

BEYOND ECONOMICS: Education and Culture as Key Drivers of Community Participation in Halal Tourism

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ABSTRACT

This study examines the determinants of community participation in halal tourism in Puncak Koto Panjang, Indonesia, using the Theory of Planned Behavior (Ajzen, 1991). It analyzes the influence of economic factors, leadership, motivation, education, and socio-cultural aspects on community engagement. A quantitative approach was employed, using multiple linear regression analysis on survey data from 383 tourism stakeholders. The results indicate that education ($p = 0.000$, $\beta = 0.326$) and socio-cultural factors ($p = 0.000$, $\beta = 0.289$) significantly drive participation, highlighting the role of awareness, cultural identity, and knowledge. In contrast, economic factors ($p = 0.068$), leadership ($p = 0.447$), and motivation ($p = 0.331$) were not significant, suggesting that non-monetary incentives outweigh financial benefits in early-stage halal tourism development. The findings emphasize the need for community-based education programs, cultural preservation, and participatory governance to sustain halal tourism. Policymakers should prioritize training initiatives and local engagement strategies over financial incentives to enhance participation. This study contributes to sustainable tourism development by highlighting the dominance of social and educational factors over economic incentives in fostering community engagement.

Keywords: Halal Tourism, Community Participation, Economic Impact, Socio-Cultural Factors, Sustainable Tourism.

ABSTRAK

Studi ini meneliti faktor penentu partisipasi masyarakat dalam pariwisata halal di Puncak Koto Panjang, Indonesia, dengan menggunakan Teori Perilaku Terencana (Ajzen, 1991). Penelitian ini menganalisis pengaruh faktor ekonomi, kepemimpinan, motivasi, pendidikan, dan aspek sosial-budaya terhadap keterlibatan masyarakat. Pendekatan kuantitatif digunakan, dengan menggunakan analisis regresi linier berganda pada data survei dari 383 pemangku kepentingan pariwisata. Hasil penelitian menunjukkan bahwa pendidikan ($p = 0,000$, $\beta = 0,326$) dan faktor sosial-budaya ($p = 0,000$, $\beta = 0,289$) secara signifikan mendorong partisipasi, dengan menyoroti peran kesadaran, identitas budaya, dan pengetahuan. Sebaliknya, faktor ekonomi ($p = 0,068$), kepemimpinan ($p = 0,447$), dan motivasi ($p = 0,331$) tidak signifikan, menunjukkan bahwa insentif non-moneter lebih penting daripada manfaat finansial dalam pengembangan pariwisata halal tahap awal. Temuan ini menekankan perlunya program pendidikan berbasis masyarakat, pelestarian budaya, dan tata kelola partisipatif untuk mempertahankan pariwisata halal. Para pembuat kebijakan harus memprioritaskan inisiatif pelatihan dan strategi pelibatan masyarakat lokal daripada insentif keuangan untuk meningkatkan partisipasi. Studi ini berkontribusi pada pengembangan pariwisata berkelanjutan dengan menyoroti dominasi faktor sosial dan pendidikan dibandingkan insentif ekonomi dalam mendorong keterlibatan masyarakat.

Kata kunci: *Pariwisata Halal, Partisipasi Masyarakat, Dampak Ekonomi, Faktor Sosial Budaya, Pariwisata Berkelanjutan.*

A. INTRODUCTION

Halal tourism has emerged as a rapidly expanding sector within the global travel industry, driven by the increasing demand from Muslim travelers seeking destinations that align with Islamic principles (Henderson, 2016). This concept extends beyond halal-certified food and accommodations to include essential aspects such as prayer facilities, gender-segregated amenities, and adherence to Islamic ethics in tourism services (Samori & Abd Rahman, 2020). Recognizing the economic potential of this sector, both Muslim-majority and non-Muslim-majority countries have integrated halal-friendly services to attract Muslim tourists (Battour et al., 2018).

The sustainable development of halal tourism heavily depends on active community participation (El-Gohary, 2016). Local communities play a crucial role in preserving cultural authenticity, maintaining service quality, and fostering meaningful tourist experiences (Jaelani, 2017). However, existing studies have mostly focused on the economic incentives of community involvement, such as employment opportunities and income generation (Samori et al., 2016; Ridwan et al., 2021).

