal. Namun, atribut ini perlu diintegrasikan dengan pengalaman pariwisata ramah Muslim, sistem pariwisata digital, dan manajemen destinasi yang berorientasi pada keberlanjutan. Ekosistem pariwisata pintar, seperti aplikasi perjalanan halal, peta digital, ulasan online, rekomendasi berbasis AI, dan informasi halal terverifikasi, memperkuat kepercayaan wisatawan dan nilai yang dirasakan. Sementara itu, kerangka SDGs memposisikan pariwisata halal sebagai model pariwisata bertanggung jawab yang mendukung pemberdayaan ekonomi lokal, konsumsi etis, pelestarian budaya, dan kelestarian lingkungan. Studi ini menyimpulkan bahwa nilai yang dirasakan berfungsi sebagai mekanisme sentral yang menghubungkan atribut halal, pengalaman wisatawan, pariwisata cerdas, dan keberlanjutan dengan kepuasan, kepercayaan, dan loyalitas. Model integratif ini secara teoritis berkontribusi pada literatur pariwisata halal dan menawarkan implikasi praktis bagi pembuat kebijakan, pengelola destinasi, dan bisnis pariwisata dalam mengembangkan destinasi pariwisata halal yang kompetitif, dapat dipercaya, digital, dan berkelanjutan.

Abstract

This study aims to develop an integrative model of sustainable halal tourism, grounded in the smart tourism ecosystem, to enhance perceived value, satisfaction, trust, and loyalty among Muslim tourists. Halal tourism has evolved from a concept focused on halal food and worship facilities into a multidimensional ecosystem encompassing destination attributes, tourist experiences, digital innovation, sustainability, and behavioral loyalty. This study uses a library research method with a qualitative-descriptive approach,

reviewing relevant literature on halal-friendly destination attributes, Muslim-friendly tourism experience, a smart halal tourism ecosystem, halal tourism and the Sustainable Development Goals, perceived value, satisfaction, trust, and loyalty. The findings indicate that halal-friendly destination attributes serve as the foundation for Muslim tourists' evaluations, including halal-certified food, prayer facilities, Muslim-friendly accommodation, privacy, cleanliness, safety, and reliable halal information. However, these attributes need to be integrated with Muslim-friendly tourism experience, digital tourism systems, and sustainability-oriented destination management. Smart tourism ecosystems, such as halal travel applications, digital maps, online reviews, AI-based recommendations, and verified halal information, strengthen tourist trust and perceived value. Meanwhile, the SDGs framework positions halal tourism as a responsible tourism model that supports local economic empowerment, ethical consumption, cultural preservation, and environmental sustainability. The study concludes that perceived value serves as a central mechanism linking halal attributes, the tourist experience, smart tourism, and sustainability to satisfaction, trust, and loyalty. This integrative model contributes to the theoretical literature on halal tourism and offers practical implications for policymakers, destination managers, and tourism businesses, helping them develop competitive, trustworthy, digital, and sustainable halal tourism destinations.

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INTRODUCTION

The global halal tourism sector has shifted from a niche religious travel segment into a strategic part of the international tourism economy. Muslim travelers increasingly seek destinations that provide not only halal food but also prayer facilities, privacy, safety, ethical services, family-friendly environments, and culturally respectful experiences. The 2025 Mastercard–CrescentRating Global Muslim Travel Index reported that international Muslim arrivals reached 176 million in 2024, increased by 25% from 2023, and are projected to reach 245 million by 2030, with travel spending expected to reach USD 230 billion. This phenomenon indicates that halal tourism is no longer limited to religious compliance but has become a competitive destination strategy shaped by service quality, digital readiness, sustainability, and tourist experience.

However, the rapid growth of halal tourism has also created a gap between the increasing demand from Muslim tourists and destinations' ability to provide integrated halal-friendly services. Many destinations promote themselves as halal or Muslim-friendly. However, the availability of halal-certified food, accessible prayer spaces, Muslim-friendly accommodation, digital halal information, sustainable tourism practices, and trustworthy destination communication often remains fragmented. Prior studies have shown that halal-friendly destination attributes influence Muslim tourists' perceived value, destination trust, and visit intention. However, the implementation of these attributes varies across destinations and does not always translate into satisfaction or loyalty. For example, Sodawan and Hsu (2022) examined halal-friendly attributes, perceived value, destination trust, and visit intention, showing that the perceived usefulness and credibility of halal destination attributes strongly shape Muslim tourists' behavioral responses.

