


## Halal Tourism and the Islamic Socio-Cultural Responsibilities of Domestic Tourists in Indonesia

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### Abstract

This study aims to identify and analyze the impact of implementing halal principles and Islamic morality on perceptions of socio-cultural responsibility in halal tourism destinations. The research employs a qualitative descriptive method with a phenomenological approach, incorporating surveys and in-depth interviews with Muslim tourists. The findings reveal that halal principles—such as the provision of halal-certified food, adequate prayer facilities, and environments free from prohibited activities—significantly enhance socio-cultural responsibility. Furthermore, Islamic morality, which emphasizes modesty, honesty, justice, and social care, promotes positive interactions and respect among visitors. This research underscores the importance of integrating Islamic values into tourism management to cultivate socially and culturally responsible destinations. Contributing to the literature on halal tourism and socio-cultural responsibility, the study offers practical insights for destination managers seeking to improve service quality and develop effective marketing strategies. Recommendations include enhancing halal facilities, promoting local economic empowerment, and educating tourists about Islamic values to boost satisfaction and loyalty among Muslim travelers.

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## INTRODUCTION

Halal tourism not only includes aspects such as halal food and beverages but also includes worship facilities, a social environment following Islamic principles, and services that respect the privacy and comfort of Muslim tourists (A. A. Abdullah et al., 2020; Vargas-sánchez & Moral-Moral, 2020). These principles are essential for Muslim tourists and have broader implications for the social and cultural responsibility of the tourist destination (Akbar, 2021; Rachmiate et al., 2023).

The principle of halal in halal tourism covers various aspects ranging from food and beverage accommodation to tourist activities that do not conflict with Islamic values (Ilmi & Ambariyanto., 2024; Zarkasyi et al., 2021). This halal principle includes the provision of halal-certified food, adequate worship facilities, and an environment free from activities prohibited in Islam, such as gambling and alcohol consumption (Alam, Ratnasari, Prasetyo, et al., 2024; Alam, Ratnasari, Ryandono, et al., 2024; Luetge, 2013). In addition, Islamic morality in tourism that emphasises justice, honesty, and social responsibility is also an essential foundation in the management of halal tourist destinations (Ilmi & Ambariyanto., 2024; Samiul & Chatterjee, 2023).

Socio-cultural responsibility refers to the obligation to meet the social and cultural needs of the community, as well as to preserve the environment. In this context, socio-cultural responsibilities involve economic, environmental, artistic, and spiritual aspects. For example, in the development of halal tourism, socio-cultural responsibilities include providing halal food and beverages, Muslim-friendly accommodation, and interaction according to religious norms, which creates an environment following Maqashid Sharia (Suhandi, 2023).

Implementing socio-cultural responsibility in research can improve the quality and usefulness of research results. Relevant research shows that human beings have an obligation stemming from the mission of God to serve all social needs, including society's cultural and spiritual needs (Rumambi et al., 2019). Socio-cultural responsibility can also positively impact economic growth, cultural preservation, and relations between nations. Research conducted by Siyal et al. (2022) shows that research ethics is an essential criterion for determining the quality of research, and the social responsibility of researchers is fundamental in this context. In this case, research that focuses on socio-cultural responsibility can improve the image of halal tourist destinations and make tourists more likely to recommend these destinations to others because meaningful travel experiences can increase the bond of place, namely the solid emotional connection between tourists and halal tourist destinations (Siyal et al., 2022).

The socio-cultural responsibility implementation strategy can be divided into several areas, such as internal, central, and external responsibility areas. The internal responsibility area includes all internal strategies and processes that influence the company's strategy, such as fair and realistic growth planning to achieve healthy profitability. The central location of responsibility includes all publicly recognisable areas that directly impact the environment, people, and society, such as CO2 emissions and pollution (Siyal et al., 2022). Thus, the implementation of socio-cultural responsibility in research can improve the quality of life and financial security of the local community, as well as enhance the image of halal tourist destinations' responsibility in the context of halal tourism, which includes efforts to preserve and respect local Culture and ensure that tourism activities do not damage the environment or interfere with the lives of local communities. This phenomenon is consistent with sustainability, as it provides the parallel progress of financial or economic return objectives and the social objective related to community sustainability (Sukarningsih & Deliana, 2014). Islamic principles, which aim to ensure halal, contribute to stimulating responsible and sustainable tourism behavior that considers all ethics (Yuliviona et al., 2024).

There is a growing interest in respecting and integrating Islamic principles into the tourism lifestyle. Given its economic importance and the potential for developing Halal tourism—especially in regions with significant Muslim populations—Halal tourism can significantly enhance the quality and sustainability of the tourism experience (Ejigu & Hamid, 2023). Research conducted by Ramadhan et al. (2024) explained that the attributes offered can satisfy tourists so that they will recommend it to others. This is due to the satisfaction of tourists, influenced by their religiosity. The greater the religiosity of tourists, the greater their satisfaction with halal tourism, which means they are more likely to recommend the destination (Ramadhan et al., 2024). Socio-cultural responsibilities also influence the image of halal tourist destinations. Research conducted in Japan shows that the image of halal tourist destinations can differ between tourists and non-tourists. Specific attributes, such as a strong destination image among Muslim tourists, further increase their satisfaction, thereby increasing the image of halal tourist destinations (Amalia et al., 2021).

