

TOURISTS' ATTITUDES TOWARDS HALAL TOURISM: THE ROLES OF PLACE ATTACHMENT AND RELIGIOSITY

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Article Info	Abstract
Keywords: Halal Tourism, halal Tourism Attributes, Place Attachment, Religiosity, Tourists' Attitudes. Received: January 21, 2024 Approved: June 14, 2024 Published: June 30, 2024	This research aims to analyze tourists' attitudes towards the attributes of halal tourism (HT) destinations, moderated by place attachment and religiosity. This study contributes to the body of research on HT development because the conceptual model includes specific HT destination attributes and integrates place attachment theory and tourist psychographic characteristics (religiosity). This research is quantitative research with 355 respondents. The data were analyzed using Smart PLS. This research resulted in the conclusion that attitude towards HT destination development is influenced by three things, namely 1) attitude towards HT attributes, 2) religiosity of tourists, and 3) place attachment of tourists with the destination. The role of religiosity in forming attitudes towards HT destination development occurs directly and also as a moderator between attitudes towards HT attributes and attitudes towards HT destination development. Meanwhile, the role of place attachment in forming attitudes towards HT destination is a direct influence. In terms of public policymaking, this research provides important insight. The development and determination of HT destinations can receive approval and rejection in different destinations. Tourists can give different responses to the development of HT destinations for different destinations. In making these policies, tourists' opinions are very important to be taken into consideration in developing a tourist destination.

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INTRODUCTION

Halal tourism (HT) is one of the topics that is widely researched. HT is an interesting destination development topic for several reasons. First, the market potential of HT is very large. CrescentRating states that the estimated HT market in 2030 is 230 million Muslim tourists and USD 225 billion in expenditure by 2028 (CrescentRating, 2022; Future Market Insight, 2022). However, the development of HT has caused differences in acceptance in several regions. In Indonesia, which has the largest Muslim population in the world, there is some controversy regarding the rejection of HT development in several tourist destinations. This rejection has occurred in Bali (Retaduari, 2019), East Nusa Tenggara (Purboyo, 2019), North Sulawesi (Tawalujan, 2019), and North Sumatra (Putri, 2019).

This study seeks to understand and analyze HT development by specifically examining the criteria for HT destinations. This is done with the assumption that HT destinations themselves are not fully understood, namely, the specific criteria that a tourist destination must have to become an HT destination. Understanding these criteria can help clarify this definition. This is important because the Sharia Tourism discourse can cause polemics between Muslims and Christians, for example, what happened in Indonesia (Hapsin, 2023). Therefore, by adopting the criteria used by CrescentRating (2022), this research seeks to obtain responses on the approval or attitudes of tourists towards the attributes of HT destinations. Research that specifically mentions the attributes of HT destinations has been conducted by several researchers (Martaleni et al., 2022; Najib et al., 2020; Priyatmoko & Maulana, 2022). However, the attributes used are not criteria for assessing HT destinations, which are currently widely referred to and used as guides for developing HT destinations. CrescentRating regularly provides assessments of countries and actively issues issues and the status of developing HT destinations.

Attitudes towards these attributes form the overall attitude of tourists towards the development of HT in a tourist destination. However, if the development of HT can be considered appropriate for a particular destination, this does not mean that tourists will agree with the development of HT at other destinations. There is one factor that differentiates tourists' attitudes towards one place from another, namely place attachment (Dewi, 2023; Kyle et al., 2004; Moore & Graefe, 1994; Oh et al., 2012; Vaske & Kobrin, 2001). The Indonesian experience as explained earlier shows that attitudes towards halal tourism development can differ amongst places/destinations. Such a phenomenon requires an examination of tourist-destination connection which in turn will influence their attitude towards HT. Place attachment the connection between a person and a particular place. This connection can be functional or emotional (Lee & Oh, 2018). Research on HT has included this aspect and found that a person's attitude towards a place is place-specific. Therefore, this study analyzes the role of place attachment on tourists' attitudes towards the development of HT destinations.

