The Impact of Halal Tourism and Tourist Safety on Destination Preferences of Tourists in Thailand

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Abstract

The purpose of this study is to determine how halal friendly tourism and tourism safety effects on perceived destination quality and perceived destination quality effects on destination preference. The study involves moderating role of tourist satisfaction and integrate perceived destination quality and destination preferences. For purpose of data collection, a survey was completed by 377 tourists in Thailand. The results of structural equation modelling (SEM) highlighted that perceived destination quality is having favorable impacts on destination preferences. The outcomes additionally demonstrated a link between Halal friendly tourism, perceived destination quality, and destination preferences as well as the mediating effect of perceived destination quality between tourism safety and destination preferences. Moreover, the findings of this study revealed that tourist satisfaction has significant moderating effect between perceived destination quality and destination preferences This study offers vital information in several ways to management, practitioners, and policymakers. Staff employees should undergo training to enhance their skills and awareness of important services before interacting directly with tourists. A staff worker in a hotel, cafeteria, tour guide, or travel agency should be able to greet visitors, strike up a conversation with them, and provide services. This concept could serve as an illustration or a model for future administration and the expansion of halal tourism in other

locations. There are several important policy recommendations, requests for more research, and recommended theoretical and practical implications.

Keywords: Halal Tourism, Tourist Safety, Tourist Satisfaction, Destination Preferences, Thailand.

Introduction

In the modern era, tourism has emerged as one of the prime and rapidly growing industry sectors (Suhartanto, Dean, Wibisono, et al., 2022). The rise of tourism is always favorable for the business with enhanced profits and for the residents with higher chances of jobs and raised standard of lives. Every country perceive tourism as the key drivers of economic development, national pride, and the development of the tourism sector (Rohman, 2020). According to World Travel and Tourism Council, the tourism sector generates around 334 million jobs globally and contributed totaling 10.4% to the global GDP in 2019. The tourism business is the main source of income in many of tourism-based countries. Due to the direct and indirect involvement of the tourism sector in the betterment of countries' overall services, the tourism sector is having priority among other sectors in numerous countries (Suhartanto et al., 2021).

Presently, halal-friendly tourism is a rising concern in many countries to enhance tourists' footsteps in the country. Although, a major sector of halal tourism is the Muslim community, but it includes other tourists as well. As halal-friendly tourism is no more matter of religion but is a specific group of tourists based on their own preferences. When it comes to halal tourism, Thailand is not an exception. Thailand is one of the top traveling destinations in the world and it welcomes all kinds of ethnics, nationalities, and specific tourism groups including halal tourism travelers (Rachmiatie et al., 2021).

According to Dedeoğlu (2019), the Halal-friendly tourism industry is growing quickly and it is expected to generate more revenue in coming years. In this regard, destination preferences are crucial for a country's development because many nations and tourism-related organizations strives for their advantages from the tourist industry (Huwae et al., 2020). The destination brand preference is key in tourism literature (Kusdibyo, 2022). For instance, most marketing managers put a lot of time, work, and passion into luring new clients to all types of expenditure (Liu & Chu, 2020). Building client preference is currently regarded as a cost-effective method of generating revenue, although intense competition and constraints on marketing budget expenses have increased (Martaleni et al., 2021). According to earlier research (Purwanto et al., 2022; Rohman, 2020), keeping current customers costs far less over time than acquiring new ones, and a 5% improvement in customer retention can boost profitability by 85%. It is crucial that destination managers comprehend what generates from the tourist destination preference (Stylidis et al., 2017; Suhartanto, Dean, Chen, et al., 2022).

Destination preferences are crucial factors and have been extensively studied in tourism marketing studies. Furthermore, destination preferences have been investigated in a variety of scenarios (Ullah et al., 2022; Yamashita & Takata, 2021). However, few of studies revealed that various traits are inherent in each discipline, and the findings of studies in one field might not be directly transferable to studies in another (Tran et al., 2021; Wibowo & Khoiruddin, 2022). Therefore, Suhartanto, Dean, Wibisono, et al. (2022) advise looking into client preference to other novel company sectors, such as hot springs. Due to the distinctive nature of hot springs, visitor allegiance to them differs from that of other tourist attractions.