Socio-cultural responsibility in halal tourist destinations can also increase the likelihood of tourists revisiting these destinations. Previous studies have indicated that the halal image and tourist attractions affect tourists' decisions and repeat visits (Nasution et al., 2023). This result confirms that tourist destinations highly committed to halal attributes increase positive inclination and repeat visits. This research explores how applying halal principles and Islamic morality influences tourists' perception of socio-cultural responsibilities in halal tourism destinations. This perception is important because it can influence tourists' decision to revisit the destination and recommend it to others. In addition, a positive perception of socio-cultural responsibility can improve the image of halal tourism destinations in the eyes of global tourists.

Halal principles include food and beverages, Muslim-friendly accommodation, and adequate worship facilities. According to research sources Suhandi (2023), implementing halal principles in the tourism industry can increase the comfort and usefulness of Muslim tourists. For example, the provision of bathrooms that comply with Islamic hygiene standards and easily accessible prayer

facilities create an environment that allows Muslim tourists to carry out their worship without hindrance. Therefore, the tourist experience with the destination is more influential and meaningful (Suhandi, 2023).

Islamic morality is based more on the aspect of "duty" than just "rights." The emphasis on duty reminds us of responsibility towards others, which will control human behavior and keep away evil deeds. In halal tourism, Islamic morality can be implemented through friendly and ethical services, such as providing halal food and beverages and paying attention to environmental cleanliness (Sudigdo, 2019; Hamid & Rahman, 2022).

Socio-cultural responsibility is an essential aspect of research related to halal tourism. Socio-cultural responsibilities include the obligation to meet the social and cultural needs of the community, as well as to preserve the environment. In halal tourism, socio-cultural responsibility can be implemented by implementing CSR (Corporate Social Responsibility), which focuses on developing sustainable tourism destinations. Suharto et al. (2017) In their study, they explained that social and cultural responsibility includes economic empowerment, which is a fundamental pillar that helps increase society's quality of life and reduce the rate of social inequality. Social and cultural responsibility also includes enabling individuals and communities to contribute to determining their priorities and what suits them effectively. In this context, it becomes clear that economic empowerment must be alongside the effective contribution of individuals to social work and determining everything related to their life affairs.

Economic empowerment has a positive impact on people's welfare. A study by Suharto et al. revealed that the community economic empowerment program has improved community welfare through increasing social and financial capital (Suharto, 2017). This research highlights the importance of social capital in supporting economic empowerment programs' success, where people with strong social networks tend to be more successful in improving their welfare. Sugito et al. (2022) explained that participatory communication in Corporate Social Responsibility (CSR) programs also plays an essential role in community empowerment. They emphasised that collaboration between the government, the private sector, and the community is necessary to create conditions that support local economic growth and improve the community's quality of life. Overall, economic empowerment as part of socio-cultural responsibilities can strengthen the relationship between individuals, communities, and institutions in achieving sustainable development goals (Sugito et al., 2022). Swesti (2019) explained in their research that the socio-cultural presence in tourist attractions has a tremendous impact. Another opinion regarding socio-cultural tourism explains that socio-culture in tourism provides an understanding of the impact of tourism and the nature of tourists in a tourist attraction. The negative socio-cultural impact of tourism can be minimised by applying things related to Islamic religious teachings (Zamani-Farahani et al., 2012). In tourism development, it is necessary to use things that contain Islamic values, such as Islamic morals, halal principles, and worship facilities (Carboni & Janati, 2016).

Relevant research by Battour et al. (2014) explained that according to the experience of tourists, halal cuisine available in tourism is a factor in choosing their place to travel. In addition, halal services, conveniences, and facilities are the drivers that affect tourists' loyalty to a tourist attraction (Setyawan & Mardalis, 2023; Suhartanto, Dean, et al., 2021). The research review by Sulaiman et al. (2022) explained that halal food, drinks, and facilities drive tourists back to temporary lodging. Therefore, more support is needed from regulations to meet all aspects of halal (Susilawati, 2023) and increase the enthusiasm and participation of business actors in the environment of halal tourist destinations (Nafis et al., 2024).

Muslims are forbidden to consume and do everything that is prohibited by God Allah (Warto & Thohir, 2020). In tourism, destination providers must pay attention to the halalness of food because, in tourism, there is a hereditary culture, such as a dining party, in which, of course, there are various kinds of food served (Ramadhani & Mochklas, 2019; Yulitasari et al., 2020). This eating party is a form of cultural harmony. For that, this party must pay attention to Islamic socio-

cultural responsibility by maintaining halal consumption of food and drink to protect socio-cultural under Islamic teachings (Henderson, 2015).

A study conducted by Nafis et al., (2024) in his research shows that the principle of Islamic halal significantly impacts the development of halal tourist destinations. Using halal materials in developing tourism infrastructure can increase tourist satisfaction and improve the reputation of halal tourist destinations (Nafis et al., 2024). Asyifa et al. (2023) explained in their research that Islamic morality is essential in developing socio-cultural responsibility in halal tourist destinations. Islamic morality can help increase tourist awareness of the importance of halal and ethics in tourism (Asyifa et al., 2023). A study conducted by Hasanah et al. (2024) shows that Islamic morality can help increase tourist awareness of the importance of halal and ethics in tourism. High-aware tourists are likelier to choose halal destinations (Hasanah et al., 2024).

This research significantly enhances the existing literature on halal tourism and socio-cultural responsibility within the tourism industry. Halal tourist destination managers can leverage this study to elevate the quality of their services and facilities. Moreover, the findings can be instrumental in developing more effective marketing strategies. As a result, this research proves to be valuable not only to academics but also to practitioners in the halal tourism sector. The study seeks to identify and analyze the effects of halal principles and Islamic morality on perceptions of socio-cultural responsibility at halal tourist destinations. It provides fresh insights into how these principles and values can be seamlessly integrated into tourism, promoting socially and culturally responsible destinations while boosting the satisfaction and loyalty of Muslim tourists.

