

The Influence of Muslim-Friendly Tourism on Foreign Tourist Visits in ASEAN

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Abstract

Indicator Muslim Friendly Tourism (MFT) partially has a significant effect on the number of foreign tourists in ASEAN countries. The MFT indicator is selected from the variables Global Muslim Travel Index (GMTI) published by Mastercard-CrescentRating every year. Of the six MFT indicators, three have a significant effect, namely the Muslim Variable-Friendly Airports (X3) with a probability value of 0.002 or 0.2%, Heritage Experiences and Attractions (X4) probability value of 0.025 or 2.5%, and availability of Prayer Places and Mosques, Availability of Halal Dining Options (X6) with a probability value of 0.000. Of the three selected GMTI variables, the probability value is smaller than 5%. The MFT indicator simultaneously also influences foreign tourist visits. The test results together obtained a probability value smaller than 0.05, namely 0.0000. Meanwhile, the results of the coefficient of determination test for the equation obtained an adj R-squared value of 0.5425, which means that the 6 independent variables selected can influence the number of foreign tourists by 54.25% and the remainder is influenced by other factors outside the selected variables

1. Introduction

Tourism is a leading economic sector in the country, currently, the sector of Tourism has recovered from the downturn during Covid 19 in 2020 and is growing with trends positive. In 2018 foreign tourist arrivals grew by 5% reaching 1.4 billion (Highlights, 2019). In 2022, foreign Muslim tourists will increase reaching 68% from 2019, while the projection of foreign tourists in 2023 will increase by 87%, and in 2024 it will increase to 160 million (Mastercard Crescentrating, 2023). Export revenues generated due to tourism rose by 4%, hence the role of tourism is significant in socio-economic growth (Asthu, 2020), and has become a character in several countries (Jarvis et al., 2016). The huge growth of Muslim tourists is one of several reasons Countries with a majority Muslim or non-Muslim population provide tourism services that are friendly to Muslims or Muslim Friendly Tourism (MFT) like the countries in the area ASEAN. Apart from that, there is also increasing awareness among Muslims about traveling, traveling within Islam

is not simply a call to perform Hajj or Umrah, which is recognized as a pilgrimage to the holy cities of Mecca and Medina in Saudi Arabia (Asthu & Adwiyah, 2020).

The increase in foreign tourists is an indicator of increasing income for the visited country. The longer foreign tourists stay, the bigger becomes costs incurred (Marrocu et al., 2015). This concept also applies to the Muslim tourism business which is developing in today's global market (Oktadiana et al., 2016). According to Islam, one human life needs, namely be able to enjoy free time, social life, prosperity, knowledge, and discover the beauty of God's creation (Yousaf & Xiucheng, 2018). Traveling In Islam it is known as Muslim Friendly Tourism (MFT) or Islamic Tourism. These two terms are slightly different but are related to tourism activities that adhere to Islamic thought which is associated with halal principles (Mohsin et al., 2016). Halal principles will influence the actions and behavior of a Muslim, and behavior determines a person's desire and effort to be involved or not in a certain situation (Han & Hyun, 2017). Muslim-friendly tourism not only provides offers of halal food and drinking, but more than just that, like; hotels, swimming pools, and comfortable places for Muslims to worship when carrying out tourist activities (Rizka Gusti Anggraini, 2022). Several countries in the world are developing MFT tourism to attract tourists. Report MFT ranking of countries in the world in GMTI published by MasterCard CrescentRating (MCCR) since 2015. Indonesia 2023 was named Muslim Friendly Destination of The Year in MCCR from GMTI (I Gusti Ayu Dewi Hendriyani, 2023).

The prospect of foreign Muslim tourists is high and a Muslim's awareness of it High tourism becomes an attraction for a country to attract visitors improve state opinion. Some countries are trying to provide such facilities so that Muslim tourists are interested in visiting these countries. However Muslim tourists who come to this country have not met the expectations or targets desired, so research is needed on what factors influence Muslim tourist's travel to a country. There are various interpretations and most agree that Islam is a religion that demands and influences everyday life. Therefore, Muslim tourists require additional facilities and services than most tourists who adhere to other religions. However, there is a gap in the literature regarding needs, definitions, and segmentation (Cetin & Dincer, 2016). This research aims to analyze and explain whether the MFT indicator is selected in the GMTI variable, namely Restrictions, Muslim Visitor Arrivals, Muslim-Friendly Airports, Heritage and Attractions, Muslim-Friendly Accommodation, and Availability of Prayer Places Mosques, and Availability of Halal Dining Options partially and together they influence the number of foreign tourist visits.

