

Attraction and Promotion Strategies in the Development of Muslim-Friendly Tourism in Tangkahan Langkat Ecotourism

*Attraction and
Promotion Strategy on
Tourism*

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Submitted:
November 21, 2025

Revised:
January 5, 2026

Accepted:
January 24, 2026

Published Online:
January 31, 2026

ABSTRACT

Muslim-friendly tourism has become an important global trend, including in Indonesia, as the growing Muslim travel market increasingly demands destinations that integrate attractive natural and cultural resources with halal-compliant facilities and effective promotion to ensure spiritual comfort and positive travel experiences. This study analyzes the influence of tourist attraction and tourism promotion on tourist in the context of Muslim-friendly tourism development. The study used a quantitative approach with 100 foreign tourist respondents selected through non-probability sampling (accidental sampling). Data were collected through questionnaires, observations, and documentation, then analysed using multiple linear regression. The results show that tourist attraction and tourism promotion have a positive and significant effect on tourist visits, both partially and simultaneously. The Adjusted R Square value of 0.805 indicates that 80.5% of the variation in tourist visits can be explained by the two variables, while 19.5% is influenced by other factors outside the model. The findings confirm the need to strengthen local culture-based attractions and the creative economy, as well as optimise digital promotion through social media to enhance the image of the destination and tourist visits.

Keywords: *Digital Promotion, Ecotourism, Muslim-Friendly Tourism, Tourist Attractions, Tourist Visits.*

INTRODUCTION

Muslim-friendly tourism has emerged as a significant trend in the global tourism industry. As tourism systems involve complex interactions among attractions, services, promotion, and visitors, destinations are required to adopt comprehensive planning and management strategies to remain competitive (Cooper, 2018; Gunn & Var, 2020). In this context, Muslim-friendly destinations are expected to provide facilities and services that ensure spiritual comfort, such as halal food, accessible prayer facilities, and accommodation that respects privacy and cleanliness in accordance with Sharia law (Battour & Ismail, 2018). These attributes are essential in shaping positive perceptions and satisfaction among Muslim tourists.

Tangkahan, located in Langkat Regency, North Sumatra, is widely recognized as an ecotourism destination characterized by dense tropical forests, clear rivers, and high biodiversity. Ecotourism emphasizes conservation, community involvement, and sustainable experiences (Fennell, 2020). This makes Tangkahan an attractive destination for nature-based tourism. However, in order to enhance its appeal to Muslim tourists, the development of attractions and promotional strategies aligned with Islamic values becomes increasingly important. A tourist trip, as defined by Spillane (2017), must be

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 14 No. 1, 2026
pp. 45-54
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v14i1.4610

temporary, voluntary, and non-remunerative, and such travel decisions are strongly influenced by the perceived value of destination attributes and supporting facilities.

Tourist attractions constitute the core elements that motivate visitation, encompassing natural, cultural, and recreational components (Lew, 2023). Natural attractions include landscapes and ecosystems; cultural attractions reflect heritage, traditions, and local values; while recreational attractions relate to activities and facilities that enhance visitor experiences. The interaction between tourists and local communities also shapes the overall tourism experience (Wang & Pfister, 2018). Motivation to travel is driven by the desire to fulfill personal needs through unique and memorable experiences, and effective attractions typically combine natural beauty, cultural richness, and engaging activities (Crompton, 2018; Kim et al., 2019). Empirical studies consistently show that destination appeal, supported by accessibility and facilities, significantly influences tourist satisfaction, loyalty, and visit intention (Lee & Jan, 2018; Ritchie & Crouch, 2018; Pavule, 2018).