This research focuses on understanding how the application of halal principles and Islamic morality can influence socio-cultural responsibilities in halal tourist destinations. With a growing number of Muslim tourists seeking travel experiences that align with their religious values, it becomes essential to explore the effects of providing services that adhere to halal standards, such as halal food, beverages, and adequate worship facilities. The study aims to identify the relationship between the implementation of halal principles and Islamic morality, and their impact on socio-cultural responsibility. This includes examining how these values can inspire destination managers to enhance the welfare of local communities and promote environmental sustainability. Furthermore, this research is motivated by the need to address the negative socio-cultural impacts often associated with tourism, such as environmental degradation and disruptions to local communities. Ultimately, it is hoped that this study will yield valuable recommendations for developing ethical and sustainable halal tourism while safeguarding the social and cultural values of the community.

## METHODS

The research method used in this study is qualitative descriptive research. Qualitative research design reveals research problems involving exploration where few genuinely understand the issues and phenomena being studied (Bloomberg, 2012; Frost, 2011). In this study, phenomenological techniques are applied, which aim to explore the most profound awareness of the subjects about the experience in an event so that the data obtained is more accurate and valid because it follows the phenomena experienced directly or related to the phenomenon (Suyanto, 2019). Therefore, sample selection is crucial for researchers to obtain information that provides the most significant learning potential to help researchers obtain comprehensive and in-depth data (Ahrari et al., 2019).

This research aims to be carried out in the context of halal tourism, focusing on implementing Islamic morality and socio-cultural responsibility. This is because halal tourism not only ensures the halalness of products and facilities but also requires the application of Islamic moral values and socio-cultural responsibilities to maintain the sustainability and welfare of the local community. Supporting data can be seen in the research of Battour et al. (2014), which explains that halal tourism destinations must meet three essential attributes: Islamic morals, principles, and worship facilities. Moreover, Kusumawidjaya et al. (2022) emphasise the importance of good management policies to ensure that tourism provides economic benefits and pays attention to environmental



sustainability and the welfare of local communities. The research subjects in the phenomenological research approach include problems, behaviours, and activities in the sample (Frost & Frost, 2011). The research sampling is based on the idea that researchers want to investigate, identify, and gain a clear understanding of a particular event (S&E, 2015). The sample is selected from those who clearly understand the event to obtain robust and abundant data (Ahrari et al., 2019).

The research methods used in this study include purposive sampling of Muslim tourists who have visited halal tourist destinations. The destinations in question are ten halal tourist destinations in Indonesia, including Setanggor Tourism Village located in Lombok, Siak Palace in Riau, Gampong Nusa Aceh Besar in Aceh, Dufan in DKI Jakarta, Pariaman in West Sumatra, Cireundeu Traditional Village in West Java, Taman Sari in Yogyakarta, Menara Kudus in Central Java, Jatim Park in Malang, and Leang-Leang Prehistoric Tourism Park in Makassar. The data were collected from a purposive sample in which respondents were selected to participate in interviews. The aim was to identify the factors influencing tourists' perceptions of social and cultural responsibility and assess the impact of applying halal principles and Islamic ethics.

Table 1. List of Informants

No	Initials	Gender	Age	Work	Location of Halal Tourism Destinations
1.	AM	Man	21	Student	Setanggor Tourism Village (Lombok)
2.	MKC	Woman	21	Teacher	Siak Palace (Riau)
3.	MMY	Man	27	Freelance	Gampong Nusa Aceh Besar (Aceh)
4.	NIK	Woman	20	Student	Dufan (DKI Jakarta)
5.	FNFP	Woman	20	Student	Pariaman (West Sumatra)
6.	KH	Man	20	Student	Cireundeu Traditional Village (West Java)
7.	SK	Woman	20	Student	Taman Sari (Yogyakarta)
8.	MR	Man	23	Private Employees	Menara Kudus (Central Java)
9.	FAM	Woman	20	Student	Jatim Park (Malang)
10.	A	Woman	21	Student	Leang-Leang Prehistoric Tourism Park (Makassar)

Qualitative research is a researcher's in-depth observation of social phenomena occurring naturally in social contact to obtain more detailed information about the phenomenon (Kaharuddin, 2021). The qualitative method in this study uses a phenomenological approach. The research is based on phenomena that occur in human life regarding the impact of halal principles and Islamic morality on Islamic socio-cultural responsibilities in halal tourist destinations (Suyanto, 2019). Phenomenology explains a social act/activity that a person has done or is doing (Manggola & Thadii, 2021). To reach the intention of the person/society who did it and to provide a conclusion showing the connection between social performance based on understanding, comprehension, and knowledge (Yusanto, 2020). This study adopted the phenomenological interpretation because of its ability to answer its questions related to the impact of halal principles and Islamic ethics on Islamic social and cultural responsibilities in halal tourism destinations.

Using conceptual phenomenology can multiply empirical data and strengthen opportunities to expand research. Not only that, phenomenology also has the advantage of an exclusive point of view of a person's perspective on an existing phenomenon. It can provide detailed knowledge about the phenomenon. The data collection technique used in this study is the interview method, in which several questions relevant to the topic are given to the resource persons with specific criteria to achieve the research goals (Fadhilah, 2018).

## RESULTS AND DISCUSSION

### The Impact of the Existence of Halal Principles in Halal Tourism Destinations on Islamic Socio-Cultural Responsibilities

After going through several stages in the study, the researcher obtained relevant data to analyse the impact of halal principles and Islamic morality in 10 halal tourist destinations on Islamic socio-cultural responsibility.