Halal tourism does not mean that it is completely different from tourist activities in general, Halal tourism is a destination with added value (extended services amenities) such as halal food, prayer facilities, and Muslim-friendly toilets, so there is a feeling of convenience for Muslim tourists in performing their prayers and eating while on holiday (Reyaan, 2022). In the OIC countries, seven of the eight selected MFT indicator variables are not influenced significantly. Only one indicator that has a significant influence on foreign tourists is family-friendly destinations (Family-friendly destination (FFD)) of 0.012 (1.2%) (Asthu & Adwiyah, 2021). Halal tourism objects in Banten Province can be achieved well measured by four indicators, namely accessibility, communication, environment, and service (Elsa et al., 2021). Potency Muslim Friendly Tourism also includes adequate entry access for vehicles large, spacious parking, and access in and out. Apart from that, the digital marketing model also cannot ignored, service available, and halal food certification (Mandalia et al., 2022). Hasanah argues that the components of Muslim Friendly Tourism existing ones are inadequate, especially in terms of creativity. Ideawestern creative tourism is rarely recognized in industrial business touristMuslim

Friendly Tourism, even though this idea can attract more markets Muslim tourists (Hashanah, 2020).

Safee and Mohamed argue that psychological factors are important for a person Muslims to travel. So there is a need for research on the differences and identification of Muslim tourists who travel psychologically, religious branding (Makkah, and Medina), and non-religious (Shafaei & Mohamed, 2015). In Asia Pacific countries, only four of the thirteen selected indicators influence tourism development (I Gusti Ayu Dewi Hendriyani, 2023). The tourism sector is a competitive industrial sector and plays an important role in strengthening the economy and expanding various businesses and destinations (Shafaei & Mohamed, 2015). Tourism indicators that have high competitiveness are described by the number of tourists who come to that destination. Because there are more and more tourist visits abroad will have an impact on the country's foreign exchange and increase economic prosperity locally (Webster & Ivanov, 2014). Tourist mobilization can stimulate various economic sectors and better business, public infrastructure, and improved human resources (Paci & Marrocu, 2013). On the other hand, tourism managers can maximize economic value through the development of products, customer satisfaction, and expanding markets to increase competitiveness more substantially (Kubickova & Martin, 2020). The tourism industry's capability in business is necessary to map the quality of competitiveness and business excellence to recognize the future of business tourism can increase foreign tourist visits (Gómez-Vega & J Picazo-Tadeo, 2019).

The terms halal tourism, Muslim-friendly tourism, and Islamic tourism are still a matter of debate and polemic and ultimately the terms are used interchangeably (Battour et al., 2014). Say Halal comes from Arabic and is also found in the Koran implying an idea or action which is permitted by sharia (Islamic law). Halal is a thing or act that is allowed to be practiced or done according to Islamic law (Ainin et al., 2020). Therefore, Muslim tourists are obliged to practice their faith wherever and whenever (Jafari & Scott, 2014). For Muslims, faith and soul are a unity that cannot be separated. The indicators needed by Muslim tourists must be the demands of their religion from halal food, the availability of prayer rooms, non-alcoholic facilities, and separate facilities for men and women as a form of halal that must be fulfilled in Islamic law, or general or sharia law (Battour & Ismail, 2016). Muslim-friendly tourism was introduced not only by Saudi Arabia and Iran, however Many countries in the world are starting to implement and introduce Muslim-friendly tourism. Moment Currently, all countries are adopting the concept of Muslim-friendly tourism by offering products and services Muslim-friendly tourism services (Han et al., 2019). Therefore, to attract tourists Muslims understand the needs of Muslim tourists through competitiveness studies is very important, and prepare a strategic plan targeting Muslim tourists (Ryan, 2016).