While some scholars argue that government leadership and policy support are critical for tourism development (Haque et al., 2021; Yuki, 2013), others highlight the role of socio-cultural factors and education in shaping tourism participation (Eid & El-Gohary, 2015; Sharpley, 2018). However, the empirical evidence regarding the significance of education and socio-cultural aspects in halal tourism remains limited. Moreover, while leadership and motivation are often considered key drivers of tourism engagement, their actual impact may depend on contextual factors (Gursoy & Rutherford, 2004).

Existing studies have examined various aspects of tourism's impact on local communities, including economic benefits such as employment and income generation (Samori et al., 2016), the role of education in increasing awareness and engagement (Battour & Ismail, 2016), and socio-cultural influences on sustainable tourism development (Jaelani, 2017). However, research specifically addressing community participation in halal tourism remains limited. In particular, previous studies have not fully explored how socio-cultural factors, leadership, and motivation influence community involvement in halal tourism, especially in the context of Indonesia (Haque et al., 2021). Understanding these dynamics is essential for developing policies and initiatives that enhance community-driven halal tourism development.

This study aims to address this research gap by investigating the key determinants of community participation in halal tourism, particularly in Indonesia. Specifically, it examines how economic, leadership, motivational, educational, and socio-cultural factors influence community involvement in the halal tourism sector.

To achieve this, the study adopts the Theory of Planned Behavior (Ajzen, 1991) as a conceptual framework to analyze how personal attitudes, social norms, and perceived behavioral control affect participation in tourism initiatives. Unlike previous studies that emphasize financial incentives, this research takes a comprehensive approach by integrating economic, leadership, and socio-cultural dimensions.

A quantitative research design was employed, utilizing a survey-based method with multiple linear regression analysis to measure the impact of these factors on community participation. The results provide empirical evidence that challenges conventional assumptions about the role of

economic incentives in tourism engagement and offer practical recommendations for policymakers and tourism stakeholders

Unlike previous studies that focus on isolated factors, this research takes a comprehensive approach by analyzing the interplay between economic, educational, socio-cultural, leadership, and motivational determinants. The findings of this study provide new empirical insights into the determinants of community participation in halal tourism, challenging the conventional assumption that economic incentives are the primary drivers of engagement. Instead, this research highlights the dominant role of education and socio-cultural factors, which have been relatively underexplored in previous studies.

These insights offer practical contributions to tourism policymakers, industry stakeholders, and local community leaders in designing more effective, community-driven strategies for halal tourism development. By prioritizing educational programs, cultural preservation, and participatory governance, policymakers can enhance long-term community engagement in this sector. By addressing an understudied aspect of the industry, this study aims to contribute to the sustainability of halal tourism by enhancing community engagement and ensuring long-term socio-economic benefits.

B. METHOD

This study adopts a quantitative research design with a survey-based approach to investigate the key determinants of community participation in halal tourism. A multiple linear regression model was employed to assess the relationships between five independent variables—economic factors, leadership, motivation, education, and socio-cultural aspects—and the dependent variable, community participation (Creswell & Creswell, 2018).

The selection of a quantitative approach is justified by the need to measure and compare the statistical significance of different factors influencing community participation. Unlike qualitative studies that focus on subjective experiences, this study aims to provide empirical evidence through numerical data, allowing for generalizability and objective comparison (Bryman & Bell, 2019). Additionally, the Theory of Planned Behavior (TPB) (Ajzen, 1991) provides the conceptual foundation for this approach, as it suggests that behavioral participation can be measured through structured variables such as economic incentives, education, and social norms.

Data were collected through a structured questionnaire, and multiple linear regression analysis was conducted using IBM SPSS Statistics 25 to assess the influence of these independent variables (Sekaran & Bougie, 2020).

The study population consists of local stakeholders involved in halal tourism, including community members, business owners, tourism operators, and local government representatives. To ensure a representative sample, a stratified random sampling technique was employed, dividing respondents into sub-groups based on their roles in the halal tourism industry. This approach enhances generalizability by capturing diverse perspectives within the sector (Sekaran & Bougie, 2020).