Table 2. The Impact of the Existence of Halal Principles in Halal Tourism Destinations on Islamic Socio-Cultural Responsibilities

Codes	Source Informant
Provision and consumption of halal food	AM, MKC, MMY, NIK, FNFP, KH, SK, MR
Contribution and economic empowerment of local communities	MMY, FAM
An environment that supports Sharia practices and avoids things that are contrary to Sharia	MKC, FAM, A
Does not damage the authenticity of tourism	FAM
Building awareness of Islamic socio-cultural values	FAM

Table 2 summarizes the impact of applying halal principles in halal tourist destinations on Islamic socio-cultural responsibilities. Each code listed reflects various interrelated aspects and contributes to the development of tourism that is economically beneficial and respects and strengthens Islamic values. In the following discussion, authors elaborate more deeply on each aspect listed in the table, starting from the provision and consumption of halal food, contribution to the economic empowerment of local communities, an environment that supports Sharia practices and avoids things that are contrary to Sharia, does not damage the authenticity of tourism to build awareness of the values of Islamic awareness.

#### *Provision and Consumption of Halal Food*

From the results of interviews regarding the impact of halal principles on halal tourism destinations on Islamic socio-cultural responsibilities, the provision and consumption of halal food is one of the most essential aspects in halal tourism destinations, as revealed by informants AM, MKC, MMY, NIK, FNFP, KH, SK, and MR. The halal principle not only ensures that the food served is under Islamic law but also shows the commitment of tourist destinations to meet the needs and expectations of Muslim tourists. This finding confirms that the tourist destination pays attention to important details that reflect respect for Islamic values. As the following statement:

The principle of halal in halal tourism destinations can strengthen Islamic socio-cultural responsibility by creating an environment that supports practices that comply with Sharia, empowering local communities, and promoting awareness and appreciation of Islamic social and cultural values in tourism development (AM, 2023).

AM's statement on halal principles in tourism destinations reflects a deep understanding of Islamic socio-cultural responsibilities. The essence of this statement is that the application of halal principles is not only related to compliance with shariah law but also serves as a tool to create an environment that supports practices following Islamic values (M. Abdullah et al., 2023). Thus, tourist destinations that apply halal principles can empower local communities and increase awareness of Islamic socio-cultural values. This shows that halal tourism is not just an economic aspect but also an effort to strengthen the identity and values of the Muslim community in the tourist environment.

Another study that aligns with these findings is by Djakfar (2007), which emphasizes the importance of social responsibility in Islamic business. He stated that social responsibility in Islam

includes not only economic aspects but also moral and ethical aspects, which must be integrated into every business practice. In the context of halal tourism, the application of halal principles can be seen as a form of broader social responsibility, where tourist destinations play an active role in maintaining the values of justice and community welfare (Djakfar, 2007). In addition, research by Wijono (2010) emphasized that companies that implement social responsibility in an Islamic manner will pay attention to the interests of the community and the surrounding environment, thereby creating a harmonious relationship between business and the community. This shows that the application of halal principles in food provision is beneficial for Muslim tourists and has a positive impact on the local community as a whole (Wijono, 2010).

### ***Contribution and Economic Empowerment of Local Communities***

MMY and FAM informants highlighted the importance of contributing to and empowering the local community's economies through tourist spending on halal food, transportation, and other local products. This significant economic empowerment increases local communities' income and strengthens Islam's social and cultural responsibility by supporting the people's economy. As explained by one of the following informants:

Tourism that pays attention to halal principles has a positive impact, one of which is that it can encourage local economic development. Muslim tourists who come on vacation have expenses for food, transportation, and other local products needed in tourism. This can contribute economically (MMY, 2023).

The insights provided by informants MMY and FAM underscore the vital role that tourists' spending on halal food, transportation, and other local products plays in the economic empowerment of local communities. This underscores the importance of halal tourism in enhancing community welfare. Halal tourism not only offers direct economic benefits but also reinforces Islamic social and cultural responsibility by fostering the economic well-being of the ummah. As the influx of Muslim tourists rises, their expenditures on various needs during their vacations positively impact local incomes. This is consistent with findings from a study by Adinugraha et al. (2021), which revealed that the halal tourism industry in Malaysia significantly bolsters local economic growth through increased income from Muslim tourists and the generation of new job opportunities.

Moreover, MMY noted that Muslim tourists' expenditures extend beyond food; they also include transportation and various local products. This trend presents opportunities for micro, small, and medium enterprises (MSMEs) to flourish, thereby enhancing economic inclusiveness at the local level. Research conducted by Rohman & Fajri corroborates these findings, illustrating that the development of halal tourism in Bandung successfully harnesses this potential to stimulate regional economic growth (Suhandi, 2023). The provision of facilities and services tailored to the needs of Muslim tourists not only boosts revenue but also encourages investment in related sectors, such as hospitality and halal cuisine (Boğan et al., 2023). As a result, halal tourism emerges as a significant driver of the local economy and contributes to the overall welfare of the community.

### ***An Environment that Supports Sharia Practices***

MKC and FAM emphasised the importance of creating an environment that supports Sharia practices and avoids things contrary to Sharia. This environment includes providing worship facilities and activities under Islamic values, such as mosques or prayer rooms, and ensuring that all dining establishments adhere to halal standards.

