



MINISTRY OF HIGHER EDUCATION, SCIENCE,
AND TECHNOLOGY
UNIVERSITAS PADJADJARAN
FACULTY OF SOCIAL DAN POLITICAL SCIENCES
POSTGRADUATE PROGRAM

Jalan Ir. Soekarno Km. 21 Jatinangor, Sumedang 45363
Jalan Bukit Dago Utara No. 25 Bandung 40135
Phone (022) 7798418 Page: www.unpad.ac.id; Faculty Page: <http://fisip.unpad.ac.id>,
pps.fisip.unpad.ac.id; E-mail: humas.fisip@unpad.ac.id

March 3rd, 2025

Number : 6592/UN6.G/PT.01.03/2025

Subject : Request for Participation in Doctoral Research Interview

To
Halal Tourism Stakeholders
(Managers, Investors, Visitors, and Communities)
in the Asian Region

Dear Sir/Madam,

We would like to inform you that one of our doctoral (Ph.D.) students is currently conducting academic research as part of his dissertation requirement. The details are as follows:

Name : Maulana Gunawan Subhakty
Student ID : 170230220008
Study Program : Doctoral Program in Business Administration

The research is entitled:

“How Destination Attractiveness, Transportation Accessibility, and Infrastructure Shape Sustainable Halal Tourism Business Development: Evidence from a Global Survey.”

In this regard, we kindly invite you to participate in an interview as part of the data collection process for this research. Your insights and experience would be highly valuable in supporting the academic contribution of this study.

Should you require any further information or wish to arrange the interview, please feel free to contact the student directly at:

Phone/WhatsApp : +62 817-5000-029

Email : maulana22003@mail.unpad.ac.id

Alternatively, for institutional verification or further inquiries, you may contact the Faculty of Social and Political Sciences, Universitas Padjadjaran.

We sincerely appreciate your time, consideration, and support for this academic endeavor.
Thank you for your kind cooperation.

Yours sincerely,
Dean
Faculty of Social and Political Sciences
Universitas Padjadjaran,



6592/UN6.G/PT.01.04/2025

Prof. Dr. Mohammad Benny Alexandri
NIP. 19731018 200604 1 001

Catatan :



1. UU ITE No. 11 Tahun 2008 Pasal 5 Ayat 1 “Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetakannya merupakan alat bukti yang sah”.
2. Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSR.E.



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APPENDIX 2: QUESTIONNAIRE

INTRODUCTION

Efforts to realize a sustainable halal tourism business have become increasingly urgent. This is closely related to the global development of the halal tourism industry, which demands professionalism across all sectors. Halal tourism has become one of the fastest- growing sectors in the Islamic economy. Over the past five years, global Muslim expenditure on outbound travel has increased significantly, reaching USD 151 billion, excluding Hajj and Umrah. This figure was projected to reach USD 243 billion by 2024. In the food market, global Muslim spending on halal food and beverages reached USD 1.173 trillion in 2022 and was projected to rise to USD 1.914 trillion by 2024. In the tourism sector, global Muslim travel spending grew by 7.3% and reached USD 189 billion by the end of 2022, with projections of USD 262 billion by 2024.

For Indonesia, the opportunities in halal tourism are also substantial. Indonesian Muslims have spent approximately USD 9.1 billion on tourism and USD 154.9 billion on halal food and beverages. Indonesia is also ranked among the top three halal tourism destinations among member countries of the Organization of Islamic Cooperation (OIC). In fact, the potential for Indonesia to become a leading global halal tourism destination is very strong, not only because it has the largest Muslim population in the world, but also because of its abundant cultural and natural resources.

This questionnaire is intended to explore and explain various aspects of halal tourism destination development worldwide, including both its potential and its challenges.

For the purposes of this study, we kindly request your willingness to participate by sharing your views, experiences, and opinions based on actual conditions. Your participation in this research will be a meaningful contribution to the development of a more sustainable and globally competitive halal tourism business.

