

# **Measuring Factors Affecting Halal Tour Guide Services, Community Based Sustainable Halal Tourism Development and Community Economic Sustainability on Halal Tourism Objects in Riau, Indonesia**

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## **Abstract**

This study aims to analyze the effect of halal tour guide services on community based sustainable halal tourism development and its impact on the economic sustainability of local community in Riau province. Using a quantitative approach with SEM-PLS survey and analysis methods, data were collected from 247 respondents consisting of tourists, businesses, and communities around halal tourism objects. The results showed that halal tour guide services have a significant effect on community based sustainable halal tourism development. The community based sustainable halal tourism development also has a positive influence on the economic sustainability of local community. In addition, halal tour guide services also have a direct and indirect influence (through the community based sustainable halal tourism development) on the economic sustainability of the community. The role of halal tour guide service has proven to be a catalyst in creating a tourism ecosystem based on Sharia, empowering communities, and supporting sustainable local economic growth. Theoretically, this investigation augments the discourse surrounding halal tourism and sustainable tourism by positioning halal pre-tourism as a pivotal element in the establishment of a tourism ecosystem that adheres to sharia principles, promotes inclusivity, and is conducive to community welfare. This framework further bolsters the Community-Based Tourism (CBT) paradigm within the realm of halal tourism and advocates for the advancement of microeconomic sustainability theories pertinent to the tourism industry. The research posits a series of strategic policy recommendations, which encompass: the implementation of specialized certification for halal pre-tourism, the fortification of institutional capacities within the pre-tourism community, the empowerment of halal small and medium-sized enterprises (SMEs), the incorporation of digital technologies predicated on artificial intelligence (AI) and the Internet of Things (IoT) in pre-tourism service delivery, and the seamless integration of pre-tourism developmental initiatives within the Regional Tourism Development Master Plan. Moreover, the study advocates for subsequent research

endeavors employing longitudinal and qualitative methodologies, expanding the geographical scope of inquiry, investigating service digitization processes, and conducting international comparative analyses to enrich and validate these frameworks both nationally and globally.

**Keywords:** Halal Tour Guide Services, Community Based Sustainable Halal Tourism Development, Community Economic Sustainability

### **Introduction**

Halal tourism has emerged as a prominent global phenomenon within the tourism sector, wherein Muslim travelers not only pursue destinations with distinctive allure but also seek comfort and reassurance in the practice of their religious observances. Riau Province, recognized as one of Indonesia's premier halal tourism sites, has exhibited a robust commitment to the advancement of this domain. In 2019, Riau ascended to the third position as a halal tourism destination in Indonesia, as reported by the Muslim Travel Index (MTI), a significant improvement from its previous seventh place ranking (Sutono, 2019).

The advancement of halal tourism in Riau is not solely concentrated on augmenting tourist numbers, but equally on the economic ramifications for local populations. Empirical studies indicate that the potentiality of halal tourism in Riau warrants further development, bolstered by factors such as attractions, accessibility, amenities, ancillary services, and proficient institutional frameworks. This progression yields considerable effects on the region's economic development, evidenced by the emergence of diverse business ventures within tourist locales, enhancements in infrastructure, the creation of new employment opportunities, and an increase in Regional Native Income (Bustamam and Suryani, 2021).

The Riau Provincial Government has also undertaken a strategic initiative by enacting Governor's Regulation Number 18 of 2019, which pertains to Halal Tourism. This regulation is designed to furnish guidelines for the provision of services to tourists and to stimulate economic advancement within Riau. Through the implementation of this regulation, it is anticipated that an influx of foreign tourists, particularly from the Middle East, will be attracted, given that this demographic is recognized for its considerable expenditure during travel (Syamsuar, 2019).

Furthermore, the city of Pekanbaru, serving as the capital of Riau Province, was honored with the designation of Outstanding Halal Tourism Destination by the Ministry of Tourism in 2019. This accolade is the outcome of tangible endeavors in the enhancement of halal tourism, encompassing initiatives such as socialization, strategic planning, and the establishment of a halal tourism acceleration team. These actions exemplify the local government's dedication to fostering a hospitable environment for both Muslim and non-Muslim tourists, by emphasizing halal offerings that encompass service quality, appropriate attire, and courteous interactions with visitors (Ardianshah, 2019).

Although specific data delineating the role of halal pre-tourism in the advancement of sustainable halal tourism in Riau remain absent from current literature, it can be posited that halal pre-tourism holds a pivotal function in delivering tourist experiences that adhere to halal principles. These entities not only serve as guides but also act as cultural emissaries, ensuring

that the services rendered align with the expectations of Muslim tourists, thereby contributing to the economic viability of the local community.

## **Literature Review**

### ***The Grand Theory***

#### *Sustainable Tourism Theory*

This theoretical framework accentuates the advancement of tourism practices that fulfill the requirements of contemporary travelers while ensuring that forthcoming generations can satisfy their own necessities. Sustainable tourism prioritizes the equilibrium among economic, social, and environmental dimensions in the evolution of tourist destinations. As articulated by Damanik and Weber (2006), the planning of ecotourism must incorporate these dimensions to attain genuine sustainability.

#### *Halal Tourism Theory*

Halal tourism represents a paradigm that pertains to the provision of tourism services and products that adhere to the tenets of Islamic sharia. Battour and Ismail (2016) elucidate that halal tourism encompasses a multitude of dimensions, including lodging, cuisine, and recreational activities that are congruent with Islamic ethical principles.

#### *Halal Tour Guide Services*

Halal tour guide services refer to specialized tour guide services that are meticulously crafted to fulfill the requirements of Muslim travelers, while also considering the principles of Sharia in the context of tourism. This encompasses the provision of information regarding places of worship, halal dining establishments, and tourism activities that adhere to Islamic ethical standards. Pursuant to the Regional Regulation of West Nusa Tenggara Province No. 2 of 2016 concerning Halal Tourism, the halal tourism sector comprises tourism enterprises that offer services and products that align with the foundational principles of Sharia as delineated by the National Sharia Council-Indonesian Council of Ulema (DSN-MUI).

The function of halal tour guide services transcends mere guidance; they also serve as consultants who ensure that the tourist experience aligns with Islamic tenets. It is imperative for them to possess a profound understanding of the spiritual and cultural requisites of Muslim tourists. As articulated in the Halal Tourism Management Guide 2019, the pre-tour services rendered have undergone halal tourism training (Sutono et al., 2019).

Furthermore, halal tour guide services play a pivotal role in the education and promotion of Muslim-friendly travel destinations. These guides assist in identifying and endorsing facilities that conform to halal standards, including hotels that have received halal certification and tourist locations that offer worship amenities. In accordance with West Nusa Tenggara Provincial Regional Regulation No. 2 of 2016 pertaining to Halal Tourism, the halal tourism industry encompasses accommodations, travel agencies, dining establishments, and wellness centers (SPAs).

In light of the increasing recognition of the significance of services that adhere to Islamic values, halal tour guide services are emerging as a fundamental component within the global tourism sector. These services not only guarantee compliance with Sharia principles but also enrich the tourist experience through tailored services that are attuned to religious

necessities. According to the Halal Tourism Management Guide 2019, the pre-tour services have availed themselves of halal tourism training (Sutono et al., 2019).

The evolution of halal tourism has manifested as a notable trend within the global tourism sector. Based on the Global Muslim Travel Index, the halal tourism segment's contribution to the worldwide economy is projected to ascend to US\$300 billion by 2026, marking an increase from US\$220 billion in 2020 (Arisanti, 2022). This growth underscores the substantial potential that providers of halal pre-tour services can leverage.

In Indonesia, various regions have undertaken proactive initiatives to advance halal tourism. For instance, Riau Province has implemented training programs for tour guides and facilitated halal certification for culinary enterprises to bolster the halal tourism framework (Bustamam & Suryani, 2021). These initiatives exemplify the crucial role of halal tour guide services in delivering services that cater to the specific requirements of Muslim travelers.