The provision of halal food and beverages is crucial, as it not only satisfies the dietary requirements of Muslim tourists but also showcases the commitment of tourist destinations to respect Islamic values. Furthermore, maintaining the authenticity of tourism is vital, ensuring that local traditions and cultural identities are preserved while integrating Islamic principles seamlessly (Boğan et al., 2023). By incorporating these elements, halal tourism destinations can create a

holistic environment that honours Sharia practices, empowers local communities economically, and fosters a deeper understanding of Islamic values among all visitors. This integrated approach enhances the tourist experience while promoting socio-cultural responsibility and sustainability in tourism development.

### ***The Authenticity of Tourism Remains Intact***

FAM also underscored the significance of preserving the authenticity of tourism as an essential aspect of Islamic social and cultural responsibility. By safeguarding this authenticity, tourist destinations can maintain their unique identities and ensure that the cultural and historical elements that characterize them are protected for future generations. This preservation extends beyond mere aesthetics; it embodies a deeper commitment to Islamic principles that prioritize the conservation of both nature and culture, as highlighted by one of the respondents:

The principle of halal in halal tourism destinations can strengthen Islamic socio-cultural responsibility by creating an environment that supports sharia-compliant practices, empowering local communities, and promoting awareness and appreciation of Islamic social and cultural values in tourism development (FAM, 2023)

This perspective underscores the importance of integrating ethical considerations into tourism practices, increasing community engagement, and fostering a sense of belonging among locals by aligning tourism initiatives with Islamic values. Statements from MMY and FAM informants regarding the contribution and economic empowerment of local communities through tourist spending on halal food, transportation, and other local products highlight the importance of halal tourism in improving community welfare. The essence of this statement is that halal tourism not only provides direct economic benefits but also strengthens Islamic social and cultural responsibility by supporting the people's economy (Slamet et al., 2022). With the increasing number of Muslim tourists spending money on various necessities during their holidays, local communities can feel a significant positive impact on their income. This is in line with the results of research by Adinugraha et al. (Adinugraha et al., 2021), which shows that the halal tourism industry in Malaysia has made a significant contribution to the growth of the local economy through increased income from Muslim tourists and the creation of new jobs.

In addition, MMY explained that Muslim tourists' spending is not only limited to food but also includes transportation and other local products. This creates opportunities for micro, small, and medium enterprises (MSMEs) to grow, thereby increasing economic inclusivity at the local level. Research by Rohman and Fajri supports this finding by showing that the development of halal tourism in Bandung has succeeded in utilizing this potential to encourage regional economic growth (Suhandi, 2023). The presence of facilities and services that suit the needs of Muslim tourists not only results in increased income but also investment in related sectors, such as hospitality and halal cuisine. Thus, halal tourism serves as a driving force for the local economy and contributes to the community's welfare (Suhartanto, Gan, et al., 2021).

### ***Building Awareness of Islamic Socio-cultural Values***

Awareness of Islamic socio-cultural values is essential for fostering mutual respect and understanding among various communities. FAM emphasized the importance of building awareness of Islamic socio-cultural values through halal tourism destinations. The initiative includes comprehensive education on Islamic history, traditions, and religious practices that can increase understanding and appreciation of Islam among non-Muslim tourists. By integrating educational programs and cultural exchange into the tourist experience, halal tourist destinations serve Muslim tourists' needs and act as intercultural bridges, enriching the knowledge of all visitors (Moshin et al., 2020).

Additionally, these destinations provide opportunities for intercultural dialogue, allowing tourists to engage with local customs and practices respectfully. In conclusion, halal principles in



tourist destinations significantly impact Islamic social and cultural responsibility. From providing halal food to building awareness of Islamic values, every aspect demonstrates a commitment to respecting and meeting Muslim tourists' spiritual needs while positively contributing to the local community and the environment. This approach enhances the tourism experience and promotes sustainable practices that benefit visitors and the host community, ensuring that tourism development is aligned with ethical and cultural values.

Table 3. The Form of Impact of Islamic Morality in Halal Tourism on Islamic Socio-Cultural Responsibility

Codes	Source Informant
Good manners in dress, attitude, character, and morals under Islamic principles.	AM, MKC, KH, SK, MR, FAM, A
Obeys the rules to maintain order, cleanliness, and security.	MKC, SK, MR, A
Providing knowledge about how to behave well in children from an early age.	MMY
The application of honesty, justice, and social care	MMY
Interact well, respect and appreciate fellow visitors	NIK, FNFP, SK, MR, A
Respect for local social and cultural values.	FAM

Table 3 provides a clear picture of the various forms of the impact of Islamic morality in halal tourism on socio-cultural responsibility. The data reflects the informants' views on how Islamic principles can influence individual behavior and social interaction in tourism. From dress etiquette to respect for local values, each element listed in the table demonstrates the importance of integrating morality in creating a tourism experience that meets spiritual needs and supports social and cultural sustainability (Boğan et al., 2023). In this discussion, authors will delve deeper into several key aspects of halal tourism, including the Ethics of Conduct, Obedience to Social Rules, Moral Education for the Young Generation, the Application of Honesty and Justice Values, Social Interaction Among Tourists, and Respect for Local Cultural Values. Through this analysis, authors seek to enhance our understanding of the role of Islamic morality in fostering responsible and sustainable tourism.