A total sample of 383 respondents was determined using Slovin's formula, ensuring a margin of error of 5% for statistical reliability (Kothari, 2004). Given an estimated population of 8,863 individuals engaged in local tourism activities, the sample size was calculated as follows:

$$n = \frac{8.863}{1 + 8.863(0.05)^2} = 383 \text{ respondents}$$

A stratified random sampling technique was employed to ensure representative participation across different stakeholder groups. This method enhances the generalizability of the findings by capturing diverse perspectives within the halal tourism sector.

Data were collected using a Likert scale (1-5) questionnaire, where 1 = Strongly Disagree and 5 = Strongly Agree. The questionnaire covered six key research variables: economic factors, leadership, motivation, education, socio-cultural factors, and community participation. Economic factors were assessed through indicators such as job creation and business opportunities. Leadership factors focused on government involvement and tourism policies, while motivation examined aspects of tourism awareness and willingness to engage. Education was measured through training programs and tourism-related skills, and socio-cultural factors included community support and cultural preservation. The dependent variable, community participation, was evaluated based on engagement levels in tourism programs.

Table 1. Research Variables and Indicators

Variable	Dimension	Indicators	Measurement Scale
Economic Factors (X1)	Economic Benefits	Job creation, business opportunities	Likert Scale 1-5
Leadership (X2)	Policy Support	Government involvement, tourism policies	Likert Scale 1-5
Motivation (X3)	Tourism Awareness	Personal interest, willingness to engage	Likert Scale 1-5
Education (X4)	Knowledge of Tourism	Training programs, tourism-related skills	Likert Scale 1-5

Variable	Dimension	Indicators	Measurement Scale
Socio-Cultural (X5)	Community Support	Cultural preservation, social interactions	Likert Scale 1-5
Community Participation (Y)	Engagement Level	Contribution to tourism programs	Likert Scale 1-5

(Source: Adapted from Hair et al., 2020)

To ensure validity and reliability, the questionnaire was subjected to expert validation by three academic researchers specializing in tourism studies and two industry practitioners in halal tourism. This validation process ensured that all items were relevant, clear, and aligned with the research objectives (Bryman & Bell, 2019).

Before full-scale data collection, a pilot study was conducted with 30 respondents from the target population to test the clarity and reliability of the questionnaire. A validity test using Pearson correlation confirmed that all items met the acceptance threshold ($r > r\text{-table}$, $p < 0.05$), ensuring construct validity. Reliability was assessed using Cronbach's Alpha, with all variables achieving an acceptable level ($\alpha > 0.7$), indicating strong internal consistency (Hair et al., 2020).

The collected data were analyzed using IBM SPSS Statistics 25, beginning with descriptive analysis to summarize response distributions. Further tests included classical assumption tests, such as the normality test (Kolmogorov-Smirnov), multicollinearity test (Variance Inflation Factor, $VIF < 10$), and heteroskedasticity test (scatter plot analysis) to ensure data suitability for regression analysis (Field, 2018).

The research model follows a multiple linear regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

where Y represents community participation in halal tourism, and X1to X5 correspond to economic, leadership, motivation, education, and socio-cultural factors, respectively. The results from the regression analysis determine which factors significantly impact community participation and provide empirical insights for policymakers and tourism stakeholders.

Ethical guidelines were strictly adhered to throughout the research process. Informed consent was obtained from all participants to ensure voluntary participation. Confidentiality was maintained by anonymizing personal data, and institutional ethics approval was secured before data collection (Saunders et al., 2019). These measures align with international research standards, ensuring the study meets academic integrity requirements for publication.

C. RESULTS

This section presents the findings of the study based on the collected data. The results include descriptive statistics, validity and reliability testing, classical assumption tests, and multiple linear regression analysis. The data are summarized in tables to facilitate a clearer understanding of the results.

1. Descriptive Statistics

Descriptive statistics provide an overview of the respondents' demographic characteristics, including gender, age, and occupation. The following table presents the distribution of respondents based on these variables.