All of your responses will be kept strictly confidential and will be used solely for research purposes. Thank you very much for your attention, support, and willingness to participate.

Bandung, 05 Maret 2025



Maulana Gunawan Subhakty

Research Team:



Herwan Abdul Muchyi;



Sam'un Jaja Raharja;



Rusdin Tahir

CONSENT TO PARTICIPATE IN RESEARCH

Dear Respondent,

You are invited to participate in a research study entitled:

"How Destination Attractiveness, Transportation Accessibility, and Infrastructure Shape Sustainable Halal Tourism Business Development: Evidence from a Multi-Regional Survey". This study aims to gather information about respondents' perceptions, experiences, and opinions regarding the development of sustainable halal tourism businesses.

Your participation in this study is entirely voluntary. You are free to decline participation or to withdraw from the questionnaire at any time without any penalty or negative consequences.

This questionnaire does not ask for personal information that can directly identify you. All responses will be treated as confidential and anonymous, and the information collected will be used only for academic and research purposes. The data will be analyzed collectively and reported in aggregate form.

This study is not expected to pose any significant risk to participants. Although there may be no direct personal benefit, your participation is expected to contribute to the advancement of knowledge and provide useful insights for the development of sustainable halal tourism.

By proceeding with and submitting this questionnaire, you confirm that you have read and understood the information above and that you voluntarily agree to participate in this study.

Thank you for your valuable time and participation.

Bandung, 05 Maret 2025



Maulana Gunawan Subhakty

Research Team:



Herwan Abdul Muchyi;



Sam'un Jaja Raharja;



Rusdin Tahir

CONSENT TO PARTICIPATE

INSTRUCTIONS

You are requested to fill in any questions that are in accordance with what you actually feel or experience, by:
Part I. Fill in briefly and clearly at the dots or boxes provided; **Part II.** Marks the **checklist** (✓) on the available circle.

PART I: RESPONDENT IDENTITY

Name	:	
Gender *	:	☐ Male ☐ Women
Final Education *	:	☐ Doktor (S3) ☐ Magister (S2) ☐ Bachelor (S1) ☐ Diploma ☐ High School/Junior High/Elementary School ☐ Others
E-mail address or other contact details *	:	 ☎ .□□□ □□□□□□□□
Country visited (Destination/Tourism) in the last 5 years *	:	1. Timur Tengah 2. Europe 3. United States America 4. Asia 5. Australia 6. (Mention) Tanggal ☐ □□ Bulan ☐ □□ Tahun ☐ □□□□
Travel Destinations *	:	☐ Business ☐ Tourism ☐ Umrah ☐ Family Visits ☐ Conference/Association Invitations ☐ Study/Research ☐ Others
Work *	:	☐ Yes ☐ No
Working on a tourism organization since	:	Date ☐ □□ Moon ☐ □□ Year ☐ □□□□
Works on	:	☐ Industry and Trade Sector ☐ Industrial Estate Sector, Construction Services and Construction Consultants ☐ Transportation, Telecommunications and Tourism Sectors ☐ Agriculture Sector, Plantation Forestry Trade ☐ Public Service Sector ☐ Others (mention)

MAIN PARTS

Please help and be willing to respond to all the statements contained in this questionnaire according to the conditions you feel, by marking the *Check List* (✓) or Cross (X) in the available circles, by choosing one of the answers that are considered the most representative 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree on the numbers listed in the circle.

EXAMPLE:

If this trip **never** provides an opportunity to do social activities, then you are asked to give an **X** on the number ①.

No.	STATEMENT	ALTERNATIF				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	This travel company provides opportunities for social activities (such as blood donation, social service, and environmental sustainability)	①	②	③	④	⑤

PART II: STATEMENT OF CONTENTS OF THE QUESTIONNAIRE

A. TOURIST ATTRACTIONS

Tourism Attractions are a significant component in attracting tourists. There are many reasons why people travel to an area. The most common reasons are to see the daily lives of the locals, enjoy the beauty of nature, witness the unique culture, or learn about the history of the area.