### good manners in dress, attitude, character, and morals under islamic principles

Based on the results of interviews regarding the impact of Islamic moral principles on halal tourist destinations on Islamic socio-cultural responsibilities in the table 3, Islamic morality plays an essential role in shaping the perception and socio-cultural responsibility of Islam by tourists visiting halal tourist destinations. Islamic morality emphasises the importance of good manners in dress and good behavior, which reflects manners, attitudes, and morals under Islamic principles (Battour & Ismail, 2016). Informants AM, MKC, KH, SK, MR, FAM, and A explained that applying these principles strengthens personal identity and integrity and shows respect for local values and other visitors. These principles create a comfortable environment and respect diversity. As the following informant's statement:

One form of the impact of Islamic morality in halal tourism destinations is paying attention to Islamic morality. Here, we can see practices such as dressing modestly, maintaining cleanliness, being honest in transactions, showing patience and fairness in interacting, and respecting older people. From this morality, we can also take a positive impact from the existence of Islamic morality on the socio-cultural responsibility of Islam, namely increasing awareness of religious values in interacting with others, the formation of a more harmonious and ethical environment, and strengthening social ties between individuals in the tourism community (A, 2023)

Based on the results of interviews on the impact of Islamic moral principles on halal tourist destinations on Islamic socio-cultural responsibilities, it can be concluded that Islamic morality has a significant role in shaping tourists' behavior and socio-cultural responsibilities (Ainin et al., 2020). The informants, including AM, MKC, KH, SK, MR, FAM, and A, emphasized that applying Islamic moral principles such as good manners in dressing and behaving creates a comfortable environment and respects diversity. This is in line with the statement of one of the informants, who stated that Islamic morals contribute to forming a harmonious and ethical environment among individuals in the tourist community. Thus, Islamic morality serves as a personal guideline and a foundation for positive social interaction in halal tourist destinations.

Other research also supports these findings by showing that religious values and local wisdom can strengthen the development of halal tourism. A study in Malang City revealed that applying prophetic traits such as honesty '*şiddiq*' and trust in halal tourism management can create a conducive atmosphere for Muslim and non-Muslim tourists. The research states that integrating moral values in tourism management improves the quality of services, strengthens local identity, and supports cultural preservation (Bawazir, 2013). Thus, the application of Islamic moral principles in halal tourism has the potential to create a broad positive impact, both for individuals and society as a whole (Battour & Ismail, 2016).

### **obey the rules to maintain order, cleanliness, and security**

According to informants MKC, SK, MR, and A, Islamic morals also impact compliance with regulations and maintaining order, cleanliness, and security at tourist sites. Adherence to these rules is firmly rooted in the Islamic principle of preserving harmony and shared prosperity, which benefits Muslims and visitors from other backgrounds by creating a safe and respectful environment for all (Razzaq et al., 2016). Following these guidelines, tourists can contribute positively to the local community while ensuring their presence does not disturb or damage the tourist destination's natural beauty and cultural heritage.

In addition, the emphasis on this regulation reflects a broader commitment to social responsibility in Islam, where respect for the rights and property of others is paramount. Integrating moral principles into everyday practices such as tourism helps foster trust among locals and visitors, thereby increasing overall satisfaction with the travel experience (Samori et al., 2016). Adhering to Islamic values such as obedience to authority ensures that every aspect of tourism—food preparation, waste management, or crowd control—is carried out ethically and sustainably, ultimately contributing to a more cohesive global community through responsible travel behavior.

### **teach children appropriate behavior from an early age**

Providing knowledge on how to behave well to children from an early age is essential for fostering responsible and respectful future generations. According to MMY, halal tourist destinations are an educational medium that teaches children how to behave well from an early age. These findings are based on Islamic teachings emphasizing the importance of character and moral education from an early age. By engaging children in environments that promote Islamic values, these destinations provide practical lessons on ethics, respect for others, and appreciation for cultural diversity.

Through interactive activities and guided experiences, children come to understand the significance of kindness, honesty, and responsibility—core principles of Islamic morality. For example, engaging in a community service project or exploring local customs can cultivate empathy and social awareness in young visitors (Mohsin et al., 2016). Furthermore, halal tourism destinations often incorporate interactive stories and workshops highlighting moral lessons from Islamic teachings, making learning fun and impactful (Slamet et al., 2022).

As children absorb these values during their journey, they develop a stronger sense of identity and become goodwill ambassadors who can bridge cultural gaps. Ultimately, by prioritizing character education in the context of halal tourism, authors equip future generations with the tools

they need to explore a diverse world with integrity and respect, ensuring that they carry these essential lessons into adulthood and contribute positively to society.

### **the application of honesty, justice, and social care**

Applying the values of honesty, justice, and social concern is an integral part of the ethos of halal tourism destinations. MMY also emphasized that these destinations support applying the values of honesty, justice, and social care. This reflects the basic economic and social principles in Islam that are not only limited to economic interactions but also extend into social and cultural contexts (Salaheldeen et al., 2024). By prioritizing these values, halal tourist destinations not only improve the overall experience for visitors but also contribute to fostering a sense of community responsibility among locals. This approach aligns with Islamic teachings that emphasize the importance of honesty, justice, and compassion in all aspects of life. As MMY noted, *“For the impact of existing Islamic morality on the socio-cultural responsibility of Islam, one can encourage the surrounding community to apply honesty, justice, and social concern in daily life as a form of their concern for religious values”* (MMY, 2023).

Applying the values of honesty, justice, and social concern is fundamental to the development of halal tourist destinations. MMY informants assert that applying these values not only reflects Islam's economic and social foundations but also the principles extend their impact into the social and cultural context. By prioritizing honesty and fairness, halal tourist destinations can create a better experience for visitors while fostering a sense of responsibility among the local community. This shows that Islamic morality serves as a guideline for individuals and a foundation for positive social interaction in the tourism environment (Ainin et al., 2020). This statement is in line with other research that shows that integrating moral values in tourism practices can significantly impact society.