Differences in attitudes towards developing halal destinations can also be caused by tourist characteristics (Abror et al., 2020, 2023; Sudarsono et al., 2021). Demographic and psychographic characteristics can determine a tourist's attitude. This study chose to use psychographic attributes, namely religiosity, as a factor that strengthens or weakens a person's attitude towards the development of HT in a particular destination.

With this background, this research aims to analyze 1) tourists' attitudes towards the attributes of HT destinations, and 2) the influence of attitudes towards the attributes of HT destinations on attitudes towards the development of HT in a particular destination, moderated by place attachment and religiosity. In one model construction, this study contributes to the body of research on HT development because it includes specific HT destination attributes and integrates place attachment theory and tourist psychographic characteristics (religiosity).

This research was conducted with a specific destination locus of Yogyakarta. Yogyakarta was chosen because it is one of Indonesia's favorite destinations and receives tourists in numbers that exceed its population. Apart from that, there has never been any controversy in Yogyakarta regarding the development of halal tourism at this destination.

HT is tourism developed based on Islamic principles and teachings, which include more than food and drink, namely tourism products and services provided and offered to tourists (Samori et al., 2016). In HT, tourist objects and activities are designed according to Sharia principles (Battour & Ismail, 2016). The CrescentRating (2022) defines HT as the origin of the word halal in Arabic, which is permitted and accepted following Islamic teachings. Therefore, all tourism products and services designed, produced, and provided to the market concerning Islamic teachings are called HT (Duman, 2012). HT itself is sometimes confused with Islamic tourism (e.g., research by Hanafiah et al., 2022). However, Kian et al. (2020) state that HT differs from Islamic Tourism. HT is a type of tourism that is based on Islamic principles and teachings but can be used for various purposes, including social and recreational purposes. Islamic tourism is carried out mainly for religious and pilgrimage purposes, which are based on Islamic principles and teachings.

The concept of HT has created different perceptions between Muslims and non-Muslims and among Muslims themselves (El-Gohary, 2016). Therefore, the definition of an HT must be described in terms of specific attributes (Battour & Ismail, 2014). Attributes are elements that form the perception of abstract concepts. The HT attributes used in this research are specific attributes that characterize HT formulated by CrescentRating (2022). In 2024, CrescentRating has 138 member countries. CrescentRating also gives awards to countries that are the best halal tourism destinations. Therefore, attributes developed by CrescentRating can be a reliable reference. These attributes are divided into three groups, namely 'need to have,' 'good to have,' and 'nice to have' attributes. We must also bear in mind that the CrescentRating assesses HT destinations based on other generic attributes, such as destination infrastructure, safety, and destination comfort. These attributes are basic requirements for a competitive destination. Therefore, this study uses specific attributes that are directly related to products and services according to Islamic teaching, which are included in the criteria for halal destinations.

Attitude refers to the evaluation of people, objects, and ideas. Attitude reflects a person's favorable or unfavorable evaluations, perceptions, and feelings toward an attitude object (Eagly & Chaiken, 1993). Attitude is very important to study because it is a predictor of someone's behavior. Someone who agrees with a certain attitude object tends to behave accordingly (Keller, 1993; Wang et al., 2018). This study examines tourists' attitudes towards two things. The first is attitudes towards the HT attributes. This means a tourist's agreement with the terms or criteria for products and services that an HT destination must have. The second is attitudes towards developing halal destinations in a particular location. Attitudes towards HT attributes influence attitudes towards the development of HT

destinations. However, the intensity of influence depends on two moderating variables, namely place attachment and religiosity, as discussed below.

H1: Attitudes towards HT have a positive effect on attitudes towards halal destination development.

Place attachment is a concept that originated in the study of geography (Tuan, 1977). In general, place attachment is the connection between a person and a particular place (Bricker & Kerstetter, 2000; Low & Altman, 1992; Ramkissoon et al., 2013; Scannell & Gifford, 2010; Ujang & Zakariya, 2015; White et al., 2008). Place attachment is multi-dimensional. This connection can be a functional or an emotional relationship (Oh et al., 2012). As stated by Lee and Oh (2018), functionally, someone may be related to a place because they obtain economic benefits from their relationship with that place. Emotionally, a person's connection to a destination can take the form of concern and desire to maintain the status of a place that is considered special by that person. Concerns about the negative impact that will befall a place also include the emotional bond that forms between a person and a particular place. Dewi (2023) found that place attachment has a negative effect on attitudes towards the development of HT destinations.

