Behavioral intention of muslim tourists towards halal tourist destinations of Bangladesh

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Abstract
Purpose: The study aims to explore the influence of key factors on Muslim tourists' behavioral intentions to visit halal tourism destinations such as Bangladesh. It also aims to develop a framework for understanding the motivation and satisfaction criteria that guide Muslim tourists in selecting destinations.
Methods: This descriptive study examines the relationship between influencing factors and Muslim tourists' behavioral intentions to visit halal tourism destinations. Using non-probability convenience sampling, data is collected from a sample of 300 respondents. The study employed a PLS-SEM approach to analyze the data and test the hypotheses.
Results: The findings reveal strong positive correlations between the availability of halal food (HF) and halal accommodation (HA) facilities and Muslim tourists' behavioral intentions to visit halal tourism destinations. Conversely, the analysis indicates that there is no significant positive relationship between halal transportation (HT) and halal place (HP) and Muslim tourists' behavioral intentions to visit these destinations.
Conclusion: Overall, the results highlight halal food and halal accommodation as key determinants of Muslim tourists' behavioral intentions to visit halal tourism destinations.
Limitations: The study focuses on a small number of samples and considers a developing country, which does not accurately represent the diverse Muslim tourists. It can be extended further using the samples of developed countries as well.
Contribution: The research provides theoretical and managerial implications for tourism authorities and service providers seeking to cater to the needs of Muslim tourists while promoting sustainable tourism practices.

Keywords: *Halal Accommodation, Halal Destination, Halal Tourism Services, Religious Tourism, Traditional Tourism Services*

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1. Introduction

Tourism is deemed an imperative industry that ensures a good source of income for a country. This industry is now exceptionally competitive owing to its significant contribution to the growth of the economic and social environment. Consequently, competition among destination marketers has sharply increased. Scholars have also highlighted the significance of identifying a response mechanism to attract tourists to gain a niche market segment in a new normal situation (Pathiraja, Karunarathne, Hewage, & Jayawardena, 2023). There is no other way to guarantee sustainability in the tourism industry than to have a thorough awareness of the elements that affect travelers' enjoyment and loyalty to their destinations. Understanding the relationships between tourism incentive factors, visitor pleasure, and

destination loyalty is important. Destination marketers must understand whether visitor pleasure and motivation are the main factors that encourage travellers to return to particular locations.

Bandara, Ranasinghe, and Dassanayake (2025) highlighted that future travel intention is significantly influenced by the quality of tourists' experience. Furthermore, it is important to consider whether this link holds for all categories or only a few of them. For example, Muslim tourists are an important target market for several destinations in Malaysia. The World Economic Forum (Forum, 2023) states that decision-makers in the global tourism industry must acknowledge the growing importance of the Muslim tourism market. There is a potential client base of almost 2 billion Muslims worldwide. This study aims to investigate, using empirical means, the relationship between overall visitor happiness, destination loyalty, and travel reasons (push and pull).

Battour, Battor, and Ismail (2012) state that push and pull factors can be used to influence travelers' behavior, which may increase travelers' happiness and destination loyalty. Tourists may be influenced and motivated by traditional service quality or the availability of halal services offered by a destination. To influence Muslim tourists, one of the pull factors, halal tourism services, may be a persuasive weapon. Halal tourism, often known as religious tourism, is travel that is driven only by religious convictions (Bazazo, Elyas, Awawdeh, & Faroun, 2017). In recent decades, religious tourism has grown significantly in popularity and has contributed significantly to the global travel industry. The steady expansion of this market segment has become a worldwide trend in travel (Jaelani, 2017).

1.2 Statement of the Problem
Muslims consider Islam to be the ideal way of life. Eid and El-Gohary (2015) discovered that Muslim consumers' decisions regarding Halal travel purchases are heavily influenced by Islamic values. However, it is important to remember that Muslims and other customers always evaluate goods and services in accordance with Islamic Shariah. This study aimed to investigate the factors that influence Muslim tourists' propensity to travel to various tourist spots in Bangladesh that offer halal tourism services.

1.3 The objective of the research
This study's main goal is to examine the impact of influencing factors on Muslim tourists' behavioral intention to travel to Bangladesh as a Halal destination. The secondary objectives are as follows:
a) To determine how Muslim tourists are adapting to the introduction of the concept of Halal tourism.
b) To construct a framework (model) of economically sustainable tourism development that can be adapted by practicing appropriate tourism facilities, especially for Muslim tourists.

1.4 Research gap
In an effort to comprehend the impact of tourism marketing on visitor satisfaction and loyalty, several researchers have been concentrating on this field for a while now. They have studied pertinent subjects such as push and pull motivators regarding mosque access, prayer facilities/rooms at tourist sites, loud public pronouncements of the Azan, Qibla sticker placement, offering a copy of the Quran in hotel rooms, Halal issues (food, alcoholic drinks, kitchen, gambling), segregated services provided in hotels, Islamic dress code, prostitution; the mediating role of tourist satisfaction- a study of Muslim tourists in Malaysia (Battour et al., 2012); attitude, subjective norm (Religion), behavior (Lack of knowledge, Supplier and governance issues) relating to tourism (Acampora, Preziosi, Lucchetti, & Merli, 2022); push motivators and pull motivators to attract the tourists (Muchingami, Basera, Mashoko, & Bhasopo, 2025).

