Belief in the Journey: The Role of Islamic Tourism Belief in Shaping Muslim Travelers' Intention

Fathin Insyirah Khairul Rijal[1*], Nur Shahirah Mior Shariffuddin[2], Nurul Sakinah Mahadi[3]

Faculty of Applied Social Sciences, Universiti Sultan Zainal Abidin (UniSZA), 21300 Kuala Nerus, Terengganu, Malaysia

*Corresponding Author

ABSTRACT

This conceptual paper examines how Islamic tourism beliefs shape the behavioral intentions of Muslim tourists by integrating the Values–Beliefs–Norms (VBN) theoretical framework into the context of Islamic tourism. As global interest in Muslim-friendly travel continues to expand, understanding the psychological and faith-based mechanisms underlying Muslim travelers' decision-making has become increasingly important. Islamic tourism extends beyond Shariah-compliant services to encompass spiritual awareness, ethical conduct, and religiously guided motivations. To explore these dynamics, this study adopts a conceptual research design grounded in a structured synthesis of peer-reviewed literature on Islamic tourism, Muslim travel behavior, and VBN theory. Through this theory-driven analytical approach, the paper develops a conceptual framework illustrating how Islamic values activate beliefs, how these beliefs give rise to personal moral norms, and how these norms ultimately shape behavioral intentions toward Islamic tourism. The findings highlight that beliefs concerning halal assurance, religious suitability, moral comfort, and spiritual benefit serve as central cognitive mechanisms linking values to intention. Theoretically, this paper extends the VBN model into a new domain by explaining faith-driven travel behavior through a value-belief-norm sequence. Practically, it underscores the need for tourism providers and policymakers to prioritise halal assurance, ethical standards, and meaningful spiritual experiences to serve Muslim travelers better.

Keywords: Islamic, Tourism, beliefs, intention, religious

INTRODUCTION

Islamic tourism, also referred to as halal or Muslim friendly tourism, has rapidly emerged as one of the fastestgrowing segments of the global travel industry. The rise of the Muslim middle class, combined with growing awareness of faith-compliant travel options, has fuelled substantial expansion in this sector (Sumaryadi et al., 2020). Global Muslim travelers numbered about 140 million in 2018, up from 25 million in 2000, and this figure is expected to reach 230 million by 2026, generating an estimated USD 300 billion in expenditure (Sumaryadi et al., 2020; Nuraini & Sucipto, 2021). Muslim tourists already accounted for around 10 to 13 per cent of global tourism spending before the pandemic, and spending continues to rise as international travel recovers (Rashid et al., 2020). The broader halal economy, valued at more than USD 2.3 trillion each year, highlights the strategic importance of halal travel as a driver of global economic growth (Azam & Abdullah, 2020). As Islamic tourism becomes a mainstream part of the international travel economy, it is increasingly important to understand the diverse motivations and expectations of Muslim travelers, from those who are more traditional to those who are modern and lifestyle-oriented (Hanafiah et al., 2022).

Islamic tourism is broadly defined as travel that adheres to Islamic principles, offering Muslim tourists experiences that align with their religious obligations, such as access to halal food, prayer facilities, and the avoidance of alcohol or other prohibited activities (Said et al., 2020). Notably, Muslim leisure travelers often share the same core motivations as other tourists, such as the desire for recreation, cultural enrichment, and quality service. However, they strive to fulfil these goals without compromising their faith (Hassani & Moghavvemi, 2019). In other words, religious values serve as an overlay on general travel motivations, shaping how Muslim tourists interpret and engage with destinations. Research consistently shows that religion significantly influences the behavior of Muslim travelers, guiding both destination selection and on-trip decisions

(Moghavvemi & Musa, 2018; Hamdan et al., 2024). Studies also confirm that religiosity strengthens the intention to visit halal destinations and influences satisfaction with Muslim friendly travel environments (Rosyadi & Oktridarti, 2025). It is therefore essential to integrate faith-based considerations when examining Muslim tourist behavior. Ignoring the Islamic values and norms that guide Muslim travelers risks an incomplete understanding of their decision-making processes and destination preferences (Han et al., 2019).