The research problem of this study lies in the limited integration between halal destination attributes, Muslim-friendly tourism experience, smart tourism ecosystem, sustainability orientation, and post-visit behavioral outcomes. Existing halal tourism studies commonly examine individual relationships, such as halal attributes and satisfaction, perceived value and revisit intention, or trust and loyalty. Nevertheless, Muslim tourist loyalty is not formed solely by physical halal facilities; it is also influenced by emotional experiences, spiritual comfort, convenience of digital services, destination trust, and perceptions of sustainability. Al-Ansi et al. (2019) emphasized that halal-friendly destination performance, perceived value, satisfaction, trust, and loyalty are structurally related in shaping Muslim tourist behavior, especially in non-OIC destinations.

A further issue is that halal tourism research has not fully captured the role of smart tourism ecosystems in strengthening the Muslim tourist experience. In the digital era, Muslim tourists increasingly depend on mobile applications, online reviews, AI-based recommendations, digital maps, halal food finders, online booking platforms, and real-time destination information. The GMTI 2025

also identifies “smart apps for halal journeys” as one of the important trends shaping Muslim travel preferences, indicating that technology has become a central component of Muslim-friendly destination competitiveness. However, many previous studies still treat halal tourism mainly as a service-attribute issue rather than as an ecosystem involving technology, stakeholders, data, governance, and co-created tourist value.

The research gap is therefore visible in three main areas. First, previous studies tend to analyze halal-friendly destination attributes separately from smart tourism and sustainability frameworks. Second, the relationship between Muslim-friendly tourism experience and behavioral outcomes such as perceived value, satisfaction, trust, and loyalty is still often discussed in a partial rather than an integrative model. Third, the connection between halal tourism and Sustainable Development Goals remains underdeveloped, particularly in explaining how halal tourism can support inclusive economic growth, ethical consumption, local community empowerment, environmental responsibility, and sustainable destination management. Recent sustainability-oriented studies have begun linking halal tourism to the SDGs, but the literature still needs stronger empirical models that integrate halal compliance, digital transformation, and sustainability performance.

The research novelty of this study lies in the development of an integrative model of sustainable halal tourism grounded in the smart tourism ecosystem. Unlike previous studies that focus solely on halal attributes or tourist satisfaction, this research combines five theoretical perspectives: the Halal-Friendly Destination Attributes Model, the Muslim-Friendly Tourism Experience Theory, the Smart Halal Tourism Ecosystem Theory, the Halal Tourism and SDGs Framework, and the Perceived Value–Satisfaction–Trust–Loyalty Model. This integration allows the study to explain how halal facilities, digital service systems, sustainable destination practices, and Muslim tourist experiences jointly influence perceived value, satisfaction, trust, and loyalty. Recent studies have found that halal destination attributes and technology-based service quality can affect satisfaction and loyalty. However, a comprehensive model that explicitly combines smart tourism, sustainability, and Muslim-friendly experience remains limited.

The incremental newness of this research also lies in positioning Muslim tourists not merely as consumers of halal services, but as value evaluators within a digital and sustainable tourism ecosystem. Perceived value in halal tourism is multidimensional, encompassing functional, emotional, social, spiritual, and ethical value. Satisfaction is not only determined by destination beauty or service quality, but also by whether tourists feel religiously comfortable, digitally supported, socially respected, and environmentally responsible. Trust emerges when destinations provide transparent halal information, reliable certification, consistent service delivery, and credible digital communication. Loyalty is then reflected in revisit intention, positive word of mouth, recommendation behavior, and long-term destination attachment. Studies on halal tourism in Indonesia and other Muslim-friendly destinations have increasingly confirmed the importance of perceived value, satisfaction, and trust in shaping tourist loyalty.