Country of origin, consumer ethnocentrism, and religiosity commitment may affect tourists' intention (Haque, Anwar, & Sarwar, 2015); Halal Tourism: awareness of Islamic destination, image of Islamic destination, perceived quality of Islamic destination, perceived value of Islamic destination, and loyalty towards Islamic destination; The moderating influence of religious devotion is one factor determining Muslim tourists' choice of halal concept hotels and satisfaction in Malaysia; Understanding Halal locations' satisfaction with Muslim customers: the impact of Islamic and traditional values; The impact of visitor happiness and the perception of halal destinations on the loyalty of tourists; Halal tourism contributes to economic development; The impact of marketing mix, knowledge, and location choice

for Halal travel on tourists. However, despite the increase in experimental research on halal tourism, there is still little understanding of Muslim tourists' motivation and satisfaction criteria for selecting a tourist destination as loyal tourists in comparison with traditional tourism services. The second gap concerns the role of halal tourism in influencing Muslim tourists to travel to different tourist destinations in Bangladesh.

2. Literature Review

Tourism has proven to be one of the most efficient driving forces for the socio-economic advancement of an area through the increasing number of tourists' receipts, income, employment, and government revenues. When attempting to explain why people travel and choose a certain destination, the majority of discussions in the literature on tourism and destination marketing have tended to center around push and pull motive theory. Researchers Anggani, Maemunah, and Saepudin (2025); Asgeirsson, Gudlaugsson, and Jóhannesson (2024); Bernicha, Suwena, and Mahadewi (2022) largely concur that people travel and choose their destinations based on a variety of push and pull motivational factors. According to this hypothesis, people are drawn to travel by tangible, external elements (destination qualities) after being first propelled to do so by internal desires or emotional motivations.

Moreover, it assumes that these two sets of forces may be independent or interdependent. Push factors represent the internal stimuli of tourists (Cahyaditya & Permadi, 2024). The Halal, or permissible in Islam, viewpoint encompasses all aspects of life and is not limited to food and drink (Mohsin, Ramli, & Alkhulayfi, 2016). Muslims consider Islamic values when determining whether the services they use for tourism are halal (Eid, 2015; Eid & El-Gohary, 2015). Islamic value dimensions in the context of consumption relate to characteristics that are relevant to or adhere to Sharia law or religious identity (Eid & El-Gohary, 2015).

According to Eid and El-Gohary (2015), Islamic worth has two levels: non-physical and physical attributes. Consumer happiness, particularly among Muslims, may be impacted by the religious components of Islamic non-physical and physical attributes (Eid & El-Gohary, 2015). Islamic physical qualities are all visible and tangible, such as the presence of houses of worship, Qur'anic literature available in hotel rooms, and Sharia-compliant restrooms. In contrast, Eid and El-Gohary (2015) consider all characteristics that are visible but not always tangible to be non-physical in Islamic terminology. The availability of television shows that uphold Islamic ideals is one instance of an Islamic non-physical feature (Eid & El-Gohary, 2015).

Halal tourism, or travel that adheres to Islamic principles, is growing in popularity globally, particularly among Muslim travelers (Mohsin et al., 2016). To attract Muslim customers and families, several nations and travel agencies have started offering halal tourism services that adhere to Islamic customs and guidelines regarding behavior, attire, cuisine, and prayer (Zamani-Farahani & Henderson, 2010). Finally, Eid and El-Gohary (2015) discovered that Muslim consumers' decisions about halal tourism consumption are strongly influenced by Islamic values. "Halal-friendly" tourism is a niche business that consists of halal hotels, halal food restaurants, halal tour packages, halal airlines, and halal financing services.

2.1 Halal Food

According to Fatkurrohman (2017), halal, in general terms, means permitted, allowed, authorized, approved, sanctioned, lawful, legal, legitimate, or licit in Islam. The terms 'Food for Muslims' or 'food certified Halal' or 'Halal' or similar terms can be defined as follows:

a) Free of, and not formed of, or containing any part or substance obtained from the animal that, under Islamic law, Muslims are not allowed to ingest (HARAM); Not containing any substances, as this is considered dirt by Islamic law

b) not produced, processed, manufactured, or processed using tools, machinery, or other materials that are not free of impurities as required by Islamic law; additionally, it should not come into contact with or be close to any food during preparation, processing, or storage that does not meet the specifications listed in Paragraphs (a), (b), or (c).

Nonetheless, halal tourism places a higher priority on services that adhere to halal standards for Muslims, such as halal food, drinks, and places of worship. Halal tourism conveys to the general public that Muslim travelers must always practice Islam (Wandhini, Dayanti, & Lailatul Nafiah, 2019).

Owing to the rising belief that halal products are safer and healthier and that they treat animals humanely, there is a high demand for halal goods among both Muslim and non-Muslim customers in several non-Muslim nations (Saleh & Rajandran, 2024). Muslims choose tourist destinations based on the availability of halal food. Hasan (2024) identified a positive relationship between halal food and tourists' visit and revisit intentions at tourist destinations. The availability of halal food affects not only the tourist destination visit intention but also the type of accommodations chosen and the length of stay (Mannaa, 2020). Xiong and Chia (2024) also highlighted that the religious value of halal food is an imperative determinant for Muslim tourists' experience and satisfaction.