Table 2. Demographic Characteristics of Respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	190	49.6%

	Female	193	50.4%
Age Group	15-20 years	48	12.5%
	21-25 years	204	53.3%
	26-30 years	97	25.3%
	>30 years	34	8.9%
Occupation	Student	165	43.1%
	Farmer	45	11.7%
	Civil Servant	30	7.8%
	Unemployed	43	11.2%
	Entrepreneur	100	26.1%

The demographic data suggest that the sample is well-distributed by gender, ensuring balanced representation. The largest age group is 21-25 years (53.3%), and students make up the largest occupational category (43.1%), indicating that young individuals, particularly students, play a crucial role in halal tourism participation. These findings align with Ajzen's (1991) Theory of Planned Behavior (TPB), which suggests that younger populations are more likely to engage in tourism-related activities due to higher awareness and motivation

2. Validity and Reliability Testing

To ensure the accuracy and consistency of the research instrument, validity and reliability tests were conducted. The Pearson correlation method was used for the validity test, and Cronbach's Alpha was used to assess reliability.

Table 3. Validity and Reliability Test Results

Variable	Indicator	Pearson Correlation (r)	Reliability (Cronbach's Alpha)	Status
Economic Factors	X1.1	0.940	0.684	Reliable
	X1.2	0.951		Reliable
	X1.3	0.266		Reliable

Variable	Indicator	Pearson Correlation (r)	Reliability (Cronbach's Alpha)	Status
Leadership	X2.1	0.711	0.559	Not Reliable
	X2.2	0.903		Reliable
	X2.3	0.737		Reliable
Motivation	X3.1	0.701	0.477	Not Reliable
	X3.2	0.906		Reliable
	X3.3	0.695		Reliable
Education	X4.1	0.658	0.479	Not Reliable
	X4.2	0.745		Reliable
	X4.3	0.697		Reliable
Socio-Cultural	X5.1	0.712	0.560	Not Reliable
	X5.2	0.721		Reliable
	X5.3	0.755		Reliable

All variables meet the validity criteria ($r > 0.1966$), confirming that the instrument effectively measures the intended constructs. However, leadership, motivation, education, and socio-cultural factors did not meet the reliability threshold ($\alpha < 0.6$), suggesting the need for further refinement of the measurement scales. This finding highlights potential inconsistencies in how respondents perceive these constructs within the halal tourism context.

3. Classical Assumption Tests

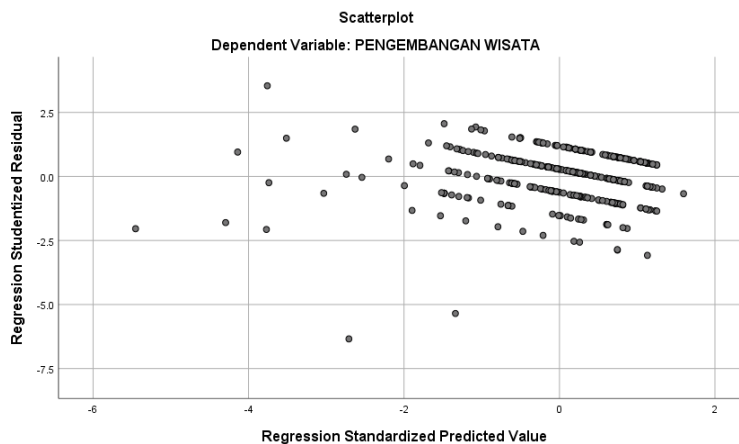
The classical assumption tests, including normality, multicollinearity, and heteroskedasticity, were conducted to ensure the appropriateness of the regression model.

Table 4. Classical Assumption Test Results

Test	Test Statistic	Result	Conclusion
Normality Test	Kolmogorov-Smirnov (p-value)	0.000	Data is not normally distributed
Multicollinearity Test	VIF (Economic)	2.626	No multicollinearity (VIF < 10)
	VIF (Leadership)	7.429	No multicollinearity (VIF < 10)
	VIF (Motivation)	7.458	No multicollinearity (VIF < 10)
	VIF (Education)	1.496	No multicollinearity (VIF < 10)
	VIF (Socio-Cultural)	1.502	No multicollinearity (VIF < 10)

The normality test result ($p = 0.000$) indicates that the data are not normally distributed, which may require data transformation. The multicollinearity test confirms that all VIF values are below 10, indicating no collinearity issues among the independent variables..