H2: Place attachment has a negative effect on attitudes towards developing HT destinations.

If tourists are asked for their opinions regarding the attributes of HT, they will probably agree with the attributes of HT in general. However, if it is related to the development of HT destinations for a place where one has an attachment, one's attitude may be different. Even if someone has a certain attitude towards an attitude object, their relationship with a certain place can change the intensity of their agreement. This depends on a person's ties to a place in all its dimensions. A person may have a sense of belonging to a place. As Belk (1988, 1992) stated, a place becomes an extension of one's identity. Therefore, this study proposes place attachment as a moderating influence of attitudes towards HT attributes on attitudes towards the development of HT destinations.

H3: Place attachment moderates the effect of attitudes towards HT attributes on attitudes towards halal destination development.

Religiosity is a variable that is widely used to predict behavior. In general, religiosity refers to people's values and attitudes toward carrying out activities following their religious beliefs (Abror et al., 2020, 2023). Sudarsono et al. (2021) stated that religiosity is committed to one's religion and is seen in both cognitive and behavioral aspects. The effect of religiosity is also observed in a person's consumption choices. He and Tian (2023) studied the influence of religiosity on food consumption by Muslims. They stated that the impact of religion on consumption behavior is multidimensional and multifaceted. A Muslim's attitude towards HT attributes recommended in religious principles may not be exactly related to religious elements but is also influenced by cultural background, environment, and other factors that cause one's unique understanding of religious doctrines. Therefore, even though someone is formally adherent to a certain

religion, the influence of religion on consumer behavior can differ depending on the level of religiosity or religious commitment (Hassan & Harun, 2016).

H4: Religiosity has a positive effect on attitudes towards halal destination development.

Sudarsono et al. (2021) placed religiosity as a moderating variable that can influence a person's intensity in behaving toward an attitude object. In the context of HT, religiosity plays a moderating role in the influence of attitudes towards HT attributes on attitudes towards HT destination development (Figure 1). Someone who has a positive attitude towards HT attributes will have a positive attitude towards HT destination development; only their level of agreement will differ, depending on their level of religiosity.

H5: Religiosity moderates the effect of attitudes towards HT attributes on attitudes towards halal destination development.

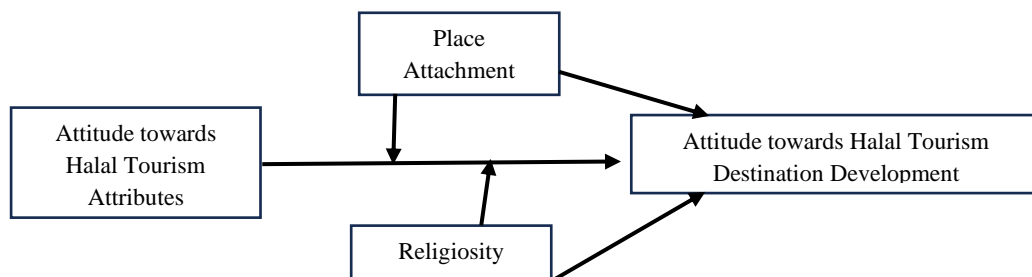


Figure 1. Conceptual Model
Source: Author analysis, 2023

METHODOLOGY

This study is quantitative research. Data collection was conducted at a certain time so that the data collected were cross-sectional. Data collection was conducted in September 2023. The study population included all domestic tourists who have visited the Special Region of Yogyakarta. The sample was purposively selected with a minimum age of 17 years and the last visit to DIY within no more than two years. Before being used in the main study, the questionnaire was distributed to 30 respondents to test its validity and reliability. After several improvements related to wording were made, the questionnaire was distributed to obtain target respondents.