Alongside attractions, tourism promotion plays a crucial role in communicating destination value and stimulating demand. Promotion involves integrated marketing communication designed to inform, persuade, and motivate potential tourists (Sangadji & Sopiah, 2017; Kotler et al., 2020). In the digital era, effective promotion must incorporate social media, user-generated content, and influencer marketing to reach targeted market segments (Kotler & Keller, 2018; Xiang & Gretzel, 2018). For Muslim-friendly tourism, promotional messages should highlight halal facilities, worship amenities, cleanliness, and hospitality to build trust and positive destination image (Tian et al., 2022).

Tourist visits are the outcome of cognitive and affective evaluations of destination quality, service, and promotion, which shape satisfaction, loyalty, and revisit intention (Peter & Olson, 2017; Parasuraman et al., 2018; Zeithaml, 2019; Rasoolimanesh et al., 2023). Travel behavior is also influenced by psychological, social, cultural, and religious factors, making Muslim-friendly attributes an important determinant of destination choice and satisfaction (Duky, 2017; Schiffman & Wisenblit, 2019; Rahmiati et al., 2020; Maulana et al., 2021). The sharp decline in foreign tourist arrivals to Tangkahan in 2020 due to COVID-19, followed by a gradual recovery up to 2023, highlights destination vulnerability and the need to strengthen resilience through effective marketing, digital engagement, and community-based tourism. Community empowerment is therefore essential to enhance authenticity, service quality, and equitable socio-economic benefits (Hall et al., 2017; Scheyvens, 2018; McKercher & Du Cros, 2020).

While numerous studies have examined halal tourism, limited research specifically investigates how tourist attractions and promotion together influence Muslim tourist visits to ecotourism destinations like Tangkahan. Most existing work focuses separately on service quality or destination image, neglecting the integrated role of attraction attributes and promotional effectiveness in a Muslim-friendly ecotourism context. This study aims to fill that gap by analyzing the influence of both factors on Muslim tourist visits to Tangkahan. The findings are intended to provide empirical support for targeted strategies in sustainable Muslim-friendly ecotourism development.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Tourist Attractions on Tourist Visits

Muslim-friendly tourism refers to organizing tourism services in line with Islamic values to ensure comfort for Muslim travelers. Battour and Ismail (2018) emphasize that such destinations must provide essential facilities like halal food, accessible prayer spaces, and accommodation respecting privacy and religious norms, which are crucial for spiritual security and satisfaction. Tourist attractions are a primary travel motivator, representing the core value of a destination. Lew (2023) classifies them into three categories: natural (scenery, ecology), cultural (traditions, local wisdom), and recreational (activities, facilities), all shaping the destination's identity and visitor experience.

In Muslim-friendly tourism, the role of attraction is heightened as its appeal is reinforced by supportive attributes like cleanliness, safety, and worship-conducive environments. Walenta (2025) states that optimizing natural and cultural potential boosts destination competitiveness and sustainability. When core attractions are supported by religious facilities, the destination's perceived value rises, strengthening visit intentions. Lee and Jan (2018) show that integrating natural beauty, cultural heritage, and adequate facilities increases satisfaction and loyalty. Hidayah (2019) identifies attraction as the key driver of destination choice, a finding supported by Maulana et al. (2021), who confirm that distinctive, well-managed attractions significantly positively impact visit decisions, underscoring attraction's central role in tourism development.

H1: Tourist attractions have a positive and significant effect on tourist visits.

The Effect of Tourism Promotion on Tourist Visits

Tourism promotion is crucial for building a destination's positive image. Kotler et al. (2017) define it as marketing communication to inform, persuade, and remind consumers. With technological advancement, promotion has shifted toward digitalization via social media, websites, and influencers, enabling interactive and wide-reaching campaigns (Law, 2017). Xiang and Gretzel (2018) note that social media allows experience-sharing, significantly influencing potential tourists. Effective promotion raises awareness and generates visit intention. Devkota et al. (2023) stress that strategies must be integrated and consistent. In Muslim-friendly tourism, promotion can highlight worship facilities, halal certification, and Sharia-supportive local culture.