The urgency of the research is strengthened by the growing competition among global destinations to attract Muslim travelers. As the Muslim-friendly travel sector is projected to continue growing, destinations that fail to integrate halal attributes, smart services, and sustainability may lose competitiveness. For countries such as Indonesia, Malaysia, Turkey, Saudi Arabia, and other emerging halal tourism destinations, the challenge is not only to provide halal-certified products but also to build a trustworthy, digitally connected, inclusive, and sustainable tourism ecosystem. Therefore, this study is urgent because it provides a conceptual and empirical basis for destination managers, policymakers, halal industry stakeholders, and tourism businesses to design strategies that enhance Muslim tourists' perceived value, satisfaction, trust, and loyalty through an integrated, sustainable, smart halal tourism model.

Literature Review

Halal Tourism and Muslim-Friendly Tourism

Halal tourism refers to tourism activities, services, and destination systems designed to meet the needs of Muslim travelers in accordance with Islamic values. The concept does not involve only halal food but also prayer facilities, Muslim-friendly accommodation, environmentally friendly sanitation, privacy, ethical entertainment, family-oriented services, and trustworthy halal information. In contemporary tourism studies, the term Muslim-friendly tourism is often used to describe destinations that may not be fully Islamic in governance but provide adequate facilities and services for Muslim visitors. This shows that halal tourism has evolved from a religiously compliant travel concept into a

broader destination competitiveness strategy. Studies on halal tourism emphasize that Muslim tourists' travel decisions are shaped by both religious needs and general tourism considerations such as service quality, destination image, accessibility, safety, and experience quality (Han et al., 2019; Al-Ansi et al., 2019).

Halal tourism has also become an important global market, as Muslim travelers increasingly demand destinations that offer religious comfort without compromising leisure quality. Recent studies indicate that halal tourism development requires an ecosystem approach involving government, tourism businesses, halal certification bodies, local communities, digital platforms, and tourists. Therefore, the study of halal tourism is no longer limited to the availability of halal products, but extends to destination management, digital innovation, sustainability, trust, and tourist loyalty. This shift underscores the need for an integrative model that combines halal-friendly destination attributes, a Muslim-friendly tourism experience, a smart tourism ecosystem, perceived value, satisfaction, trust, and loyalty.

Halal-Friendly Destination Attributes Model

The Halal-Friendly Destination Attributes Model explains that Muslim tourists evaluate destinations based on the availability and quality of Islamic-oriented facilities and services. These attributes generally include halal food and beverages, prayer rooms, mosques, Qibla direction, ablution facilities, Muslim-friendly hotels, family privacy, absence or limitation of non-halal activities, Islamic cultural attractions, and trustworthy halal information. Han et al. (2019) showed that halal-friendly destination attributes influence Muslim travelers' perceived value, satisfaction, and behavioral intention in non-Muslim destinations. Similarly, Sodawan and Hsu (2022) found that halal-friendly attributes are related to perceived value and destination trust, which, in turn, influence Muslim tourists' visit intention. In halal tourism research, destination attributes are often treated as antecedents of tourist experience and behavioral intention. A destination with strong halal-friendly attributes is more likely to create religious comfort, reduce travel anxiety, and strengthen tourists' confidence in the destination. However, recent studies also suggest that the presence of halal attributes alone may not automatically lead to satisfaction if overall experience quality, local hospitality, digital information, and destination image are weak. Fahira et al. (2025), for example, found that experience quality and local behavior significantly influenced Muslim tourist satisfaction in Lombok, while halal destination attributes did not always show a direct significant effect. This implies that halal attributes should be integrated with experiential and ecosystem-based factors to generate stronger satisfaction and loyalty.

Muslim-Friendly Tourism Experience Theory

Muslim-Friendly Tourism Experience Theory focuses on the holistic experience of Muslim tourists during their travel journey. This theory views tourist experience as a combination of cognitive, emotional, spiritual, social, cultural, and functional evaluations. Muslim tourists do not only assess whether a destination provides halal food or prayer facilities; they also evaluate whether it offers them peace of mind, spiritual comfort, social acceptance, cultural respect, convenient service, and memorable experiences. Therefore, a Muslim-friendly tourism experience serves as a key mediating concept linking destination attributes to behavioral outcomes. In the context of halal tourism, experience quality is important because loyalty is formed through the tourist's overall perception of comfort, value, and trust. Islamic attributes and destination image can influence satisfaction, but the emotional and experiential dimensions determine whether tourists feel attached to the destination. Studies on halal destinations show that experience quality can enhance tourist satisfaction and strengthen revisit intention, particularly when supported by local hospitality and positive destination image. This means that a Muslim-friendly tourism experience should be positioned as a central construct in halal tourism models, especially when the study aims to explain perceived value, satisfaction, trust, and loyalty.