Below, there are 48 statement items divided into 6 parts, all of which reflect the Tourism Attraction in question. You are asked to assess the conditions you are experiencing

Show how important it is to your organization that the partner has the following capabilities at the time you establish a relationship. The scale is interpreted, as follows:

No.	Statement	Alternative Answers / Measurement Scale				
Dimension 1: Muslim-Friendly Tourist Attraction		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
1	The tourist destination offers natural attractions that are appealing and suitable for the needs of Muslim tourists.	1	2	3	4	5
2	The cultural attractions presented at the tourist destination are in line with the values and expectations of Muslim tourists.	1	2	3	4	5
3	The tourist destination provides religious or spiritual attractions that are relevant to Muslim tourists.	1	2	3	4	5
4	The historical attractions at the tourist destination provide educational experiences that suit the interests of Muslim tourists.	1	2	3	4	5
5	The recreational activities available at the tourist destination are comfortable and suitable for the needs of Muslim tourists.	1	2	3	4	5
6	The tourist attractions offered do not conflict with Islamic norms and values.	1	2	3	4	5
7	The variety of attractions at this destination is able to meet the expectations of Muslim tourists.	1	2	3	4	5
8	The attractions at this destination provide a safe, comfortable, and enjoyable experience for Muslim tourists.	1	2	3	4	5
Dimension 2: Clean, Safe, and Family-Friendly Attractions		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
9	The tourist attractions are clean and well-maintained.	1	2	3	4	5
10	The tourist attractions provide a safe environment for Muslim tourists.	1	2	3	4	5
11	The tourist attractions are suitable for families with children.	1	2	3	4	5
12	The tourist attractions provide facilities that support family comfort.	1	2	3	4	5
13	The tourist attractions are free from activities that may disturb family visitors.	1	2	3	4	5

No.	Statement	Alternative Answers / Measurement Scale				
14	The tourist attractions create a comfortable atmosphere for family recreation.	1	2	3	4	5
15	The tourist attractions are managed in a way that ensures cleanliness and visitor safety.	1	2	3	4	5
16	The tourist attractions meet the expectations of Muslim tourists seeking clean, safe, and family-friendly experiences.	1	2	3	4	5
Dimension 3: Islamic-Compatible Cultural and Historical Attractions		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
17	The cultural attractions at the tourist destination are presented in a way that respects Islamic values.	1	2	3	4	5
18	The historical attractions at the tourist destination do not conflict with Islamic norms and principles.	1	2	3	4	5
19	The cultural performances or activities offered are appropriate for Muslim tourists.	1	2	3	4	5
20	The historical sites and narratives provided support positive and educational experiences for Muslim tourists.	1	2	3	4	5
21	The tourist destination avoids cultural attractions that contain elements contrary to Islamic values.	1	2	3	4	5
22	The cultural and historical attractions are suitable for families and Muslim visitors.	1	2	3	4	5
23	The information provided about cultural and historical attractions is respectful of religious and moral values.	1	2	3	4	5
24	Overall, the cultural and historical attractions meet the expectations of Muslim tourists.	1	2	3	4	5
Dimension 4: Meaningful Religious and Spiritual Tourism Experience		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
25	The tourist destination provides religious tourism experiences that are meaningful for Muslim tourists.	1	2	3	4	5
26	The spiritual activities offered at the destination help Muslim tourists strengthen their religious values.	1	2	3	4	5
27	The destination provides an atmosphere that supports reflection, peace, and spiritual comfort.	1	2	3	4	5
28	The religious tourism experience at the destination is relevant to the needs and expectations of Muslim tourists.	1	2	3	4	5
29	The destination offers religious or spiritual attractions that provide educational value for Muslim tourists.	1	2	3	4	5
30	The religious and spiritual experiences at the destination are presented in a respectful and appropriate manner.	1	2	3	4	5
31	The destination encourages Muslim tourists to gain positive moral and spiritual impressions.	1	2	3	4	5