The destination preference effect by one other factor is tourism safety which is an important progression in the travel industry and its impact around the world. There is an absence of medical services well-being and security in numerous nations in specifically dealing with tourist injuries, and emergency health issues (Petruzzi, & Marques, 2022). The traveler safety issue is novel because of its nearby huge effect on traveler streams and requires ideal results to the quick ecological factors, and to keep up with location security and reduce unfavorable impacts on tourist destination preference and it relates to tourism safety issue is crucial for the safety of travelers (Raza et al. 2021). In the tourism industry, satisfaction refers to the feeling assessment of a holiday experience (Rohman, 2020). It is a useful metric for evaluating the caliber of a vacation. The standard of the food, the significance of the place, and the surrounding environment all affect how satisfied tourists are. In a study, Stylidis et al. (2017) emphasize that in the tourism industry, visitor happiness is based on a synthesis of visitor intentions before travel and those formed while going. Consumer satisfaction measures how well a service meets expectations, whereas service quality refers to how well a customer feels a service is provided overall (Suhartanto, Dean, Chen, et al., 2022). Along with this review, the current study determines and investigates the relationship between halal tourism and tourism safety on perceived destination quality and destination preference. Further, this study investigates the mediating role of perceived destination quality and the moderating effect of tourist satisfaction in Thailand.

This study provides theoretical and practical contributions to tourism literature. First, this study contributes to the literature on the tourism industry with a novel perspective on halal tourism and tourism safety. Further, also provides emerging insights to professionals and researchers through the mediating role of perceived destination quality and moderating effects of tourist satisfaction. Secondly, this study provides insights to practitioners and policymakers to implement strategies to promote halal tourism and tourism safety in Thailand as well as other developed and developing countries.

Literature Review

2.1 Halal Tourism

Muslim travelers who visit other nations for vacation, business, or business reasons engage in halal tourism (Battour et al., 2021). According to Sofyan et al., (2021), the term "halal" refers to something that is allowed to be done or consumed without any limitations. Islamic tourism and halal tourism are comparable fields (Suhartanto, Dean, Wibisono, et al., 2022; Wibowo & Khoiruddin, 2022). Halal tourism is often termed alternative meaning to Islamic tourism, however, they are both distinct in nature (Wibawa et al., 2021). Islamic tourism is a traveling or tourist industry undertaken for religious or journey objectives (Sofyan et al., 2021). However, on the contrary grounds, halal tourism refers to travel for entertainment, economic, and cultural purposes that comply with a few of the limitations (Suhartanto et al., 2021). The term halal refers to not only cuisine but also to other pursuits, such as tourists' intentions too. Halal tourism is the consumption and provision of goods and services in accordance with specific guidelines and regulations (Abror et al., 2019).

The review of the literature also indicated that halal tourism influences the perception of tourists about destination quality as well. A realistic assessment of the advantages and costs/complications of a tourist product or service offered is characterized as the tourists' perceived destination quality (Nuraini, 2021). The perceived destination quality notion justifies the comparative evaluation of the offering's quality and cost as well as any competing products and expenses. Perceived destination quality is determined by the location, its features, and its

advantages (Effendi et al., 2021). The accessibility of halal goods and services, such as hygienic food and kitchens, is also linked with destination quality. Further, the halal tourism concept relates to how visitors evaluate the caliber of the halal amenities, culinary choices, hotels, and entertainment alternatives (Battour et al., 2021). Based on psychological knowledge, an initial assessment of a destination determines its perceived quality (Wibawa et al., 2021). The majority of the events that traveler engages in are historical, economic, and tourist industry ones that are intended to change their thoughts, enhance their understanding and motivate them to prefer to visit the location again (Sofyan et al., 2021). All of these enable and result in a satisfying and memorable journey for the tourist. Thus, this study has the following hypothesis:

H1: Halal tourism significantly impacts perceived destination quality.

2.2 Tourism Safety

For every tourist, safety and security have always been the necessary condition to travel and tourism. For the past two years, tourism safety has gained considerable attention specifically during the spike of covid 19. The tourism safety refers to the assessment of the current situation concerning the decision choices in desired destinations by tourists or travelers. It is a critical part of the travel industry toward certain destinations (Biswas et al., 2020). Travel safety refers to the act of perceiving the safety of the traveling decision and the travel industry count neglects its effect and these effects manifest the progress and finding a preventive way to diminish the risk and uncertainty (Xu et al., 2021).

To a safe destination, arrangements should be an ongoing interaction, the plans ought to be executed, and the destination to be overseen securely. Stream graphing, quality capacity sending, and disappointment-related strategies are a couple of different techniques in the quality and administration related to discipline the safety measurements (Lai et al., 2022).