A study by Djakfar emphasized that the halal tourism industry must be based on sharia principles that emphasize honesty, justice, and empathy for others. In this context, applying these values in tourism activities improves the quality of services and strengthens the relationship between tourists and the local community (Djakfar, 2007). Thus, strengthening moral values in halal tourism contributes to sustainable development that benefits all parties, strengthens community bonds, and fosters a better global understanding of Islamic values.

The influence of Islamic morality on socio-cultural responsibility underscores the significance of encouraging the community to embody honesty, justice, and social care in their daily lives as a demonstration of commitment to religious values (Moshin et al., 2020). This approach illustrates how integrating moral principles into everyday practices can foster a more harmonious and just society. Moreover, by embedding these ethical standards in tourism activities and services, halal destinations cultivate an environment where visitors can engage with authentic cultural practices while making a positive contribution to the local community. This not only enriches the travel experience but also reinforces Islamic values such as justice, respect for the rights of others, and empathy towards vulnerable groups. Ultimately, by prioritizing honesty, fairness, and social care through tourism initiatives, we promote sustainable development that benefits both tourists and host communities, thereby strengthening inter-community ties and fostering greater global understanding.

### **interact well, respect, and appreciate fellow visitors**

Resource persons such as NIK, FNFP, SK, MR, and A stated that good interaction and mutual respect for fellow visitors are essential for the halal tourism experience. This morality reflects Islamic principles of brotherhood and mutual respect between individuals, which are necessary for creating a pleasant and inclusive experience for all visitors. By fostering an environment where individuals feel valued and recognized, halal tourist destinations can enhance the overall atmosphere, making them welcoming to everyone regardless of their background (Yakin & Christians, 2021).

The emphasis on respectful interactions aligns with Islamic teachings, which advocate kindness, empathy, and solidarity among people. Such interactions enrich the tourist experience and increase the sense of community among the visitors. When individuals engage positively with each other, they contribute to an atmosphere of collective harmony that transcends cultural differences (Samori et al., 2016). This spirit of mutual respect is essential to ensure that all visitors feel comfortable and valued, allowing them to fully immerse themselves in the cultural and spiritual offerings of the destination.

In addition, these interaction principles serve as a foundation for closer relationships among visitors, encouraging them to share experiences and learn from each other. Shared values of respect and appreciation can lead to meaningful exchanges that enhance understanding across diverse cultures. Ultimately, halal tourism fulfils its ethical responsibilities and fosters an enriching environment that benefits everyone involved in the experience by prioritizing good interaction and mutual respect.

### **respect for local social and cultural values**

Respect for local social and cultural values is a fundamental aspect of halal tourism that enhances the overall travel experience. FAM highlighted that halal tourist destinations also respect local social and cultural values. These findings illustrate that halal tourism is about meeting religious needs and integrating and harmonizing with local culture, which enriches the tourist experience and supports cultural preservation (Turaeva & Brose, 2020). By recognizing and appreciating the traditions and customs of the host community, halal tourism fosters an environment where visitors can meaningfully engage with their surroundings, leading to a deeper appreciation of the cultural richness that defines each destination.

This analysis demonstrates that Islamic morality, within the framework of halal tourism, plays a crucial role in enhancing social and cultural responsibility. It reinforces Islamic values and promotes positive social interactions, while also fostering respect for cultural diversity—an essential component in today's global landscape (Ainin et al., 2020). By encouraging mutual respect and understanding, halal tourism enables tourists to engage with various cultures in a respectful and enriching manner. This approach not only provides tourists with an authentic experience but also empowers local communities by affirming their heritage and cultural practices.

Additionally, respecting local social and cultural values contributes to sustainable tourism practices prioritizing the community's well-being. By ensuring that tourism activities do not interfere with or exploit local customs, halal tourism helps maintain the integrity of cultural identity while fostering economic opportunities for local people (Hasyim, 2021). Ultimately, this commitment to respecting local values creates a more inclusive and harmonious environment where visitors and locals can thrive together, reinforcing that tourism can be a powerful tool for promoting peace, understanding, and cooperation in an increasingly interconnected world.

### **Analysis of Halal Principles and Islamic Socio-Cultural Responsibilities**

The halal tourist industry has witnessed a growing awareness and interest in halal tourism, resulting from the increasing number of Muslims worldwide who perceive travel as essential to enriching life and fostering important family bonds. Hence, tourism can make a real difference in people's lives while stimulating the local economy and positively affecting local cultures and the environment. As a result, observing and understanding the positive economic impacts of tourism is of great interest to policymakers and the industry (Abdillah et al., 2023). Halal tourism creates a variety of opportunities for local economies. One of them is generating economic resources and reducing the rate of economic disparity between one area and another. Tourism is currently considered one area that can develop local communities and the nation by stimulating the economy (Haikal, 2022). These aspects refer to benefit sharing, tourism's contribution to preserving culture and nature, local sensitivity, and overcoming negative socio-cultural impacts. The development of halal tourism must pay attention to various deep-rooted local knowledge, such as customs, beliefs,



and building local identity. Halal tourism aims to improve the welfare of the surrounding population (Huda, 2022).

It is essential to guarantee the community an equitable share of benefits and local participation in the tourism industry. Fair treatment of locals by the tourism sector has several dimensions: benefit sharing, the contribution of tourism to preserving culture and nature, local sensitivity, and overcoming negative socio-cultural impacts (Suhandi, 2023). Socio-cultural responsibility in halal tourism can also positively impact economic growth and cultural preservation. The halal tourism industry can increase local income and create better jobs by increasing sustainable tourism activities. In addition, halal tourism can also enrich Muslim travellers' knowledge about their cultural roots, thereby increasing awareness and appreciation of the local community's culture (Huda, 2022).