Trend analysis of Muslim-friendly tourism done by CrescentRating since 2011 in various country destinations in the world. The results of this analysis were published in collaboration with Mastercard by the name CrescentRating Annual Ranking. Since 2015 the report has been changed to: Global Muslim Travel Index (GMTI). 2023 (MasterCard-CrescentRating, 2023) is the 8th report because in 2020 the report was not published due to the Covid-19 pandemic. The GMTI report adapts to developments in existing market needs so that additions and adjustments to indicators in the latest report cannot be avoided. Apart from providing destination updates, GMTI focuses on ranking destinations for Muslim Tourism, both countries that are members of ASEN, Asia Pacific, the Organization of Islamic Cooperation (OIC), and countries around the world (Mastercard CrescentRating, 2023, hal. 40). Prospect Muslim Friendly Tourism growing rapidly because the global Muslim population continues to increase. Other factors that make MFT develop are the

growth of the middle-class Muslim community, the increasing number of people of productive age, easy access to tourist information, and the availability of Muslim-friendly facilities. The number of tourists visiting in 2023 will be 140 million, and it is estimated that in 2024 there will be 160 million trips (Mastercard Crescentrating, 2023, hal. 18). This figure is supported by countries that provide tourist destinations by implementing Muslim-friendly tourism attributes. The concept of Muslim-friendly tourism is a strategy to increase visits by foreign tourists, especially Muslims, but does not ignore non-Muslims (Boğan et al., 2020).

2. Research Method

This research is quantitative because the variables used in the analysis process are quantitative data (Sekaran & Bougie, 2011) with an associative approach (Sugiyono, 2018). The research was conducted in 9 ASEAN countries namely Indonesia, Malaysia, Singapore, Brunei, Thailand, Philippines, Cambodia, Vietnam, and Laos. Independent data variables are downloaded from the GMTI ranking indicators from 2015 to 2021 at the website address <https://www.crescentrating.com>, and the dependent variable is downloaded on the page website: <https://data.aseanstats.org/visitor>. A description of the dependent variable and independent variables in this study is listed in Table 1 below.

Table 1. The dependent and independent variables proposed in this research are by GMTI.

MFT indicator in GMTI	Variable	Explanation
Inbound (I)	Y	Number of Foreign Tourists
Faith Restrictions	X1	Prohibitions or restrictions for Muslims in daily religious practices, such as clothing that covers the private parts in Islam for Muslim women (veils, headscarves, etc.)
Muslim Visitor Arrivals	X2	The number of Muslim visitors who come to a place, taking into account the volume of Muslim tourists who visit there, is assumed to reflect the level of attractiveness and suitability of the environment for a particular group (Muslims).
Muslim-Friendly Airports	X3	Airport facilities for Muslim needs, such as the availability of prayer rooms and halal food.
Heritage Experiences and Attractions	X4	Availability of cultural and unique tourist attractions for Muslim tourists. Such as destinations for historical sites, cultural landmarks, and attractions that showcase cultural heritage in Islamic history, and unique experiences according to their beliefs and heritage.
Muslim-Friendly Accommodation	X5	Availability of several Muslim-friendly accommodation options. Such as hotels, resorts, and inns that offer facilities and services tailored to the needs of Muslims.
Availability of Prayer Places and Mosques, Availability of Halal Dining Options.	X6	Availability and accessibility of facilities mosques in tourist destinations like mosques, and bathrooms for the needs of Muslim tourists. In addition, there is also the availability of halal food options in tourist destinations such as restaurants and eating places that offer halal-certified food or Muslim-friendly restaurants and accommodate the needs of Muslim tourists.

Data source: Processed by the Author, 2024

The data in the research is panel data so the technical analysis used is panel data regression. Data will be analyzed using the software Stata 17. The stages in data analysis are panel data estimation using three methods (Studenmund, 2011) namely the Chow test, Hausman test, and Lagrange multiplier test Classic assumption test, This is done to ensure the data is free from BLUE (Best Liner Unbias Estimator) which consists of 4 types of tests (Gujarati, 2011), namely normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. The final stage is to test the hypothesis and coefficient of determination (R2).

