

The Effect of Muslim Tourist Behavior on the Potential of Halal Tourism Destinations in the Songkhla Lake Area

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Abstract

This study investigated the effect of Muslim tourist behavior on the potential of halal tourism destinations in the Songkhla Lake area. A total of 400 Muslim tourists were surveyed using structured self-administered questionnaires. The data were collected through quota sampling combined with convenience sampling and were analyzed using multiple regression analysis at a significance level of $\alpha = 0.05$. Six behavioral dimensions were examined: travel patterns (X_1), accommodation preferences (X_2), dining behavior (X_3), tourism activities (X_4), religious practices (X_5), and spending behavior (X_6). Together, they explained 29.9% of the variance in destination potential ($R^2 = 0.299$, $SE = 0.26917$). Religious practices (X_5) emerged as the strongest predictor, followed by tourism activities (X_4), dining behavior (X_3), travel patterns (X_1), accommodation preferences (X_2), and spending behavior (X_6). These results emphasized the role of religious observance in shaping halal tourism potential and highlighted the varying influence of other behavioral factors. The prediction equation was $Y = 0.113X_1 + 0.089X_2 + 0.154X_3 + 0.161X_4 + 0.304X_5 + 0.015X_6$, where Y represented the potential of halal tourism destinations. The findings provide useful insights for tourism planners and stakeholders in developing religiously-sensitive services and products tailored to Muslim tourists, enhancing the overall halal tourism experience in the culturally diverse Songkhla Lake region.

Keywords: behavior, potential, Halal tourism destinations, Songkhla lake

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Introduction

Halal tourism is a rapidly growing form of tourism in the global market, especially among Muslim tourists, who number about 1.8 billion worldwide (Pew Research Center, 2023). In 2022, the global halal tourism market was valued at approximately \$196 billion and is expected to grow to \$278 billion by 2026 (Grand View Research, 2023). Thailand has placed importance on developing halal tourism, with the goal of becoming a center for halal tourism in Southeast Asia (MOTS, 2023).

Songkhla Lake, the largest lake in Thailand with an area of approximately 1,040 square kilometers (DMCR, 2023), has high potential for development as a halal tourism destination due to its abundant natural resources, diverse culture, and large Muslim population. In Songkhla and Pattani provinces, Muslims account for 23.2% and 86.5% of the population, respectively (NSO, 2023). These statistics underline why these provinces were used as the sampling frame, since they represent areas with significant Muslim communities and strong cultural relevance for halal tourism. However, the development of halal tourism destinations in this area still requires further study to effectively meet the needs of Muslim tourists.

Several studies on halal tourism in Thailand have been conducted (e.g., Kaosiri, 2019; Sriprasert, Chainin, & Rahman, 2014; Sooksai, 2021), which mainly examined the national and provincial potential of halal tourism or focus on broad issues such as service quality, marketing strategies, and destination branding. While these studies provide useful insights, they largely summarize existing conditions and do not critically analyze the micro-level behavioral dimensions of Muslim tourists in specific local contexts. Furthermore, most of the literature predates the rapid growth of halal tourism demand in the past five years, underscoring the need for updated empirical evidence.

Studying the effect of Muslim tourist behavior on the potential of halal tourism destinations in the Songkhla Lake area therefore addresses a clear research gap: few prior studies in Thailand have investigated behavioral factors at the micro level in culturally diverse areas with significant Muslim populations, such as Songkhla and Pattani (Sriprasert, Chainin, & Rahman, 2014; Kaosiri, 2019; Sooksai, 2021). This study aims to fill that gap by analyzing behavioral dimensions—including travel patterns, accommodation, dining, tourism activities, religious practices, and spending behavior—and linking them to halal tourism potential. The results of this research will not only contribute to theory and practice in halal tourism but also provide actionable insights for policymakers, entrepreneurs, and local communities in developing competitive and sustainable halal tourism strategies for the Songkhla Lake area,

thereby enhancing Thailand's position in the global halal tourism market.