No.	Statement	Alternative Answers / Measurement Scale				
32	Overall, the religious and spiritual tourism experience at this destination is memorable and meaningful for Muslim tourists.	1	2	3	4	5
Dimension 5: Halal-Compliant Shopping, Entertainment, and Recreational Activities		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
33	The tourist destination provides shopping activities that are suitable for Muslim tourists.	1	2	3	4	5
34	The products sold at the tourist destination are in accordance with halal principles.	1	2	3	4	5
35	The entertainment activities offered at the destination do not conflict with Islamic values.	1	2	3	4	5
36	The recreational activities available at the destination are appropriate for Muslim tourists.	1	2	3	4	5
37	The destination provides shopping facilities that support the needs and expectations of Muslim tourists.	1	2	3	4	5
38	The entertainment options at the destination are family-friendly and consistent with halal principles.	1	2	3	4	5
39	The recreational activities offered provide comfort and peace of mind for Muslim tourists.	1	2	3	4	5
40	Overall, the shopping, entertainment, and recreational activities at this destination meet halal tourism expectations.	1	2	3	4	5
Dimension 6: Local Hospitality and Positive Social Interaction		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
41	The local community shows friendliness toward Muslim tourists.	1	2	3	4	5
42	Tourism staff and local residents interact politely with Muslim tourists.	1	2	3	4	5
43	Muslim tourists feel welcomed by the local community at the destination.	1	2	3	4	5
44	The local community respects the cultural and religious needs of Muslim tourists.	1	2	3	4	5
45	Social interactions between Muslim tourists and local residents are positive and comfortable.	1	2	3	4	5
46	Local residents are willing to provide assistance or information to Muslim tourists when needed.	1	2	3	4	5
47	The destination creates a friendly and respectful social environment for Muslim tourists.	1	2	3	4	5
48	Overall, local hospitality and social interaction at this destination meet the expectations of Muslim tourists.	1	2	3	4	5

B. TOURIST TRANSPORTATION

Tourism Transportation is the movement of goods and people from the place of origin to the destination. In other words, transportation is a process of moving, moving, transporting, and transferring goods and/or people where this process cannot be separated from the need for supporting equipment (means of transportation) to ensure the smooth transfer process. Below, there are 48 statement items divided into 6 parts, all of which reflect the transportation in question. You are asked to assess the condition that you are experiencing.

No.	Statement	Alternative Answers / Measurement Scale				
Dimension 1: Muslim-Friendly Tourist Transportation System		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
1	The transportation system provides easy access for Muslim tourists to reach tourist destinations.	1	2	3	4	5
2	The transportation system ensures safe travel for Muslim tourists.	1	2	3	4	5
3	The transportation facilities provide comfort during travel for Muslim tourists.	1	2	3	4	5
4	The transportation system connects Muslim tourists conveniently to major tourist attractions.	1	2	3	4	5
5	The transportation system supports smooth mobility between tourist destinations, accommodation, and public facilities.	1	2	3	4	5
6	The transportation system provides clear information about routes, schedules, and travel options for Muslim tourists.	1	2	3	4	5
7	The transportation system is reliable and helps Muslim tourists travel efficiently.	1	2	3	4	5
8	Overall, the transportation system meets the accessibility, safety, comfort, and connectivity needs of Muslim tourists.	1	2	3	4	5
Dimension 2: Accessible and Integrated Transportation Modes		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
9	Muslim tourists can easily access the destination through available transportation modes.	1	2	3	4	5
10	Transportation services within the destination are easy to use for Muslim tourists.	1	2	3	4	5
11	The available transportation modes are well integrated with tourist attractions and supporting facilities.	1	2	3	4	5
12	Muslim tourists can conveniently move from one tourist attraction to another using available transportation.	1	2	3	4	5
13	Public transportation, private transportation, and other mobility services are connected effectively within the destination.	1	2	3	4	5
14	The destination provides transportation access that supports smooth travel for Muslim tourists.	1	2	3	4	5
15	Route and transfer information is clearly available to help Muslim tourists move easily within the destination.	1	2	3	4	5