3. Results and Discussion

This research analyzes and tests the effect of Muslim-friendly tourism on the number of foreign tourist visits. The dependent variable is the number of foreign tourist visits and the independent variable is faith restrictions, Muslim visitor arrivals, muslim-friendly airports, heritage and attractions, muslim-friendly accommodation, the availability of prayer places mosques, and the availability of halal dining options. Following are the estimation results of the 3 models in the table. 4 below.

Table 2. Estimation Results Of 3 Models

VARIABLE	OLS	FE	RE
X1	-68955.5	-68955.5	-68955.5
X2	-20314.8	-20314.8	-20314.8
X3	219720.1*	219720.1*	219720.1*
X4	132034.7*	132034.7*	132034.7*
X5	363132.2	363132.2	363132.2
X6	-332036.4**	-332036.4**	-332036.4**
_CONS	6863038.4	6863038.4	6863038.4

LEGEND: * P<0.05; ** P<0.01; * P<0.001**

Data source: Processed by the Author, 2024

From the table above we can see that the model interpretation results do not have a significant difference in values. Therefore, to get the best panel data regression model, continue with the model estimation test with the following value results.

Table3. Model Estimation Test Results

Prob value	Chow Test	Hausman Test	LMT
Prob F<5%	0,0347		
Prob F>5%		0.2782	0.2856
Conclusion	FEM	REM	PLS/CEM

Data source: Processed by the Author, 2024

According to the model estimation test results abovechow test If the probability value is smaller than 0.05, namely 0.0347, then the model selected in this test is Fixed Effect Model (FEM). Because FEM was selected, a test was carried out Hausman test, The test results obtained a probability value of 0.2782 or greater than 0.05, so the model chosen was the Random Effect Model (REM). Furthermore, because of the results of the Hausman test, the best model is REM, then the Lagrange multiplier, from this test, a probability value greater than 0.05, namely 0.2856, was obtained, by the applicable regulations after carrying out the estimation model test. Lagrange multiplier, then the selected and best

model is CEM or what is known as PLS. After the model is selected, the classical assumption test is then carried out. This test is carried out as a requirement for the multiple regression test. The results of the classical assumption test can be seen in the table below.

Table 4. Classic Assumption Test Results

Variable	Normality	Heteroscedasticity	Autocorrelation
Prob >chi2	0,0286	0,1805	
Prob > F			0,0001

Data source: Processed by the Author, 2024

According to Kuncoro, the classical assumption test for multiple regression equations using the OLS approach for both FEM and CEM model estimation is not mandatory (Kuncoro, 2009). Therefore, according to the theory above, the results of the normality test can be ignored because the chi2 prob value is 0.05 smaller, namely 0.0286. A heteroscedasticity test is mandatory for models using the OLS approach because this test is accurate when carried out on a data cross-section while research using panel data has data characteristics that are closer to the data across sections. The chi2 prob value is 0.1805, which means the chi2 prob value is greater than 0.05, so it can be concluded that the data is free from symptoms of heteroscedasticity. The autocorrelation test was carried out on a linear regression model with the shape of the data time series. So, if the test is carried out on linear regression with data cross-section or panel data is irrelevant. The multicollinearity test is carried out to see the correlation between independent variables so that all regression model tests that have more than 1 independent variable must be carried out. The test results showed that all VIF values were below 10, meaning that the independent variables were not affected by symptoms of multicollinearity. As the test results in the table. 5 below.

Table 5. Multicollinearity Test Results

Variable	VIF	1/VIF
X5	8.05	0.124150
X6	6.19	0.161557
X3	5.49	0.182139
X2	2.16	0.463442
X4	1.90	0.527043
X1	1.63	0.613458
Mean VIF	4.24	

Data source: Processed by the Author, 2024

According to the results of the model estimation test, the selected model is above, the estimation test used panel data regression with the OLS approach, the following is a table of hypothesis test results using the OLS approach.