Literature Review

1. Muslim Tourist Behavior

Muslim Tourist Behavior: Characteristics and Implications for Tourism Development
Muslim tourist behavior exhibits distinct characteristics that reflect Islamic religious beliefs and practices, significantly influencing decision-making processes and travel patterns. Research conducted by Mohsin et al. (2016) and Battour et al. (2011) demonstrated that Muslim tourists frequently travel in family or friendship groups, with safety and comfort serving as primary considerations. Additionally, this demographic typically engages in extensive advance planning and demonstrates a preference for Muslim-friendly destinations.

Regarding accommodation preferences, Stephenson (2014) and Henderson (2010) identified several key factors that Muslim tourists prioritize when selecting lodging facilities. These include the availability of prayer rooms, halal food options, gender-segregated facilities, Qibla direction indicators in guest rooms, and the absence of alcoholic beverages in minibars. Such amenities reflect the importance of maintaining religious observance during travel.

Dietary behavior among Muslim tourists adheres strictly to halal requirements. Studies by Wan Hassan and Awang (2009) and Battour et al. (2018) reveal that this tourist segment places considerable emphasis on halal food certification and frequently avoids establishments lacking verified halal options. Consequently, the availability of diverse halal dining establishments represents a critical factor in attracting Muslim tourists to a destination.

Tourism activity preferences among Muslim travelers align with Islamic principles. Research by Eid and El-Gohary (2015) and Razzaq et al. (2016) indicates that Muslim tourists gravitate toward activities that do not conflict with religious values, particularly nature-based tourism, historical site visits, shopping experiences, and cultural tourism that emphasizes learning about local Islamic traditions and practices.

Religious observance constitutes an integral component of Muslim tourism experiences. Jafari and Scott (2014) and Oktadiana et al. (2016) emphasize that Muslim tourists require access to clean and conveniently located prayer facilities, including accurate Qibla direction indicators. Destinations that effectively accommodate religious practices demonstrate greater success in attracting Muslim tourists.

Regarding expenditure patterns, research by Mastercard-CrescentRating (2019) and Han et al. (2019) indicates that Muslim tourists typically exhibit higher spending levels compared to

general tourist populations, particularly in accommodation, dining, and souvenir categories. This demographic often prioritizes service and product quality over price considerations and demonstrates willingness to pay premium rates for Muslim-friendly services and amenities.

In conclusion, Muslim tourist behavior exhibits distinctive characteristics that align consistently with Islamic principles across all aspects of the travel experience, including trip planning, accommodation selection, dining preferences, activity choices, religious observance, and spending patterns. A comprehensive understanding of these behavioral characteristics is essential for tourism destinations seeking to develop and enhance their offerings to effectively serve this significant and growing market segment.

2. Potential of Halal Tourism Destinations in the Songkhla Lake Area

The study of tourism destination potential has continued to develop, with many scholars presenting concepts and important components in assessing the potential of tourism destinations, which have both similarities and differences according to the context and perspective of each scholar.

Starting with the concept of Collier and Harraway (1997), who presented four main components of tourism destination potential: Accessibility, Environment, Facilities, and Value. This concept laid an important foundation for considering the potential of tourism destinations comprehensively, giving importance to both physical factors and intangible values of tourism destinations.

Later, Boonlert Chittangwattana (1999) presented a similar concept but focused on only three main components: Accessibility, Facilities, and Value of tourism destinations, without separating the environment as a main component like Collier and Harraway's concept. This concept may view the environment as part of the value of tourism destinations or consider it as a factor related to accessibility and facilities.

The development of concepts regarding tourism destination potential made significant progress when Wiwatchai Bunyaphak (2007) presented a more comprehensive and detailed concept, adding new components to a total of 7 components: Accessibility, Environment, Tourism Management, Facilities, Value of tourism destinations, Local Community Response, and Reputation of tourism destinations. This concept added dimensions of management and community participation, reflecting the importance of sustainable tourism development and consideration of impacts on local communities.