Safety and security are fundamental to giving quality in the travel industry and should be an evading objective of the travel industry objective. The issue of safety and security is likewise critical to the picture of a traveler and their destination for guest fulfillment (Yen et al., 2021). Travelers should measure safety practices and It expressed the decision that the travel industry is defenseless against these safety risks including emergencies pandemics, and different dangers that challenge travelers' safety. Past examinations showed that these risks confines to travel contrarily influence the travel industry request (Cham et al., 2021). By having an idea of travel risks and quality, this study has focused on investigating tourism safety related to the perceived destination quality.

H2: Tourism safety significantly impacts perceived destination quality.

2.3 Perceived Destination Quality and Destination Preference

It is generally acknowledged that the level of perceived destination quality has a significant impact on tourists' appeal and propensity to visit the area again (Tran et al., 2021). One of the most crucial conditions for visitors' experiences in today's prosperous industry is maintaining quality standards (Dedeoğlu, 2019; Rohman, 2020). Destination preference in the tourist service industry results from a failure to deliver and meet such standards. In contrast, perceived destination quality is a basis of distinction, relative advantage, and achievement (Della et al., 2015). According to Tran et al., the actual surroundings of a tourist destination, or the ambiance element, is significant for visitor happiness. Past research has demonstrated that the environment has an impact on users' opinions of tourist site managers and their capacity to respond. Visitors are significantly more likely to notice design elements like appealing look,

layout, and safety than different factors, which affects tourist behaviour (Huwae et al., 2020; Stylidis et al., 2017).   When people enter a tourist destination, they regularly scan the interior, which could have an impact on how they perceive the place (Suhartanto, Dean, Wibisono, et al., 2022). The study's findings showed an increase in visitation to historical sites, but the standard of service and interaction at tourist destinations fell short of tourists' standards (Tran et al., 2021).

A key goal of tourism is to boost customer preference because doing so is directly related to the sustainability of any tourism enterprise (Kusdibyo, 2022). This idea is supported by a large body of research on the topic. Little research has concentrated on analyzing destination preference, even though Halal visitors have been highlighted as a significant goal in the tourism sector. Affective and behavioral methods have been used to evaluate the destination preference (Dedeoğlu, 2019; Huwae et al., 2020; Suhartanto, Dean, Chen, et al., 2022) research on Halal tourism thus far has tended to employ the attitude method. The study assessed tourist expectations to measure destination preference, which is compatible with the designed to address, even though they did not use the word destination preference. In a study, Yamashita and Takata (2021) examined tourist destination preference as a trend of travelers to suggest and visit a friendly destination. In order to be consistent with earlier research and take into account the superiority of the designed to address over the behavioral perspective in accurately predicting tourism destination (Tran et al., 2021), this study measures tourist destination preference using the attitudes strategy.

H3: Perceived destination quality significantly impact on destination preference.

2.4 Mediation of Perceived Destination Quality

Perceived destination quality plays a significant role in how users will behave in the future and how prefer they will be (Tran et al., 2021). In fact, it is believed that visitors who think the tourist attractions they have experienced are of high quality would have favourable opinions of the location in the future. Along with, the halal tourism as refers to not only cuisine but also to other pursuits, like quality of services for tourist. It indicates that the provision of quality goods and services in accordance with specific guidelines and regulations (Abror et al., 2019). Therefore, Rohman (2020) stated previously, perceived destination quality is "all about the visitor's evaluation of the performance of services consumed in a certain tourist destination," but it may also be described as including the vacation spot in addition to its natural appeal (Huwae et al., 2020). A declaration of opinion about Halal tourism is used to assess perceived quality, this study has proposed the following:

H4: Perceived destination quality mediates the relationship between halal tourism and destination preference.

The idea has to do with how visitors judge the standard of the facilities, dining options, lodging, and entertainment facilities (Suhartanto, Dean, Wibisono, et al., 2022). Utilizing prior research Purwanto et al. (2022); Ullah et al. (2022) that found subject-specific evaluations of perceived quality as a behavioral reaction. When a tourist destination is visited, their behaviour frequently changes. Tourists gain a greater knowledge of the place and build on earlier experiences on recent visits, in contrast to the drive to support the idea and communicate them.

Under destination preference of tourism, which emphasizes the tourism safety of a family trip location, a tactic to entice visitors to a perceived destination quality is employed (Sofyan et al., 2021). It can be used to continually enhance the visit for visitors (Effendi et al., 2021). Tourism safety is one of the significant aspects in traveler judgments about the

destination quality. Safety and security are fundamental to giving quality in the travel industry and should be an evading objective of the travel industry objective. The issue of safety and security is also critical to the picture of a traveler and their destination for guest fulfillment (Marasigan et al., 2021).