Integrated promotion strategies through above-the-line promotion, below-the-line promotion, and experiential marketing have been proven to influence increased consumer interest (Sugiono & Sume, 2017). Marketing through social media is also considered effective in strengthening destination promotion and increasing audience interest (Fathor et al., 2025). In Muslim-friendly tourism, promotions that highlight halal facilities, ease of worship, and a comfortable environment can reduce uncertainty among Muslim tourists, thereby strengthening their decision to visit. The results of research by Sopiah and Sangadji (2017) and Kotler and Keller (2018) show that promotion has a positive effect on tourist interest and decisions. Research by Ardani et al. (2020) and Sufa et al. (2024) also reinforces that good promotion can significantly increase tourist visitation rates.

H2: Tourism promotion has a positive and significant effect on tourist visits.

Simultaneous Effect of Tourist Attraction and Tourism Promotion on Tourist Visits

Tourist visits represent the outcome of an individual's decision-making process in selecting a destination. The decision to visit is the final stage of consumer behavior, following need recognition, information search, and evaluation of alternatives (Kotler & Armstrong, 2017). This process is shaped not only by rational considerations such as cost, accessibility, and facilities, but also by emotional and social influences (Peter & Olson, 2017). Visiting decisions are closely linked to tourists' perceptions of destination attractiveness, service quality, and the effectiveness of promotional communication. Sthapit and Coudounaris (2018) emphasize that memorable experiences are central to tourist satisfaction and loyalty, while Schiffman and Wisenblit (2019) highlight that cultural and religious values also play an important role in shaping travel behavior, particularly for tourists who seek destinations aligned with their beliefs.

Tourist visits are therefore the result of the interaction between the quality of attractions and the effectiveness of promotion. Attractions generate experiential value through natural beauty, cultural uniqueness, and recreational opportunities, whereas promotion communicates these advantages to potential visitors and forms expectations prior to travel. Numerous studies confirm that destination attractiveness is a key determinant of visit intention, as distinctive landscapes, cultural heritage, and adequate

facilities increase perceived value (Crompton, 2018; Lew, 2023). At the same time, promotion functions as a strategic communication tool that strengthens the influence of attractions by delivering credible and appealing information to the market (Kotler & Keller, 2018).

The integration of attraction and promotion is therefore essential for increasing tourist visits. Ritchie and Crouch (2018) argue that successful destination development requires a balanced combination of competitive attractions and market-oriented promotional strategies. In the context of Muslim-friendly tourism, promotional messages that emphasize Islamic values such as halal assurance, cleanliness, and hospitality can enhance destination image and trust among Muslim travelers (Battour & Ismail, 2018). Setiawan et al. (2025) further note that visit growth is reinforced through experiential value creation, image building, and effective digital marketing, indicating that tourism success depends on the combined performance of product quality and communication strategies.

H3: Tourist attractions and tourism promotion simultaneously has a positive and significant effect on tourist visits.

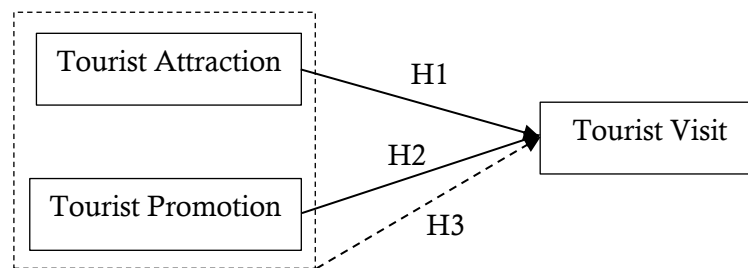


Figure 1. Conceptual Framework

The research framework is based on the assumption that tourist visits are influenced by two main determinants: tourist attractions and tourism promotion. Tourist attractions represent the intrinsic value of the destination that stimulates interest and motivates travel decisions, while promotion functions as a communication tool that conveys this value and shapes tourists' perceptions and intentions. Partially, each variable is expected to have a positive and significant effect on tourist visits (H1 and H2). Simultaneously, the interaction between attractive destination attributes and effective promotional strategies is assumed to produce a stronger combined impact on visit intensity, indicating that well-developed attractions supported by targeted promotion will more effectively increase tourist arrivals than when each factor operates independently (H3).