However, because of its wholesomeness concept, which considers both the Shariah requirement and the sustainability idea of cleanliness, sanitation, and safety components, customers who are concerned about food safety and living healthy lives are more willing to adopt Halal cuisine. Muslims are required to abide by a set of dietary regulations designed to promote good health. However, halal consumption is determined by more than just religious beliefs; it is also influenced by social issues, including religious identity and degree of acculturation, as well as health, hygiene, environmental friendliness, and regard for animal welfare. Soeswoyo, Arafah, Oktadiana, and Budiman (2025) found that cultural traditions promote sustainable tourism, and religion, food habits, and norms are components of culture. Therefore, based on the theoretical evidence, we can make the following assumption.
H₁: Halal food may positively and significantly influence tourists' satisfaction with selecting a tourist destination

2.2 Halal Accommodation
Halal accommodations include Halal food, prayer areas, Ramadan services, water-friendly restrooms, a prohibition on non-Halal activities, and private recreational spaces and services (Bangsawan, Rahman, Ms, & Razimi, 2019). Suhartanto et al. (2021) explored that halal facilities and services, halal accommodation, and people in the destination are the dimensions of halal tourist experience. Alam, Mellinia, Ratnasari, and Ma'aruf (2023) state that a Halal hotel must give its guests a copy of the Quran, instructions on how to face the Qibla, a prayer mat, a prayer schedule, a TV that is suitable for families to watch, alcohol-free drinks in the refrigerator, and restrooms that use minimal water.

Yuliastuti et al. (2024) exhibited that to develop small-scale tourism, social and cultural forces are impacting, and religious enthusiasm is one of the building blocks of social and cultural boundaries. Moreover, the research also mentioned that the hotel should offer certified Halal food/ kitchens, well-trained staff to satisfy Muslim guests, female staff for women, women-only floor/ family floor, sessions for ladies in swimming pool/ gym, prayer room, and Ramadan services and facilities for the tourists in their accommodation area. In the context of Bangladesh, as a Muslim country, people always seek to go to tourist destinations where they can practice their religious values and enjoy the holidays. Thus, we can assume the following:
H₂: Halal accommodation may positively and significantly influence tourists' satisfaction with selecting a tourist destination

2.3 Halal Transportation
Halal transportation involves moving goods from the origin to the destination in accordance with Islamic laws, values, and beliefs. According to Widodo, Situmorang, Lubis, and Lumbanraja (2022) Muslim-friendly dress codes for employees and Halal-certified goods (as far as possible) must be ensured to provide halal transportation services. Only male staff members will tend to male customers, and female staff members will tend to female customers. Tourism development strategies focus on women's leadership and decision-making roles in tourism management (Nalle & Muljaningsih, 2024). In the same study, they investigated the availability of halal eateries, prayer spaces, water-friendly restrooms, and areas for washing to facilitate the ablution of Muslims visiting airports. Apriani, Kamsariaty, Sarinastiti, Yuliastuti, and Sukmayadi (2023) also emphasized the significance of travel

and tourism practices to ensure sustainable tourism. Ekka (2024) identified halal transportation as a determinant of halal tourism and emphasized it as an emerging research area. Therefore, we can assume the following hypothesis:

H₃: Halal transportation may positively and significantly influence tourists' satisfaction with selecting a tourist destination

2.4 Halal Place

A halal place is a setting permitted by Islamic values and laws, meaning its functions align with Islamic ethics. This concept emphasizes specific requirements and prohibitions, including abstaining from pork, alcohol and gambling. Places, as defined by Widodo et al. (2022), are single tourism destination products that include a variety of enterprises and tourism-related activities, including lodging, travel, attractions, and more. Destination tourism includes all elements of a location, such as people, scenery, other businesses, and any other features that can enhance the overall experience of a destination, including unique local attractions that tourists can enjoy even if they have no direct connection to the tourism industry. Alam, Nofitri, and Ma'ruf (2021) highlighted that local government, infrastructural support, mosques located around tourist destinations, support from religious leaders, and community involvement are potential factors affecting a place's suitability as a halal tourism destination.

Sthapit, Björk, Coudounaris, and Jiménez-Barreto (2024) highlighted the relevance of halal places for tourists' satisfaction and place attachment. Halal places are prioritized not only for tourism but also for a halal lifestyle (Benussi, 2021). Muslim tourists develop a heightened sensitivity to consuming halal goods and services (compatible with Shariah). One of the tourism programs designated for Muslim travelers that adheres to Shariah law is called Shariah Tour, often known as Halal Tourism. In this instance, a Shariah-compliant hotel that adheres to Shariah may not sell alcohol and provide separate spa services for men and women, in addition to a pool. Halal tourism provides travel packages and locations that are specifically designed to meet the demands and considerations of Muslims.

Eid and El-Gohary (2015) state that two components make up Islamic value: Islamic non-physical attributes, such as the availability of television shows that align with Islamic values, and Islamic physical attributes, which include all Islamic characteristics that can be seen and felt, such as the availability of mosques, hotel rooms with Qur'anic texts, and restrooms that adhere to Shariah regulations. Consumer happiness, particularly among Muslims, may be impacted by the religious components of Islamic non-physical and physical attributes (Eid & El-Gohary, 2015). Islamic physical attributes are all Islamic attributes that can be seen and touched, such as the availability of places of worship, the availability of the Qur'an in a hotel room, and toilets that comply with Shariah rules.