The Heteroscedasticity tests are used to evaluate whether the regression model produces uneven residue variations between observations. In this study, the heteroscedasticity test was performed using IBM SPSS Statistics 25 software, and the results are shown in the following picture:



The results of the heteroscedasticity test shown by the scatterplot between the standardized residual and the standardized prediction value

show a random pattern and do not form a specific pattern, so it can be concluded that there is no heteroscedasticity problem in this regression model.

4. Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the impact of economic, leadership, motivation, education, and socio-cultural factors on community participation.

Table 5. Regression Coefficients

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t-value	Sig. (p-value)
Constant	5.940	-	8.538	0.000
Economic	0.057	0.132	1.830	0.068
Leadership	-0.034	-0.092	-0.761	0.447
Motivation	-0.044	-0.118	-0.973	0.331
Education	0.318	0.326	5.998	0.000
Socio-Cultural	0.270	0.289	5.303	0.000

The regression results indicate that education ($p = 0.000$, $\beta = 0.326$) and socio-cultural factors ($p = 0.000$, $\beta = 0.289$) have a statistically significant positive impact on community participation in halal tourism. These findings align with Maslow's Hierarchy of Needs (1943), where education enhances self-efficacy and knowledge, while socio-cultural support fosters a sense of belonging and community identity in tourism engagement.

In contrast, economic factors ($p = 0.068$), leadership ($p = 0.447$), and motivation ($p = 0.331$) do not show significant effects. This challenges the conventional assumption that financial benefits and strong leadership are

the primary motivators for community engagement. Instead, the results suggest that non-monetary aspects, such as awareness, cultural identity, and education, play a larger role in fostering participation.

This finding is consistent with previous research by Eid & El-Gohary (2015), who emphasized the role of cultural identity in halal tourism engagement, but contradicts studies by Samori & Abd Rahman (2020), who argued that financial incentives are the main drivers. The insignificance of leadership suggests that top-down governance approaches may not effectively translate into grassroots participation, highlighting the need for more decentralized and community-driven policies

5. Model Summary and Overall Significance

The model explains 25.6% of the variance in community participation (Adjusted $R^2 = 0.256$), indicating that while the five independent variables contribute to explaining participation levels, there are additional factors that may play a significant role but were not included in this study. The F-test ($F = 25.931$, $p = 0.000$) confirms that the overall regression model is statistically significant, meaning that at least one predictor variable contributes to explaining community participation.

However, an Adjusted R^2 of 0.256 is relatively low, suggesting that approximately 74.4% of the variation in participation is influenced by factors not captured in this study. Future research should explore psychological factors (e.g., personal interest, religious commitment), institutional factors (e.g., government policies, tourism incentives), or external conditions (e.g., infrastructure, tourism accessibility) as potential additional determinants.

Table 6. Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of Estimate
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1	0.506	0.256	0.246	1.114
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The remaining 74.4% is influenced by other factors not included in this study.

6. F-Test Results

The F-test evaluates whether all independent variables collectively influence the dependent variable.

Table 7. ANOVA (F-Test) Results

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	160.809	5	32.162	25.931	0.000
Residual	467.593	377	1.240		
Total	628.402	382			

The F-test result ($p=0.000$) confirms that the model is statistically significant, meaning that the independent variables, when considered together, significantly influence community participation in halal tourism

D. DISCUSSION

This section provides an in-depth analysis of the findings by comparing them with prior research, discussing their theoretical and practical implications, and identifying potential reasons for the observed results. The discussion highlights the relationships between the study's independent variables (economic factors, leadership, motivation, education, and socio-cultural aspects) and community participation in halal tourism development. It also examines discrepancies between the findings and previous literature, offering insights into the broader implications of the research.

1. The Role of Economic Factors in Community Participation

The results indicate that economic factors do not significantly influence community participation in halal tourism development ($p = 0.068$). This finding contrasts with previous studies, such as Samori & Abd Rahman (2020) and Battour et al. (2018), which emphasized financial incentives as key motivators for local tourism engagement.

One possible explanation is that the economic benefits of halal tourism in the study region are not yet fully realized, meaning that local communities do not perceive direct financial gains that would motivate participation. This aligns with Dolezal & Novelli (2020), who argue that in early-stage tourism development, economic incentives often take time to materialize, particularly if local businesses are not yet fully integrated into the market.