The Fatwa issued by the National Sharia Council-Majlis of Indonesia Number 108 of 2016 stipulates that Sharia Tour Guides are mandated to fulfill the following criteria: possess a comprehensive understanding and the ability to implement Sharia values in the execution of their duties, particularly those pertinent to tourism; exhibit noble qualities, be communicative, amiable, honest, and accountable; hold a work permit that aligns with prevailing professional standards as substantiated by certification; and present themselves in a manner that is both courteous and appealing, consistent with Sharia values and principles.

### **Community Based Sustainable Halal Tourism Development**

The advancement of population-centric tourism constitutes a form of tourism development that prioritizes the enhancement of public welfare, wherein such tourism initiatives are owned, operated, managed, and coordinated by the local community. This community-driven approach seeks to equilibrate three fundamental dimensions, namely the economic, environmental, and socio-cultural aspects, with the principal aim of elevating the quality of life, fortifying cultural and societal values, and generating added economic benefits for the community (Wirdayanti et al, 2021). The implementation of sustainable halal tourism is conducted in a manner that adheres to the tenets of Sharia.

The Regulation of Regent Indragiri Hulu of Riau Province No. 62 of 2023, pertaining to Tourist Villages in Indragiri Hulu Regency, delineates the criteria for assessing the development of sustainable halal tourism grounded in population metrics, which encompasses;

1. The most compelling and appealing attractions within halal tourism destinations are characterized by the following indicators: possessing more than nine categories of captivating and engaging tourist attractions that encompass socio-cultural elements, artistic expressions, heritage, regional handicrafts, historical significance, batik art, ecological considerations, culinary diversity, and ecotourism initiatives. featuring more than four varieties of regional specialties including more than four types of locally produced crafts offering over nine categories of attractions that entice visiting tourists hosting events of national significance comprising more than three forms of local artistic expressions.
2. Geographical Conditions of Halal Tourism Objects with indicators encompass: possessing a medium-term strategic profile and developmental agenda for tourism; exhibiting

comprehensive data and geographical mapping of tourism potential, regional developmental frameworks, action-oriented plans, and concepts of sustainability.

3. Trust and Community Systems with indicators comprise: Halal tourist destinations within a specific locality featuring an excess of three cultural resources that serve as attractions for tourism; inhabitants in proximity to tourist destinations within a defined area demonstrating active participation in the sustainable development of these tourism sites.
4. Infrastructure availability, accompanied by various indicators, encompasses the following elements: Accessibility; there exists a sufficient network of public roads, clear signage directing visitors to attractions, informative markers, and comprehensive maps detailing the locations of attractions. Public facilities; the attraction area is equipped with essential amenities such as restrooms, prayer rooms (musholla), designated parking spaces, and accommodations tailored for tourists with disabilities. Sanitation; the area provides access to potable water, strategically placed waste disposal units, effective waste management systems, and well-designed drainage infrastructures aimed at enhancing environmental cleanliness, accompanied by advisory boards on hygiene practices within the tourist attractions. Information services; there is the presence of a Secretariat Office or Information Center, supplemented by informational brochures, designated contact personnel, and online platforms serving the tourist domain. Amenity (Accommodation, Dining, Retail, Souvenir Shop); at least four distinct types of accommodations, dining establishments, beverage outlets, retail shops, and souvenir stores are available in proximity to the tourist attraction area. MICE facility; the tourist attraction area includes a meeting venue capable of accommodating more than 50 individuals, facilitating various professional gatherings.
5. The capacity to regularly attract tourists, inclusive of international visitors and those from the archipelago, is evidenced by a consistent influx of over 300 individuals each month to the designated tourist sites.
6. The institutions responsible for tourism demonstrate a high level of activity and efficacy; these management agencies for tourist attractions operate with official legal frameworks established through decrees, thereby legitimizing their role in governance.
7. A systematic report detailing the financial management of tourist attractions is produced on a monthly basis, ensuring transparency and accountability in fiscal operations.
8. The preservation and conservation of the environment are guided by a documented strategy that actively engages both the public and tourists in sustainable practices.
9. An analysis of the alignment with the regional spatial planning is conducted; each tourist object adheres to a spatial layout plan that includes zoning concepts for tourism development and land utilization studies.
10. The promotion of tourist attractions is multifaceted, encompassing various strategies such as advertising, sales personnel, sales promotions, direct sales, and public relations; each attraction utilizes more than three distinct promotional channels.
11. The establishment of tourism networks and partnerships is significant; attractions maintain collaborative relationships with over six different institutions.

### **Community Economic Sustainability**

Halal tourism, when utilized as an instrument for economic empowerment, possesses the capacity to exert a beneficial influence on the surrounding communities and demonstrates a propensity to enhance the overall well-being of these local populations (Sulistyadi et al., 2021). Sulistyadi et al. (2021) delineate the indicators of economic sustainability for local

communities, which arise from the ramifications of sustainable halal tourism development, as follows: the ability to augment the income sources of local communities the potential to elevate the welfare of local communities the capability to generate a diverse array of new employment opportunities within local communities the propensity to stimulate activity within the halal tourism sector the capacity to bolster economic engagement in the adjacent areas the ability to contribute towards the alleviation of poverty in surrounding communities the enhancement of purchasing power among local inhabitants the amplification of demand for local labor resources the potential to foster local-level training initiatives aimed at capacity building and workforce enhancement the capability to strengthen the business networks of tour guides, restaurants, accommodations, craft enterprises, local transportation, and other goods and services within local communities the ability to augment tax revenues for the nation derived from the endeavors of local individuals in the tourism sector.

### *Prior Studies*

The following compendium delineates previous investigations pertinent to the effect of halal pre-tourism services on the advancement of community-centric sustainable halal tourism and its repercussions on the economic sustainability of society, among others: Research conducted by Bustamam & Suryani (2022). This inquiry delineates and scrutinizes the prospects of halal tourism within Riau Province alongside its implications for regional economic advancement. The findings elucidate that the prospects of halal tourism in Riau Province possess substantial potential for development, bolstered by elements such as tourist allure, accessibility, infrastructural amenities, supportive services, and competent institutional frameworks. The progression of halal tourism is shown to exert a noteworthy influence on the economic progression of the Riau region, as evidenced by the emergence of diverse business types in tourist attraction venues, enhancements in infrastructure, the generation of new employment opportunities, and the augmentation of Regional Native Income.

Research by Destiana & Kismartini (2020). This investigation assessed alternative methodologies for the enhancement of halal tourism on Penyengat Island with the objective of augmenting tourist visitation rates and facilitating the implementation of the halal tourism paradigm. The study employs a descriptive qualitative methodology, utilizing literature review as its principal investigative instrument, drawing upon relevant academic journals aligned with the research theme. The appraisal of alternative strategies employs evaluative criteria encompassing technical feasibility, economic viability, political acceptability, and administrative practicability. Three alternative strategies are proposed for the advancement of halal tourism on Penyengat Island, which include branding and marketing initiatives; facilitation of access and visa issuance; and the establishment of accommodating amenities for Muslim tourists. The policy recommendation advocates for the establishment of facilities conducive to Muslim tourists, aimed at enhancing their comfort and satisfaction.

Research conducted by Khusairi et al. (2023). This investigation proffers strategic frameworks for fostering a sustainable economy through community-oriented halal tourism initiatives. The study adopts qualitative methodologies, employing a library study approach for data collection. Data analysis techniques encompass data reduction, presentation, and inferential reasoning. The findings indicate that sustainable economic development can be fortified through community-centered halal tourism by optimizing fundamental pillars such as social

frameworks, tourism management practices, stakeholder engagement, and social media utilization. Furthermore, the economic pillar engenders micro, small, and medium enterprises (MSMEs) and facilitates job creation, alongside reinforcing environmental considerations. Should these pillars be effectively implemented within halal tourism destinations, it would significantly contribute to the realization of a sustainable economy. Given that the community comprehends governance and is capable of harnessing tourism potential, the populace is concurrently experiencing the benefits of economic revitalization.

Research by Kasmaniar et al. (2023). This investigation elucidates that Sabang City possesses numerous potentials amenable to development, one of which pertains to sharia-compliant coastal tourism. The methodological approach employed in this study encompasses a descriptive framework with qualitative analysis, constituting a problem-solving paradigm that is examined through the observation of the current state of the subject matter based on observable realities. Data were subjected to analyses employing validity assessments, reproducibility evaluations, and simple regression analyses (t-tests). The findings of this study indicate that halal tourism significantly influences the satisfaction levels of tourists visiting Sabang City.