To advance understanding in this domain, the present study proposes a novel application of the Values, Beliefs and Norms (VBN) framework as a theoretical lens for examining Muslim travel behavior. Originally developed within environmental psychology, the VBN theory explains how individuals' core values influence their beliefs about specific issues, which subsequently shape personal norms (moral obligations) and, in turn, drive behavioral intentions and actions (Gupta & Sharma, 2019). Previous studies have demonstrated that the VBN framework is effective in predicting environmentally responsible and sustainable tourist behaviors by linking abstract personal values to concrete behavioral intentions (Kala & Chaubey, 2024; Alashiq & Aljuhmani, 2025). The same values-driven logic can be adapted to a faith-oriented tourism context. Within this framework, the concept of Islamic tourism belief is introduced to represent a Muslim traveler's faith-informed perspective on tourism – that is, beliefs about travel that are shaped by Islamic teachings and moral values. In this conceptualisation, Islamic values (such as convictions regarding the purpose and permissibility of travel) are posited to inform Islamic tourism beliefs (such as the perception that travel can fulfil spiritual or ethical goals and should be undertaken in a manner consistent with Islamic principles).

These beliefs subsequently generate personal norms, defined as an internalised sense of moral obligation to act in accordance with one's faith when traveling, which then influence behavioral intentions and destination choices. This VBN-based reasoning provides a structured framework for understanding how the value system of Muslim tourists may translate into behavioral intentions consistent with Islamic values. A review of the current tourism literature reveals that applications of the VBN framework have been primarily confined to environmental and sustainability contexts, with no studies extending the model to Islamic or religiously motivated forms of tourism (Kala & Chaubey, 2023; Alashiq & Aljuhmani, 2025; Gupta & Sharma, 2019). This absence highlights a theoretical gap that the present study seeks to address by extending VBN reasoning to the domain of Islamic tourism.

LITERATURE REVIEW

Theoretical Conceptual

According to the VBN paradigm, which was first presented in environmental psychology, values trigger particular ideas about obligations and consequences, which in turn create individual moral standards that direct behavior (Megeirhi et al., 2020). The theory has great potential in Islamic tourism studies, despite being widely used in pro-environmental research. This is because Muslims' travel motivations are deeply rooted in religiously informed values and moral responsibility, which then shape their worldview and guide their decisions, including when choosing travel destinations (Khairuldin et al., 2024). According to Arissaputra et al. (2025), these principles have an impact on Muslims' perceptions of tourism as a purposeful journey that can develop spirituality, cultivate thankfulness, strengthen family ties, and promote cultural appreciation. Thus, incorporating the VBN paradigm into Islamic tourism offers a deeper understanding of how religiously grounded beliefs influence travel intentions.

In the context of Islamic tourism, value orientation, which is the first stage of the VBN model, serves as the fundamental layer that shapes the ideas of Muslim travelers. Three major value clusters that influence travelers' attitudes and choices are crucial to this stage. According to Shaukat (2024), the first category encompasses religious values, self-transcendence values, and altruistic values. As stated by Chauhan, N. (2025), when taken as a whole, these principles create a solid evaluative foundation that encourages Muslim tourists to acquire favourable opinions of Islamic tourism isnd engage in travel that is consistent with their moral worldview and faith-based expectations.

Islamic Tourism Beliefs

After the foundation of values, beliefs constitute the second essential link in the VBN chain. Beliefs in the context of Islamic tourism can be defined as a collection of cognitive assessments regarding the nature of Islamic tourism, its importance, and how it fits with the worldview of Muslim tourists. These beliefs serve as interpretive lenses

through which people evaluate the goals, advantages, and consequences of travel (Akter & Hasan, 2023). They represent deeper understandings of religion, morality, and human responsibility rather than merely being preferences.

The spiritual significance of travel is a major aspect of these beliefs. Many Muslim tourists argue that traveling offers opportunities to learn new things, appreciate the breadth and diversity of God's creation, and deepen their religious identity by being exposed to Islamic history, culture, and legacy (Alsmadi, 2024). Therefore, travel is seen as a means of promoting spiritual development and introspection, rather than as a mere form of leisure. This view aligns with Islamic teachings, which encourage the acquisition of knowledge, the observation of Allah's signs in the world, and the development of intercultural understanding.