In addition to theoretical concepts, there have been empirical studies that help understand the application of these concepts in various contexts. Starting with the work of Jarut

Klindeeplee (1998), which studied the assessment of tourism destination potential for ecotourism using Sai Yok National Park as a case study. This research emphasized the importance of natural resource conservation alongside tourism development.

In 2009, Chonrada Nanti studied the behavior of Thai tourists towards tourism destinations in Mae Hong Son province, which helps understand the needs and satisfaction of tourists better. This research pointed out that assessing the potential of tourism destinations should not only consider physical factors but also take into account the perspectives and experiences of tourists.

Saengduen Ratinthorn (2011) expanded the scope of the study to foreign tourists, especially Chinese tourists. This research helps understand the factors that attract foreign tourists to visit Thailand, which is important information for developing the potential of tourism destinations to meet the needs of the international market.

The study by Jarinya Napikul and Warat Mathayombut (2013) on tourism potential in Chiang Rai province presented a comprehensive view of tourism resources, infrastructure, and community participation, which aligns with Wiwatchai Bunyaphak's concept that emphasizes management and local participation.

Rungratri Ungcharoen and Chawalee Na Thalang (2017) focused on studying the potential of ecotourism in Samut Sakhon province, which is an application of the concept of tourism destination potential to specific forms of tourism. This research points out that assessing the potential of tourism destinations may need to adjust or add certain criteria to align with the specific characteristics of each type of tourism.

Most recently, Passakorn Juansang (2021) studied the assessment of community potential for the development of eco-cultural tourism, using Ban Tha Long community in Sakon Nakhon province as a case study. This research emphasized the importance of community participation in tourism development and the integration of natural resource and local culture conservation with tourism development.

From the above literature review, we can see the development of concepts regarding the potential of tourism destinations, from considering only basic factors to a more comprehensive view, emphasizing community participation, sustainable management, and responding to the diverse needs of tourists. Moreover, it is evident that assessing the potential of tourism destinations needs to take into account the specific context of each area and form of tourism.

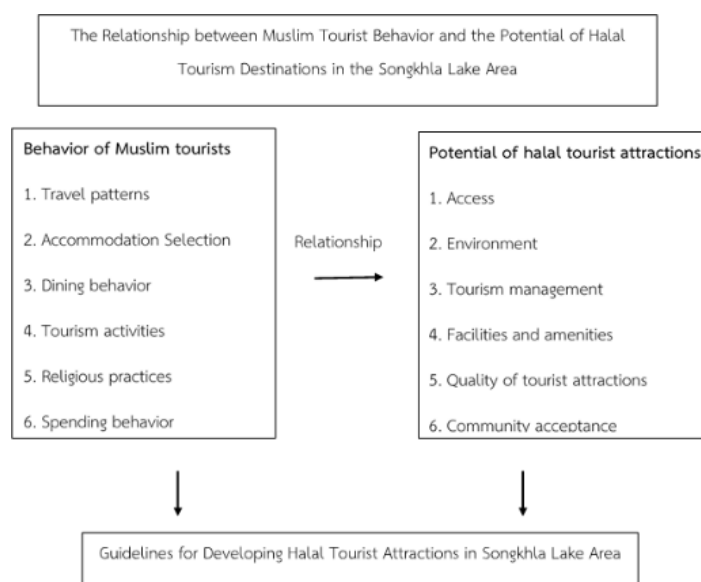
For studying the relationship between Muslim tourist behavior and the potential of halal

tourism destinations in the Songkhla Lake area, these concepts and study methods should be applied, considering both basic components of tourism destination potential such as accessibility, facilities, and value of tourism destinations, along with considering the specific behavior of Muslim tourists, to develop halal tourism destinations in the area that can effectively meet the needs of Muslim tourists while maintaining a balance between economic development, environmental conservation, and preservation of local cultural identity.