Study by Yudi et al. (2015). This investigation scrutinizes the extent to which the caliber of services rendered by local pre-tour operations influences traveler contentment and allegiance. The findings indicate that the quality of pre-tour services exerts a considerable impact on tourist satisfaction and loyalty, which subsequently may foster the advancement of sustainable tourism practices. Study by Zaenal & Mawardi (2017). This research delves into the ramifications of pre-tour performance on traveler satisfaction and loyalty. The results imply that exemplary pre-tour performance positively correlates with traveler satisfaction, which in turn can bolster loyalty and promote the growth of sustainable halal tourism initiatives. Study by Sina & Zaenuri (2021). This inquiry focuses on the role of human resource development, particularly in the realms of pre-tourism and the creative economy, in facilitating the emergence of halal attractions. It is underscored that the acquisition of pre-tour competencies and skills is pivotal in enhancing the quality of service and overall tourist satisfaction.

Study by Waluyo et al. (2022). This research elucidates that religious tourism remains a pertinent topic in Indonesia; however, the engagement of individuals in the religious tourism sector is relatively minimal, especially considering the substantial Muslim population. In Menggoro Village, religious tourism has yet to yield significant economic benefits. The optimization of religious tourism can be achieved by advancing Menggoro Village as an integral component of halal tourism. The objective of this study is to ascertain the potential of halal tourism as a mechanism to bolster the local economy. The research methodology employed includes observational studies and interviews with managers of tourist villages and community members actively participating in religious tourism. The outcomes of the study reveal that the substantial potential for enhancing the local economy can be actualized through the establishment of sharia-compliant homestays, halal certification for the village's distinctive culinary offerings, and the development of souvenirs, alongside dedicated display areas for the original products of the tourist village.

Study by Munir (2022). This study articulates that the islands of Lombok and Bali have been designated as pivotal national tourism gateways within the MP3EI Corridor V (Masterplan for the Acceleration and Expansion of Indonesian Economic Development). Lombok Island, characterized as a national tourist destination known as the Island of a Thousand Mosques, boasts a wide array of diverse and promising tourist attractions. The choice for tourism development does not invariably yield positive impacts for the community; thus, it is necessary to ensure that political concepts facilitate beneficial modifications and impacts on the populace of Lombok specifically, and Indonesia more broadly. This article represents an empirical normative research endeavor, signifying that the issues, discussions, and descriptions presented herein focus on the application of normative principles and the examination of phenomena within the field. This type of normative legal research is conducted by scrutinizing various formal legal regulations, such as statutes and theoretical literature, which are subsequently linked to the issues at hand. The findings of this study culminate in the formulation of a people-centered tourism concept, which encompasses the presence of policies aimed at prosperity, the protection of local wisdom, the safeguarding of community participation, the imposition of limits on foreign investment, and the optimization of corporate social responsibility (CSR) in relation to tourism development.

Study by Nurohman & Qurniawati (2021). This research endeavors to formulate a strategic framework for the advancement of Menggoro Tourism Village into a halal tourism destination with the objective of enhancing the appeal to potential visitors. The employed methodology is qualitative descriptive, utilizing SWOT analysis as a critical tool. Data acquisition was conducted through direct observation of the tourist village, alongside interviews with the village manager and individuals actively engaged in Menggoro Village's tourism sector. The findings of the investigation culminate in a strategic approach to transform the tourist village into a halal tourism entity by satisfying the requisite elements of halal tourism. The principal strategy implemented involves incorporating Menggoro Village into the halal tourism map, establishing sharia-compliant accommodations, obtaining halal certification for local culinary offerings, and constructing galleries that showcase the village's unique attributes.

Study by Sugianto et al. (2024). This investigation seeks to examine and evaluate the contribution of the halal tourism sector to the Gross Domestic Product (GDP) of a nation within the framework of sustainable economic development. The research adopts a literature review methodology to gather data from a diverse array of scholarly sources, including books and prior studies. The techniques for data collection encompass documentation, wherein information is extracted from multiple sources such as records, literature, journals, and other relevant materials. Following the compilation of data, a descriptive analysis is conducted to derive conclusions. The results indicate that halal tourism is becoming increasingly pertinent in alignment with Islamic sharia principles, particularly as the global Muslim tourist population continues to expand. Indonesia has emerged as a forerunner in the promotion of halal tourism within Southeast Asia, making a substantial contribution to the Gross Domestic Product (GDP); halal tourism enhances competitiveness and fosters economic growth in the future, and through the adoption of Industry 4.0 and various digital platforms, halal tourism exerts a favorable influence on the economy by generating new employment opportunities, thereby alleviating poverty and enhancing public welfare.

Study by Pridia & Widagdyo (2023). This research elucidates that esa Halal Tourism represents a concept of halal tourism integration that is implemented within a tourist village destination. A thorough comprehension of emerging paradigms is essential, as they may still be relatively unfamiliar to a significant portion of the populace. The Watesjaya tourist village stands as one of the tourist villages established by Kemenparekraf, having been nominated among the top 20 in the Anugerah Desa Wisata Indonesia (ADWI); despite the predominance of Islamic residents who embody Islamic sharia in their daily lives, the concepts of halal tourism and halal tourism villages remain novel. Focus Group Discussions (FGD) and observational assessments were conducted to delineate and assess the potential of halal tourism in accordance with the principles of Maqashid Sharia, which serve as indicators of halal tourism that can subsequently be leveraged in the management of Watesjaya tourist village as a halal tourist destination. Of the six indicators of Maqashid Sharia, one indicator remains unaddressed, specifically the preservation of life. This study ultimately offers recommendations to enhance the supporting components of Maqashid Sharia indicators that have yet to be fulfilled, thereby ensuring that all indicators are satisfactorily met, positioning Watesjaya tourist village as a halal tourism destination that is accommodating to visitors, particularly Muslim tourists, both domestic and international.

Study by Arista (2020). The aforementioned research constitutes a qualitative investigation employing a phenomenological methodology. The gathering of data is executed through the means of interviews, observations, and document analysis. The validity of the data is rigorously assessed utilizing the triangulation method, which entails a re-evaluation of the reliability of the information and data collected. The informants involved in this study include the Village Head of Pujon Kidul, the Director of Bumdes, the Head of Hamsun Maron, the Chairman of Pokdarwis, local business proprietors, and the Live in Team alongside community members. The findings of the study elucidate the tourism development framework in Pujon Kidul village, which is predicated upon a community-based tourism (CBT) model that actively engages the local populace in all related activities. The CBT model aligns with the principles of empowerment as viewed through the lens of Islamic societal perspectives: the principle of ukhuwah, the principle of ta'awun, and the principle of participation. The repercussions of tourism on the economic advancement of the community manifest as (1) a decrease in the impoverished demographic within the village, (2) the mitigation of existing disparities within the community, (3) the provision of financial resources for development through an increase in village revenue, and (4) the preservation of public order.

Study by Santoso (2023). This investigation employs non-doctrinal legal research methodologies, adopting a socio-legal perspective. The focal point of the research is qualitative data, which is classified into two distinct categories: documents and individuals. The document category encompasses both legal and non-legal materials, while the individual category pertains to research informants. Data collection for this study was conducted through various methods, including observation, interviews, video interviews, legal analyses, and news articles. Data analysis is performed utilizing qualitative techniques. The outcomes of the research yield several conclusions: firstly, there exist challenges and impediments to the implementation and legal norms surrounding halal tourism. From the vantage point of Roscoe Pound's social engineering framework, the enactment of halal tourism on Lombok Island has yet to equitably accommodate the interests of diverse stakeholders and remains predominantly influenced by state interests (government). Consequently, it has not operated

effectively, resulting in numerous obstacles pertaining to its legal frameworks, enforcement mechanisms, institutional and bureaucratic structures, legal culture, and dissemination. Secondly, the regulation of halal tourism has served as a catalyst for enhancing public welfare, stimulating regional economic development, attracting investment, and empowering localities within Lombok Island. However, existing regulations have not sufficiently optimized the acceleration of Lombok's economic progression in a balanced manner. Thus, regulatory frameworks necessitate a more comprehensive structure and should be executed with an asymmetric approach, adhering to a sustainable paradigm. Thirdly, the novel construction of local law ought to be perceived as an integrative responsive norm that amalgamates various global, national, and local interests. The reconstruction of local law conceptually encompasses components of religious and customary values, ethical principles of halal tourism, national legislation, and human rights considerations (global ethics). Within the frameworks of Menski's pluralism theory and Roscoe Pound's social engineering, it is imperative to accommodate and equilibrate diverse angles of interest. To achieve this equilibrium, the penta-helix plus collaboration model should serve as the foundational approach, thereby ensuring that the development of halal tourism through local legislation supports the broader objective of making Indonesian tourism more inclusive. This research significantly contributes to the endeavor of formulating regional regulations that are responsive to local wisdom, thereby reinforcing regional autonomy and playing a crucial role in addressing the resistance to halal tourism development observed across various regions.