The significance of halal assurance throughout the travel experience is another fundamental idea. This includes trust in the availability of halal food, Shariah-compliant establishments, moral service provision, and modest hospitality standards that respect Islamic customs and privacy (Ghaderi et al., 2024). Travelers' expectations about destinations, lodging establishments, tour companies, and transportation services are influenced by these notions. Travelers are frequently inspired to select locations that clearly uphold Islamic principles by a firm conviction in the need for halal-compliant surroundings.

Perceived benefits of participating in Islamic tourism are also included in beliefs. In accordance with Khan et al. (2021), many travelers believe that Islamic tourism reduces exposure to non-halal, immoral, or culturally unsuitable aspects, fosters moral well-being, and builds family relationships by offering wholesome venues for shared experiences. Travelers are more likely to view travel as a purposeful, value-driven activity rather than just a means to pass the time when they argue that Islamic tourism successfully combines worldly enjoyment with spiritual purity.

Furthermore, a vital link between values and behavioral standards is formed by views about personal responsibility. This includes the sense of duty to choose halal and ethical travel options, patronise companies that cater to Muslims, and act honourably, modestly, and respectfully when traveling (Jhawar et al., 2023). These ideas support the idea that Muslims are responsible for their choices, consumption habits, and behavior when travelling, in addition to their religious activities. All things considered, these belief systems provide a logical framework that guides Muslim tourists' decision-making processes, influencing how they evaluate travel options and the extent to which Islamic tourism aligns with their identity and moral values. Applying the VBN concept to Islamic tourism has important consequences for policymakers, service providers, and tourism entrepreneurs.

Islamic Worldview and Its Influence on Belief Formation

These ideas are significantly influenced by the Islamic worldview, which also distinguishes Muslim tourists from other tourists (Hanafiah et al., 2022). Muslim travelers often approach travel with an awareness of religious accountability and spiritual purpose, in contrast to traditional travel reasons that frequently emphasise enjoyment, novelty, and relaxation (Said et al., 2022). These ideas support the notion that, when undertaken with good intentions, moral behavior, and an awareness of Islamic teachings, travel can become a form of ibadah (worship) (Latifah & Nurhikmah, 2024). Thus, travel serves as a means of self-discovery, moral improvement, and spiritual enrichment in addition to being a worldly endeavour.

Personal moral standards are the next part of the VBN paradigm, after beliefs. As defined by Elsamen et al. (2025), personal norms refer to an internalised sense of moral obligation to behave in a particular way, based on one's religious beliefs and ethical values. These personal norms present themselves to Muslim travelers as an increased sense of the need to select halal-compliant travel options, act morally, and avoid places or activities that conflict with Islamic teachings (Alhothali et al., 2023). These conventions influence not only the choice of places but also everyday travel habits, purchasing decisions, and social interactions while traveling.

According to Suhartanto et al. (2025), personal standards also include the emotional and spiritual fulfilment that comes from traveling in a way that is consistent with one's faith, such as visiting sites of Islamic heritage, taking part in community-oriented events, or patronising service providers who are Muslim-friendly. The possibility of choosing Islamic tourism experiences over traditional options that do not meet religious expectations is significantly increased by the development and internalisation of personal norms (Chang & Amalina, 2025).

Within the larger VBN framework, strong personal norms serve as potent motivators that mould consistent, value-driven travel behavior.

Islamic Tourism Intention

Based on the VBN paradigm, behavioral intention results from values activating beliefs, which in turn build personal norms. According to Ratnasari et al. (2021), behavioral intention describes a person's preparation, willingness, or commitment to carry out a given behavior, in this case, the choice to explicitly engage in Islamic tourism. For Muslim travelers, intention is not formed solely based on leisure motivations or destination attractiveness; rather, it is deeply influenced by how strongly they believe that Islamic tourism aligns with their religious values, moral expectations, and personal obligations as Muslims (Jameel et al., 2025). As a result, the internal ethical and cognitive processes formed earlier in the VBN cycle are directly reflected in intention.

Muslim tourists are more likely to express strong aspirations to engage in such travel if they believe Islamic tourism promotes both worldly satisfaction and spiritual fulfilment (Juliana et al., 2023). These goals can take many different forms, such as selecting places with a strong Islamic history, engaging in halal-friendly leisure activities, and prioritising Shariah-compliant travel plans (Hariani et al., 2024). Supporting travel agencies that uphold Islamic moral principles, engage in ethical business practices, and provide services that guarantee modesty, privacy, and halal assurance is another aspect of the intention (Akter & Hasan, 2022). Travelers feel more assured and inspired to choose Islamic travel when they believe these factors are present and dependable.