Table 6. Partial Hypothesis Test Results

Y	coefficient	t	p> t
X1	-27678.19	-0.22	0.824
X2	77434.33	0.88	0.383

X3	255504.6	3.37	0.002
X4	125243.2	2.31	0.025
X5	305734.7	1.84	0.072
X6	-362790.8	-4.52	0.000
_Cons	3708641	0.34	0.738

Data source: Processed by the Author, 2024

The partial hypothesis test above shows that of the 6 selected independent variables, 3 have a significant effect on the number of foreign tourists, namely X3, X4, and X6. These three variables, X3, have a significant effect at the 1% level, X4 has a significant effect at the 5% level, and X6 has a significant effect at the 0.1% level. The results of the equation estimation test using the OLS approach are in the table below.

Table 7. OLS Model Estimation Test Results

Variable	Ols
X1	-27.678,192
X2	77.434,333
X3	255504.58**
X4	125243.24*
X5	305734.74
X6	-362790.77***
_cons	3708641.3
n	
r2	.59425402
r2_a	.54245667

Legend: *p<0.05, **p<0.01, ***p<0.001

Data source: Processed by the Author, 2024

The test results show that simultaneously the 6 independent variables selected in GMTI have a significant effect on the number of foreign tourists with a probability value of less than 0.05, namely 0.0000. Meanwhile, the results of the coefficient of determination of the equation obtained an adj R-squared value of 0.5425, which means that the 6 independent variables selected GMTI contributed 54.25% and the rest was influenced by other factors. The results of simultaneous hypothesis testing and coefficient of determination are shown in the following table.

Table 8. Simultaneous test and Adj R2

Prob>F	0.0000
R-squared	0.5943
Adj R-squared	0.5425

Data source: Processed by the Author, 2024

Based on the test table goodness of fit the following equation is obtained by excluding independent variables which partially do not have a significant effect on the dependent variable:

$$Y = 3.708.641,3 + 255.504,6X3 + 125.243,2X4 - 362.790,8AX6 + e$$

The multiple linear regression equation above can be interpreted as follows.

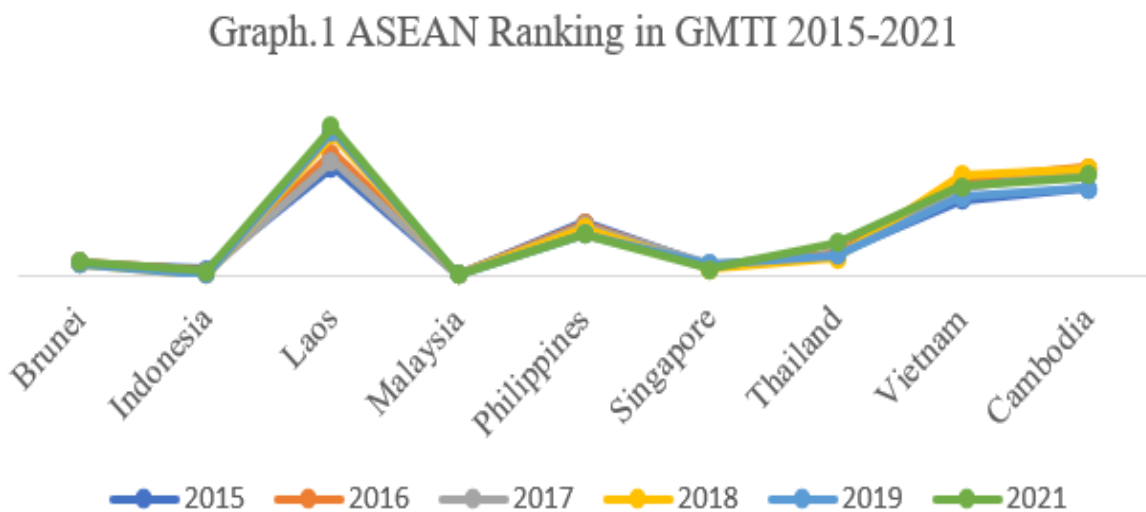
1. The constant value 3,708,641.3 shows the number of foreign tourist arrivals (Y). Assuming that the variable is Muslim-Friendly Airports (X3), Heritage Experiences

and Attractions (X4), and availability of Prayer Places and Mosques, Availability of Halal Dining Options (X6) is equal to zero or constant, so the number of foreign tourists is 3,708,641.3 (constant).