RESEARCH METHODS

This study adopts a quantitative approach with a causal associative research design to examine the causal relationships between independent and dependent variables. A quantitative method is appropriate because it enables hypothesis testing through standardized measurement instruments and statistical analysis, producing objective and generalizable findings (Hair et al., 2019). The causal associative design is further justified as it allows the assessment of both the direction and strength of relationships among tourism-related variables (Sugiyono, 2019; Creswell & Creswell, 2023). The empirical focus of this research is Muslim-friendly tourism development at Tangkahan Ecotourism, Langkat Regency, North Sumatra, a destination that emphasizes halal values and environmental sustainability.

The research was conducted at the Tangkahan Ecotourism site, North Sumatra Province. This location was purposively selected due to its integration of conservation-based ecotourism principles and Muslim-friendly tourism practices. The research population comprised all foreign tourists visiting the Tangkahan Ecotourism area in 2024.

A total of 100 respondents were selected using a non-probability sampling method with an accidental sampling technique. This technique was chosen to allow direct access to respondents encountered at the research site based on the availability and suitability of characteristics, without applying probabilistic selection procedures (Sugiyono, 2021). The inclusion criteria required respondents to be foreign tourists who had visited Tangkahan at least once, were Muslim or interested in Muslim-friendly destinations, and were willing to participate voluntarily. The sample size satisfies the minimum requirement recommended by Hair et al. (2019), which suggests five to ten respondents per indicator.

The study utilized both primary and secondary data sources. Primary data were obtained through structured questionnaires administered to foreign tourists, supported by field observations and semi-structured interviews with tourism managers, local guides, and community members. Secondary data were collected from official institutions, including the Langkat Regency Central Statistics Agency (*Badan Pusat Statistik/BPS*), the Gunung Leuser National Park Authority, the Langkat Tourism Office, and relevant scholarly publications.

The primary research instrument was a closed-ended questionnaire using a five-point Likert scale ranging from strongly disagree to strongly agree (Joshi et al., 2015). Tourist attraction (X1) indicators such as natural beauty, cleanliness, and local culture. Tourism promotion (X2) indicators, including media effectiveness, promotional messages, and community collaboration; and tourist visit (Y) indicators reflecting visit intention, satisfaction, and visit frequency. All indicators were developed based on established theories of tourism marketing (Kotler et al., 2020; Gunn & Var, 2020; Lew, 2023).

Before analysis, the instrument was tested for validity and reliability. Validity was assessed using the Corrected Item–Total Correlation method, while reliability was evaluated using Cronbach’s Alpha (Taber, 2018). Data analysis was performed using IBM SPSS Statistics 20 and included descriptive analysis, classical assumption tests, multiple linear regression, partial (t-test) and simultaneous (F-test) significance tests, and the coefficient of determination (R²) to assess the explanatory power of the independent variables. The mathematical model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Explanation:

- Y = Tourist Visits
- α = Constant
- β₁, β₂ = Regression Coefficients
- X₁ = Tourist Attraction
- X₂ = Tourism Promotion
- ε = Error Term

RESULTS

The sample used in this study consisted of 100 respondents, namely foreign tourists visiting the Tangkahan Tourist Attraction. To determine the respondents’ responses, a questionnaire was distributed regarding the analysis of the influence of tourist attraction and tourism promotion on tourist visits to the Tangkahan tourist attraction in Langkat Regency.