Research Conceptual Framework

Figure 1

Research Conceptual Framework / Source: Researcher



Research Objectives

1. To study the Muslim tourist behavior and the potential of halal tourism destinations in the Songkhla Lake area.
2. To study the relationship between Muslim tourist behavior and the potential of halal tourism destinations in the Songkhla Lake area.

Research Hypothesis

H1: Muslim tourist behavior has a significant effect on the potential of halal tourism destinations in the Songkhla Lake area.

Research Benefits

- 1) To serve as a guideline for planning and developing halal tourism in the Songkhla Lake area.

2) To provide information for entrepreneurs or interested parties to use in halal tourism business operations.

Research Methodology

This research was a survey research. The tool used to collect data was a structured questionnaire administered to Muslim tourists in the lower Songkhla Lake area. The data collection sites were in Songkhla province, consisting of Mueang District (Ko Yo, Khao Rup Chang, Bo Yang sub-districts), Hat Yai District (Khu Tao sub-district), Singhanakhon District (Pa Khad, Thamnop, Sathing Mo, Hua Khao sub-districts), and Khuan Niang District (Huai Lek, Khuan So, Rattaphum, Bang Rieng sub-districts). The population of this study consisted of Muslim tourists, who were suitable for this research because they were the main demand group for halal tourism, with a strong cultural and religious influence, and because Muslims accounted for 23.2% of the population in Songkhla and 86.5% in Pattani (NSO, 2023). Since the exact population size could not be determined, the sample size was calculated using W.G. Cochran's formula (1953) at a 95% confidence level, giving a minimum of 384.16 samples. To ensure adequacy, a total of 400 questionnaires were collected. Quota sampling was applied by allocating approximately 33–34 respondents to each of the 12 sub-districts (400/12). Within each quota, convenience sampling was used, and a preliminary inquiry was conducted to confirm that respondents were Muslim tourists. The limitation of this method was that it may not fully represent all Muslim tourists, since participation depended on availability and willingness.

The data collection procedure was conducted step by step: (1) obtaining permission from local authorities and tourism sites, (2) screening respondents to confirm Muslim tourist identity, (3) distributing questionnaires on-site (Google Form was not used to avoid responses from non-tourists), and (4) collecting and checking all questionnaires for completeness. The questionnaire was developed from a review of related literature and measured six behavioral dimensions: travel patterns, accommodation preferences, dining behavior, tourism activities, religious practices, and spending behavior. A 5-point Likert scale was employed (ranging from “least important” to “most important”). Content validity was assessed using the Index of Item-Objective Congruence (IOC), with values between 0.60–1.00 from three experts. A pilot test was conducted with 30 Muslim tourists, and the results showed a Cronbach's alpha coefficient of 0.96, indicating excellent internal consistency.

For data analysis, Multiple Regression Analysis (MRA) was employed at a significance level of $\alpha = 0.05$ to examine the effect of Muslim tourist behavior on the potential of halal

tourism destinations in the Songkhla Lake area. Before conducting regression, basic assumptions were tested, including normality of data distribution (using statistical and graphical tests) and multicollinearity (using tolerance and VIF values). The regression model can be expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \epsilon_i$$

Where Y = Dependent variable

X_1 = Independent variable 1

X_2 = Independent variable 2

X_k = Independent variable k

ϵ_i = Error term

β_j = Regression coefficient, where β_0 is the value of Y without considering the independent variable X, or the value of Y when $X_1, X_2, \dots, X_k$ are 0, and $\beta_1, \beta_2, \dots, \beta_k$ are values showing the change in Y when X changes, considering each variable separately. Sometimes it is called the partial regression coefficient.

k = Type of independent variable

Research Result

The results of the study on Muslim tourist behavior are shown in Table 1.