2. Muslim coefficient-Friendly Airports (X3) is 255,504.6, meaning that for every positive increase in X3 by one unit, Y will increase by 255,504.6 units and vice versa.
3. Coefficient Heritage Experiences and Attractions (X4) is 125,243.2, meaning that for every positive increase in X4 by one unit, Y will increase by 125,243.2 units and vice versa.
4. Coefficient Availability of Prayer Places and Mosques, Availability of Halal Dining (X6) of 362,790.8 states that for every negative increase in X6 of one unit, Y will increase by 362,790.8 units and vice versa.

Discussion

Tourism is a strategic sector in increasing the country's foreign exchange and has significant implications for the economy (Moenir, 2017). So that ASEAN countries carry out integration and connectivity between member countries to facilitate access to regional tourism, to maintain tourism growth above double digits (ASEAN Secretariat, 2015). The tourism sector is one of the economic development strategies through increasing foreign exchange earnings in developing countries (Zainuri et al., 2021). Tourism can also function as an incentive income engine for developing countries in macroeconomic growth (Torres & Momsen, 2004). The concept of Muslim-friendly tourism is a strategy to increase visits by foreign tourists, especially Muslims, but does not ignore non-Muslims (Boğan et al., 2020). To increase foreign tourists, several countries in the world provide Muslim-friendly tourism services, including ASEAN countries. GMTI published a ranking of countries that provide Muslim-friendly tourism services from 2015 until now. The following is the ranking of ASEAN countries according to GMTI publications from 2015-2021 as listed in the graph below.



(Data; MasterCard-CrescentRating, 2015-2021).

Figure 1. Asean Ranking In GMTI

Data source: Processed by the Author, 2024

ASEAN is a country rich in natural resources and historical heritage. The high number of Muslims is a potential income source for promoting Islamic tourism which can provide economic benefits to increase state income (Nurrachmi, 2019). Potential cooperation in supporting Muslim tourists in ASEAN can be carried out by harmonizing halal regulations and formulating policies regarding the halal food trade (Abimanyu & Faiza, 2023). In the halal tourism industry, Singapore has the opportunity to be competitive through competitive advantages if viewed based on the Diamond of National Advantages. Meanwhile, for regional competitiveness, Singapore faces challenges in the form of competitive advantages that are also possessed by competing countries, such as Malaysia, Indonesia, and Thailand (Muis & Aisyah, 2022).

Variable impact analysis Muslim-Friendly Tourism (MFT) has a significant effect on the number of foreign tourists visiting the countries that are members of the Association of Southeast Asian Nations (ASEAN)

Test results of six selected independent variables global Muslim Travel Index (GMTI) simultaneously influence the dependent variable (Number of foreign tourist visits) who come to travel to ASEAN countries by 54.25%. Meanwhile, other variables outside the investigative research variables influence 45.75%. This shows that the variable Muslim Friendly Tourism (MFT) influences the quality of destinations and has an important role in attracting foreign tourist visits. The higher the GMTI score, the greater the number of tourists who come or visit the tourist spot and vice versa, this is by other *research* (Asthu & Adwiyah, 2021); (Lesia Herdini et al., 2023). Three of the six selected GMTI independent variables that have a significant influence on foreign tourists in ASEAN are Muslims-Friendly Airports (Muslim friendly airport, X3), Heritage Experiences and Attractions (unique experience, X4), and availability of Prayer Places and Mosques, Availability of Halal Dining Options (worship facilities and halal food, X6). **First**, Muslim-Friendly Airports (X3) have a significant effect on the number of foreign tourists in ASEAN with a probability value of 0.002 or 0.2% below 5%, this is to the theory of flight route development, a key factor for the success of travel & tourism (Lesia Herdini et al., 2023), and research results about airport service quality, satisfaction, and airport image influence behavioral intentions to visit the destination country (Saut & song, 2022). Airport security and comfort for foreign tourists will also influence their return travel (Al-Saad et al., 2019), and there is a close relationship between air transportation and international tourism (Zajac, 2016), airport efficiency also influences the price of tourist travel, therefore, geographical airports influence the efficiency of tourist areas (Ripoll-Zarraga & Raya, 2020).