Religion significantly impacts many people's lives. Religiosity also affects customer satisfaction in the tourism industry, particularly among Muslims (Eid & El-Gohary, 2015). The degree of adherence to Sharia law depends on one's level of religiosity; some Muslims, for example, are not concerned with whether a person's physical or non-physical characteristics align with Islamic principles (Eid, 2015; Eid & El-Gohary, 2015). While the separation of facilities between men and women and accommodations that do not contravene Sharia law are significant to religious Muslims, they are not relevant to non-religious Muslims (Eid & El-Gohary, 2015). Hence, we can propose the following hypothesis:

H₄: Halal destination may positively and significantly influence tourists' satisfaction in selecting a tourist destination

2.5 Tourist Behavioral Intention

Tourists' behavioral intentions refer to the level at which individuals consciously plan to engage in or avoid specific future behaviors (Setyawan & Mardalis, 2023). It encompasses the likelihood of tourists returning to a destination, speaking positively about it, and recommending it to others. Furthermore, these intentions are linked to personal endeavors to reach goals, thus forecasting tourist behavior. When one's attitude or conduct during an activity generates a positive self-response, it can lead to subsequent satisfaction from engaging in tourist activities (Khazaei Pool, Khodadadi, & Asadi, 2018).

Muslims' behavioral intentions towards halal products and services, including food, places, accommodations, and transportation, are deeply rooted in their religious beliefs and principles. Halal food, for instance, refers to food that is prepared and consumed according to Islamic law and is of significant importance to Muslims (Rahman, Moghavvemi, Thirumoorthi, & Rahman, 2020). Consuming halal food is not only a matter of adhering to dietary restrictions but also a way of expressing one's faith (Zkhan, 2018). In the context of halal tourist destinations, Muslim travelers tend to prioritize places that offer halal food options (Salamon et al., 2021).

Similarly, accommodations and transportation that adhere to halal standards are pivotal for Muslim tourists (Reniati & Wahyudin, 2021). They seek hotels and lodging facilities that offer prayer facilities, segregated swimming areas, and halal amenities (Fadzil & Sawari, 2021) Furthermore, transportation services that provide gender-segregated seating and prayer accommodations are preferred by Muslim travelers (Ngah, Gabarre, Eneizan, & Asri, 2021). Intentional traveler behavior is crucial in the tourism sector. Fifty percent of all visitors to numerous tourist destinations are returning tourists. Because a travel destination can be recommended to other networks of friends and family who may be interested in traveling, it can also be considered a product.

Intentional tourist spending fosters visitor loyalty, which is crucial for the tourism sector's viability. Fifty percent of all visitors to numerous tourist destinations are returning tourists. Because a travel destination can be recommended to other networks of friends and family who may be interested in traveling, it can also be considered a product.

2.6 Conceptual Framework
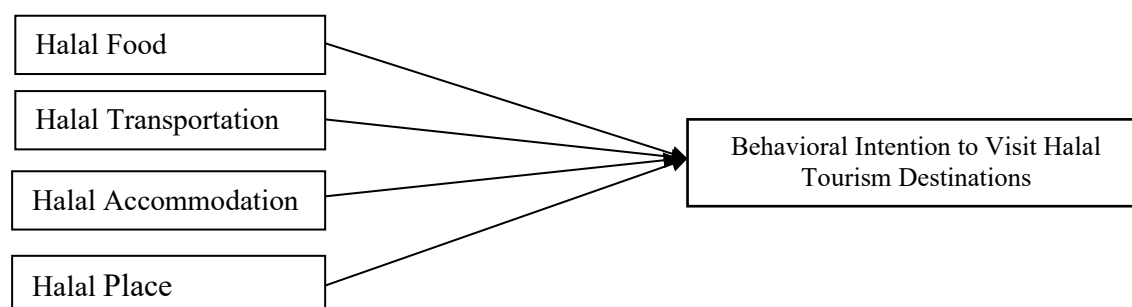The study put forward the following research model, considering the above discussions

Figure 1. Conceptual Framework developed by authors based on the literature review

3. Research Methodology
3.1 Research Design
A research design serves as a structure for gathering data that satisfies specific requirements and aligns with the researcher's interests in the study question. This leads to the consideration of numerous cases, each of which has several characteristics analyzed to determine whether the study hypotheses are supported. Descriptive research will be the primary emphasis of this study to test the hypotheses and examine the relationship between the variables. Specifically, a quantitative research methodology will be followed for quantitative data representation. Initial exploratory research will be conducted through in-depth interviews to gain thorough knowledge about tourism policy, Halal tourism, Muslim tourists, and examine the influence of affecting attributes on Muslim tourists' behavioral intention to visit Halal tourism destinations like Bangladesh.

Moreover, it helps construct a framework for Muslim tourists' motivation and satisfaction criteria to select a tourist destination as loyal tourists, compared to an economically sustainable tourism development that will be able to adapt by practicing appropriate tourism facilities for Muslim tourists as well as for traditional tourists. In this study, a self-administered questionnaire (closed-ended questionnaire) was used to collect all of the information and make data that can be analyzed statistically. Hence, quantitative analysis is suitable for gathering data and drawing correct conclusions in this study.