Additionally, the strong socio-cultural and religious influences in the region may override economic motivations. In many Muslim-majority communities, participation in halal tourism may be driven more by religious values and cultural preservation than by direct financial gain (Eid & El-Gohary, 2015). Thus, non-monetary factors such as social belonging, cultural identity, and education play a more significant role, which is reflected in this study's findings.. Similarly, Ridwan et al. (2021) highlighted that communities with stronger economic prospects are more likely to support tourism-related projects.

One possible explanation for this non-significant result is that economic benefits may not yet be perceived as sufficient to encourage broad community participation. As noted by Dolezal and Novelli (2020), economic incentives in tourism development often take time to materialize,

particularly in early-stage projects where infrastructure, marketing, and policy support are still being developed. In many cases, only a small proportion of the local population—typically those already involved in business or tourism enterprises—experiences direct financial gains, while the majority of the community may remain economically unaffected (Tolkach & King, 2015).

Another consideration is that external investment in tourism may overshadow local economic engagement. In cases where large-scale tourism operators dominate the market, local entrepreneurs and small business owners may struggle to compete, leading to economic marginalization rather than inclusion (Spenceley & Meyer, 2012). This aligns with the argument by Gursoy and Rutherford (2004) that while tourism can generate economic benefits, these gains do not always translate into widespread community participation unless policies ensure fair income distribution and capacity building for local businesses.

Given these insights, policymakers should focus on enhancing local economic participation by providing financial support, business training, and investment in community-led tourism initiatives. Research by Tosun (2000) suggests that sustainable tourism development requires policies that empower local communities rather than relying on external economic actors.

2. Leadership and Community Engagement

Leadership was also found to have no significant impact on community participation ($p = 0.447$). While prior research (e.g., Yukl, 2013) emphasizes leadership as a crucial factor in mobilizing community engagement, the top-down nature of tourism governance in Indonesia may limit the role of local leaders in decision-making processes. According to

Hampton (2010), centralized tourism policies often reduce opportunities for grassroots leadership, leading to passive community involvement rather than active participation.

Moreover, the insignificance of motivation ($p = 0.331$) suggests that while individuals may recognize the benefits of halal tourism, external barriers such as lack of training, financial resources, or institutional support limit their ability to participate. This aligns with Scheyvens (2002), who argues that motivation alone is insufficient for engagement unless supported by concrete resources and policy interventions. Similarly, Hall (2019) argues that leaders play a central role in shaping tourism policies, securing resources, and facilitating dialogue among stakeholders.

One potential explanation for the insignificance of leadership in this study is that community members may perceive tourism-related decision-making as being too centralized or bureaucratic, limiting the direct influence of local leaders. This aligns with findings by Hampton (2010), who noted that top-down governance structures often reduce the effectiveness of local leadership in community-driven tourism projects.

Additionally, the lack of significant leadership influence could be attributed to weak institutional frameworks and governance issues. As observed by Nunkoo and Gursoy (2012), leadership is most effective when supported by transparent governance mechanisms that enable meaningful community participation. In many cases, fragmented leadership and conflicting interests among local authorities, business stakeholders, and government agencies create challenges in implementing cohesive tourism strategies (Bramwell & Lane, 2011).

To improve leadership effectiveness in halal tourism development, there is a need for greater decentralization, participatory governance

models, and leadership training programs. Research by Beirman (2021) highlights that leadership training tailored to tourism management can significantly enhance stakeholder engagement and community involvement.

3. Motivation as a Driver of Participation

Motivation was another factor that did not show a significant effect on community participation ($p=0.331$ $p = 0.331$ $p=0.331$). This finding is inconsistent with research by Ryan and Deci (2000), who argued that intrinsic and extrinsic motivation significantly influence individuals' willingness to engage in social and economic activities.

One possible explanation is that while community members may recognize the potential benefits of halal tourism, external barriers such as lack of training, financial resources, or institutional support limit their ability to participate. This perspective is supported by Scheyvens (2002), who noted that even motivated individuals may remain disengaged from tourism development if structural challenges—such as limited education or lack of access to capital—hinder their participation.