Smart Halal Tourism Ecosystem Theory

The Smart Halal Tourism Ecosystem Theory combines halal tourism with smart tourism concepts. Smart tourism refers to the use of digital technology, data, mobile applications, online platforms, artificial intelligence, digital maps, smart payment systems, online reviews, and real-time

information to improve tourist experience and destination management. In halal tourism, smart systems can help Muslim tourists find halal restaurants, prayer facilities, Muslim-friendly hotels, travel routes, halal-certified products, and reliable destination information. Therefore, smart halal tourism is not only about technology adoption, but also about creating an integrated digital ecosystem that supports Muslim tourists' religious and travel needs.

The smart halal destination concept describes halal tourism as an integrated ecosystem supported by technology, stakeholder collaboration, and efficient service delivery. A smart halal destination should be effective, efficient, digitally connected, and capable of improving Muslim-friendly destination competitiveness. Recent studies also show that digital innovation is increasingly important in Islamic tourism development, as tourists rely heavily on mobile-based information, digital recommendations, and online trust signals before and during travel. Thus, smart tourism ecosystem theory is relevant for explaining how digital services strengthen perceived value, trust, satisfaction, and loyalty in halal tourism.

Halal Tourism and SDGs Framework

The Halal Tourism and Sustainable Development Goals Framework explains how halal tourism can contribute to sustainable development through ethical consumption, local economic empowerment, social inclusion, cultural preservation, environmental responsibility, and community-based tourism. Halal tourism is not only a market strategy for attracting Muslim tourists, but also a development model that can support responsible tourism practices. Its connection with sustainability can be seen in several dimensions, including decent work and economic growth, responsible consumption, sustainable cities and communities, environmental protection, and inclusive tourism development. Khan et al. (2025) found that research on halal tourism and SDGs has developed around three major domains: halal tourism and sustainability integration, SDG alignment, and technology systems. This indicates that halal tourism research is moving toward a more comprehensive sustainability framework. Similarly, Jabeen et al. (2025) developed a systematic framework for integrating Islamic principles into sustainable halal tourism, showing that religious, environmental, economic, and social dimensions can be measured as part of halal tourism sustainability. Therefore, the SDGs framework is important for strengthening the theoretical foundation of sustainable halal tourism, especially when combined with smart tourism ecosystems and Muslim-friendly experiences.

Perceived Value in Halal Tourism

Perceived value refers to tourists' overall assessment of the benefits they receive compared with the costs, effort, time, and risks involved in travel. In halal tourism, perceived value is multidimensional because Muslim tourists evaluate not only functional value but also emotional, social, spiritual, ethical, and religious value. Functional value may include service quality, accessibility, price fairness, and facility availability. Spiritual value relates to religious comfort, halal assurance, and the ease with which worship can be performed. Emotional value refers to comfort, enjoyment, and memorable experience, while social value relates to family suitability, cultural acceptance, and positive social interaction. In halal tourism, perceived value plays a crucial role in connecting halal-friendly destination attributes with satisfaction, trust, and loyalty. When Muslim tourists perceive that a destination provides meaningful benefits, religious comfort, and trustworthy services, they are more likely to feel satisfied and develop trust toward the destination. Sodawan and Hsu (2022) showed that perceived value is an important mechanism linking halal-friendly attributes and destination trust with visit intention. Al-Ansi et al. (2019) also emphasized that halal-friendly destination performance can enhance tourist value, satisfaction, and trust, which are important for destination competitiveness.