Second, Heritage Experiences and Attractions (X4) has a probability value of 0.025 or 2.5% below 5%, which means that X4 has a positive and significant effect on the number of foreign tourist visits in ASEAN countries. Cudny et al. said that local cultural heritage contributes to the development of tourism services as part of the tourism sector and has a significant influence on tourist attractions (Cudny et al., 2022). The unique combination of culture and heritage of cultural sites also makes it a very interesting tourist destination to visit (Arumugam et al., 2023). On the other hand, the reputation of heritage tourism destinations not only directly and positively influences tourists' consumption behavior but also indirectly influences tourists' consumption behavior through tourists' impressions and travel enjoyment (Wang et al., 2021); (Junarta et al., 2021).

The loyalty of tourist visitors is supported by information about cultural heritage sites and the professionalization of tour guides who truly understand information about cultural heritage sites, as well as increasing and showing the importance of these cultural

heritage sites (Hernández-Rojas et al., 2021). In Bali Province the role of community culture is very strong, religious and cultural forces are united in every side of people's lives and become an inspiration for tourist attractions (Malik, 2016); (Fachmi, 2023). Papuan people celebrate to welcome guests with stone burning events which have recently been turned into traditional wells and coal shows have become something unique for visiting tourists (Elas, 2018). Apart from that, research results in Yogyakarta, especially in Kotagede, show that the quality of cultural tourism attractions influences the interest in visiting domestic tourists (Harahap & Rahmi, 2020). Third, Availability of Prayer Places and Mosques, Availability of Halal Dining Options (worship facilities and halal food, X6), X6 is a combination of two GMTI indicators, namely Availability of Prayer Places and Mosques and indicators Availability of Halal Dining Options. This is done because these two indicators have very high symptoms of multicollinearity. So, to eliminate these symptoms a combination is carried out. The probability value of X6 is 0.000, meaning that the value of X6 has a significant effect on the number of foreign tourist visits.

The test results are by other findings where halal hotels, halal restaurants, and prayer rooms are positively related to the intention to visit (Hariani et al., 2017). Muslim tourists in Japan prioritize prayer and halal facilities when eating out. They are willing to pay 1.4 to 1.7 times more than the average price of food if the place is equipped with a prayer room (Saville & Mahbubi, 2021). In Indonesia, priority problems in developing halal tourism include infrastructure, inadequate roads, symbols, and directions to halal tourist locations that are not yet available and neatly arranged (Huda et al., 2022). Successful marketing of halal tourist destinations must pay attention to and fulfill Islamic teachings for tourism activities (Battour et al., 2011), and it is important to understand the correct application of terminology in the field of Muslim-friendly or halal tourism (Battour, 2018). Halal tourism not only discusses Muslim-friendly facilities but also includes Islamic morality/values in general such as the availability of places of worship and their use for worship as appropriate (Suhaila Yusof et al., 2019). However, not all Muslims travel abroad because of halal tourism, some Muslims visit non-Islamic countries because they are influenced by their attitudes and are not directly influenced by perceptions of halal risks and Islamic values (Aji et al., 2021).

4. Conclusions

By the results of the research and discussion above, it can be concluded that: Three of the six selected GMTI independent variables partially have a significant effect (have a probability value of less than 5%) on the number of foreign tourists in ASEAN countries, namely the Muslim variable.-Friendly Airports (X3) probability value is 0.002 or 0.2% less than 5%, Heritage Experiences and Attractions(X4) probability value of 0.025 or 2.5% smaller than 5%, and availability of Prayer Places and Mosques, Availability of Halal Dining Options (X6). Simultaneous test results on the six selected GMTI independent variables together have a significant effect on the number of foreign tourists with a probability value smaller than 0.05, namely 0.0000. Meanwhile, the results of the coefficient of determination of the equation obtained an adj R-squared value of 0.5425, which means that the 6 independent variables selected can influence the number of foreign tourists by 54.25% and the remainder is influenced by other factors outside the selected variables. The weakness of this research is the selection of variables in GMTI, this is because the GMTI indicators have changed since 2015 until now to suit needs and developments, so the GMTI variables are different but the data is related. For researchers who are interested in the same theme, choose the best GMTI indicator variables so that

their research can be used as a scientific reference and prepare Muslim-friendly tourism. The more data used and closer to the MFT values the better.

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