Furthermore, research by Wearing and McDonald (2002) suggests that motivational factors in tourism participation are often linked to social identity, personal development, and perceived community benefits. If local residents do not see a clear alignment between halal tourism initiatives and their social or economic aspirations, their motivation to engage may remain low.

Future research should explore the psychological and behavioral dimensions of community participation in halal tourism to better understand the role of intrinsic and extrinsic motivators in different cultural contexts.

4. Education as a Significant Predictor of Participation

Education was found to be the strongest determinant of community participation in halal tourism ($p = 0.000$, $\beta = 0.326$), confirming findings by Battour et al. (2018) and Richards & Hall (2000). Higher education levels correlate with greater awareness of tourism benefits, improved skills, and increased confidence to engage in tourism-related activities.

This suggests that investment in community-based education programs could significantly enhance participation in halal tourism. For example, local governments and tourism agencies should develop vocational training programs focused on halal tourism services, incorporating Islamic tourism ethics, business management, and cultural preservation. Moreover, integrating halal tourism studies into school curricula and university programs could equip future generations with the skills needed to sustain this sector.

This result highlights the critical role of education in fostering community-led tourism development. Research by Moscardo (2008) suggests that education enhances individuals' ability to critically assess tourism policies, engage in entrepreneurial ventures, and adapt to the demands of the tourism industry. Additionally, UNESCO (2021) emphasizes that education plays a fundamental role in cultural preservation and sustainable tourism development.

Given these findings, policymakers should prioritize investment in education and vocational training programs to strengthen community engagement in halal tourism. Studies by Ruhanen (2013) suggest that integrating tourism-focused education into local curricula can enhance long-term participation and economic benefits.

5. Socio-Cultural Factors as a Key Driver

The study also found that socio-cultural factors significantly influence community participation ($p=0.000$ $p = 0.000$ $p=0.000$), aligning with research by Sharpley (2018) and Timothy and Boyd (2003), who emphasize that cultural identity and social cohesion play a vital role in community-driven tourism initiatives.

This finding suggests that halal tourism, which aligns with Islamic values and local traditions, is likely to receive greater community support than generic tourism models. As noted by Eid and El-Gohary (2015), cultural and religious affinity increases local acceptance and involvement in tourism projects.

However, while socio-cultural alignment can encourage participation, challenges may arise if tourism development leads to commercialization or cultural dilution. Research by Cole (2007) warns that unregulated tourism growth can sometimes create conflicts between traditional practices and modern tourism demands.

To maximize community participation while preserving cultural integrity, tourism planners should adopt inclusive and participatory approaches that involve local stakeholders in decision-making processes. Research by Okazaki (2008) supports the idea that community-based tourism planning leads to more sustainable and culturally respectful tourism development.

6. Implications and Theoretical Contributions

The findings of this study hold several significant policy and practical implications. The strong influence of education and socio-cultural factors on community participation underscores the necessity of prioritizing

investments in education and cultural preservation. Community engagement in halal tourism can be strengthened through structured educational programs, vocational training, and awareness campaigns that equip individuals with the skills and knowledge needed to participate actively in tourism-related activities. Governments, tourism stakeholders, and educational institutions should collaborate to develop accessible and specialized training programs tailored to the needs of halal tourism. Additionally, incorporating halal tourism studies into school curricula and vocational training centers can help develop a more competent and sustainable workforce.

The significance of socio-cultural factors highlights that halal tourism initiatives must be deeply rooted in local traditions, religious values, and cultural norms to achieve widespread community acceptance. It is essential to preserve cultural authenticity while promoting tourism development. Policies that encourage participatory tourism planning, stakeholder collaboration, and local community empowerment will ensure that halal tourism evolves in a way that respects cultural heritage while fostering economic opportunities. Cultural sensitivity should be a core principle in designing halal tourism strategies to prevent cultural erosion, commercialization, or alienation of local communities.

In contrast, the non-significance of economic factors challenges the conventional assumption that financial incentives alone drive community participation. While economic benefits remain essential, they must be complemented by institutional support, equitable income distribution, and accessible financial opportunities for local businesses and entrepreneurs. Programs such as microfinance schemes, cooperative business models, and community-based investment frameworks could help ensure that economic

gains from halal tourism reach the grassroots level and benefit the broader community rather than just external investors or large enterprises.