Additionally, perceived behavioral outcomes are strongly correlated with the level of intention. Muslim tourists will be more inclined to engage in Islamic tourism if they think it protects moral well-being, strengthens family ties, and reduces exposure to non-halal or immoral aspects (Wijaya et al., 2025). Over time, the intention becomes stronger and more consistent as a result of the perceived alignment between faith and travel, which strengthens a sense of meaning, purpose, and satisfaction. As a result, behavioral intention becomes a comprehensive representation of both lifestyle commitments and spiritual goals (Adel et al., 2021).

Personal moral standards also reinforce intention. Stronger behavioral intentions result from travelers feeling morally obligated to select halal and ethical travel options (Fenitra et al., 2022). For instance, a traveller who feels responsible for ensuring there are adequate prayer facilities, modest surroundings, or halal meals when travelling will make a deliberate decision to select Islamic-friendly locations over popular ones. These intents are internalised commitments that direct decision-making prior to, throughout, and following the travel experience; they are neither temporary nor situational (Li et al., 2025).

In general, a complex interaction of values, beliefs, and personal conventions shapes behavioral intention in Islamic tourism. The inclination to travel in an Islamic manner increases with the degree of belief in the spiritual significance, moral rectitude, and practical advantages of Islamic tourism. Islamic tourism is a significant and morally sound option for Muslim travellers since this aim ultimately influences actual behavior.

METHODOLOGY

This study adopts a conceptual research design, relying on theoretical reasoning and structured literature synthesis rather than empirical data collection. Conceptual research is recognised as an appropriate and methodologically robust approach for developing theoretical models and advancing understanding in underexplored domains (Jaakkola, 2020; MacInnis, 2011). Given that the paper's objective is to explore how Islamic tourism beliefs influence Muslim travelers' behavioral intentions through the Values, Beliefs and Norms (VBN) framework, this approach is considered suitable for generating conceptual advancement. To construct the conceptual framework, a comprehensive review of peer-reviewed literature published between 2020 and 2025 was conducted. This review focused on three main domains: (i) Islamic tourism and Muslim travel behavior, (ii) the VBN theoretical model, and (iii) values-based decision-making in tourism. Academic databases, including Scopus, Web of Science, ScienceDirect, and Google Scholar, were used to identify high-impact sources relevant to each construct.

Using a deductive reasoning process, the VBN model was adapted to the context of Islamic tourism. The analysis synthesised prior findings and theoretical insights to construct logical linkages between Islamic values, tourism beliefs, personal moral norms, and behavioral intentions. The model was refined through iterative comparison

with existing frameworks in environmental and consumer psychology to ensure theoretical consistency. This non-empirical, theory-driven method enables a structured exploration of the psychological mechanisms guiding faith-based travel behavior, while providing a foundation for future empirical validation through quantitative or qualitative research (Gilson & Goldberg, 2015).

FINDINGS AND DISCUSSION

The conceptual synthesis undertaken in this study yields several key findings regarding how Islamic tourism beliefs operate within the Values, Beliefs, and Norms (VBN) framework to influence Muslim travelers' behavioral intentions. Although no empirical data were collected, the theoretical integration reveals clear patterns in how Islamic values, belief systems and personal norms collectively shape travel-related decision-making in a faith-based context.

First, the analysis demonstrates that Islamic values form the foundational layer guiding Muslim tourists' perceptions of travel. These values, rooted in spiritual consciousness, moral responsibility and religious obligation, shape how individuals interpret the purpose and meaning of travel (Awan et al., 2023; Khutub & Ulfa, 2022). The reviewed literature consistently affirms that Muslims' travel motivations extend beyond leisure to include spiritual fulfilment, family cohesion and ethical engagement with destinations (Najib et al., 2020; Adiba & Nasrulloh, 2021). Thus, Islamic values serve as influential antecedents that activate belief structures related to tourism.

Second, the review reveals that Islamic tourism belief functions as a central mediating construct linking values to personal norms. This belief encompasses perceptions of halal assurance, religious suitability, moral comfort and the spiritual benefits associated with travel (Suid et al., 2018; Hanafiah & Hamdan, 2020). Muslim travelers who hold strong Islamic tourism beliefs tend to view travel as an act aligned with religious principles, such as appreciating Allah's creation, enhancing intercultural understanding, and strengthening their Islamic identity (Ismail & Noh, 2022). These beliefs transform general motivations into value-driven assessments, reinforcing the idea that Islamic tourism is not merely permissible but can also be spiritually meaningful.