Tourist Satisfaction in Halal Tourism

Tourist satisfaction is the psychological response that occurs when tourists compare their expectations with their actual travel experience. In halal tourism, satisfaction arises when Muslim tourists perceive that the destination provides halal facilities, comfortable services, religious convenience, safety, hospitality, and enjoyable experiences. Satisfaction is important because it reflects

the success of destination management in meeting Muslim tourists' expectations. A satisfied Muslim tourist is more likely to revisit the destination, recommend it to others, and develop a positive attitude toward it. Previous studies have shown that satisfaction is influenced by halal destination attributes, experience quality, local behavior, perceived value, and destination image. In some cases, satisfaction acts as a mediator between destination performance and loyalty. However, satisfaction alone may not be sufficient to produce loyalty unless it is supported by trust and perceived value. This is particularly relevant in halal tourism, as Muslim tourists need assurance that halal claims are reliable and consistently applied. Therefore, satisfaction should be studied alongside perceived value and trust to explain Muslim tourist loyalty better.

Destination Trust in Halal Tourism

Destination trust refers to tourists' belief that a destination is reliable, safe, honest, and capable of fulfilling its promises. In halal tourism, trust is especially important because Muslim tourists depend on the credibility of halal information, halal certification, destination communication, online reviews, service consistency, and religious compliance. A destination may claim to be halal or Muslim-friendly, but tourists will only develop loyalty if they believe that the claim is trustworthy. Trust also reduces perceived risk, especially in non-Muslim destinations where Muslim tourists may be uncertain about food, prayer facilities, and cultural acceptance. Trust plays a central role in the relationship between halal-friendly attributes, perceived value, satisfaction, and loyalty. When tourists perceive that halal facilities and services are credible, they are more likely to trust the destination and show positive behavioral intention. Sodawan and Hsu (2022) found that destination trust influences Muslim tourists' visit intention, while studies on halal tourist loyalty show that trust is one of the key determinants of loyalty. In smart halal tourism, trust becomes even more important because tourists rely on digital information, online platforms, and mobile applications to make travel decisions.

Tourist Loyalty in Halal Tourism

Tourist loyalty refers to tourists' intention and behavior to revisit a destination, recommend it to others, spread positive word of mouth, and maintain a preference for it. In halal tourism, loyalty is influenced by the extent to which a destination can provide religious comfort, valuable experience, satisfaction, and trust. Muslim tourist loyalty is not only economic but also emotional and spiritual, because tourists may develop attachment to destinations that support their religious values and lifestyle needs. The Perceived Value–Satisfaction–Trust–Loyalty Model is widely used to explain loyalty formation in halal tourism. According to this model, halal-friendly destination attributes and Muslim-friendly experiences increase perceived value; perceived value strengthens satisfaction and trust; and satisfaction and trust contribute to tourist loyalty. Primadona et al. (2025) examined perceived value, satisfaction, trust, and tourist loyalty in halal tourism and found that these constructs are important behavioral mechanisms in explaining loyalty. This supports the argument that loyalty in halal tourism should be analyzed through an integrated model rather than through a single predictor.

METHODS

This study employs a library research method with a qualitative-descriptive approach to develop an integrative conceptual model of sustainable halal tourism grounded in the smart tourism ecosystem. Library research is appropriate because the main objective of this study is to review, compare, and synthesize previous theoretical and empirical findings related to halal-friendly destination attributes, Muslim-friendly tourism experience, smart halal tourism ecosystem, halal tourism and Sustainable Development Goals (SDGs), perceived value, satisfaction, trust, and tourist loyalty. The literature sources used in this study include peer-reviewed journal articles, books, conference proceedings, and institutional reports published within the last 10 years, with priority given to Scopus-indexed publications. The literature selection focuses on studies discussing halal tourism behavior, destination performance, Muslim tourist experience, sustainability, smart tourism, perceived value, satisfaction, destination trust, and loyalty. This approach is relevant because previous studies show that halal tourism is multidimensional and must be understood through the interaction of halal attributes, perceived value,

satisfaction, trust, and loyalty (Al-Ansi et al., 2019; Sodawan & Hsu, 2022). It is also supported by recent studies that link halal tourism development to the SDGs and sustainability-oriented destination management (Ilmi & Ambariyanto, 2024; Jabeen et al., 2025).