The total number of participants was 335. Based on Sekaran (2006), a sufficient number of samples was 30-500. Meanwhile, based on Hair et al. (2019), the minimum sample size was five times the number of items in the questionnaire. Because this questionnaire contained 40 items, the minimum sample size was 200. The online questionnaire was distributed snowballing via WhatsApp Groups to obtain the target respondents. In total, 358 filled questionnaires were sent to the researchers. However, after rechecking, 23 questionnaires were deemed unfit and were not used in the research.

The instruments in this research are based on measurements developed and used in previous research. Specifically, for the attributes of HT destinations, criteria such as those

developed by CrescentRating are used by adopting conditions that are specific criteria for HT destinations. In this case, CrescentRating developed three groups of criteria: Need to have, Good to have, and Nice to have.

The measurement of place attachment was developed by adapting the measurement used by Kyle et al. (2004), Moore and Graefe (1994), and Vaske and Kobrin (2001). Meanwhile, for religiosity, a measurement consisting of five items was adopted from the research of Sudarsono et al. (2021). Attitudes towards attributes and Attitudes towards the development of HT destinations were adapted and contextualized from measurements developed in marketing and tourism literature (Dewi, 2023; Eagly & Chaiken, 1993; Keller, 1993). All of the measurements are depicted in Table 2.

Responses were scored on a scale ranging from strongly disagree (1) to strongly agree (5). The data were analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS). PLS-SEM is well suited for the current research to understand the relationship between the variables. This analytical tool provides a reliable and adaptable method for testing causal models (Danks et al., 2020; Hair et al., 2020). PLS-SEM has also relatively few limits on data and measurement scales (Hair et al., 2019).

FINDINGS AND DISCUSSION

The characteristics of 355 respondents are listed in Table 1. In terms of gender, age, visit status, educational background, and place of residence, respondents were distributed quite evenly. The descriptive statistics of the means for each variable are presented in Table 1. Table 2 presents the results of the validity and reliability tests. The results showed that the instrument met validity and reliability requirements. Convergent validity is shown by factor loadings and Average Variance Extracted (AVE), and internal consistency was assessed using Cronbach's Alpha and Composite Reliability (CR) scores.

Table 1. Respondents' Profile

Descriptor	Number (%)	Descriptor	Number (%)
Gender		Visit Status	
Male	170 (47.88)	First Visit	31 (8.7)
Female	185 (52.11)	2 nd -3 rd time	113 (31.83)
		4 th – 5 th time	142 (40)
		Regular visit	69 (19.43)
Age group		Educational background	
17 – 25 y.o	37 (10.42)	Primary School	1 (0.3)
26 – 35 y.o	144 (40.56)	Junior High School	21 (5.9)
36 – 45 y.o	116 (32.68)	Senior High School	149 (41.97)
46 – 55 y.o	45 (12.68)	Undergraduate	161 (45.35)
>55 y.o	13 (3.66)	Post Graduate	23 (6.48)
Place of residence		Family expenditure/month	
East Java	46 (12.96)	< IDR 2.5 million	22 (6.19)
West Java	21 (5.91)	IDR 2.5 – 5 million	97 (27.32)
Central Java	156 (43.94)	IDR 5.1 – 10 million	149 (41.97)
Jakarta Special Region	87 (24.50)	IDR >10 million	87 (24.50)
Banten	24 (6.76)		
Outside Java Island	21 (5.92)		

Source: primary data analysis, 2023

It is important to note that 2 (two) measurement items of attitude towards HT attributes (ATR 10 and ATR 12) showed slightly low factor loadings (<0.70). However, because these attributes belong to the criteria of HT according to Crescent Ratings, we decided to include the items. Following the suggestions of Vinzi et al. (2010), we should not directly consider an item if its loading is less than 0.70. Instead, we should check whether deleting the item significantly improves Composite Reliability (CR) and Average Variance Extracted (AVE). Since deleting the items did not improve CR and AVE, and the existing CR and AVE scores were acceptable, we decided to retain the items. Table 3 presents the cross-loading of the items. All the items were loaded onto the intended factors. These results indicated the discriminant validity of the instruments. All the criteria were fulfilled based on these results.