Third, the synthesis indicates that personal moral norms are strengthened when Islamic tourism beliefs are highly internalised. As beliefs about the spiritual and ethical dimensions of travel intensify, Muslim travelers develop a stronger sense of moral obligation to act consistently with their faith (Eid & El-Gohary, 2015). This includes selecting destinations that offer halal services, avoiding environments perceived as religiously inappropriate, supporting Muslim-friendly businesses and behaving modestly and respectfully while traveling (Rosyadi & Oktridarti, 2025). These personal norms represent internalised commitments that guide behavior beyond situational or hedonic considerations.

Fourth, the conceptual analysis reveals that behavioral intention toward Islamic tourism arises as a result of the interaction between values, beliefs, and norms. Strong Islamic values shape beliefs, which in turn reinforce personal norms, and these norms ultimately influence travel intentions (Moghavvemi & Musa, 2018; Hamdan et al., 2024). Muslim travelers are more likely to intend to engage in Islamic tourism when they perceive that such activities honour their faith, protect moral well-being, strengthen family relationships and minimise exposure to non-halal or culturally conflicting elements. The intention becomes a value-driven expression of spiritual identity and ethical commitment rather than a mere preference for leisure activities.

Finally, the integration of the VBN theory suggests that Islamic tourism intention is best understood as a holistic psychological process rather than a simple response to destination attributes (Fajriyati et al., 2022). The findings reveal that spiritual meaning-making, religious belief structures, and internalised moral duties contribute substantially to shaping the choices of Muslim travelers. Thus, Islamic tourism behavior can be understood as a function of deep-seated cognitive and moral mechanisms, supporting the argument that faith-based motivations should be central in future theoretical and empirical investigations. Overall, this conceptual analysis highlights the unique potential of the VBN framework to explain Islamic tourism behavior. It identifies Islamic tourism belief as the pivotal component that translates abstract religious values into concrete behavioral intentions, providing a foundation for future empirical validation.