The data analysis was conducted in several stages: identifying relevant keywords, collecting academic literature, classifying sources by theoretical themes, comparing prior findings, identifying research gaps, and synthesizing relationships among the main variables. The keywords used in the literature search included "halal tourism," "Muslim-friendly tourism," "halal-friendly destination attributes," "smart halal tourism ecosystem," "sustainable halal tourism," "SDGs," "Muslim tourist experience," "perceived value," "tourist satisfaction," "destination trust," and "tourist loyalty." The selected literature was analyzed using thematic synthesis by grouping the findings into five major theoretical domains: Halal-Friendly Destination Attributes Model, Muslim-Friendly Tourism Experience Theory, Smart Halal Tourism Ecosystem Theory, Halal Tourism and SDGs Framework, and Perceived Value–Satisfaction–Trust–Loyalty Model. This method enables the study to develop a comprehensive conceptual model that explains how halal-friendly attributes, smart tourism systems, and a sustainability orientation contribute to Muslim tourists' perceived value, satisfaction, trust, and loyalty. The use of library research is also consistent with recent halal tourism studies that apply literature review and systematic review approaches to map theoretical development, research trends, and conceptual relationships in halal tourism and sustainable tourism research (Khan et al., 2025; Primadona et al., 2025; Sumaryadi et al., 2020).

RESULTS AND DISCUSSION

Integration of Halal-Friendly Destination Attributes in Sustainable Halal Tourism

The results of the literature synthesis show that halal-friendly destination attributes are the foundation for Muslim tourists' evaluations in halal tourism. These attributes include halal food availability, prayer facilities, Muslim-friendly accommodation, clean sanitation, family-friendly services, privacy, safety, and reliable halal information. In the context of sustainable halal tourism, these attributes are not only functional facilities but also represent religious assurance and destination credibility. Al-Ansi et al. (2019) found that halal-friendly destination performance contributes to perceived value, satisfaction, trust, destination image, and loyalty among Muslim tourists. This means that halal attributes serve as the first layer of destination competitiveness because they directly shape the tourist's perception of whether a destination is suitable for Muslim travel needs. However, halal-friendly attributes should not be limited to physical facilities. In recent halal tourism studies, these attributes are increasingly interpreted as part of a broader destination experience. Sodawan and Hsu (2022) showed that halal-friendly attributes influence perceived value and destination trust, which, in turn, affect Muslim tourists' visit intention. This finding indicates that Muslim tourists do not merely assess the availability of halal facilities, but also evaluate their reliability, usefulness, and credibility. Therefore, destinations that aim to strengthen halal tourism must ensure that halal facilities are visible, accessible, certified, digitally traceable, and consistently delivered.

Muslim-Friendly Tourism Experience as a Core Value-Creation Process

The discussion also shows that a Muslim-friendly tourism experience plays an important role in transforming halal attributes into perceived value and satisfaction. Muslim tourists seek a travel experience that provides comfort, religious peace of mind, emotional enjoyment, social acceptance, cultural respect, and service convenience. In this sense, halal tourism is not only about compliance with Islamic requirements but also about creating a meaningful and memorable experience. Fahira et al. (2025) found that experience quality and local behavior significantly influence Muslim tourist satisfaction in Lombok, while halal destination attributes may not always have a direct effect on satisfaction. This indicates that halal facilities must be supported by hospitality, local community behavior, cultural sensitivity, and overall experience quality. This finding strengthens the argument that a Muslim-friendly experience should be central to the proposed integrative model. A destination may offer halal food and prayer rooms. However, tourist satisfaction will remain weak if the service is unfriendly, the information is unclear, the environment is uncomfortable, or the local community fails to support Muslim tourists' needs. Therefore, halal tourism management must move beyond facility

provision toward experience design. The tourist journey should be designed from pre-visit information search, arrival, accommodation, food consumption, worship activities, attraction visits, digital interaction, and post-visit communication.