Table 1. Respondent Characteristics Based on Gender Gender

Characteristic	Category	Frequency	Percent (%)	Valid Percent	Cumulative Percent
Gender	Male	59	59.0	59.0	59.0
	Female	41	41.0	41.0	41.0
	Total	100	100.0	100.0	100.0
Age	20-30 years	58	58.0	58.0	58.0
	31–41 years	36	36.0	36.0	36.0
	42-52 years old	6	6.0	6.0	6.0

Characteristic	Category	Frequency	Percent (%)	Valid Percent	Cumulative Percent
Employment Status	Total	100	100.0	100.0	100.0
	Other	11	11.0	11.0	11.0
	Students	35	35.0	35.0	35.0
	Private Sector Employees	23	23.0	23.0	23.0
	Entrepreneur	13	13.0	13.0	13.0
	Civil Servant	18	18.0	18.0	18.0
	Total	100	100.0	100.0	100.0
Frequency	1	75	75.0	75.0	75.0
	2	20	20.0	20.0	20.0
	3	3	3.0	3.0	3.0
	4	2	2.0	2.0	2.0
	Total	100	100.0	100.0	100

Based on Table 1, the respondent profile indicates that Muslim-friendly tourism in Tangkahan primarily attracts a productive-age market segment with relatively high mobility and travel interest. The dominance of male visitors (59%) suggests that nature-based and adventure-oriented ecotourism activities may appeal more strongly to male tourists, while the substantial proportion of female visitors still reflects inclusive destination appeal. The age distribution, which is concentrated among individuals aged 20–41 years, highlights that Tangkahan is particularly attractive to young adults and early middle-aged travelers who generally have greater physical capacity, flexibility, and interest in experiential tourism. From an occupational perspective, the presence of students, private-sector employees, and civil servants suggests a diverse socio-economic background, indicating that Tangkahan is accessible across income and professional groups. The high proportion of first-time visitors implies that Tangkahan continues to function as an emerging destination, where promotional efforts play a critical role in initial visitation. At the same time, the smaller share of repeat visitors signals potential opportunities to strengthen destination loyalty through improved visitor experiences, service quality, and sustained engagement strategies.

Based on the results summarized in Table 2, all measurement items used in this study met the required validity and reliability criteria. The validity testing shows that all statement items for the tourist attraction variable (X_1), tourism promotion variable (X_2), and tourist visit variable (Y) have corrected item–total correlation values greater than 0.30, indicating that each item is valid and appropriately measures its respective construct. In addition, the reliability analysis demonstrates that the Cronbach’s alpha coefficients for all variables exceed the threshold value of 0.60, confirming satisfactory internal consistency. These findings indicate that the research instrument is both valid and reliable, and therefore suitable for further statistical analysis.

Table 2. Validity Test

Variable	Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach’s Alpha if Item Deleted	Cronbach Alpha
Tourist Attraction (X_1)	P1.1	19.00	11.475	0.513	0.795	0.810
	P1.2	19.03	10.595	0.647	0.764	
	P1.3	19.21	11.238	0.614	0.773	
	P1.4	18.81	11.751	0.509	0.795	
	P1.5	19.04	11.150	0.601	0.775	
	P1.6	19.01	11.263	0.548	0.787	
Tourist Promotion (X_3)	P3.1	26.19	21.529	0.466	0.853	0.856
	P3.2	26.27	19.007	0.675	0.829	
	P3.3	26.27	20.846	0.530	0.846	
	P3.4	26.29	21.097	0.540	0.845	
	P3.5	26.16	19.570	0.678	0.829	
	P3.6	26.41	18.931	0.701	0.825	
	P3.7	26.15	20.371	0.622	0.836	

Variable	Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach Alpha
	P3.8	26.26	20.679	0.565	0.842	
	Y.1	34.09	36.608	0.677	0.89	
	Y.2	34.07	36.288	0.613	0.894	
	Y.3	34.10	37.384	0.527	0.900	
	Y.4	34.31	35.812	0.771	0.884	
Tourist Visit (Y)	Y.5	34.12	36.248	0.702	0.888	0.901
	Y.6	34.39	35.412	0.687	0.889	
	Y.7	34.18	37.644	0.544	0.898	
	Y.8	34.27	35.189	0.810	0.881	
	Y.9	34.15	36.412	0.696	0.889	
	Y.10	34.14	37.778	0.533	0.899	