Proposed Conceptual Framework

Building on these conceptual findings, a theoretical model was developed to map the relationships proposed in this study visually. The model integrates the hierarchical structure of the VBN theory with the unique faith-based components of Islamic tourism, offering a more precise representation of how Islamic values, belief systems, and personal moral norms collectively shape behavioral intention. Figure 1 illustrates the multi-layered conceptual framework constructed from the literature synthesis, highlighting Islamic tourism belief as the central mediating mechanism that translates value orientations into travel-related intentions.
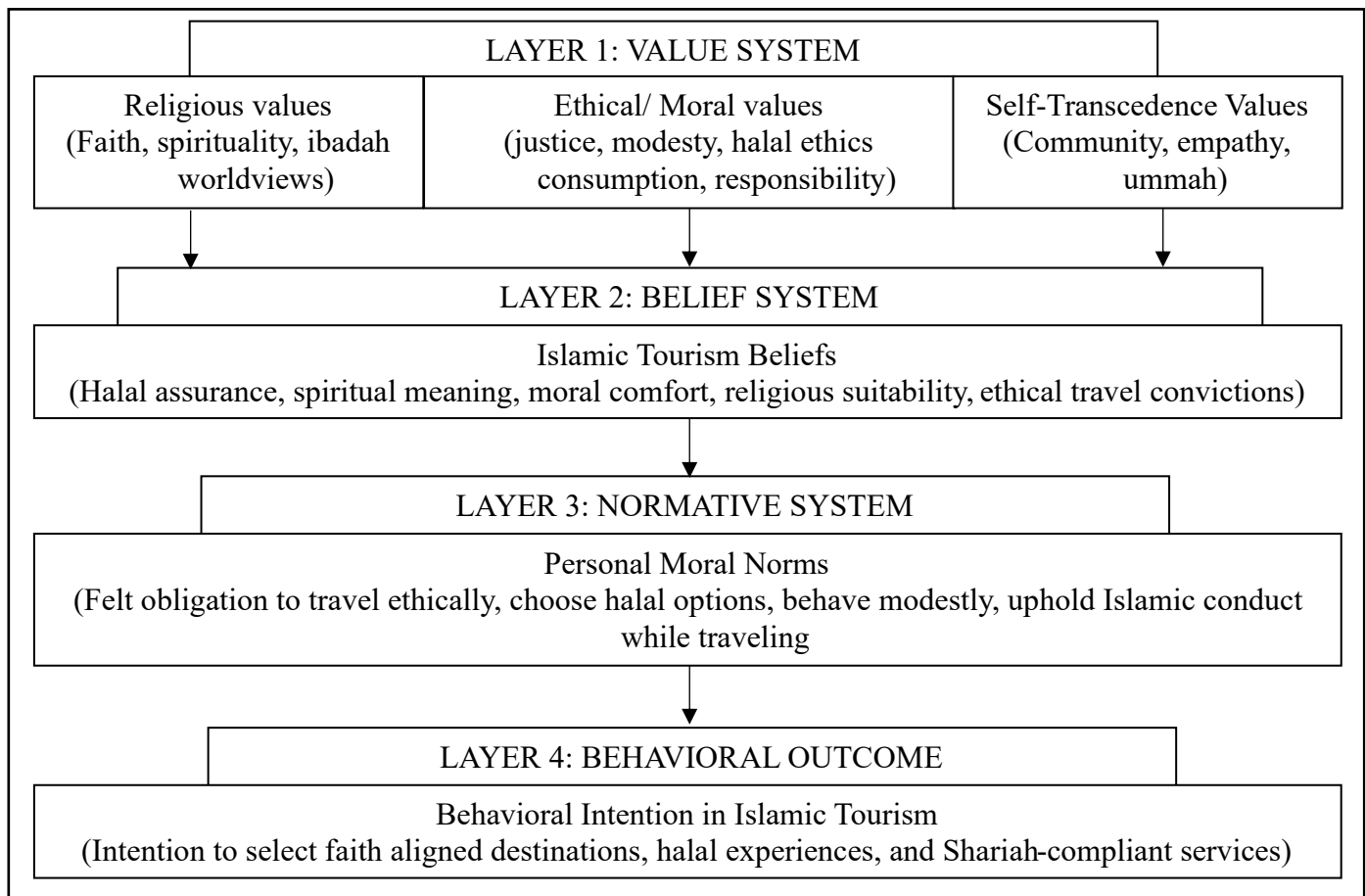

Figure 1. Proposed Multi-Layer Conceptual Framework for Islamic Tourism Behavior Source: Authors' own work

CONCLUSION

This conceptual study argues that the Values–Beliefs–Norms (VBN) model provides a robust theoretical lens for understanding how Islamic tourism beliefs shape Muslim travelers' intentions. The findings suggest that views on the spiritual, ethical, and practical aspects of Islamic tourism are rooted in value orientations derived from Islamic teachings, encompassing moral responsibility, spiritual development, and ethical conduct (Khairuldin et al., 2024). These values activate belief structures that shape perceptions of halal assurance, cultural appropriateness, moral service standards, and opportunities for spiritual enrichment. In turn, these beliefs shape personal moral norms, creating a sense of obligation to choose travel options that align with Islamic principles and faith-based expectations (Suhartanto et al., 2025).

The intention to participate in Islamic-compliant tourism emerges when values, beliefs, and personal norms converge. According to Khan et al. (2025), intention in this context reflects a deliberate, value-driven commitment aligned with religious, social, and ethical standards, rather than a mere expression of leisure preference. Recognising this pivotal role of belief in influencing travelers' decisions is crucial for both academic and practical advancements, particularly as the global Islamic tourism sector continues to expand (Hanafiah et al., 2022).

By offering a structured explanation of value-driven travel behavior, this conceptual application of the VBN framework not only enriches theoretical discourse but also provides practical insights for tourism operators and policymakers seeking to meet the needs of a growing and value-conscious market. The model developed here lays a strong foundation for future empirical research that can validate and further refine the relationships proposed in this study. This conceptual study contends that the Values-Beliefs-Norms (VBN) model offers a useful theoretical lens for comprehending this intricate process and that Islamic tourism beliefs play a crucial psychological role in influencing Muslim traveler's travel intentions. Certain views on the spiritual, ethical, and practical aspects of Islamic tourism arise from values inherited from Islamic teachings, such as moral responsibility, spiritual development, and ethical conduct (Khairuldin et al., 2024). These ideas serve as the cognitive basis for decision-making by guiding views of halal assurance, culturally suitable settings, moral service standards, and chances for spiritual development. According to Suhartano et al. (2025), these beliefs in turn foster personal moral norms, expressing a sense of moral obligation to choose travel options that are in line with Islamic principles and faith-based expectations.