Smart Halal Tourism Ecosystem and Digital Transformation

The findings further reveal that the smart tourism ecosystem is becoming a strategic requirement in modern halal tourism. Muslim tourists increasingly use digital platforms to search for halal restaurants, prayer spaces, Muslim-friendly hotels, travel routes, destination reviews, halal certificates, and online booking services. Therefore, smart halal tourism is not only about technology adoption but also about integrating digital services, destination management, stakeholder collaboration, and the tourist experience. Sumaryadi et al. (2020) introduced the smart halal destination ecosystem as a model that connects halal tourism development with smart destination principles. The smart halal tourism ecosystem can strengthen perceived value and trust by reducing uncertainty through digital systems. For example, halal food-finding apps, official destination websites, AI-based travel recommendations, QR-based halal certification, digital maps, and online reviews can help Muslim tourists make more confident travel decisions. Sutono et al. (2022) also examined the Smart Halal Destination ecosystem model in a tourism village context, showing that halal tourism development requires measurement and performance evaluation within an ecosystem framework. In this study, the smart tourism ecosystem is discussed as an enabling factor that connects halal-friendly attributes with tourist value creation. Digital technology increases the visibility of halal services, improves accessibility, supports real-time information, and strengthens destination transparency. Therefore, integrating smart tourism into halal tourism is necessary to enhance perceived value, satisfaction, trust, and loyalty.

Halal Tourism and SDGs-Oriented Sustainability

The literature synthesis indicates that halal tourism is increasingly linked to the Sustainable Development Goals (SDGs). Sustainable halal tourism not only aims to attract Muslim tourists but also to support local economic development, ethical consumption, environmental responsibility, cultural preservation, inclusive employment, and community empowerment. Ilmi and Ambariyanto (2024) examined the role of halal tourism in achieving the SDGs. They found that halal tourism development can support sustainable development when managed through inclusive and responsible tourism practices. Jabeen et al. (2025) also emphasized that Islamic principles can be integrated with sustainable halal tourism through ethical governance, environmental responsibility, social inclusion, and religious values. This indicates that halal tourism has strong potential to become a sustainability-oriented tourism model, as Islamic values emphasize cleanliness, fairness, responsibility, moderation, ethical business practices, and social benefit. In the proposed model, the SDGs framework functions as a sustainability orientation that strengthens destination credibility and long-term competitiveness. A halal destination that supports local communities, protects the environment, preserves culture, and provides ethical services is more likely to create positive perceived value. Muslim tourists may also develop stronger trust and loyalty when they perceive that the destination is not only halal-compliant but also socially and environmentally responsible.

Perceived Value as a Mediating Construct

The results of the literature review show that perceived value is a key mechanism in explaining Muslim tourist behavior. Perceived value refers to a tourist's overall assessment of the benefits relative to the costs, effort, time, and risk involved in travel. In halal tourism, perceived value encompasses functional, emotional, social, spiritual, and ethical value. Functional value relates to facilities, accessibility, and service quality. Spiritual value relates to halal assurance and ease of worship. Emotional value concerns comfort and enjoyment, while ethical value concerns sustainability and responsible tourism. Al-Ansi et al. (2019) showed that halal-friendly destination performance influences perceived value, which, in turn, contributes to satisfaction, trust, and loyalty. Sodawan and Hsu (2022) also found that perceived value mediates the relationship between halal-friendly attributes and Muslim tourists' behavioral intention. These findings suggest that halal attributes and smart tourism services will be more effective when they successfully create meaningful value for tourists. Therefore, perceived value should be placed as a central mediating variable in the integrative model. Halal facilities, Muslim-

friendly experiences, smart tourism systems, and sustainability practices may not directly create loyalty unless tourists perceive them as valuable. The higher the perceived value, the stronger the possibility that tourists will feel satisfied, trust the destination, and become loyal.

Satisfaction as an Outcome of Experience and Value

Tourist satisfaction occurs when the actual travel experience meets or exceeds expectations. In halal tourism, satisfaction is influenced by the availability of halal attributes, experience quality, perceived value, digital service convenience, local hospitality, and destination trust. Muslim tourists will feel satisfied when they can travel comfortably while maintaining their religious obligations. This includes easy access to halal food, prayer facilities, clean environments, respectful services, and reliable information. Fahira et al. (2025) found that experience quality and local behavior significantly influence Muslim tourist satisfaction, highlighting the importance of experiential and social factors in halal tourism. This finding suggests that satisfaction is not only produced by destination facilities but also by interaction quality, emotional comfort, and the friendliness of the local environment. In this study, satisfaction is discussed as an important behavioral outcome of perceived value and Muslim-friendly experience. When tourists perceive that the destination provides high religious, emotional, functional, and ethical value, they are more likely to feel satisfied. Satisfaction then becomes a bridge toward trust and loyalty.