This study is cross-sectional, and for that reason, data will be collected from a representative at one specific point in time.

3.2 Sources of Data
The relevant data were gathered from primary and secondary sources. Primary data are collected through well-structured, comprehensive questionnaires, surveys, interviews, or experiments. A well-structured and detailed questionnaire was used to collect primary data. Primary data are usually cluttered. Secondary data are organized and can be used directly. Secondary data sources included daily newspapers, textbooks, journals, magazines, websites, PhD dissertations, and annual reports.

3.3 Questionnaire Design and Measurement Technique
3.3.1 Research Instrument
A structured questionnaire will be used as the instrument of choice. Additionally, at the beginning of the questionnaire, respondents were given detailed instructions. Additionally, a non-comparative itemized rating scaling technique was used to acquire the baseline data that the tools will utilize to measure each of the constructs. The following lists the constructs, number of items, and sources used in this study.

Table 1. Constructs and item sources

Constructs	No. of Scale Items	Sources
Halal Food	6	(Rahman et al., 2020)
Halal accommodation	4	(Saifudin, 2021)
Halal Transportation	3	(Ngah et al., 2021)
Halal Place	6	(Sthapit et al., 2024)
Behavioral Intention	4	(Saifudin & Puspita, 2020; Yağmur & Aksu, 2020)

3.3.2 Questionnaire design
The survey was divided into two sections: one asking about the demographics of Muslim visitors and the other asking about halal tourism. At the outset of the questionnaire, instructions were provided for ease of comprehension. The guidelines made it clear that all halal establishments accessible to Muslim tourists were included in the scale items for this study.

3.3.3 Scaling technique
In this study, a five-point Likert scale will be used, which includes (1) strongly disagree, (2) disagree, (3) neither agree nor disagree, (4) agree, and (5) strongly agree. Moreover, multiple-choice questions will be used to collect socioeconomic and demographic characteristics. The table in the appendix lists the constructs, together with the measurement and scaling items associated with them.

3.3.4 Pretest
A pretest was conducted to examine the questionnaire's errors and the length of time needed to complete the survey. This step confirmed the face and content validity of the survey questions. A pretest was conducted using a convenient sample of 20 respondents. The pretest results indicated that some items were not understandable to the respondents; these were then modified and reviewed. The data collection phase was completed. The background information of the respondents was collected in the last section of the questionnaire. Age, sex, education level, monthly income, and other details were included.

3.4 Sampling Design and Procedure
Choosing an appropriate sample requires a great deal of time and effort. Non-probability sampling: This approach depends on the researcher's judgment and does not employ random selection techniques. The study respondents were not chosen randomly and did not have an equal chance of being chosen. Thus, judgmental and convenience sampling were used in this study.

3.5 Sampling Area

The knowledgeable and experienced Bangladeshi respondents in this survey comprised those who had visited numerous tourist sites.

3.6 Sampling Technique and Sampling Size

For this study, a Convenience Sampling Method was used to select respondents. Since the majority of the analysis section was devoted to Structural Equation Modeling (SEM), the sample size needed for SEM depends on a number of factors, such as the model's complexity, estimation method, amount of missing data, average error, and variance among the indicators or measured variables. The sample size for this study was assessed at 300, considering these factors.

3.7 Data Collection

This analysis necessitated the use of two data types: primary and secondary data. Primary data were collected using a survey form and a questionnaire created using Google Forms. The total number of questionnaires obtained through an online survey for over 1 month, from January 2024 to February 2024, through surveying and data collection was 300. The surveys were divided into two sections. The sections are divided into demographic surveys and some influential factors. The questionnaire was designed for respondents with social media links. The survey data were stored on a secure server (Google Drive). For this report, secondary data were collected by searching electronic databases, including Google Scholar, Research Gate, the web, and several leading journals (e.g., International Journal of Electronic Commerce, Journal of Consumer Research, and Direct Marketing Journal & Journal of Business Research).

3.8 Data Analysis Method

Partial Least Squares (PLS) method, a statistical analysis methodology based on the structural equation model (SEM), was used to examine the data. Anderson and Gerbing (1988) suggested a two-step approach for the data analysis that combines a measurement model and a structural model. In this study, the explanatory power of the structural model was assessed by analyzing the structural paths and R-squared scores of endogenous variables using Smart PLS 4.0. The proposed association was tested using a bootstrapping approach at a significance threshold of 0.05 ($p<0.05$). This study uses the path coefficient (β) and t-statistics to test the proposed link between the dependent and independent variables at a significance threshold of 0.05 ($p < 0.05$).

4. Results and Discussions

The demographic profiles of the survey participants are shown in Table 2. The findings indicate that 67.33% of the 300 respondents were men and 32.67% were women, indicating that both sexes are interested in visiting halal establishments. In addition, most of the respondents were between the ages of 35-44 accounting for 35% of the six age group (18-24, 25-34,35-44,45-54,55-64, Above). The majority of respondents were private employees, accounting for 32.66% among the five occupation levels (self-employed, public employee, private employee, unemployed, and student). 36% of the respondents' monthly income was between 41000-50000 from the five-income category (30000-40000, 41000-50000, 51000-60000, 61000-70000, 70000-Above), and 100% of respondents loved to travel, and 46% of the respondents travel several times a year among four categories (several times a year, once a month, 1 to 3 times a year, and less than 1 to 3 times a year).