16	Overall, the available and integrated transportation modes make it easy for Muslim tourists to access and travel within the destination.	1	2	3	4	5
Dimension 3 Efficient, Reliable, and Timely Tourist Mobility		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
17	Transportation services help Muslim tourists move efficiently within the destination.	1	2	3	4	5
18	The available transportation services operate reliably for Muslim tourists.	1	2	3	4	5
19	Transportation services are generally available according to the published schedule.	1	2	3	4	5
20	Muslim tourists can reach tourist attractions on time using the available transportation services.	1	2	3	4	5
21	Transportation waiting times are reasonable for Muslim tourists.	1	2	3	4	5
22	The transportation system helps Muslim tourists save travel time between destinations.	1	2	3	4	5
23	Transportation services remain dependable during peak tourist periods.	1	2	3	4	5
24	Overall, tourist mobility at this destination is efficient, reliable, and timely for Muslim tourists.	1	2	3	4	5
Dimension 4: Comfortable Transportation for Individual, Family, and Group Travel		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
25	Transportation services provide comfort for Muslim tourists traveling individually.	1	2	3	4	5
26	Transportation services provide comfort for Muslim tourists traveling with family members.	1	2	3	4	5
27	Transportation services provide comfort for Muslim tourists traveling in groups.	1	2	3	4	5
28	The transportation facilities offer sufficient space and seating comfort for Muslim tourists.	1	2	3	4	5
29	Transportation services provide a clean and pleasant travel environment for Muslim tourists.	1	2	3	4	5
30	Transportation services are suitable for tourists with different travel needs, including individuals, families, and groups.	1	2	3	4	5
31	Transportation services support a comfortable travel experience for families with children.	1	2	3	4	5
32	Overall, transportation at this destination is comfortable for individual, family, and group travel	1	2	3	4	5
Dimension 5: Safe, Secure, and Comfortable Travel Conditions		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
33	Transportation services provide safe travel conditions for Muslim tourists.	1	2	3	4	5
34	The transportation system ensures the security of Muslim tourists during their journey.	1	2	3	4	5
35	Muslim tourists feel protected while using transportation services at the destination.	1	2	3	4	5

36	Transportation facilities are well-maintained to support safe and comfortable travel.	1	2	3	4	5
37	Drivers or transportation staff follow safety standards when serving Muslim tourists.	1	2	3	4	5
38	Transportation services provide a comfortable atmosphere throughout the journey.	1	2	3	4	5
39	The transportation system minimizes risks or disturbances during travel for Muslim tourists.	1	2	3	4	5
40	Overall, the travel conditions provided by transportation services are safe, secure, and comfortable for Muslim tourists.	1	2	3	4	5
Dimension 6: Support for Worship-Related Needs During Travel		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
41	Transportation services support Muslim tourists' worship-related needs during travel.	1	2	3	4	5
42	The transportation system provides convenient access to prayer facilities during the journey.	1	2	3	4	5
43	Transportation schedules allow Muslim tourists to perform their prayers on time.	1	2	3	4	5
44	Rest stops or transit points provide adequate facilities for Muslim tourists to pray.	1	2	3	4	5
45	Transportation staff show understanding and respect for Muslim tourists' worship needs.	1	2	3	4	5
46	The transportation system makes it easier for Muslim tourists to access halal food or beverages during travel.	1	2	3	4	5
47	Travel arrangements provide sufficient time and flexibility for worship-related activities.	1	2	3	4	5
48	Overall, transportation services meet the worship-related needs of Muslim tourists during travel.	1	2	3	4	5