Table 2. Validity, Reliability, and Mean Values

Measurement item		Loading	AVE	Cronbach's Alpha	CR	Mean
Attitude towards HT Attributes			0.525	0.886	0.815	4.188
ATR1	Tour packages pay attention to schedules and facilitate five-time daily prayers	0.640				4.576
ATR2	Tourist facilities provide food during fasting and breaking the fast during Ramadan	0.626				4.313
ATR3	It provided a tourism experience that connects tourists with Islamic identity and history/heritage.	0.746				4.224
ATR4	Visits and tours to Islamic historical/heritage sites	0.765				4.200
ATR5	Tour packages that facilitate interaction with the local Muslim community	0.792				4.084
ATR6	Get experience in tourist destinations accompanied by a Muslim tour guide	0.762				3.979
ATR7	Tourist spaces that provide privacy/separate spaces for women and men	0.689				3.934
ATR8	A swimming pool that provides privacy/separate pools for women and men	0.748				4.155
ATR9	A beach that provides separate privacy for women and men	0.635				3.642
ATR10	Spa and beauty salon that provides privacy/separate space for women and men	0.516				4.361
ATR11	Tourist facilities that do not provide alcohol at all	0.607				4.301
ATR12	Tourist facilities that are not connected to gambling facilities	0.545				4.487
Religiosity			0.817	0.925	0.902	3.982
R1	I try to follow the commands of Islam in every aspect of my life	0.923				4.012
R2	I always try to avoid small and big sins as guided by my religion	0.946				3.967
R3	I have a belief that all ideological dimensions are based on Islam	0.891				3.931

	Measurement item	Loading	AVE	Cronbach's Alpha	CR	Mean
R4	I always find out anything related to the teachings of my religion	0.853				4.048
Place Attachment			0.694	0.870	0.898	4.319
PA1	I have a special relationship with this place (Yogyakarta)	0.821				4.310
PA2	Yogyakarta represents a lot about who I am	0.937				4.355
PA3	I feel Yogyakarta is part of me	0.918				4.224
PA4	I will not substitute Yogyakarta with other destinations	0.717				4.385
Attitudes towards HT Destination			0.640	0.757	0.947	3.586
ATT1	I agree with the development of Halal Tourism in Yogyakarta	0.745				3.824
ATT2	I support Yogyakarta as a halal tourism destination	0.752				3.466
ATT3	It is favorable for Yogyakarta to become a Halal Tourism destination	0.741				3.487
ATT4	Developing Yogyakarta as a halal tourism destination is a good idea	0.756				3.570

Source: primary data analysis, 2023

Table 3. Cross Loadings

	ATT	HL ATR	PA	R	R x HL ATR	PA x HL ATR
ATR1	0.088	0.640	0.049	0.163	-0.020	0.150
ATR2	0.091	0.626	0.036	0.193	0.016	0.128
ATR3	0.250	0.746	0.079	0.181	0.122	0.083
ATR4	0.230	0.765	-0.009	0.212	0.078	0.151
ATR5	0.287	0.792	0.027	0.168	0.089	0.159
ATR6	0.296	0.762	-0.067	0.288	0.091	0.155
ATR7	0.287	0.689	0.043	0.248	0.096	0.149
ATR8	0.265	0.748	0.029	0.250	0.044	0.207
ATR9	0.273	0.635	0.024	0.225	0.155	0.189
ATR10	0.061	0.516	0.088	0.220	0.031	0.090
ATR11	0.235	0.607	0.032	0.237	-0.069	0.193
ATR12	0.177	0.545	0.025	0.235	-0.186	0.167
ATT1	0.745	0.398	-0.097	0.364	0.100	0.113
ATT2	0.752	0.171	-0.138	0.116	0.053	0.023
ATT3	0.741	0.148	-0.095	0.156	0.065	0.000
ATT4	0.756	0.116	-0.077	0.152	0.081	0.009
PA1	-0.045	0.082	0.821	-0.059	0.059	-0.073
PA2	-0.149	0.040	0.937	-0.082	0.107	-0.040
PA3	-0.138	0.002	0.918	-0.073	0.121	-0.027
PA4	-0.018	0.005	0.717	-0.026	0.077	-0.054
R1	0.307	0.260	-0.091	0.923	-0.065	0.105
R2	0.299	0.279	-0.070	0.946	-0.026	0.122
R3	0.289	0.284	-0.069	0.891	-0.022	0.103
R4	0.291	0.354	-0.062	0.853	-0.049	0.150