Table 2. Profile of respondents ($N = 300$)

Demographic variables		Frequency	Percentile
Gender	Female	98	32.67
	Male	202	67.33
Age	18-24	15	5.00
	25-34	49	16.33
	35-44	105	35.00
	45-54	90	30.00
	55-64	29	9.67

	Above	12	4.00
	Self-employee	59	19.67
	Public employee	62	20.67
Occupation	Private employee	98	32.66
	Unemployed	47	15.67
	Student	34	11.33
	30000-40000	60	20.00
	41000-50000	108	36.00
Monthly Income	51000-60000	57	19.00
	61000-70000	68	22.67
	70000-Above	7	2.33
Do you Love travelling?	Yes	300	100
	No	0	0
	Several times a year	138	46.00
How Often do you Travel?	Once a month	44	14.67
	1 to 3 times a year	51	17
	Less than 1 to 3 Times a year	67	22.33

4.1 Factor Loading
Table 3. Cross-l oading

	Behavioral Intention	Halal Accommodation	Halal Food	Halal Place	Halal Transportation
BI1	0.868	0.313	0.296	0.367	0.245
BI2	0.901	0.437	0.350	0.355	0.278
BI3	0.864	0.365	0.315	0.417	0.349
BI4	0.897	0.340	0.316	0.428	0.287
HA1	0.266	0.769	-0.012	0.181	0.308
HA2	0.284	0.759	0.135	0.304	0.234
HA3	0.351	0.769	-0.007	0.358	0.335
HA4	0.375	0.831	0.012	0.329	0.303
HF2	0.380	0.067	0.830	0.152	0.147
HF3	0.266	0.156	0.762	0.302	0.148
HF4	0.302	-0.016	0.860	0.148	0.169
HF5	0.253	-0.030	0.767	0.238	0.118
HF6	0.241	-0.079	0.751	0.241	0.259
HP1	0.290	0.242	0.162	0.775	0.344
HP2	0.306	0.182	0.160	0.763	0.413
HP3	0.407	0.347	0.181	0.808	0.333
HP4	0.393	0.385	0.197	0.797	0.261
HP5	0.288	0.182	0.153	0.715	0.162
HP6	0.348	0.385	0.259	0.785	0.249
HT1	0.239	0.245	0.104	0.233	0.830
HT2	0.361	0.384	0.217	0.387	0.905
HT3	0.162	0.302	0.166	0.307	0.761
HT4	0.259	0.060	0.822	0.112	0.136

4.2 Convergent Validity & Internal Reliability of the Data
Table 4. The Measurement Model

Latent Variable		Convergent Validity& Internal Reliability			
	Indicators	**Standard Loadings**	**Cronbach's alpha (CA)**	**Composite Reliability**	**Average Variance Extracted (AVE)**
		>0.70	*0.70–0.90*	*>0.70*	*>0.50*

Halal Food	HF1	0.822	0.887	0.904	0.639
	HF2	0.830			
	HF3	0.762			
	HF4	0.860			
	HF5	0.767			
	HF6	0.751			
Halal Accommodation	HA1	0.769	0.790	0.802	0.612
	HA2	0.759			
	HA3	0.769			
	HA4	0.831			
Halal Transportation	HT1	0.830	0.793	0.908	0.695
	HT2	0.905			
	HT3	0.761			
Halal Place	HP1	0.775	0.867	0.876	0.600
	HP2	0.763			
	HP3	0.808			
	HP4	0.797			
	HP5	0.715			
	HP6	0.785			
Behavioral Intention	BI1	0.868	0.905	0.909	0.779
	BI2	0.901			
	BI3	0.864			
	BI4	0.897			

Table 3 shows the factor loadings. The factor loading ranged from 0.715 to .905and **Table 4** shows that the AVE ranged from .600 to 0.779, whereas the recommended Factor Loadings and AVE values of more than 0.50 are acceptable. Reliability tests were conducted to measure the internal consistency of the data and to test the collected data and the instrument used to collect the data. Cronbach's alpha was estimated to check internal data consistency, which is appropriate for instruments. The recommended Cronbach's alpha value is greater than 0.70, which indicates a strong internal reliability. Additionally, a two-step strategy utilizing a measurement model and a structural model, both suggested by Anderson and Gerbing (1988), was used in the data analysis. Prior to evaluating the suggested model's structural link, a two-step technique was used to establish the constructs' validity and reliability. Table 4 demonstrates that all of the study model's constructs have composite reliability and Cronbach's alpha values greater than 0.790, exceeding the 0.7 threshold value suggested by Fornell and Larcker (1981). Thus, all the measurement model components have sufficient dependability.

4.3 Discriminant Validity of the Data
Table 5. Correlation matrix and square root of the AVE

	BI	**HA**	**HF**	**HP**	**HT**
BI					
HA	0.478				
HF	0.394	0.127			
HP	0.492	0.438	0.281		
HT	0.355	0.464	0.238	0.443	

Note: BI= Behavioral Intention, HA= Halal Accommodation, HF= Halal Food, HP= Halal Place, HT= Halal Transportation

The discriminant validity of the data was confirmed when the computed square root of the AVE, which is displayed in Table 5, was greater than the equivalent correlation. The correlations between each concept should be less than 0.85 to prevent multicollinearity (Kline, 2015). The discriminant validity was satisfied, as shown in Table 4.4, which shows that all diagonal elements were higher than the off-

diagonal elements in the respective rows and columns and that all inter-correlation values were below 0.492.