C. TOURIST INFRASTRUCTURE (TOIN) VARIABLE

Tourism Infrastructure is a supporting component that indirectly supports the smooth running of tourism activities, such as: water, roads, electricity, ports, airports, waste and waste treatment. However, even though not all tourist destination areas have good supporting components, an area can still attract tourists to visit, because there are unique things that can only be found or seen in that place. Below, there are 48 statement items divided into 6 parts, all of which reflect the Infrastructure in question. You are asked to assess the conditions you are experiencing. Show how important tourism infrastructure is. Scala is interpreted as: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree.

No.	Statement	Alternative Answers / Measurement Scale				
Dimension 1: Muslim-Friendly Tourist Infrastructure and Service Support		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
1	The destination provides adequate physical facilities to support halal tourism activities.	1	2	3	4	5
2	The available infrastructure helps Muslim tourists enjoy tourism activities comfortably.	1	2	3	4	5

3	The destination provides service support that enables halal tourism activities to operate effectively.	1	2	3	4	5
4	The physical facilities at the destination are suitable for the needs of Muslim tourists.	1	2	3	4	5
5	The destination infrastructure supports safe and convenient movement for Muslim tourists.	1	2	3	4	5
6	Supporting services at the destination help Muslim tourists access halal tourism facilities easily.	1	2	3	4	5
7	The infrastructure and service support at the destination are well-maintained and reliable.	1	2	3	4	5
8	Overall, the physical facilities and service support at this destination enable halal tourism to operate effectively and comfortably.	1	2	3	4	5
Dimension 2: Muslim-Friendly Accommodation, Halal Restaurants, and Tourism Information Services		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
9	The destination provides Muslim-friendly accommodation that meets the needs of Muslim tourists.	1	2	3	4	5
10	The available accommodation provides facilities that support Muslim tourists' comfort.	1	2	3	4	5
11	The destination offers halal restaurants that are easily accessible to Muslim tourists.	1	2	3	4	5
12	Halal food and beverage services are available and clearly identifiable at the destination.	1	2	3	4	5
13	Tourism information services provide clear guidance about Muslim-friendly facilities.	1	2	3	4	5
14	Tourism information services help Muslim tourists find halal restaurants, prayer facilities, and suitable accommodation.	1	2	3	4	5
15	The destination provides reliable information about halal tourism services.	1	2	3	4	5
16	Overall, Muslim-friendly accommodation, halal restaurants, and tourism information services at this destination meet the expectations of Muslim tourists.	1	2	3	4	5
Dimension 3 : Prayer Facilities, Sanitation, Clean Water, Electricity, Internet, and Health Services		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
17	The destination provides adequate prayer facilities for Muslim tourists.	1	2	3	4	5
18	Sanitation facilities at the destination are clean and convenient for Muslim tourists.	1	2	3	4	5
19	Clean water is readily available to support the needs of Muslim tourists.	1	2	3	4	5
20	The electricity supply at the destination is reliable and supports tourist activities comfortably.	1	2	3	4	5
21	Internet access at the destination is available and useful for Muslim tourists.	1	2	3	4	5