The intention to participate in Islamic-compliant tourism activities is strengthened when values, beliefs, and personal norms come together. According to Khan et al. (2025), intention toward tourism is a deliberate, value-driven commitment that is in line with social, ethical, and religious standards rather than just a reflection of leisure preferences. Recognizing the pivotal role of belief in influencing Muslim traveler's choices is essential for both academic advancement and business practice as Islamic tourism continues to grow internationally (Hanafiah et al., 2022). In addition to delivering useful advice for tourism operators and policymakers looking to satisfy the demands of this expanding and value-conscious industry, the VBN-based approach described in this study offers a solid basis for further empirical research.

Theoretical Contributions

The application of the VBN theory to Islamic tourism offers several notable theoretical advances. First, it demonstrates that the VBN framework is equally applicable in contexts where moral, ethical, and religious values drive decision-making, thereby extending its relevance beyond its traditional grounding in environmental psychology (Ulker-Demiral & Ciftci, 2020). In this study, Islamic tourism is positioned as a value-rich domain in which deeply held spiritual convictions activate beliefs and personal standards that subsequently influence behavioral intention. This expands the theoretical utility of VBN by showing how halal principles, ethical conduct, and spiritual purpose operate as core components in value–belief–norm processes.

Second, the model provides a more comprehensive understanding of how religiously grounded cognition shapes travel behavior. By employing the VBN structure, the study highlights that Muslim travelers' decisions arise from interrelated layers of values, beliefs, moral obligations, and perceived responsibilities informed by Islamic teachings rather than merely practical or recreational motivations (Dong et al., 2024). This contributes to a more sophisticated theoretical perspective that reflects the complexity of faith-based decision-making and captures the nuance of spiritual, social, and ethical evaluations in travel contexts.

Third, the incorporation of VBN strengthens the argument that Islamic tourism is intrinsically valuedriven. It underscores the necessity for destination managers, policymakers, and tourism providers to acknowledge religious and ethical factors as core determinants of Muslim tourists' choices (Alashiq & Aliuhmani, 2025). Successfully meeting these expectations requires a deeper appreciation of the role of belief systems in shaping tourism behavior, thereby contributing to a richer understanding of value-driven travel in an expanding global market (Kalyan & Ekka, 2024).

Practical Implications

Applying the VBN concept to Islamic tourism has important implications for policymakers, service providers, and tourism companies. Industry stakeholders must acknowledge that price competitiveness, convenience, and destination novelty are not the only factors influencing travel decisions within this sector in order to draw in Muslim tourists successfully. Instead, they are formed by a yearning for moral, ethical, and spiritual harmony (Fakfare et al., 2024). This implies that tourism-related goods and services must align with the ideals and convictions that determine the behavioral intentions of Muslim tourists.

By highlighting halal certification in all facets of the travel experience, such as food services, lodging, recreational amenities, and tour packages, tour operators can increase their attractiveness (Johan et al., 2025). Ethical tourist principles such as privacy, modesty, safety, and polite treatment further promote confidence and credibility (Kim & Kim, 2024). Travelers' feelings of purpose and emotional connection can be strengthened by incorporating aspects of spiritual enrichment, such as access to prayer facilities, Islamic heritage sites, and culturally significant activities. Additionally, marketing tactics can emphasise themes such as family harmony, spiritual reflection, cultural authenticity, and religious comfort that are important to Muslim travelers (Hall et al., 2022). Campaigns that highlight Shariah-compliant amenities or emphasise travel as a purposeful and worthwhile activity have a higher chance of success (Yasmeen, 2024).

Policymakers can increase destination competitiveness by including Islamic heritage, local cultural identity, and community-based experiences into tourism development plans (Hasan et al., 2022). In order to promote the expansion of this industry and guarantee consistency in providing value-aligned travel experiences, standards, rules, and certifications for Muslim-friendly tourism should be established (Gary et al., 2025).

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