Study by Azhaari (2024). This investigation conducted in Semarang City employs a qualitative methodology through a case study framework, incorporating field observations and interviews with representatives from the Semarang City Culture and Tourism Office, as well as prominent figures engaged in the management of religious tourism. The study's findings indicate that religious tourism in Semarang has the potential to serve as a primary catalyst for the local economy. The influx of religious tourists in Semarang can significantly contribute to economic growth and can be harnessed from the various existing potentials.

Study by Ramadhani (2022). This research examines the influence of legal frameworks on economic development, grounded in the local wisdom of the indigenous populations in the Bayan Subdistrict of North Lombok Regency. This investigation represents an empirical legal inquiry (socio-legal research) that scrutinizes the factual data derived from field observations to ascertain the practical application of law in the local context. The research concludes that the indigenous community in Bayan Subdistrict plays an integral role in regional economic development, necessitating coherent regulatory measures that align with existing policies while empowering local communities to ensure that development is harmonized with the conservation of natural resources. This approach aims to specifically delineate the Indonesian economy through the lens of local wisdom, reflecting an economic development paradigm rooted in Pancasila.

Study by Andriyan (2023). This research seeks to elucidate the contribution of halal tourism to the economic enhancement of tourist destination areas, specifically in relation to Micro, Small, and Medium Enterprises (MSMEs) at the Tomb of Sheikh Maulana Ishaq in Lamongan, as well as to examine the impact of halal tourism on the income levels of MSME communities in proximity to this site. Utilizing analytical techniques involving data reduction, data presentation, and conclusion formulation, the study reveals that halal tourism exerts a

favorable influence on regional economic development, characterized by heightened competitiveness, job creation, and improved living standards for the local populace. Furthermore, the role of halal tourism positively affects MSMEs surrounding the research site by augmenting revenue streams and fostering a favorable business reputation.

Study by Sitorus & Lismayasari (2021). This research endeavors to offer an analytical response to an alternative evaluation concerning tourism-oriented communities, aiming to augment the economic acceleration and poverty alleviation initiatives within both the nation and minor communities, specifically in localities characterized as tourist villages across the Riau Islands province. In a contrasting and normative manner, the categorization of tourism concepts is inherently linked to Branding and the distinctive attributes of the region, which are informed by cultural and ethnic paradigms. The application of technological interventions reveals a systematic and constructive relational pattern pertinent to the differentiation of tourism consumption needs, which emerges from the principles of community-based tourism. The researchers assert that three pivotal dimensions substantiate a robust foundation for enhancing the economic framework of local communities in the Kepri province; these dimensions include branding, community-based tourism, the involvement of the surrounding populace, community innovation, and the stakeholders therein. The methodology employed in this study involved a quantitative survey approach, with data collected from a sample of 160 individuals residing in tourist villages who have engaged with digital technology pertinent to product marketing for the local area branding process aimed at visitors to the tourist attractions within the Riau Islands province. This investigation constitutes a survey research endeavor wherein the data analysis procedure employs Structural Equation Modeling, utilizing a continuous analytical framework.

Study by Fatkhullah (2021). This research elucidates that within the realm of tourism, cultural exoticism serves as a significant allure for tourists. However, it is noteworthy that not all cultural manifestations yield equivalent impacts. Some cultural expressions may, in fact, impede community development initiatives, particularly in the context of exploring potential natural resources that are essential for achieving developmental objectives. The aim of this study is to investigate the extent to which the culture of local communities contributes to the tourism sector, employing exploratory methodologies grounded in a review of relevant literature. The findings indicate that local community culture can indeed bolster the tourism sector, contingent upon the presence of an element of wisdom within it. This element may be derived from religious beliefs, including superstitions. Nevertheless, such applicability is restricted to homogeneous communities. The superstitions prevalent in heterogeneous societies may result in societal impoverishment and environmental neglect. Strategies to mitigate superstition could encompass enhancements in educational quality and religious dimensions. Moreover, the study identifies that the advancement of cultural tourism can persist, provided that considerations are made regarding: (1) regulations that are authoritative and oriented towards community development and environmental sustainability, (2) developmental efforts that prioritize local uniqueness and identity, and (3) marketing strategies that accentuate spiritual experiences.

Study by Shofa (2022). This investigation elucidates the insufficient engagement and advancement by the residents of Tanjungrejo village as a tourism village grounded in local wisdom, which holds the potential to enhance the economic wellbeing of the local populace.

The primary objective of this study is to assess the viability of halal-friendly tourism that can be developed in Logung Dam of Tanjungrejo Village, Jekulo District, Kudus Regency, as well as to identify the facilitators and barriers that influence the optimization of halal-friendly tourism potential within this context. Additionally, this research seeks to analyze the initiatives undertaken by the management to promote Logung Dam Tanjungrejo Village, Jekulo District, Kudus Regency, as a halal-friendly tourist destination. Data analysis is conducted through the processes of data collection, presentation, and verification. The findings indicate that (1) the potential for halal-friendly tourism that can be cultivated in Logung Dam of Tanjungrejo Village, Jekulo District, Kudus Regency aligns with the established criteria for halal tourism development, as evidenced by the allure of natural resources, the availability of Muslim-friendly amenities and services, halal food and beverage offerings, and tourist activities that adhere to Islamic principles. (2) The supporting and inhibiting factors affecting the maximization of halal-friendly tourism potential at Logung Dam Tanjungrejo Village Jekulo District Kudus Regency, which could enhance community economic conditions, include ease of accessibility and the marketing of tourist attractions. Conversely, the primary constraint to increasing local income is suboptimal tourism management. (3) The managerial efforts to promote tourism in Logung Dam Tanjungrejo Village, Jekulo District, Kudus Regency, as a halal-friendly tourist destination, encompass the provision of facilities and infrastructure that conform to halal tourism standards.

Study by Deliana (2023). This research aims to ascertain the extent to which halal tourism possesses the potential to contribute positively to the local economy. The methodological framework involves conducting observational studies and interviews with residents and managers of tourist villages actively engaged in religious tourism. Comprehensive interviews were performed with key individuals responsible for the management of the tourist village. Based on the findings, the development of souvenirs, sharia-compliant homestays, halal certification for the signature dishes of Menggoro Village, and exhibition spaces for local products can significantly enhance the economic prospects of the community. Religious tourism is regarded as highly favorable by the inhabitants of Menggoro Village, as well as by business proprietors and visitors.

Study by Burnita (2021). This research endeavors to identify the strategic development of the halal tourist attraction Barbate in relation to the enhancement of the local community's economy. The methodological approach adopted in this study is descriptive in nature, employing qualitative methods. The informants for this research include managers, visitors, and members of the public. Data collection is executed through interviews, observations, and documentation. The findings of this study reveal that the presence of the Barbate tourist attractions indirectly provides the local community with entrepreneurial income opportunities and facilitates job creation, particularly among communities situated in proximity to Barbate. The supporting factors for the strategic development of Barbate's halal tourism encompass the picturesque natural scenery, favorable security conditions, a conducive atmosphere at tourist sites, effective tourism management, and accessible information and transportation. Conversely, the factors impeding the development strategy of Barbate's halal tourism include the underdevelopment of existing attractions, insufficient signage and location maps pertaining to Barbate attractions, budgetary constraints affecting the development of tourist facilities and infrastructure, adverse weather conditions, limited

parking availability during peak visitation, noncompliance of tourists with regulations, restricted tourist accommodations, and inadequate access to clean water.