	ATT	HL ATR	PA	R	R x HL ATR	PA x HL ATR
PA x HL ATR	0.077	0.229	-0.044	0.132	-0.007	1.000
R x HL ATR	0.110	0.077	0.117	-0.045	1.000	-0.007

Source: primary data analysis, 2023

It is important to note that 2 (two) measurement items of attitude towards HT attributes (ATR 10 and ATR 12) showed relatively low factor loadings (<0.70). However, because these attributes belong to the criteria of HT according to Crescent Ratings, we decided to include the items. Following the suggestions of Vinzi et al. (2010), we should not directly consider an item if its loading is less than 0.70. Instead, we should check whether deleting the item significantly improves Composite Reliability (CR) and Average Variance Extracted (AVE). Since deleting the items did not improve CR and AVE, and the existing CR and AVE scores were acceptable, we decided to retain the items. Table 3 presents the cross-loading of the items. All the items were loaded onto the intended factors. These results indicated the discriminant validity of the instruments. All the criteria were fulfilled based on these results.

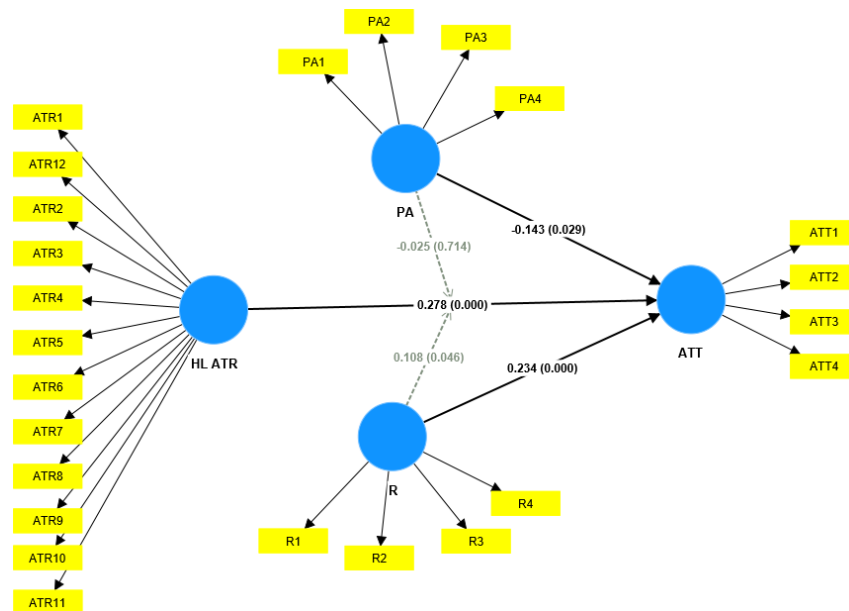


Figure 2. Structural Model

Source: primary data analysis, 2023

The structural model is illustrated in Figure 2. The magnitude of the influence of each variable on the other variables and the moderating role of religiosity and place attachment are shown in the structural model. Table 4 presents the original sample, standard deviations, t-statistics, and p-values. Based on these results, hypothesis testing showed that attitudes towards HT attributes had a positive effect on attitudes towards HT destination development ($B = 0.278$; $p = 0.000$). Thus, H1 is supported. The results also showed that place attachment had a positive effect on attitudes towards HT destination development ($B = -0.143$, $p = 0.029$). This implies that H2 is supported. Place attachment does not play a moderating role in the influence of attitudes towards HT attributes on attitudes towards HT destination development ($B = -0.025$, $p = 0.366$). Hence, H3 is not supported. Religiosity also had a positive effect on attitudes towards HT destination development ($B = 0.234$, $p =$

0.000). In addition, the role of religiosity as a moderating influence of attitude towards HT attributes on attitude towards HT destination development was also supported ($B = 0.108$, $p = 0.046$). Therefore, H5 is supported.