4.4 Structural Model

Table 6. Structural Model

	Std. Beta	STDEV	T Statistics	P Value	Comments
Halal Accommodation->Behavioral Intention	0.284	0.090	3.151	0.002	Supported
Halal Food -> Behavioral Intention	0.279	0.119	2.346	0.019	Supported
Halal Place ->Behavioral Intention	0.239	0.105	2.272	0.023	Supported
Halal Transportation ->Behavioral Intention	0.076	0.095	0.796	0.426	Not Supported
Note: Significance t= 1.96 (P<0.05) 2 tailed test					

Here, the explanatory power of the structural model was assessed by analyzing the structural paths and R square scores of endogenous variables using Smart PLS 4.0. The proposed association was tested using the bootstrapping approach at a significance threshold of 0.05 (p < 0.05) (Efron & Tibshirani, 1994). The path coefficient (β) and t-statistics were used to examine the hypothesized link between the dependent and independent variables at a significance threshold of 0.05 (p < 0.05). **Table 6** displays the PLS findings of hypothesis testing. The results showed that the relationships between HA and BI (t=3.151, β=0.284, P= 0.002), HF and BI (t=2.346, β=0.279, P= 0.019), and HP and BI (t= 2.272, β= 0.239, P= 0.023) were significant. Thus, all six hypotheses were supported. Thus, in this study, HT and BI (t= 0.796, β= 0.076, P= 0.426) were not supported at the p > 0.05 level.
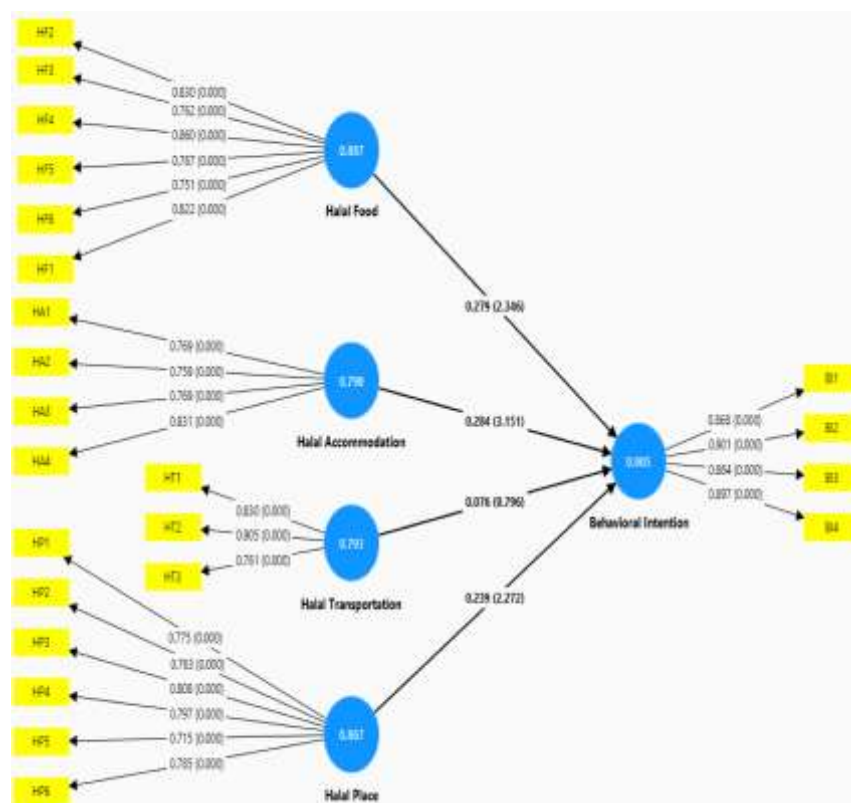

Figure 2. Structural Equation Model

4.5 Goodness-of-Fit Index
Table 7. Goodness-of-Fit Index

	Saturated Model	Estimated Model
SRMR	0.080	0.080
d_ULS	1.761	1.761
d_G	0.956	0.956
Chi-Square	509.851	509.851
NFI	0.662	0.662

In PLS a Goodness-of-Fit Index (GoF) should be checked to validate the PLS model that can be used as a proper measure in SEM (Tenenhaus, 2005). As suggested by Hair et al. (2017), the assessment of the efficiency of the standardized root mean square residual (SRMR) is a model fit measure (Shehnaz, 2017). The SRMR is defined as the root mean square discrepancy between the observed and model-implied correlations (Shehnaz, 2017). The SRMR indicates a measure of absolute fit, where a zero value indicates a perfect fit. In this case, a value of less than 0.08 indicated a good fit. A value of 0.080 was found for the SRMR for the PLS model, which indicates a good fit, as shown in **Table 7.**

4.6 f Square test
Table 8. f Square

	BI	Comments
Behavioral Intention		
Halal Accommodation	0.097	Moderate Effect
Halal Food	0.110	Small Effect
Halal Place	0.067	No Effect
Halal Transportation	0.007	Small Effect

Table 8 presents the effects of the independent variables based on the f-square. According to Cohen (1988) and Chin (1998), f-square can measure the effects of independent variables based on 0.02 to 0.14= small effect, 0.15 to 0.34= moderated effect, and 0.35 and above means strong effects range.