Table 1

Muslim Tourist Behavior

Behavior of Muslim tourists	MEAN	Standard Deviation (SD)	LEVEL
Travel patterns	3.72	0.27	High
Accommodation Selection	3.76	0.17	High
Dining behavior	3.81	0.27	High
Tourism activities	3.82	0.29	High
Religious practices	3.83	0.31	High
Spending behavior	3.90	0.26	High
Total	3.80	0.12	High

As shown in Table 1, Muslim tourists assign high levels of importance to all aspects of travel behavior. Spending behavior ranks highest ($\bar{x} = 3.90$), followed by religious practices ($\bar{x} = 3.83$) and tourism activities ($\bar{x} = 3.82$), respectively. The results of the study on the potential level of halal tourism destinations are detailed in Table 2.

Table 2

Showing the potential of halal tourist attractions

Potential of halal tourist attractions	MEAN	Standard Deviation (SD)	LEVEL
Access	4.18	0.23	High
Environment	4.16	0.27	High
Tourism Management	4.18	0.24	High
Facilities and Amenities	4.31	0.21	High
Quality of Tourist Attractions	4.26	0.24	High
Community Acceptance	4.16	0.16	High
Total	4.21	0.10	High

From Table 2, the study results show that the overall potential level of halal tourism destinations has a high average. When considering each aspect, all are at a high level. The aspect with the highest average importance is facilities ($\bar{x}=4.31$), followed by the value of tourism destinations ($\bar{x}=4.26$), accessibility and tourism management ($\bar{x}=4.18$), and environment and community response ($\bar{x}=4.16$).

Before analyzing the relationship between Muslim tourist behavior and the potential of halal tourism destinations in the Songkhla Lake area, it is necessary to check the preliminary agreement of regression analysis that all independent variables are independent of each other to prevent multicollinearity problems. This is done using the Collinearity test, which give tolerance statistics and VIF (Variance Inflation Factor) values as shown in Table 3.

Table 3

Tolerance Statistics and VIF (Variance Inflation Factor) Values

MODEL	Collinearity Statistics	
	Tolerance	VIF
6 (Constant)		
Travel patterns	0.775	1.291
Accommodation Selection	0.754	1.326
Dining behavior	0.754	1.326
Tourism activities	0.846	1.182
Religious practices	0.884	1.131
Spending behavior	0.961	1.041

Generally, a major multicollinearity problem occurs when the Tolerance value is below 0.2 (Menard, 1995, cited in Field, 2000). However, the table shows that each independent variable has a very low risk of multicollinearity as the tolerance values are close to 1. Moreover, if the VIF value exceeds 4 or 5, it indicates that the independent variables are correlated (Pongsri Kiatlertnapa et al., 2008). But from the table, the VIF values are all below 4. Therefore, it meets the preliminary agreement of regression analysis that all independent variables are independent of each other. Thus, multiple regression analysis can be performed to examine the relationship between Muslim tourist behavior and the potential of halal tourism destinations in the Songkhla Lake area. The analysis results are presented in Tables 4.

Table 4

Relationship between Muslim Tourist Behavior and the Potential of Halal Tourism Destinations in the Songkhla Lake Area

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.546 ^a	0.299	0.292	0.26917

a. Predictors: (Constant, Travel patterns, Accommodation selection, Dining behavior, Tourism activities, Religious practices, Spending behavior)

b. Dependent Variable: Potential of halal tourist attractions in the Songkhla Lake Area

Table 4 presents the results of the multiple regression analysis assessing the relationship between Muslim tourist behavior and the potential of halal tourism destinations in the Songkhla Lake area. The multiple correlation coefficient (R) is 0.546, indicating a moderate positive relationship between the combined behavioral factors and the potential of halal tourism destinations. The coefficient of determination (R^2) is 0.299, meaning that the six independent variables-travel patterns, accommodation selection, dining behavior, tourism activities, religious practices, and spending behavior collectively explain approximately 29.9% of the variance in the dependent variable, which is the potential of halal tourism destinations. The adjusted R^2 value of 0.292 accounts for the number of predictors in the model and confirms that the model's explanatory power is not inflated due to the inclusion of multiple variables. This supports the validity and generalizability of the regression model. The standard error of the estimate is 0.26917, indicating the average distance between the observed values and the predicted values generated by the model; a smaller value suggests better model accuracy.