It is well known that the perceived destination quality significantly affects tourists' preference and their desire to return to the area (Abror et al., 2019; Huwae et al., 2020) According to the Liu & Chu, (2020), people believe that their destination and the outcomes they receive will be comparable. This is the premise behind the notion of perceived destination quality, A traveler will consider a site to be safe and excellent quality if they pay a fair price for the items or activities they obtain. Hence, this study has following proposition:

H5: Perceived destination quality mediates the relationship between tourism safety and destination preference.

2.5 Moderating Role of Tourist Satisfaction

In the field of tourism, tourist satisfaction refers to an emotional assessment of a vacation experience (Wibowo & Khoiruddin, 2022). It is a useful metric for evaluating the caliber of a vacation. The customer destination preference hypothesis by Fu and Juan (2017) is a crucial framework for assessing intellectual satisfaction. Expectations review of the procedure is necessary by comparing prior views against user satisfaction. When observed expectations are exceeded, good perceived destination quality and preference, and will produce satisfaction. The reverse occurs when expectations are not met (Zhang et al., 2021). When behavior is considered to be on par with expectations, there is a straightforward confirmation that leads to either satisfaction or a unsatisfied (Huwae et al., 2020). This model has been employed by tourism scholars to explain visitor satisfaction (Della Corte et al., 2015). Some academics contend that, in addition to the assessment, the perceived quality is equally important in determining satisfaction. Additionally, prior research demonstrates a connection between pleasure and judgments regarding revisit and destination (Abror et al., 2019). It enhances loyalty by encouraging the desire to return and suggest. According to several research looking at the factors that influence customer loyalty (Seyitoglu, 2020; Tran et al., 2021), customer satisfaction is a powerful indicator of destination preference (Rohman, 2020). Studies that are associated to the hot springs tourism industry demonstrate that spa visitors are satisfied with their experiences and have plans to return to the area (Huwae et al., 2020; Kusdibyo, 2022; Liu & Chu, 2020; Purwanto et al., 2022).

Tourist satisfaction is a visitor's evaluation of the goods and services they received in comparison to their pre-visit assumptions (Dedeoğlu, 2019). The effectiveness of tourist sites and services is a key factor in determining tourists' pleasure because they travel to different places in search of experiences. As a result, the idea of tourist satisfaction, or the worth of an encounter with the destination, is crucial for comprehending visitor happiness. This also applies to visitors, for whom the standard of goods and services is a critical aspect of their total vacation experience (Liu & Chu, 2020; Martaleni et al., 2021). Even if some investigations on tourism claim that there are no significant correlations between perceived destination quality, tourist satisfaction, and destination preference, the majority of earlier studies, such as those conducted in Halal tourist areas, verify that the reliability of the expertise influences satisfaction, which then influences future visitor destination preference (Della Corte et al., 2015; Purwanto et al., 2022).

H6: Tourist satisfaction moderates the relationship between perceived destination quality and destination preference.
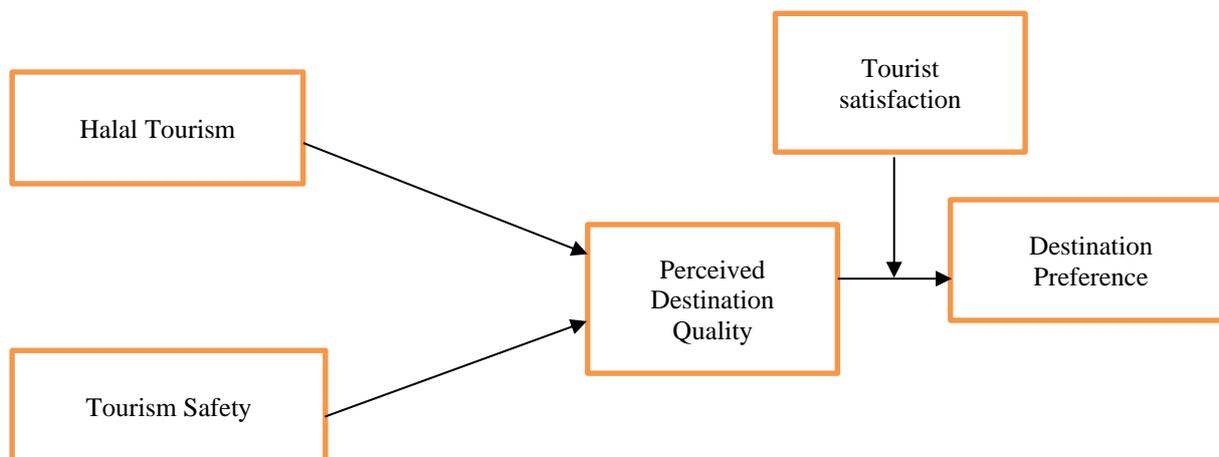
2.6 Conceptual Model of Study