The lack of significant influence from leadership and motivation suggests gaps in governance structures and policy frameworks that need to be addressed to enhance community involvement. This finding indicates that existing governance models may not sufficiently empower local stakeholders in tourism decision-making. To bridge this gap, policymakers should focus on decentralizing tourism governance, fostering transparent leadership, and integrating participatory leadership models that involve community members in planning and policy formulation. Leadership capacity-building initiatives, such as training programs for community leaders, tourism managers, and local policymakers, can enhance governance efficiency, stakeholder collaboration, and long-term community participation.

From a theoretical perspective, this study contributes to the evolving discourse on halal tourism and community-based tourism development by providing empirical evidence that challenges traditional economic and leadership-based frameworks. Prior literature has often emphasized economic incentives and strong leadership as primary drivers of community participation in tourism (Samori & Abd Rahman, 2020; Tosun, 2000). However, this study presents a more nuanced and holistic perspective, demonstrating that education and socio-cultural factors play a far more critical role in shaping community engagement.

By integrating education, cultural values, and governance structures into the discussion, this study enriches existing models of sustainable tourism development. The findings align with social identity theory (Tajfel & Turner, 1986), which posits that individuals are more likely to engage in

activities that reinforce their cultural and religious identity. Halal tourism, being closely aligned with Islamic values and heritage, benefits from community participation when cultural identity and social cohesion are preserved and strengthened.

This research contributes to stakeholder theory (Freeman, 1984) by emphasizing the importance of inclusive and participatory decision-making in halal tourism governance. The limited influence of leadership and motivation suggests that top-down governance models may be ineffective in promoting tourism engagement, reinforcing the need for community-driven tourism governance structures. Future theoretical frameworks should consider how socio-cultural identity and educational access interact with governance and economic factors to influence community participation in halal tourism development.

The findings of this study emphasize that non-economic factors, particularly education and socio-cultural values, play a central role in community participation. To ensure the long-term sustainability of halal tourism, stakeholders should prioritize policies that integrate local cultural values and enhance education-based engagement strategies.

Additionally, community-driven tourism initiatives should be encouraged to maintain local ownership and authenticity in halal tourism experiences. Governments and tourism agencies should adopt participatory planning approaches where community members are directly involved in decision-making, marketing strategies, and business development to sustain the industry's growth.

E. CONCLUDING REMARKS

This study provides empirical insights into the determinants influencing community participation in halal tourism development. The findings indicate that education and socio-cultural factors play a significant role in shaping community engagement, while economic incentives, leadership, and motivation do not have a statistically significant impact. These results challenge conventional assumptions that financial benefits and strong leadership are the primary drivers of community participation in tourism. Instead, they highlight the importance of knowledge dissemination, cultural identity, and social cohesion in fostering meaningful local involvement.

This study contributes to the discourse on halal tourism by emphasizing the role of education and socio-cultural values in shaping community participation. Unlike previous research that prioritizes economic incentives and leadership structures, our findings suggest that cultural identity and knowledge accessibility are more crucial in ensuring sustained engagement. The results align with social identity theory, reinforcing the idea that communities are more likely to participate in tourism initiatives that reflect their cultural and religious values.

Despite its contributions, this study has some limitations. First, the research focuses on a specific geographical and cultural context, which may limit the generalizability of the findings to other regions. Future research should conduct comparative studies across different cultural and economic settings to examine whether similar trends persist. Additionally, this study primarily employs quantitative methods, which may not fully capture the nuanced perspectives of community members. Future research could incorporate qualitative approaches, such as interviews or ethnographic

studies, to gain deeper insights into the motivations and barriers affecting community participation in halal tourism.

Overall, this study underscores the importance of education and socio-cultural values in fostering community participation in halal tourism development. While economic and leadership factors are often assumed to be primary drivers, our findings suggest that cultural identity and access to knowledge play a more critical role. Moving forward, a balanced approach that integrates education, cultural preservation, and participatory governance will be essential for the sustainable growth of halal tourism. Future research should explore the dynamic interactions between these factors to provide more comprehensive strategies for enhancing community involvement in this evolving sector.

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