The results indicate that Muslim tourist behavior, when considered collectively across six dimensions, has a moderate and statistically significant influence on the potential of halal tourism destinations in the Songkhla Lake area. With 29.9% of the variance explained, the model provides useful insights for tourism planners aiming to enhance the region's appeal to Muslim tourists through targeted development strategies.

Table 5

Ability to Predict the Potential of Halal Tourism Destinations in the Songkhla Lake Area from Muslim Tourist Behavior

MODEL	SS	DF	MS	F	Sig.
1 Regression	20.203	6	3.367	46.476	0.000 ^b
Residual	47.458	655	0.072		
Total	67.660	661			

a. Dependent Variable: Potential of halal tourist attractions in the Songkhla Lake Area

b. Predictors: (Constant, Travel patterns, Accommodation selection, Dining behavior, Tourism activities, Religious practices, Spending behavior)

From Table 5, it is found that six independent variables, namely travel patterns, accommodation selection, dining behavior, tourism activities, religious practices, and spending behavior, were entered into the regression equation as significant predictors of the potential of halal tourism destinations in the Songkhla Lake area, as their Sig. values were less than 0.05.

Table 6

Analysis Results of the Predictive Power of Muslim Tourist Behavior on the Potential of Halal Tourism Destinations in the Songkhla Lake Area

MODEL	Unstandardized		Standardized	t	sig
	Coefficients		Coefficients		
	β	Std.Error	Beta		
1 (Constant)	1.200	0.216		5.553	0.000
Travel patterns	0.078	0.026	0.113	3.026	0.003
Accommodation Selection	0.066	0.028	0.089	2.355	0.019

Table 6 (Continue)

MODEL	Unstandardized		Standardized		t	sig
	Coefficients		Coefficients			
	β	Std.Error	Beta			
Dining behavior	0.112	0.027	0.154		4.093	0.000
Tourism activities	0.422	0.027	0.161		4.530	0.000
Religious practices	0.310	0.035	0.304		8.737	0.000
Spending behavior	0.013	0.029	0.015		0.447	0.045

From Table 6, it shows that Muslim tourist behavior, including travel patterns (X_1), accommodation selection (X_2), Dining behavior (X_3), tourism activities (X_4), religious practices (X_5), and spending behavior (X_6), can predict the potential of halal tourism destinations in the Songkhla Lake area with statistical significance at the 0.05 level. The order of importance in prediction from most to least is religious practices ($b=0.304$), tourism activities ($b=0.161$), dining behavior ($b=0.154$), travel patterns ($b=0.113$), accommodation selection ($b=0.089$), and spending ($b=0.015$), respectively. The prediction equation is as follows:

$$Y = 0.113X_1 + 0.089X_2 + 0.154X_3 + 0.161X_4 + 0.304X_5 + 0.015X_6$$

Discussion

This study confirms that Muslim tourist behavior significantly shapes the potential of halal tourism destinations in the Songkhla Lake area ($R^2 = 0.299$). The findings directly address the two research objectives: (1) to study Muslim tourist behavior and the potential of halal tourism destinations, and (2) to examine the effect of behavioral dimensions on such potential.

The results highlight why religious practices are most influential ($b = 0.304$). This demonstrates that the presence of mosques, prayer facilities, and religious infrastructure strongly enhances the attractiveness of halal destinations. This finding extends the work of Jafari and Scott (2014, Global), who argued that religiosity is central to Muslim travel, by providing micro-level evidence within a Thai context.

Tourism activities also show a positive effect ($b = 0.161$), confirming that Muslim tourists value recreational opportunities aligned with Islamic principles. This supports Battour and Ismail (2023, Malaysia) and Han et al. (2019, South Korea), and extends their findings by illustrating that the design of activities in culturally diverse areas such as Songkhla Lake is a critical factor.

Dining behavior ($b = 0.154$) further reinforces the need for a robust halal food ecosystem, consistent with Eid and El-Gohary (2015, Egypt).

