

APPENDIX 1. VARIABLE OPERATIONALIZATION

To strengthen the conceptual linkage between halal tourism and the variables examined in this study, the main dimensions of halal tourism destinations can be aligned with the study constructs, namely Tourist Attractions (ToAt), Tourist Transportation (ToTr), Tourist Infrastructure (ToIn), and Sustainable Tourism Business Development (STBD). In this way, the study variables are interpreted not as generic tourism constructs alone, but as destination-level components operating within Muslim-friendly destination requirements.

Table 1. Alignment between Halal Tourism Characteristics and the Study Variables

Tourist Attractions (ToAt)	Tourist Transportation (ToTr)	Tourist Infrastructure (ToIn)	Sustainable Tourism Business Development (STBD)	Characteristics of Halal Tourism
Natural, cultural, religious, historical, and recreational attractions that are compatible with Muslim travelers' needs and expectations.	Transportation systems that ensure accessibility, safety, convenience, and connectivity for Muslim travelers.	Physical facilities and service support that enable halal tourism activities to operate effectively and comfortably.	Sustainable development of halal tourism businesses through the integration of economic, social, cultural, and environmental outcomes.	Destinations provide services, facilities, and environments consistent with Islamic principles and Muslim-friendly travel requirements.
Clean, safe, and family-friendly attractions.	Easy access to and within destinations through available and integrated transport modes.	Muslim-friendly accommodation, halal restaurants, and tourism information services.	Expansion of Muslim tourist arrivals and halal tourism market opportunities.	Availability of halal food and beverages.
Cultural and historical attractions that do not conflict with Islamic values.	Efficient, reliable, and timely tourist mobility.	Prayer facilities, sanitation, clean water, electricity, internet, and health services.	Growth of tourism-related business income and supporting service sectors.	Availability of mosques, prayer rooms, ablution facilities, and prayer time information.
Religious and spiritually meaningful tourism experiences.	Comfortable transportation for individual, family, and group travel.	Adequate roads, airports, terminals, ports, and transport-supporting facilities.	Attraction of investment and strengthening of destination competitiveness.	Accommodation equipped with qibla direction, prayer mats, and other Muslim-friendly services.
Shopping, entertainment, and recreational activities compatible with halal principles.	Safe, secure, and convenient travel conditions.	Security, telecommunication, and accessibility facilities.	Creation of business and employment opportunities for local communities.	Clean, modest, safe, and family-oriented destination environment.
Local hospitality and positive social interaction.	Support for worship-related needs during travel.	Destination readiness that strengthens tourist comfort, trust, and satisfaction.	Long-term destination sustainability through sound business management.	Attractions and services do not involve activities contrary to Islamic values.

Source: Adapted and synthesized from Battour and Ismail (2016), GMTI (2022), Crouch (2010), Ouariti and Jebrane (2020), Kanwal et al. (2020), Jangra et al. (2023), Mandić et al. (2018), Chan et al. (2022), Apriyanti et al. (2024), Achmad et al. (2023), Munir et al. (2025), and Alfehaid (2025).

As shown in Table 1, the constructs of Tourist Attractions, Tourist Transportation, Tourist Infrastructure, and Sustainable Tourism Business Development are conceptually relevant to halal tourism because they reflect the extent to which destinations are able to provide attractions, accessibility, facilities, and business systems that are compatible with the needs of Muslim travelers. Therefore, the halal tourism context in this study functions as an interpretive framework through which the destination system variables are understood and analyzed.

TABLE 2. DIMENSIONS OF EACH VARIABLE

Tourist Attractions (ToAt)	Tourist Transportation (ToTr)	Tourist Infrastructure (ToIn)	Sustainable Tourism Business Development (STBD)
1. Muslim-Friendly Tourist Attraction (ToAt1)	1. Muslim-Friendly Tourist Transportation System (ToTr1)	1. Muslim-Friendly Tourist Infrastructure and Service Support (ToIn1)	1. Integrated Sustainability Outcomes in Halal Tourism Business (STBD1)
2. Clean, Safe, and Family-Friendly Attractions (ToAt2)	2. Accessible and Integrated Transportation Modes (ToTr2)	2. Muslim-Friendly Accommodation, Halal Restaurants, and Tourism Information Services (ToIn2)	2. Expansion of Muslim Tourist Arrivals and Halal Tourism Market Opportunities (STBD2)
3. Islamic-Compatible Cultural and Historical Attractions (ToAt3)	3. Efficient, Reliable, and Timely Tourist Mobility (ToTr3)	3. Prayer Facilities, Sanitation, Clean Water, Electricity, Internet, and Health Services (ToIn3)	3. Revenue Growth of Tourism-Related Businesses and Supporting Service Sectors (STBD3)
4. Meaningful Religious and Spiritual Tourism Experience (ToAt4)	4. Comfortable Transportation for Individual, Family, and Group Travel (ToTr4)	4. Adequate Roads, Airports, Terminals, Ports, and Transportation Support Facilities (ToIn4)	4. Investment Attractiveness and Destination Competitiveness Enhancement (STBD4)
5. Halal-Compliant Shopping, Entertainment, and Recreational Activities (ToAt5)	5. Safe, Secure, and Comfortable Travel Conditions (ToTr5)	5. Security Facilities, Telecommunications, and Accessibility (ToIn5)	5. Creation of Business Opportunities and Employment for Local Communities (STBD5)
6. Local Hospitality and Positive Social Interaction (ToAt6)	6. Support for Worship-Related Needs During Travel (ToTr6)	6. Destination Readiness for Tourist Comfort, Trust, and Satisfaction (ToIn6)	6. Halal tourism development creates new business opportunities for local communities (STBD6)