Destination Trust as a Strategic Factor in Halal Tourism

The findings also show that destination trust is crucial to halal tourism, as Muslim tourists rely on the credibility of halal claims, certifications, digital information, and service consistency. Trust reduces uncertainty and perceived risk, especially in destinations where Muslim tourists are unfamiliar with local food systems, cultural practices, or halal certification standards. A destination may promote itself as Muslim-friendly, but tourists will only believe the claim if the information is transparent, the certification is reliable, and the service experience is consistent. Sodawan and Hsu (2022) found that destination trust plays a significant role in shaping Muslim tourists' visit intention. Similarly, Al-Ansi et al. (2019) showed that trust is structurally related to destination loyalty in the context of halal-friendly destination performance. In the smart halal tourism ecosystem, trust becomes even more important because tourists increasingly depend on digital platforms, online reviews, AI recommendations, and mobile applications. If digital halal information is inaccurate or inconsistent, tourist trust may decline. Therefore, destinations should provide verified halal information, official digital platforms, transparent certification systems, and responsive online communication to strengthen trust in the destination.

Loyalty as the Final Behavioral Outcome

The final construct in the proposed model is Muslim tourist loyalty. Loyalty refers to tourists' intention to revisit, recommend, spread positive word of mouth, and maintain preference toward a destination. In halal tourism, loyalty is shaped by the combination of religious comfort, perceived value, satisfaction, trust, and memorable experience. Primadona et al. (2025) found that halal-friendly attributes significantly influence perceived value, satisfaction, and trust among Muslim tourists, which are important mechanisms in explaining loyalty. Loyalty in halal tourism is not only transactional but also emotional, spiritual, and relational. Muslim tourists may become loyal to a destination when they feel it respects their religious identity, provides high-quality services, offers meaningful experiences, and supports ethical tourism values. Thus, loyalty should be understood as the final result of an integrated halal tourism ecosystem rather than the outcome of a single variable.

CONCLUSION

This study concludes that sustainable halal tourism should be understood as an integrated ecosystem that combines halal-friendly destination attributes, Muslim-friendly tourism experience, smart tourism systems, and sustainability orientation. Halal tourism is no longer limited to the availability of halal food or prayer facilities, but also includes digital accessibility, trustworthy halal information, ethical services, environmental responsibility, local community involvement, and memorable tourist experiences. Therefore, halal destinations need to develop a comprehensive strategy

that integrates religious compliance, service quality, technology, and sustainability.

The findings of this library research indicate that halal-friendly destination attributes form the foundation of Muslim tourists' evaluations. Facilities such as halal-certified food, prayer rooms, Muslim-friendly accommodation, clean sanitation, privacy, and safety contribute to tourists' perceived value and satisfaction. However, these attributes must be supported by a strong Muslim-friendly tourism experience, because tourist satisfaction is also shaped by emotional comfort, spiritual peace of mind, local hospitality, cultural respect, and service convenience.

The study also concludes that the smart tourism ecosystem plays an important role in strengthening sustainable halal tourism. Digital platforms, halal travel applications, online reviews, digital maps, AI-based recommendations, and verified halal information can improve destination transparency and tourist trust. Meanwhile, the Halal Tourism and SDGs Framework shows that halal tourism can support sustainable development through local economic empowerment, responsible consumption, cultural preservation, environmental protection, and inclusive tourism development.

Overall, the proposed integrative model explains that halal-friendly destination attributes, a Muslim-friendly tourism experience, a smart halal tourism ecosystem, and SDG-oriented halal tourism can increase perceived value, thereby strengthening satisfaction, trust, and loyalty among Muslim tourists. This model provides a theoretical contribution by integrating several major perspectives in halal tourism studies and offers practical implications for destination managers, tourism businesses, policymakers, and halal industry stakeholders in developing competitive, trustworthy, digital, and sustainable halal tourism destinations.

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