Study conducted by Hasanah et al. (2024) endeavors to analyze the advancement of Sharia tourism as a mechanism for attracting tourists to bolster societal economic growth, particularly from the standpoint of Islamic economics. The methodological approach employed in this research encompasses field investigations utilizing descriptive qualitative methods, incorporating techniques such as observation, interviews, and documentation. The findings of the research, along with the provided overview, allow for the conclusion that the natural tourism of Batukapur possesses significant potential for the enhancement of Sharia tourism. Management strategies that emphasize the empowerment of human resources, the enhancement of facilities and infrastructure, as well as promotional efforts through social media have proven to be effective in augmenting tourist interest and delivering a gratifying experience. Furthermore, initiatives aimed at ensuring service delivery in alignment with Islamic principles contribute additional value in attracting tourists who seek experiences grounded in religious values.

Upon conducting a comprehensive review of extant literature, several deficiencies were identified that constituted the foundational rationale for this investigation:

1. Concentration on Halal Tour Guide Services. Numerous scholarly inquiries have explored the impact of halal tourism on economic advancement (Bustamam & Suryani, 2022; Sugianto et al., 2024; Deliana, 2023), yet there exists a notable absence of research specifically addressing the implications of halal tour guide services on the sustainability of halal tourism. Investigations by Yudi et al. (2015) and Zaenal & Mawardi (2017) engage with the quality of pre-tour services; however, they do so solely in relation to traveler satisfaction, neglecting to consider its ramifications for the economic viability of local communities.
2. Community-Based Tourism (CBT). Numerous scholarly investigations have scrutinized the phenomenon of community-based tourism (Arista, 2020; Sitorus & Lismayasari, 2021); however, these inquiries have not specifically addressed the implications of halal tourism and the associated pre-tour services. The research conducted by Khusairi et al. (2023) explores the concept of a community-based sustainable economy, yet it has not comprehensively established the significance of halal pre-tourism as a pivotal component.
3. Impact on Community Economic Sustainability. Numerous scholarly investigations examine the influence of halal tourism on regional economic frameworks (Munir, 2022; Andriyan, 2023; Hasanah et al., 2024); however, none have quantitatively assessed the specific ramifications of halal pre-tour services on the economic sustainability of communities situated in halal tourism locales. Research conducted by Waluyo et al. (2022) and Nurohman & Qurniawati (2021) addresses the economic dynamics of populations within halal tourism, yet it has not thoroughly elucidated the correlation with the function of halal pre-tour services.
4. Riau Region Context. Previous scholarly investigations into the viability of halal tourism within the Riau region (Bustamam & Suryani, 2022) have not sufficiently explored the dimensions of halal pre-tour services and their implications for the sustainability of the local economy. Numerous academic inquiries pertaining to halal tourism have been undertaken in Lombok (Munir, 2022), Penyengat Island (Destiana & Kismartini, 2020), and

Sabang (Kasmaniar et al., 2023), yet none have specifically focused on Riau as the principal subject of analysis.

### Research Novelty

In light of the identified gap, the present study delineates four principal novelties among others:

1. Model of Effect of Halal Tour Guide Services on Sustainable Halal Tourism

This research formulates a model elucidating the interrelationship between halal pre-tourism services and the advancement of community-based sustainable halal tourism. This model remains unexamined in prior investigations that predominantly concentrate on halal tourism in a generalized manner or emphasize branding and marketing dimensions.

2. Integration of Community-Based Tourism (CBT) Concepts in Halal Tourism

This inquiry establishes a correlation between halal pre-tourism and the principles of populist economics within the milieu of halal tourism. It underscores not only the significance of community involvement in tourism governance but also the capacity of halal pre-tour services to serve as a catalyst for the economic empowerment of local populations.

3. Analysis of the Impact of Halal Pre-Tourism Services on Community Economic Sustainability

This study aims to empirically assess the extent to which halal pre-tour services can influence the economic sustainability of communities surrounding halal tourist sites. This particular focus has been insufficiently addressed in prior scholarship, which has predominantly spotlighted macroeconomic or policy-oriented perspectives without delving into the specific dimensions of pre-tourism services.

4. Case Study in Riau as a Halal Tourism Destination

Contrary to previous research predominantly conducted in regions such as Lombok and Sabang, this study will represent one of the inaugural efforts to empirically elucidate the role of halal pre-tourism services in the evolution of halal tourism within Riau. This inquiry is especially pertinent given that Riau possesses untapped halal tourism potential that has not been extensively explored in scholarly discourse.

### *The Effect of Halal Tour Guide Services on Community Based Sustainable Halal Tourism Development*

The existing body of research examining the impact of halal tour guide services on the advancement of community-oriented sustainable halal tourism remains inadequately explored. Nonetheless, various scholarly investigations addressing critical dimensions within halal tourism may yield pertinent insights.

The investigation conducted by Irdiana et al. (2021) underscores the significance of halal tourism attributes in enhancing visitor satisfaction and their propensity to revisit. The findings indicate that the presence of pertinent Islamic principles and practices at tourist destinations can augment tourist satisfaction and incentivize repeat visits.

Furthermore, the community-based halal tourism paradigm has been recognized as a viable strategy for fostering sustainable economic development. The study by Khusairi et al. (2023)

illustrates that active participation of the community in halal tourism management can fortify social, economic, and environmental foundations, thus facilitating the creation of a sustainable economy.

Although targeted research specifically addressing the role of halal tour guide services in the enhancement of population-centered sustainable halal tourism is still lacking, the aforementioned studies accentuate the significance of halal tourism attributes and community-centric approaches in elevating the quality and allure of halal tourism destinations.

### **Hypothesis 1**

Halal tour guide services exert an influence on community based sustainable halal tourism development

#### *The Effect of Community Based Sustainable Halal Tourism Development on Community Economic Sustainability*

Investigations conducted by Khusairi et al. (2023) reveal that the enhancement of social frameworks, effective tourism administration, engagement of stakeholders, and utilization of social media can bolster sustainable economic development via community-based halal tourism. Furthermore, the establishment of small and medium-sized enterprises (SMEs) and the generation of employment opportunities significantly contribute to the local economic landscape.

In a complementary study, Noor et al. (2023) highlight Indonesia's substantial potential for halal tourism development, attributable to its predominantly Islamic populace and the growing influx of both domestic and international tourists. The execution of efficacious marketing methodologies and the enhancement of infrastructure aligned with halal principles can foster sustainable economic advancement.

Additionally, research by Al Mustaqim (2023) underscores the pivotal role of halal tourism in propelling a Maqashid Sharia-oriented sustainable economy. This framework encompasses the safeguarding of religious values, life, intellect, lineage, property, and the environment, all of which are instrumental in enhancing the welfare of local communities.

Studies conducted by Haikal (2020) and Herlianti & Sanjaya (2022) substantiate the notion that the progression of halal tourism positively affects the economic conditions of individuals. The influx of tourists particularly offers local communities the opportunity to augment their income. Predominantly, tourists are inclined to purchase locally crafted goods that are characteristic of the tourism locale.

In summary, the findings of these studies indicate that the advancement of community-based sustainable halal tourism can significantly enhance the economic, social, and cultural sustainability of local communities. This paradigm not only elevates economic prosperity but also ensures the safeguarding of prevailing social and cultural values.

**Hypothesis 2**

Community based sustainable halal tourism development influences on community economic sustainability

*The Effect of Halal Tour Guide Services on Community Economic Sustainability*

Research concerning the effects of halal tour guide services on the economic sustainability of local communities remains relatively scarce. Nevertheless, various studies pertaining to halal tourism indicate a beneficial influence on the economic conditions of the local populace.

The investigation conducted by Mudin & Huda (2023) reveals that the halal tourism paradigm established in West Nusa Tenggara (NTB) has catalyzed regional economic expansion by as much as 7%. The influx of international tourists from predominantly Muslim countries has been facilitated by the NTB government through the advancement of halal tourism, which subsequently exerts a favorable impact on the local economy.