Based on Table 3, the multiple linear regression results indicate that the constant value (α) of 0.894 implies that, in the absence of tourist attraction and tourism promotion, the baseline level of tourist visits remains at 0.894 units. The regression coefficient for tourist attraction ($\beta_1 = 1.221$) shows that an increase of one unit in attraction is associated with an increase of 1.221 units in tourist visits, indicating a strong positive effect. Similarly, the coefficient for tourism promotion ($\beta_2 = 0.172$) suggests that a one-unit improvement in promotional activities leads to an increase of 0.172 units in tourist visits, although with a smaller magnitude compared to attraction. The t-test results further confirm these relationships. Tourist attraction has a highly significant positive effect on tourist visits, as indicated by a t-value of 9.942, which exceeds the critical t-value of 1.66, with a significance level of 0.000 (< 0.05). Likewise, tourism promotion also exerts a positive and statistically significant influence on tourist visits, with a t-value of 2.674, greater than the t-table value of 1.66, and a significance level of 0.009 (< 0.05). These findings demonstrate that both tourist attraction and tourism promotion individually contribute significantly to increasing tourist visits, with tourist attraction showing a stronger effect.

Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients		T-Statistic	Sig.
	B	Std. Error		
Constant	0.894	2.245	0.398	0.691
Tourist Attraction	1.221	0.123	9.942	0.000
Tourism Promotion	0.172	0.064	2,674	0.009

Table 4. Simultaneous Test (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3575.314	3	1191.771	137.076	0.000 ^a
Residual	834.646	96	8.694		
Total	4.409.960	99			

Based on Table 4, the statistical test results in the F-test produced an F-statistic of 137,076 $>$ F table 2.47 (n-k-1 at k = 100-4-1 = 95 at 4) and significance 0.000 $<$ 0.05, so H_a is accepted, and H_o is rejected, meaning that tourist attraction and tourism promotion simultaneously have a positive and significant effect on tourist visits. Thus, the previous hypothesis (H_4) is accepted.

Table 5. Coefficient of Determination Test (R^2)

Test	Value
R	0.900
R-Square	0.811
Adjusted R-Square	0.805
Standard Error of the Estimate	2.949

Based on Table 5, the statistical test results for the Adjusted R square value of 0.805 can be referred to as the coefficient of determination. This means that 0.805 (80.5%) of

tourist visits can be obtained and explained by the variables of tourist attraction and tourism promotion, while the remaining 19.5% is explained by variables outside the model that were not studied.

DISCUSSION

The results of the statistical test show that the t-statistic for tourist attraction is $9.942 >$ the t-table and a significance of $0.000 < 0.05$, meaning that tourist attraction has a partial positive and significant effect on tourist visits. The low mean score on the dimension reflecting the integration of nature conservation and local culture in the Tangkahan ecotourism area suggests that this characteristic has not been strongly perceived, implying that greater collaboration among the local community is needed to more clearly demonstrate how conservation values are embedded in and expressed through local cultural practices. For example, the culture and diversity of the local community can be utilized as a strategic promotional element to stimulate tourists' interest in visiting and to provide meaningful experiences. Through cultural performances and creative economic activities, tourists will perceive Tangkahan not only as a destination for elephant conservation and natural attractions, but also as a place where local communities actively enrich the tourism experience. This integrated cultural presentation is expected to generate positive impressions and responses from visitors. According to Hidayah (2019), tourist attraction is a powerful force for attracting tourists. The results of this study support the research of Ardani et al. (2020) and Maulana et al. (2021), which states that tourist attractions have a positive and significant effect on tourist visits.