4.7 Discussion
This study examined how several factors affect Muslim travelers' behavioral intentions to travel to Bangladesh, a halal destination. Accommodations, cuisine, locations, and transportation that adhered to halal standards were considered. A structural equation model was used in the analysis to assess the explanatory power of the constructs and test the proposed correlations. The majority of respondents were male (67.33%) and aged between 35-44 years (35%). Most respondents were private employees (32.66%) and had a monthly income between 41,000-50,000 BDT (36%). All respondents expressed a love for traveling, with 46% traveling multiple times a year. Halal accommodation significantly influenced behavioral intention ($\beta=0.284$, $p=0.002$).

This finding underscores the importance of providing accommodation that meets Islamic guidelines, such as offering halal food and alcohol-free environments, which aligns with Muslim tourists' preferences. Halal food also had a significant impact on behavioral intention ($\beta=0.279$, $p=0.019$). This highlights the critical role of halal food services in attracting Muslim tourists, as dietary laws are a fundamental aspect of their daily lives. Halal places were another significant factor ($\beta=0.239$, $p=0.023$). Destinations offering religiously compliant facilities and environments appeal to Muslim tourists who may seek places that respect their religious practices. Interestingly, halal transportation did not significantly affect behavioral intention ($\beta=0.076$, $p=0.426$). This suggests that while transportation is important, other factors, such as accommodation and food, are more crucial in the decision-making process for Muslim tourists. The model demonstrated a good fit, with an SRMR value of 0.080, indicating a close match between the observed data and the model. The reliability of the constructs was confirmed with Cronbach's alpha values exceeding 0.70, ensuring strong internal consistency.

4.8 Theoretical implications

This study makes several contributions to the tourism marketing literature. First, literature considers destination image and amenities as forces affecting tourists' satisfaction and revisit intention (Hadiwijaya, Yustini, & Annisa, 2025). This study extends the existing literature by considering Muslim tourists' intentions to visit tourist destinations. Furthermore, scholars have only focused on the influence of a strong brand image in creating an emotional bond between tourists and travel destinations (Masum, Khairuzzaman, & Hasan, 2025). Wang, Zhao, and Pan (2024) investigate the TPB (Theory of Planned Behavior) model in the context of green purchase intention and behavior. This study contributes to the TPB model by highlighting the impact of one of the items of subjective norms, which is cultural or religious values.

This study contributes to the literature by emphasizing the religious perspective of Muslim tourists. Furthermore, the literature shows that due to increasing pressure, a variety of tourism destinations are planning to be carbon neutral (Ranasinghe, Ranatunga, & Pattiyagedara, 2022) and shifting towards rural destinations to sustain (Lichauco, 2022). Finally, Porras-Bueno, Haldón Hermoso, and Plaza-Mejía (2025) model the theory of reasoned action (TRA) based on the impact of WOM in the tourism sector and extend the TRA model by highlighting the impact of Islamic principles on tourists' behavior. This study extends the existing literature by emphasizing the need to tailor tourism services to ensure adherence to Islamic values and principles.

4.9 Managerial implications

The results of this study have several practical implications for tourism marketers, and policymakers. Tourism stakeholders should enhance the availability and quality of halal services to attract Muslim tourists to Bali. This includes developing halal-friendly accommodations, increasing the availability of halal food, and promoting attractions that align with Islamic values. Thus, this study contributes to Suhartanto et al. (2021). Destination marketing organizations should tailor their strategies to highlight the availability of halal services to Muslim tourists. Marketing campaigns can emphasize the unique offerings for Muslim tourists by showcasing testimonials and experiences of previous visitors. This study contributes to Sthapit et al. (2024) findings by emphasizing the managerial focus on enhancing halal place attachment and revisiting intention.

Finally, the main contribution of this study is that policymakers can use the findings to develop guidelines and standards for halal tourism services. Implementing policies that support the growth of halal tourism can position destinations such as Bangladesh as the preferred choice for Muslim travelers. Providing training for hospitality staff on the needs of Muslim tourists and promoting halal certification for businesses can improve service quality and build trust among Muslim travelers.

5. Conclusion

The anticipated rapid growth of the Muslim population highlights a noteworthy opportunity to extend halal tourism. As the Muslim population is expected to grow by 70% from 2022 to 2060, Muslim countries such as Bangladesh can strategically position themselves by adopting Muslim-friendly tourism policies. By integrating the key insights from this study, Bangladesh can follow the fruitful examples of Indonesia, Malaysia, and Singapore to establish halal tourism as a competitive edge. Halal tourism contributes to economic growth and comprehensiveness, offering ethical and high-quality services for Muslim and non-Muslim tourists.

5.1 Limitations and Future Research

Although this study provides valuable insights, it has some limitations. The sample size was limited to 300 respondents, which may not fully represent the diverse Muslim tourist population in Malaysia. Future research should expand the sample size and include more diverse demographic groups to further validate these findings. Additionally, exploring other factors, such as cultural attractions, safety, and overall destination image, could provide a more comprehensive understanding of the motivations and preferences of Muslim tourists.

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