A research endeavor by Haikal (2020) in the Lhoknga District of Aceh Besar Regency demonstrates that the advancement of halal tourism positively influences the economic, social, and cultural dimensions of the local community. This progression enhances community welfare by augmenting income and generating employment opportunities.

Moreover, a study conducted by Khusairi et al. (2023) underscores that community-based halal tourism can serve as a viable strategy for sustainable economic development. By engaging the local populace in the management of halal tourism initiatives, avenues for micro, small, and medium-sized enterprises (MSMEs) and new employment prospects are established, thereby bolstering the local economic framework.

In addition, Noor et al. (2023) accentuate that the proliferation of halal tourism possesses the potential to elevate community welfare through enhanced income and job availability. The execution of efficacious marketing strategies alongside the development of halal tourist locales that cater to the preferences of Muslim travelers can yield a constructive impact on the local economy.

Lastly, Sari et al. (2024), in their examination of Pantai Air Manis within Padang City, ascertain that the advancement of halal tourism has the capacity to enhance the social and economic well-being of local communities. The initiation of halal tourism programs manifests positive transformations in both social and economic spheres, characterized by increased revenues for small enterprises and strengthened social bonds among business operators.

Although specific inquiries into the role of halal tour guide services remain limited, the aforementioned studies collectively illustrate that the overall development of halal tourism can exert a positive influence on the economic sustainability of local communities. The function of halal tour guide services, as a component of the halal tourism ecosystem, is anticipated to contribute to the enhancement of the local economy through the elevation of service quality and the satisfaction of tourists.

**Hypothesis 3**

Halal tour guide services influence on community economic sustainability.

*The Effect of Halal Tour Guide Services on Community Economic Sustainability Through Community Based Sustainable Halal Tourism Development*

Research pertaining to the impact of halal tour guide services on the economic viability of local communities, facilitated through the advancement of population-centric halal tourism, has yielded noteworthy findings. An investigation conducted by Khusairi et al. (2023) underscores that community-driven halal tourism represents a viable approach towards fostering sustainable economic progress. The research accentuates the critical role played by the community in overseeing halal tourist destinations, thereby enhancing the economic welfare of the locality.

Moreover, the study by Mudin & Huda (2023) examines the contribution of halal tourism in expediting regional economic advancement and enhancing community welfare in West Nusa Tenggara. This analysis reveals that the operationalization of the halal tourism framework has propelled regional economic growth by as much as 7%, with local populations engaging as stakeholders in halal tourism and reaping economic benefits.

In addition, the research conducted by Noor et al. (2024) explores the evolution of halal tourism and its ramifications for economic development within Indonesia. The results indicate that Indonesia possesses numerous prospects for halal tourism, primarily attributable to the predominance of the Islamic faith within its population and the escalating influx of both foreign and domestic tourists visiting Indonesia annually.

In summary, the extant body of literature illustrates that halal pre-tourism services, coupled with proactive community engagement in the establishment of community-oriented halal tourism, exert a favorable influence on the economic sustainability of local populations. The adoption of this strategic framework not only enhances economic prosperity but also safeguards the perpetuation of local cultural and environmental integrity.

**Hypothesis 4**

Halal tour guide services exert an influence on the economic sustainability of local communities through community based sustainable halal tourism development.

**Research Methodology**

*Types and Approaches of Research*

This investigation employs a quantitative methodology utilizing survey techniques. This methodological framework is implemented to examine the correlation between halal pre-tourism services, the advancement of population-centric sustainable halal tourism, and their repercussions on the economic sustainability of the community.

*Population*

The demographic focus of this investigation encompasses tourists, operators engaged in halal tourism, as well as individuals residing in proximity to halal tourist destinations in Riau. In order to approximate the relevant population size for this study, the researchers took into account several pertinent data points and underlying assumptions: Muslim tourists abroad:

In the year 2018, Indonesia attracted approximately 2.8 million international Muslim tourists, with an ambitious objective to augment this figure to 5 million tourists in subsequent years (Nata, 2023). Assuming that Riau Province accommodates roughly 5% of the overall influx of Muslim tourists, the estimated figures would range from 140,000 to 250,000 tourists annually. Halal Tourism Operators: Specific statistical data regarding the quantity of halal tourism operators within Riau is not readily accessible in current literature. Nevertheless, in light of the proactive initiatives undertaken by local governmental bodies to enhance halal tourism, it can be posited that there exist hundreds of business operators engaged in this sector, encompassing hotels, restaurants, travel agencies, and various other service providers. Communities Around Halal Tourism Objects: The population residing in proximity to halal tourist attractions in Riau is subject to variation contingent upon the particular geographic locale. However, considering Riau's demographic attributes, it can be inferred that each tourist site may be surrounded by a local populace numbering from several thousand to tens of thousands of individuals.

Considering the aforementioned data and premises, the projected quantity of pertinent populations for this research may attain several hundred thousand individuals annually.

### **Sampling Techniques**

Employing Stratified Random Sampling allows for the categorization of participants into distinct groups: tourists, business individuals, and members of the adjacent community.

#### *Sample*

The determination of the sample size is conducted utilizing the Roscoe formula (1975), which serves as a framework for establishing an appropriate sample size for research endeavors, ranging from 30 to 500 elements. In the context of this investigation, the sample comprised 247 participants.

#### *Research Instruments*

A Likert Scale-based questionnaire, utilizing a range from 1 to 5, was employed to evaluate the perceptions of respondents regarding the research variables. Qualitative supplementary data were gathered through interviews and observations.

#### *Data Collection Techniques*

The questionnaires were disseminated to the selected respondents through both offline and online channels. Furthermore, direct observations were performed to assess the role of pre-tourism within the domain of halal tourism. Interviews were conducted with pivotal stakeholders, including local governmental authorities, halal tourism associations, and community members.

#### *Data Analysis Methods*

Descriptive analysis was utilized to gain insight into the characteristics of the respondents. A Validity and Reliability Test was conducted to ascertain the quality of the questionnaire. Structural Equation Modeling (SEM) analysis—specifically Partial Least Squares (PLS)—was employed to examine the interrelationships among variables. Additionally, the Sobel test or Bootstrapping methods were applied to investigate the mediating influences associated with the sustainable development of population-based halal tourism.

## Research Results and Discussion

### *Demographic of Respondents*

The demographic of respondents is categorized by gender, age, and level of education, as seen in Table 1.

Table 1

### *Demographic of Respondents*

| Category           |                  | Quantity | Percentage (%) |
|--------------------|------------------|----------|----------------|
| Gender             | 1. Male          | 89       | 36%            |
|                    | 2. Female        | 158      | 64%            |
| Age                | 1. < 25 years    | 239      | 96.8%          |
|                    | 2. 25-30 years   | 2        | 0.8%           |
|                    | 3. 31-35 years   | 1        | 0.4%           |
|                    | 4. 36-40 years   | 4        | 1.6%           |
|                    | 5. > 40 years    | 1        | 0.4%           |
| Level of Education | 1. Elementary    | 1        | 0.4%           |
|                    | 2. Senior High   | 197      | 79.8%          |
|                    | 3. Diploma       | 2        | 0.8%           |
|                    | 4. Undergraduate | 46       | 18.6%          |
|                    | 5. Master        | 1        | 0.4%           |

*Source: primary data (processed, 2025)*

Table 1 shows that the demographic composition of the respondents comprised 89 males (36%) and 158 females (64%). The age distribution revealed that there were 239 individuals aged under 25 years (96.8%), 2 individuals within the 25 to 30-year age bracket (0.8%), 1 individuals ranging from 31 to 35 years old (0.4%), 4 individuals aged between 36 and 40 years (1.6%), and 1 individuals aged over 40 years (0.4%). The educational attainment of the respondents included 1 individuals holding elementary grade (0.4%), 197 individuals holding senior high grade (79.8%), 2 individuals holding a diploma (0.8%), 46 individuals possessing a bachelor's degree (18.6%), and 1 individuals with a master degree (0.4%).