In conclusion, socio-cultural responsibility in halal tourism is essential to ensure that tourism activities not only focus on halal principles and Islamic morals but also pay attention to and preserve local culture and maintain environmental sustainability. The implementation of socio-cultural responsibility can be done through several strategies, such as increasing understanding of local culture and providing environmentally friendly facilities. Thus, halal tourism can offer broader and more sustainable benefits for society, the environment, and Islamic values. The development of halal infrastructure, such as providing worship facilities, separate toilets for men and women, and halal certification of tourism products are examples of socio-cultural responsibilities supporting halal tourism. This not only meets the needs of Muslim tourists but also increases comfort and safety for all visitors (Arintyas & Budiman, 2023; Haryanti, 2020).

Integrating Islamic values in halal tourism, such as food, accommodation, and social interaction, is the key to carrying out socio-cultural responsibilities. This creates an environment that follows Maqashid Sharia, involving the maintenance of religion, soul, intellect, descendants, property, and the environment (Suhandi, 2023). In addition, one important thing that is needed is the participation of the workforce, including clerics and unskilled workers, in developing halal tourism. To ensure residents guarantee the sustainability of these initiatives in the future, it is necessary to add skills and business acumen. Evaluation of improvement strategies is essential. To what extent do policies attract the community to work together by implementing guidelines for the development of halal tourism? Community evaluation is indispensable as a reference for policymakers in creating policies for improving economic welfare for other regions. Further exploration can examine the readiness of the local economy to apply halal standards. In contrast, culinary entrepreneurs say they have been unable to use the halal standard in this study economically.

### **Analysis of Islamic Morality in Halal Tourism on Islamic Socio-Cultural Responsibility**

The impact of Islamic morality in halal tourism destinations on Islamic socio-cultural responsibilities is significant and includes various interrelated aspects. Halal tourist destinations encourage visitors to adopt good manners in dressing and behaving under Islamic principles. This morality creates a comfortable and respectful environment for all visitors and affirms the values of decency and propriety, which are essential to Islamic morality (Masditou, 2022). Compliance with regulations in halal tourist destinations reflects Islamic principles on the importance of order, cleanliness, and security. This compliance creates a more enjoyable experience for visitors and demonstrates social responsibility in safeguarding the environment and common welfare (Suhandi, 2023).

Halal tourist destinations often provide programs and activities designed to educate children about good behavior per Islamic teachings. It aids in forming strong character and morals from an early age, which aligns with Islam's social responsibility in education (Arintyas & Budiman, 2023). In addition, it is necessary to apply the principles of honesty, justice, and care in halal tourist destinations. Honesty, justice, and social concern are core values in Islam emphasised in halal tourist destinations' management and operation. These principles include fair business practices,

transparency in transactions, and programs that support the well-being of local communities (Haerisma, 2018).

Halal tourist destinations encourage positive interaction and respect between visitors, reflecting Islamic principles of brotherhood and respect for others. This brotherhood creates an inclusive and harmonious environment for all visitors, regardless of their background (Ramadhan et al., 2024). Appreciating and respecting local social and cultural values is essential to halal tourism destinations, which aligns with Islamic teachings on respecting diversity and cultural heritage. It helps in promoting cross-cultural understanding and tolerance (Suhandi, 2023). Thus, halal tourist destinations provide a suitable environment for Muslim tourists and promote universal values that support harmony and shared prosperity, reflecting the broad socio-cultural responsibilities of Islam.

Given the conditions and time frame in which this research was conducted, several issues present promising avenues for future exploration. This study utilized interviews to gather data, providing valuable insights; however, there remains a notable gap in qualitative studies on this topic. Future research should aim to integrate socio-cultural factors with halal tourist destinations. Additionally, it is vital to examine the understanding and awareness levels among operators and consumers who do not necessarily follow halal principles in tourism. There is a need for more qualitative research to pinpoint the specific factors and to understand how socio-cultural elements are associated with halal destinations. Tourism functions within a dynamic framework, with participants and contexts continually changing. Thus, future studies should also consider technological factors—such as AI and IoT—and their implications for halal tourists. This article is limited to a particular geographical area, which may restrict the generalizability of its findings. Consequently, future research could expand the population and sample size to include destination managers and executives. Furthermore, it is crucial for future studies to delve into the values, beliefs, and principles of destinations that appeal to all tourists.

## CONCLUSION

The findings of this study demonstrate that Islamic morality in halal tourism destinations plays a crucial role in fostering Islamic socio-cultural responsibility. This is achieved through the promotion of good manners, compliance with regulations, the early education of appropriate behavior, as well as values such as honesty, justice, social concern, positive interactions, and respect for local social and cultural traditions. Furthermore, the study emphasizes that the principles of halal in these tourist destinations enhance socio-cultural responsibility by ensuring the availability and consumption of halal food, empowering local communities economically, creating environments that align with Sharia practices, preserving the authenticity of tourism experiences, and raising awareness of Islamic socio-cultural values. This research makes a substantive contribution to the existing literature on halal tourism and socio-cultural responsibility. Theoretically, it enriches the understanding of how halal principles and Islamic morality can be integrated into tourism to cultivate more socially and culturally responsible destinations. On a practical level, the findings can aid managers of halal tourist destinations in improving the quality of their services and facilities, as well as developing more effective marketing strategies. In summary, this research is invaluable for both academics and practitioners in the halal tourism industry, guiding them in the creation of socially and culturally responsible destinations while enhancing the satisfaction and loyalty of Muslim tourists.

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