22	Health services are available and accessible for Muslim tourists when needed.	1	2	3	4	5
23	These facilities support the comfort, convenience, and well-being of Muslim tourists during their visit.	1	2	3	4	5
24	Overall, the destination provides adequate prayer facilities, sanitation, clean water, electricity, internet, and health services for Muslim tourists.	1	2	3	4	5
Dimension 4 : Adequate Roads, Airports, Terminals, Ports, and Transportation Support Facilities		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
25	The destination has adequate road infrastructure to support Muslim tourists' mobility.	1	2	3	4	5
26	Airport facilities provide convenient access for Muslim tourists visiting the destination.	1	2	3	4	5
27	Terminal facilities are adequate and comfortable for Muslim tourists.	1	2	3	4	5
28	Port facilities support easy and safe travel for Muslim tourists.	1	2	3	4	5
29	Transportation support facilities are available to help Muslim tourists travel smoothly.	1	2	3	4	5
30	Roads, airports, terminals, and ports are well-connected to tourist attractions and supporting facilities.	1	2	3	4	5
31	Transportation support facilities are well-maintained and easy to use for Muslim tourists.	1	2	3	4	5
32	Overall, roads, airports, terminals, ports, and transportation support facilities at this destination are adequate for Muslim tourists.	1	2	3	4	5
Dimension 5: Security Facilities, Telecommunications, and Accessibility		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
33	The destination provides adequate security facilities to ensure the safety of Muslim tourists.	1	2	3	4	5
34	Security personnel or services are available to assist tourists when needed.	1	2	3	4	5
35	The destination provides reliable telecommunication services for Muslim tourists.	1	2	3	4	5
36	Mobile phone signals and communication networks are available in tourist areas.	1	2	3	4	5
37	The destination is accessible for Muslim tourists with different travel needs.	1	2	3	4	5
38	Public facilities and tourist areas are easy to access for Muslim tourists.	1	2	3	4	5
39	Security, telecommunication, and accessibility facilities support a comfortable tourism experience.	1	2	3	4	5
40	Overall, security facilities, telecommunications, and accessibility at this destination meet the needs of Muslim tourists.	1	2	3	4	5

Dimension 6: Destination Readiness for Tourist Comfort, Trust, and Satisfaction		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
41	The destination is well-prepared to provide comfort for Muslim tourists.	1	2	3	4	5
42	The destination provides reliable infrastructure and services that build Muslim tourists' trust.	1	2	3	4	5
43	The readiness of facilities at the destination supports Muslim tourists' satisfaction.	1	2	3	4	5
44	The destination is able to respond effectively to the needs of Muslim tourists.	1	2	3	4	5
45	The availability of supporting facilities makes Muslim tourists feel confident when visiting the destination.	1	2	3	4	5
46	The destination's infrastructure readiness creates a positive tourism experience for Muslim tourists.	1	2	3	4	5
47	The destination provides consistent service quality that supports tourist comfort and satisfaction.	1	2	3	4	5
48	Overall, the destination's readiness strengthens the comfort, trust, and satisfaction of Muslim tourists.	1	2	3	4	5

D. SUSTAINABLE TOURISM BUSINESS DEVELOPMENT

Sustainable Halal Tourism Business Development is an action that aims to improve and develop an environment or tourist attraction area so that it becomes better in the future. Below, there are 48 statement items divided into 6 parts, all of which reflect the **Sustainable Halal Tourism Business Development (STBD)** in question. You are asked to assess the conditions you are experiencing. Show how important it is to your organization that the partner has the following capabilities at the time you establish a relationship. Scala is interpreted as: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree.

No.	Statement	Alternative Answers / Measurement Scale				
Dimension 1: Integrated Sustainability Outcomes in Halal Tourism Business		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
1	Halal tourism businesses at the destination are developed by considering economic, social, cultural, and environmental outcomes.	1	2	3	4	5
2	Halal tourism business activities integrate economic growth with social and cultural responsibility.	1	2	3	4	5
3	Halal tourism businesses contribute to sustainable economic benefits for the destination.	1	2	3	4	5
4	Halal tourism business development supports the preservation of local culture and community values.	1	2	3	4	5
5	Halal tourism businesses consider environmental protection in their products, services, and operations.	1	2	3	4	5
6	Halal tourism business activities create positive social impacts for local communities and tourists.	1	2	3	4	5