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### **Validity and Reliability Test**

The primary objective of the validation procedure is to evaluate the extent to which the measurement instrument's accuracy can effectively reflect the construct of the symptoms or events being examined. This study conducts a validity assessment to determine the questionnaires' reliability. The established benchmark asserts that the loading factor value must surpass 0.7. The results of the validity assessment can be ascertained by looking at the loading factor values associated with each construct indicator. Table 2 shows that the loading factor value surpasses 0.7, meaning that each construct indicator is valid.

Table 2

*Validity and Reliability Test Results*

| Variables                                             | Indicators | Loading Factor | AVE   | Cronbach's Alpha | rho_A | Composite Reliability |
|-------------------------------------------------------|------------|----------------|-------|------------------|-------|-----------------------|
| Halal Tour Guide Services                             | HTGS1      | 0,878          | 0,758 | 0,893            | 0,897 | 0,926                 |
|                                                       | HTGS 2     | 0,877          |       |                  |       |                       |
|                                                       | HTGS 3     | 0,877          |       |                  |       |                       |
|                                                       | HTGS 4     | 0,850          |       |                  |       |                       |
| Community Based Sustainable Halal Tourism Development | CBSHTD 1   | 0,706          | 0,658 | 0,950            | 0,951 | 0,955                 |
|                                                       | CBSHTD 2   | 0,706          |       |                  |       |                       |
|                                                       | CBSHTD 3   | 0,716          |       |                  |       |                       |
|                                                       | CBSHTD 4   | 0,730          |       |                  |       |                       |
|                                                       | CBSHTD 5   | 0,713          |       |                  |       |                       |
|                                                       | CBSHTD 6   | 0,788          |       |                  |       |                       |
|                                                       | CBSHTD 7   | 0,721          |       |                  |       |                       |
|                                                       | CBSHTD 8   | 0,732          |       |                  |       |                       |
|                                                       | CBSHTD 9   | 0,748          |       |                  |       |                       |
|                                                       | CBSHTD 10  | 0,794          |       |                  |       |                       |
|                                                       | CBSHTD 11  | 0,725          |       |                  |       |                       |
|                                                       | CBSHTD 12  | 0,747          |       |                  |       |                       |
|                                                       | CBSHTD 13  | 0,801          |       |                  |       |                       |
|                                                       | CBSHTD 14  | 0,831          |       |                  |       |                       |
|                                                       | CBSHTD 15  | 0,760          |       |                  |       |                       |
|                                                       | CBSHTD 16  | 0,716          |       |                  |       |                       |
|                                                       | CBSHTD 17  | 0,754          |       |                  |       |                       |
| Community Economic Sustainability                     | CES 1      | 0,805          | 0,705 | 0,958            | 0,958 | 0,963                 |
|                                                       | CES 2      | 0,831          |       |                  |       |                       |
|                                                       | CES 3      | 0,840          |       |                  |       |                       |
|                                                       | CES 4      | 0,845          |       |                  |       |                       |
|                                                       | CES 5      | 0,848          |       |                  |       |                       |
|                                                       | CES 6      | 0,850          |       |                  |       |                       |
|                                                       | CES 7      | 0,869          |       |                  |       |                       |
|                                                       | CES 8      | 0,864          |       |                  |       |                       |
|                                                       | CES 9      | 0,816          |       |                  |       |                       |
|                                                       | CES 10     | 0,845          |       |                  |       |                       |
|                                                       | CES 11     | 0,819          |       |                  |       |                       |

Source: primary data (processed, 2025)

Table 2 presents the AVE value for each variable construct. When the AVE value for each construct surpasses 0.50, then it is valid. It can be seen in Table 2 that the AVE value of each variable construct surpasses 0.50, meaning that the variable construct can be said to be valid. Reliability assessment is a systematic approach to test the efficacy of research instruments, which aims to determine the consistency of all statements in the study. A construct or variable is considered reliable if it produces Cronbach's alpha, rho\_A, and composite reliability surpasses 0.7. Table 2 shows that the Cronbach's alpha, rho\_A, and composite reliability of each variable construct surpasses 0.7, meaning each variable construct is reliable.

*Hypothesis Test*

To assess the acceptability or rejection of a hypothesis requires a comprehensive understanding of the values associated with inter-construct significance, p-values, and the

statistical t. The criteria utilized in this study were t-statistics surpassing the t-table value of 1.96, in conjunction with a significance threshold of p-values set at 0.05 (5%) and a coefficient indicative of positive values. This information is presented in Table 2.

Table 3

*Hypothesis Test Results*

| Hypothesis                 | Original Sample | T-Statistics | P-Values |
|----------------------------|-----------------|--------------|----------|
| H1 : HTGS -> CBSHTD        | 0.597           | 10.630       | 0.000    |
| H2 : CBSHTD -> CES         | 0.717           | 9.358        | 0.000    |
| H3 : HTGS -> CES           | 0.428           | 8.952        | 0.000    |
| H4 : HTGS -> CBSHTD -> CES | 0.428           | 8.952        | 0.000    |

Source: primary data (processed, 2025)

Based on Table 3, the first hypothesis test Indicates a positive and significant effect of Halal Tourist Services on Development of Community Based Sustainable Halal Tourism. The findings indicate that the t-statistics value of 10.630 surpasses 1.96, and the significance level (p-values) of 0.000 is below 0.05, thereby validating the acceptance of the first hypothesis (H1). The second hypothesis test indicates a positive and significant effect of Development of Community Based Sustainable Halal Tourism on Community Economic Sustainability. The findings indicate that the t-statistics value of 9.358 surpasses 1.96, and the significance level (p-values) of 0.000 is below 0.05, thereby validating the acceptance of the second hypothesis (H2). The third hypothesis test indicates a positive and significant effect of Halal Tourist Services on Community Economic Sustainability. The findings indicate that the t-statistics value of 8.952 surpasses 1.96, and the significance level (p-values) of 0.000 is below 0.05, thereby validating the acceptance of the third hypothesis (H3). The fourth hypothesis test indicates a positive and significant effect of Halal Tourist Services on Community Economic Sustainability through Development of Community Based Sustainable Halal Tourism. The findings indicate that the t-statistics value of 8.952 surpasses 1.96, and the significance level (p-values) of 0.000 is below 0.05, thereby validating the acceptance of the fourth hypothesis (H4).

*Effect of Halal Tour Guide Services on Development of Community Based Sustainable Halal Tourism*

The outcomes of the initial hypothesis test indicate that Halal Tourist Guide Services significantly influence the advancement of community-based sustainable halal tourism. Halal tour guide services play a pivotal role in facilitating the evolution of sustainable halal tourism, particularly with regard to the resident population. Officials in halal tourism must possess a thorough understanding of Sharia principles, including the assurance of halal food, the provision of designated times and locations for prayer, the introduction of local culture in alignment with Islamic values, and the avoidance of activities that may conflict with these values. This comprehension fosters a sense of comfort and safety among Muslim tourists, subsequently engendering loyalty and a desire for repeat visitation. Consequently, such practices enable the destination to achieve sustainable development. It is imperative for halal tourism to actively engage local residents to enhance economic conditions for the populace, ensure a more equitable distribution of income, and facilitate the transfer of local cultural knowledge to visitors. This reflects the core tenet of population-based approaches: the

community emerges as the principal actor rather than merely a passive audience. Halal pre-tourism should encapsulate local values (such as customs, arts, crafts, and traditional cuisine) within a compelling Islamic narrative. This strategy can promote cultural preservation and environmental stewardship, as Islam also advocates the principle of *rahmatan lil alamin*. The expansion of halal guide services generates numerous employment opportunities. This development can invigorate local economies and bolster sustainability efforts. The findings of this study are consistent with prior research conducted by Irdiana et al. (2021) and Khusairi et al. (2023), which demonstrate that halal tour guide services significantly influence the development of community-based sustainable halal tourism.