Table 4. Results of Hypothesis Testing

	Relationship	Original sample	Standard deviation	T statistics	P values	Conclusion
H1	HL ATR -> ATT	0.278	0.056	4.994	0.000	H1 is supported
H2	PA -> ATT	-0.143	0.066	2.182	0.029	H2 is supported
H3	PA x HL ATR -> ATT	-0.025	0.067	0.366	0.714	H3 is not supported
H4	R -> ATT	0.234	0.058	4.028	0.000	H4 is supported
H5	R x HL ATR -> ATT	0.108	0.054	1.993	0.046	H5 is supported

Source: primary data analysis, 2023

Based on the fitness model indicators, this structural model had an adequate fit index. The model showed adequate fit. (standardized root mean square residual) score of the model was 0.086. SRMR is a goodness-of-fit measure for PLS-SEM to avoid model misspecification (Henseler et al., 2014; Schermelleh-Engel et al., 2003). Hu and Bentler (1998) stated that a good fit is indicated by an SRMR score of less than 0.10. The Normed Fit Index of (current) was 0.728. It showed an incremental fit. However, since Smart PLS does not provide a better measure of model fitness of the non-normed fit index (NNFI) (Lohmöller, 1989), we assessed that the fitness of the model is adequate.

This research shows that developing a tourist destination requires a multi-perspective approach. Especially in developing an HT destination, an understanding of the characteristics or requirements of a destination that meets the criteria as an HT destination is crucial. Second, it requires an understanding of the characteristics of tourists who visit the destination, namely the relationship between tourists and the destination and the level of tourists' psychographic characteristics.

In this research, 3 (three) aspects that can influence attitudes toward HT destination development were integrated. The first perspective is from the destination factor, namely, by including the attributes that become HT criteria. Tourists' attitudes towards these attributes are an important perspective that can show their approval of these attributes. Furthermore, this attitude influences tourists' attitudes towards HT destination development. The second relates to tourists' attachment to a place. This is important because tourist destinations involve geographic units. The third perspective is the characteristics of tourists themselves, namely, religiosity. About the development of HT, this characteristic of religiosity is relevant for integration into the model.

The descriptive data from this study provide interesting insights as well. The average score of respondents' attitudes regarding the attributes of HT destinations shows that tourists' attitudes can be different towards each of these attributes. For example, the halal tourist destination attributes that require separate facilities for men and women (attribute number 7 and number 9) received the lowest scores, that is, 3.642 and 3.934 respectively.

Further, the results show that attitude towards the HT attribute has a positive effect on attitude towards HT destination development. These results confirm the attribute-based attitude theory (Fishbein & Ajzen, 1975) that agreement with attributes will have a positive

effect on the overall attitude towards HT destination development. This influence is strengthened by tourists' religiosity. These results support the opinions of Sudarsono et al. (2021) and He and Tian (2023) that commitment to religion will be seen in cognitive and behavioral aspects. In other research models (Sudarsono et al., 2021) religiosity is placed as a moderating variable, and this research produces a new perspective. In other words, religiosity can have a direct influence on attitudes towards HT destination development. In addition, religiosity can strengthen the influence of attitudes towards HT attributes on attitudes towards HT destination development. This shows that tourists' characteristics are very important in determining their attitudes towards the development of a tourist destination. The influence of religiosity on attitudes towards HT destination development is also high, greater than the influence of other variables (i.e., place attachment). Even though formally the respondents were Muslims, this research supports the opinion of Hassan and Harun (2016) that respondents have different levels of religiosity. As argued by (Hassan & Harun, 2016), a Muslim's attitude toward HT destination development also needs to be examined from his/her religiosity.