The results of the statistical test show that the calculated t-statistic for tourism promotion is $2.674 >$ the t-table and a significance level of $0.009 < 0.05$, meaning that tourism promotion partially has a positive and significant effect on tourist visits. The low mean score on the dimension related to the accessibility of Tangkahan information through various social media platforms indicates that the availability and effectiveness of promotional media remain limited, underscoring the importance of strengthening digital promotion to enhance destination visibility and attract more visitors. Therefore, with an ideal and effective promotional strategy, it can have a positive impact on the long-term development of a tourist attraction. The management must be able to disseminate information across all social media platforms, such as Instagram, Facebook, Twitter, websites, and others, not just on a few social media platforms, in order to provide important information related to Tangkahan ecotourism on a daily basis. A strategy refers to the control and integrated programme of communication designed to explain the company and its products to consumers. The results of this study support the research of Ardani et al. (2020), which states that tourism promotion has a positive and significant effect on tourist visits.

The results of the statistical test show that at an F-statistic of $137.076 >$ F-table 2.47 and significance $0.000 < 0.05$, meaning that tourist attraction and tourism promotion simultaneously have a positive and significant effect on tourist visits. The low mean score on the dimension related to visiting attractive tourist objects suggests that the appeal and visibility of key attractions in the Tangkahan ecotourism area have not been fully perceived, even though such attractions are essential for creating memorable travel experiences and fulfilling tourists' expectations of enjoying nature-based leisure with their families. However, there are still many tourist attractions in the same direction that are not enjoyed by tourists for various reasons, so tourists only visit one tourist attraction. According to Hidayah (2019), tourist attractions are the driving force behind attracting tourists. These findings imply that the development of Muslim-friendly tourism in Tangkahan should prioritize strengthening distinctive attractions through community-based cultural integration while simultaneously optimizing digital and multi-platform promotional strategies. A synergistic approach between attraction enhancement and comprehensive promotion is therefore essential to increase tourist visits and ensure the sustainable competitiveness of Tangkahan as an ecotourism destination.

CONCLUSION

This study finds that tourist attractions and tourism promotion each have a positive and significant effect on tourist visits to Tangkahan Ecotourism within the context of Muslim-friendly tourism, and that their combined influence is stronger than when they operate separately. Natural scenery, the availability of halal facilities, and local cultural elements that are in line with Islamic values enhance the attractiveness of the destination, while effective promotion, especially through digital media and Muslim-oriented platforms, strengthens awareness and visit intention among Muslim tourists. These results indicate that the integration of appealing attractions with well-targeted promotional strategies is essential for increasing tourist arrivals. In practical terms, destination managers should prioritize the development of Muslim-friendly facilities, community-based cultural presentations, and consistent dissemination of information through multiple digital channels in order to build a positive and credible image of Tangkahan as a Muslim-friendly ecotourism destination.

Despite these contributions, this study has several limitations. The use of accidental sampling and a sample size of 100 foreign tourists may limit the generalizability of the findings, and the analysis is restricted to attraction and promotion variables, without considering other important determinants such as service quality, accessibility, destination image, and perceived value. Future research is therefore encouraged to apply probability sampling techniques and involve larger and more diverse respondent groups. In addition, subsequent studies could incorporate additional variables and analytical models, such as examining the mediating role of tourist satisfaction or the moderating effect of religiosity, to provide a more comprehensive understanding of the factors influencing Muslim tourists' visitation decisions and to further support the development of sustainable Muslim-friendly tourism in Tangkahan.

FUNDING STATEMENT: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

CONFLICTS OF INTEREST: The author declares no conflict of interest.

DECLARATION OF GENERATIVE AI STATEMENT: During the preparation of this work the author(s) used ChatGPT, Grammarly, and Turnitin in order to assist in improving writing quality, correcting language errors, and verifying originality of the manuscript. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

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