7	Halal tourism businesses balance profitability, community welfare, cultural preservation, and environmental sustainability.	1	2	3	4	5
8	Overall, halal tourism businesses at this destination reflect integrated economic, social, cultural, and environmental sustainability outcomes.	1	2	3	4	5
Dimension 2 : Expansion of Muslim Tourist Arrivals and Halal Tourism Market Opportunities		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
9	The destination has the potential to increase the number of Muslim tourist arrivals.	1	2	3	4	5
10	Halal tourism development at the destination attracts more Muslim tourists.	1	2	3	4	5
11	The destination creates new market opportunities in the halal tourism sector.	1	2	3	4	5
12	Halal tourism businesses at the destination are able to respond to the growing demand of Muslim tourists.	1	2	3	4	5
13	The destination promotes halal tourism products and services to expand the Muslim tourist market.	1	2	3	4	5
14	The growth of Muslim tourist arrivals supports the development of local halal tourism businesses.	1	2	3	4	5
15	The destination has strong opportunities to compete in the halal tourism market.	1	2	3	4	5
16	Overall, the destination supports the expansion of Muslim tourist arrivals and halal tourism market opportunities.	1	2	3	4	5
Dimension 3 : Revenue Growth of Tourism-Related Businesses and Supporting Service Sectors		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
17	Halal tourism development contributes to the revenue growth of tourism-related businesses.	1	2	3	4	5
18	Tourism-related businesses at the destination experience increased income from Muslim tourist visits.	1	2	3	4	5
19	Supporting service sectors benefit economically from halal tourism activities.	1	2	3	4	5
20	The growth of halal tourism encourages higher sales of local tourism products and services.	1	2	3	4	5
21	Halal tourism activities create positive financial impacts for accommodation, food, transportation, and retail businesses.	1	2	3	4	5
22	Local businesses are able to increase their income through halal tourism market opportunities.	1	2	3	4	5
23	The development of halal tourism strengthens the economic performance of tourism-related business sectors.	1	2	3	4	5
24	Overall, halal tourism development supports revenue growth for tourism-related businesses and supporting service sectors.	1	2	3	4	5

Dimension 4 : Investment Attractiveness and Destination Competitiveness Enhancement		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
25	Halal tourism development increases the destination's attractiveness for investment.	1	2	3	4	5
26	The destination provides promising business opportunities for investors in the halal tourism sector.	1	2	3	4	5
27	The development of halal tourism encourages investment in tourism-related facilities and services.	1	2	3	4	5
28	The destination has strong potential to attract investors through halal tourism business development.	1	2	3	4	5
29	Halal tourism development strengthens the destination's competitiveness in the tourism market.	1	2	3	4	5
30	The quality of halal tourism products and services improves the competitive position of the destination.	1	2	3	4	5
31	The destination is able to compete with other destinations through its halal tourism advantages.	1	2	3	4	5
32	Overall, halal tourism development enhances investment attractiveness and strengthens destination competitiveness.	1	2	3	4	5
Dimension 5 : Creation of Business Opportunities and Employment for Local Communities		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
33	Halal tourism development creates new business opportunities for local communities.	1	2	3	4	5
34	Local communities have opportunities to participate in halal tourism-related businesses.	1	2	3	4	5
35	Halal tourism development encourages the growth of small and medium enterprises in the local community.	1	2	3	4	5
36	The development of halal tourism provides employment opportunities for local residents.	1	2	3	4	5
37	Local residents can gain income from tourism-related jobs and business activities.	1	2	3	4	5
38	Halal tourism development supports local entrepreneurship and community-based businesses.	1	2	3	4	5
39	The growth of halal tourism helps improve the economic welfare of local communities.	1	2	3	4	5
40	Overall, halal tourism development creates business and employment opportunities for local communities.	1	2	3	4	5
Dimension 6 : Long-Term Destination Sustainability through Healthy Business Management		1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree				
41	Healthy business management supports the long-term sustainability of halal tourism destinations.	1	2	3	4	5
42	Halal tourism businesses at the destination are managed with clear and sustainable business planning.	1	2	3	4	5