This research provides fresh insight from a place attachment perspective. Attitudes towards HT destination development are also influenced by a person's relationship with the destination. In this research, a destination (Yogyakarta) was specifically mentioned in the questionnaire to measure tourists' place attachment. The results of this study indicate that place attachment does not moderate the influence of attitudes towards HT attributes on attitudes towards HT destination development. Although there are indications that place attachment weakens the relationship between these two variables, the results are not significant. However, the research results showed a direct influence of place attachment on attitudes toward HT destination development. This implies that the influence of tourists' attitudes towards halal tourism attributes on their attitudes towards the development of a destination to become an HT destination will depend on their relationship to the destination. In other words, even though a tourist agrees with the attributes of HT as advised by Crescent Rating, he may not agree that a destination should be developed into an HT destination. Tourists can perceive that a destination is more appropriate to be developed as an HT destination than other destinations.

Theoretically, the results of this study strengthen place attachment theory (Bricker & Kerstetter, 2000; Brown & Raymond, 2007; Jorgensen & Stedman, 2001; Kaltenborn, 1997) which underlines the importance of one's attachment to a place in shaping his/her agreement with the development direction of the place he/she likes. The results of this research show that place attachment between an individual and Yogyakarta has a negative effect on attitudes towards HT destination development in Yogyakarta. This may contain concerns about changes that will be unfavorable or reduce the tourism experience in Yogyakarta if it is developed into an HT destination based on the criteria stated by the Crescent Rating. Research by Dewi (2023) provides a partial explanation, namely that place attachment must be examined further by adding perceived benefits and concerns that tourists have regarding certain development ideas in certain places. By including both religiosity and place attachment in the model, this research offers interesting findings that religiosity has a stronger influence on the formation of attitudes towards HT destination development. Previous studies have only focused on aspects of tourist characteristics, so they could not compare the role of tourist characteristics with tourist-destination relations.

CONCLUSION

This research concluded that attitudes towards HT destination development are influenced by three factors: 1) attitude towards HT attributes, 2) religiosity of tourists, and 3) place attachment of tourists to the destination. The role of religiosity in forming attitudes towards HT destination development occurs directly, as well as a moderator between attitudes towards HT attributes and attitudes towards HT destination development. Meanwhile, the role of place attachment in forming attitudes towards HT destinations has a direct influence.

This study provides implications for further research and policymaking. There are several limitations to this study that need to be followed up with further research. Place attachment still only limits this variable as a unidimensional variable. Place attachment theory states that place attachment has multiple dimensions, namely, functional and emotional (Dewi, 2023; Oh et al., 2012). If place attachment is differentiated into these two dimensions, the relationship between tourists and a destination will be better understood. Moreover, if this variable is linked to tourists' religiosity, it will be possible to compare the influence of the emotional and functional aspects of place attachment with religiosity on attitudes towards HT destination development.

As a more comprehensive model, future research can further analyze the differences in attitudes based on tourist demographic characteristics. Religious and generational differences may be used as a basis for conducting multigroup analyses. In addition, behavioral analysis, such as visit status, can also be a basis for further exploring its impact on tourists' relationships with destinations. In this study, most respondents were visitors who had visited Yogyakarta more than twice. The attitudes of first-time visitors may differ. Furthermore, the intention to revisit a destination can provide further insight into the impact of attitude on tourists' behavior.

This research can be followed up with qualitative research. Qualitative research using a phenomenological approach can enrich quantitative research. The interview results can be analyzed using hermeneutics interpretation to further explore tourists' attitudes towards halal tourism beyond the attributes that have been developed by Crescentrating.

This study provides important insights for public policymaking. The development and determination of HT destinations can be approved and rejected by different destinations. Tourists can respond differently to the development of HT destinations. In making these policies, tourists' opinions must be considered when developing a tourist destination. The results of this research also provide practical implications in that the development of HT requires clear attribute-based guidelines. As stated by (Said et al., 2022; Yan et al., 2017), to avoid misunderstandings, both the tourism industry and government need specific criteria and guidelines for developing HT destinations. Therefore, the authority of tourism development should formulate a clear and unambiguous definition and criteria for HT destinations.

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