Interestingly, while spending behavior was rated highly by respondents, its predictive power was weak ($b = 0.015$). This suggests that Muslim tourists' willingness to spend alone does not increase destination potential unless it is supported by religious and halal-compliant facilities. This nuance expands Henderson's (2010, Singapore) findings by emphasizing that supply-side adaptation is more decisive than demand-side willingness.

In terms of the "so what," the evidence demonstrates that policymakers and stakeholders must recognize that investments in religious facilities ($b = 0.304$) and Islamic-friendly activities ($b = 0.161$) are not just cultural considerations but strategic levers for competitiveness. This contribution extends previous national studies in Thailand (Kaosiri, 2019; Sriprasert, Chainin, & Rahman, 2014; Sooksai, 2021 – all Thailand) by providing micro-level evidence in Songkhla and Pattani provinces, areas with significant Muslim populations.

Overall, this study contributes by (1) empirically confirming the effect of Muslim tourist behavior on halal tourism destination potential at the micro level, (2) extending international research from Malaysia, South Korea, Egypt, and Singapore into the Thai context, and (3) offering actionable implications for halal tourism policy and practice.

Recommendations

Based on the study's findings, several recommendations can be made to enhance the development of halal tourism destinations, particularly in the Songkhla Lake area:

1. Prioritize religious infrastructure ($b = 0.304$).

Religious practices emerged as the most influential factor in shaping perceptions of halal tourism potential. Destination managers should ensure that essential religious facilities such as prayer rooms, ablution areas, and Qibla direction signs are readily available and well-maintained across key tourism sites. Partnerships with Islamic councils and local mosques could help maintain religious authenticity.

2. Develop tourism activities aligned with Islamic values ($b = 0.161$).

Given the significant influence of tourism activities, local authorities and tourism businesses should design culturally sensitive, experience-based offerings. This may include Islamic heritage trails, halal-friendly leisure activities, Islamic arts and crafts markets, and learning programs related to Muslim local life. These initiatives can both attract Muslim tourists and strengthen the cultural identity of the region.

3. Strengthen the halal food ecosystem ($b = 0.154$).

Dining behavior is a key determinant of destination potential. Therefore, halal certification systems should be strengthened, diverse halal dining options expanded, and local halal supply chains reinforced. Close collaboration with Islamic certification bodies and private restaurants will be essential in building consumer trust and satisfaction.

4. Improve travel patterns through accessibility and connectivity ($b = 0.113$).

Since travel patterns influence destination potential, improving transport infrastructure such as halal-friendly public transit, safe road networks, and convenient inter-district routes will enhance overall accessibility. Providing multilingual information in and offering family-friendly tour packages could further support Muslim tourists' needs.

5. Enhance accommodation preferences ($b = 0.089$).

To align with Muslim tourists' expectations, hotels and homestays should integrate halal-friendly features such as prayer facilities, halal-certified kitchens, alcohol-free environments, and family-oriented services. Training hotel staff in halal hospitality standards will further enhance service quality.

6. Address spending behavior with targeted strategies ($b = 0.015$).

Although spending behavior had the weakest predictive effect, targeted strategies can still encourage greater economic contributions. Initiatives may include promoting halal shopping centers, local halal souvenirs, and family package deals that bundle accommodation, food, and activities.

7. Adopt an integrated and community-based development approach.

The interdependence of behavioral dimensions indicates the need for holistic planning. Halal tourism initiatives should be integrated within broader regional tourism strategies and coordinated among local communities, religious organizations, government agencies, and private sector partners. Community education programs, awareness campaigns, and hospitality training for residents can further strengthen community support and enhance visitor experiences.

8. Consider non-behavioral factors in future planning.

As 70.1% of the variance in destination potential remains unexplained, future planning must address external and supply-side factors including general infrastructure quality, marketing strategies, regional connectivity, and socio-political stability. These factors can further reinforce the competitiveness of Songkhla Lake in the global halal tourism market.

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