#### *Effect of Development of Community Based Sustainable Halal Tourism on Community Economic Sustainability*

The findings derived from the second hypothesis test elucidate that the advancement of community-oriented sustainable halal tourism significantly impacts the economic sustainability of the community. The progression of community-centered sustainable halal tourism exerts a substantial effect on the community's economic sustainability, as this framework integrates the tenets of environmental sustainability, Islamic principles, and the empowerment of local populations. The community-centric model positions local inhabitants as pivotal participants, thereby engendering numerous employment opportunities, including halal tour guides, Sharia-compliant homestay proprietors, halal culinary artisans, craft producers, and local transportation operators. This phenomenon contributes to a reduction in the unemployment rate while simultaneously enhancing household income. The development of halal tourism is complemented by training initiatives focused on halal service standards, hospitality practices, small business management, and Sharia-compliant digital marketing strategies. This enhances the competencies of local communities, enabling them to better compete, even beyond the tourism sector. As tourists allocate their expenditures towards local enterprises (rather than exclusively at large hotels or multinational corporations), the financial resources circulate more extensively within the village or community, thereby directly bolstering the local economy and mitigating "economic leakage." The community diversifies its income sources beyond traditional sectors such as agriculture or fisheries, also generating supplementary revenue from the halal tourism domain (for instance: establishing halal food stalls, serving as religious tourism guides, creating homestays, and managing Islamic cultural events). Community-based halal tourism fosters the preservation of local culture in alignment with Islamic values. This instills a sense of pride within the community regarding its cultural heritage, which in the long term fortifies social stability and a collective ethos in the pursuit of an economy founded upon local potential. This paradigm engenders investment opportunities that are environmentally sustainable and aligned with Sharia principles, including halal eco-tourism, productive waqf for the enhancement of tourist facilities, or Sharia-compliant social funds (zakat, infak, alms) aimed at bolstering tourist infrastructure. It fortifies the Sharia financial ecosystem within the region. Given that the principle of sustainability is rigorously upheld, the economic advancement attributable to tourism does not compromise the natural environment nor engender social disparities, thereby ensuring the longevity of such growth. The outcomes of this research substantiate previous investigations conducted by Khusairi et al. (2023); Noor et al. (2023); Al Mustaqim (2023); Haikal (2020); Herlianti & Sanjaya (2022), confirming that the advancement of sustainable halal tourism, predicated on demographic factors, exerts a beneficial influence on the economic well-being of the populace.

*Effect of Halal Tour Guide Services on Community Economic Sustainability*

The outcomes of the third hypothesis test suggest that halal tour guide services exert significant influences on the economic sustainability of communities. Halal tourism facilitates the emergence of novel opportunities for local individuals aspiring to attain halal certification as tour guides. These individuals derive income not solely from the provision of guiding services but also through collaboration with halal dining establishments, sharia-compliant accommodations, transportation services, and various halal tourist attractions. Consequently, the economic landscape of the community has diversified considerably. It is no longer reliant exclusively on the agricultural sector or conventional industries; rather, it has integrated halal tourism into its economic framework. This diversification is crucial for ensuring the stability of the local economy, particularly in instances where other sectors remain stagnant. Halal tourism has the potential to stimulate the inception of new enterprises centered around halal services, including but not limited to halal travel, sharia homestays, halal-friendly vehicle rentals, and religious-oriented tour packages. The demand for halal pre-tourism can catalyze the implementation of training and certification initiatives. Individuals are educated to comprehend halal tourism, hospitality standards, international cultural norms, and even foreign language proficiencies. This augmentation of local human resources enhances their competitiveness, particularly in the global marketplace. It is imperative that halal tourism considers sustainability dimensions: the preservation of local culture, environmental conservation, and the respect for community values. Thus, alongside economic growth, cultural integrity and environmental conservation are concurrently upheld. This dynamic has fostered the expansion of micro, small, and medium enterprises (MSMEs) within the tourism sector. Through halal pre-tour services, local destinations possess the potential to entice tourists from Muslim-majority nations. This strategy broadens the tourist market on an international scale, extending beyond domestic travellers. The conclusions drawn from this investigation corroborate earlier studies conducted by Mudin & Huda (2023); Haikal (2020); Khusairi et al. (2023); Noor et al. (2023); Sari et al. (2024), which demonstrated that the advancement of halal tourism, in general, can yield favorable effects on the economic sustainability of local communities.

*Effect of Halal Tour Guide Services on Community Economic Sustainability Through Development of Community Based Sustainable Halal Tourism*

The findings derived from the fourth hypothesis examination reveal that halal tour guide services significantly impact the economic sustainability of communities through the promotion of community-based sustainable halal tourism. Halal tour guiding services enhance the development of community-centered halal tourism, fostering a Sharia-compliant tourism ecosystem while simultaneously bolstering local economic sustainability via job creation, micro-enterprise development, and the enhancement of community welfare. The outcomes of this investigation support earlier studies conducted by Khusairi et al. (2023); Mudin & Huda (2023); and Noor et al. (2024), which demonstrate that halal tour guide services exert an influence on community economic sustainability, with the development of community-based sustainable halal tourism serving as a mediating factor.

**Conclusion**

The findings of this study ascertain that halal tour guide services exert a substantial influence on the advancement of community-oriented sustainable halal tourism. Halal tourism functions not merely as a navigational aid but also as a cultural conduit and an educator of

Sharia principles within the tourism sector. The evolution of community-centric sustainable halal tourism has been demonstrated to bolster the economic viability of local populations through the creation of employment opportunities, the enhancement of small and medium-sized enterprises (SMEs), and the revitalization of local economies. Furthermore, halal pre-tourism services possess both a direct and indirect impact (mediated through the evolution of halal tourism) on the economic sustainability of the community. Consequently, the framework illustrating the relationship between halal pre-tourism services, the progression of halal tourism, and the community economy may serve as a foundational reference for regional policymakers aiming to fortify halal tourism destinations. The outcomes of this investigation significantly contribute to the theoretical discourse surrounding halal tourism and sustainable tourism, particularly by elucidating the distinctive function of halal pre-tourism as a pivotal element in the establishment of a tourism ecosystem that is compliant with Sharia law, inclusive, and focused on community empowerment. Additionally, the research reinforces the integration of the Community-Based Tourism (CBT) paradigm within the context of halal tourism by incorporating pre-tourism services as critical agents in the socio-economic transformation of the community. Moreover, this study advocates for the formulation of a microeconomic sustainability framework predicated on the halal tourism sector, which has predominantly been characterized by macroeconomic analyses.

The study proffers several policy recommendations, including: firstly, local governmental bodies must institute a specific certification for halal pre-tourism, encompassing Sharia training, multilingual proficiency, and culturally and ecologically informed local knowledge. Secondly, there is a necessity for the institutional strengthening of the halal pre-tourism community through the formation of local associations that are integrated with tourism departments and educational institutions specializing in tourism. Thirdly, the initiation of community economic empowerment programs centered on halal tourism should be prioritized, which may include the incubation of halal micro, small, and medium enterprises (MSMEs) in proximity to tourist destinations and the facilitation of market access via digital platforms. Fourthly, the development of a digital infrastructure utilizing artificial intelligence (AI) or Internet of Things (IoT)-based halal pre-tour services should be pursued to enhance operational efficiency, information quality, and the overall tourist experience. Lastly, the integration of halal pre-tourism development initiatives within the Regional Tourism Development Master Plan (RIPPDA) is essential as a strategic approach to constructing a sustainable and equitable tourism ecosystem.

Furthermore, the study delineates subsequent research recommendations, including: firstly, a longitudinal research design is recommended to explore the enduring effects of halal pre-tourism involvement on socio-economic transformations within society. Secondly, the enhancement of qualitative methodologies, such as ethnographic investigations or comprehensive interviews, is advocated to gain deeper insights into the experiences of tourists and communities interacting with halal pre-tourism. Thirdly, expanding the geographic scope of the study to encompass additional provinces with potential for halal tourism is advisable to enhance the generalizability of the model and to strengthen the national competitiveness of this sector. Fourthly, an examination of the impact of the digitization of halal pre-tour services should be conducted, which may include the use of technologies such as AI-driven mobile applications, chatbots, and IoT-enabled virtual guides. Finally, international comparative analyses could be undertaken to evaluate the efficacy of

Indonesia's halal pre-tourism model in relation to those of other nations, such as Malaysia, Turkey, and the United Arab Emirates, that are also advancing halal tourism initiatives.

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