Figure 1: *Conceptual Model*

Methodology

The current study determines the impact of halal tourism and tourist safety on perceived destination quality and tourist preferences through the mediating role of perceived destination quality and the moderating effect of tourist satisfaction. Further, the study selected Thailand for data collection as it is a bustling country and one of the top ten tourist destinations. Thailand is a fantastic starting point to visit the best sites and temples in the nation and is well known for its lively street culture. Tropical beaches, lavish royal palaces, historic ruins, and elaborate temples with Buddha statues are some of its best-known sites. This study focuses exclusively on Thailand tourists and used non-probability sampling based on a convenient sampling strategy, which was appropriate given the size and nature of the investigation. The hotel sector is selected for data collection from tourists in Thailand.

3.1 Sample and Target Population

Participants in this study include tourists in Thailand. Any research project's success is always seen as being largely dependent on selecting the appropriate sample. The current survey was carried out among visitors to Thailand. First, the relevant department provided the contact information for 400 visitors in Thailand, and a cover letter and a survey questionnaire were delivered to each contact to solicit their voluntarily involvement in this study. Because English was the survey language, it was also required in the cover letter that respondents share information about their English language skills. Additionally, it was made sure that all the participants' responses were strictly anonymous and that only the study's aggregate data results would be made public. 600 questionnaires distributed to hotel management to get data form tourists in Thailand two weeks to complete the survey and email it back to us. The total duration of the data gathering was one month. After receiving 377 completed surveys, the authors decided to end the data gathering phase. The study used a convenient sampling strategy to collect data. Hence, it is anticipated that relative to convenient sampling will improve the generalizability of results. The Smart PLS 3.3 is used in this work to analyze data and assess the research's hypotheses.

3.2 Measurement Scale

A 22-item questionnaire was devised to analyze the current research conducted the impact of halal tourism, tourism safety on destination quality and destination preference and

mediating effect of perceived destination quality, as well as moderating effect of tourist satisfaction. A 3-item scale of halal tourism was adopted by (Abror et al., 2019). Items include "Hygienic facilities in tourist locations were clean". A 4-item scale of perceived destination quality was adopted by (Tran et al., 2021). 5 items for tourism safety adopted by (Vinodkumar & Bhasi, 2010). Further, 4 items for destination preference adopted by (Chen, & Chang, 2008). A 6-item scale of tourist satisfaction was adopted by (Suhartanto et al., 2021; Suhartanto, Dean, Wibisono, et al., 2022). A 3-item scale of tourist satisfaction was adopted by (Tran et al., 2021). The responses were collected by a "7-point Likert scale ranging from 1= strongly disagree to 7 = strongly agree".

Data Analysis

4.1 Measurement Model

The factor loadings, validity, and reliability of the data collected from 377 tourists in Thailand were initially evaluated using PLS-SEM. The factor loading, validity, and reliability of the items examined using the PLS measurement model are shown in Table 1. The Cronbach's alpha test value, which gauges an item's internal consistency, must typically be 0.70 or greater (Fornell & Larcker, 1981). Cronbach's Alpha and CR values for the variables under investigation were higher than 0.70. Because the average variance extracted (AVE) values for discriminant validity were higher than 0.50, convergence validity and high reliability were demonstrated (Fornell & Larcker, 1981). The CR values were higher than the cutoff value of 0.70, ranging from 0.848 to 0.925.

Table 1: *Composite reliability, Cronbach's Alpha, and AVE values*

Constructs	Cronbach's Alpha	rho_A	Composite Reliability	Avg Variance Extracted (AVE)
Destination Preferences	0.811	0.850	0.871	0.629
Halal Tourism	0.878	0.879	0.925	0.804
Perceived Destination Quality	0.897	0.898	0.928	0.764
Tourist Safety	0.864	0.867	0.902	0.649

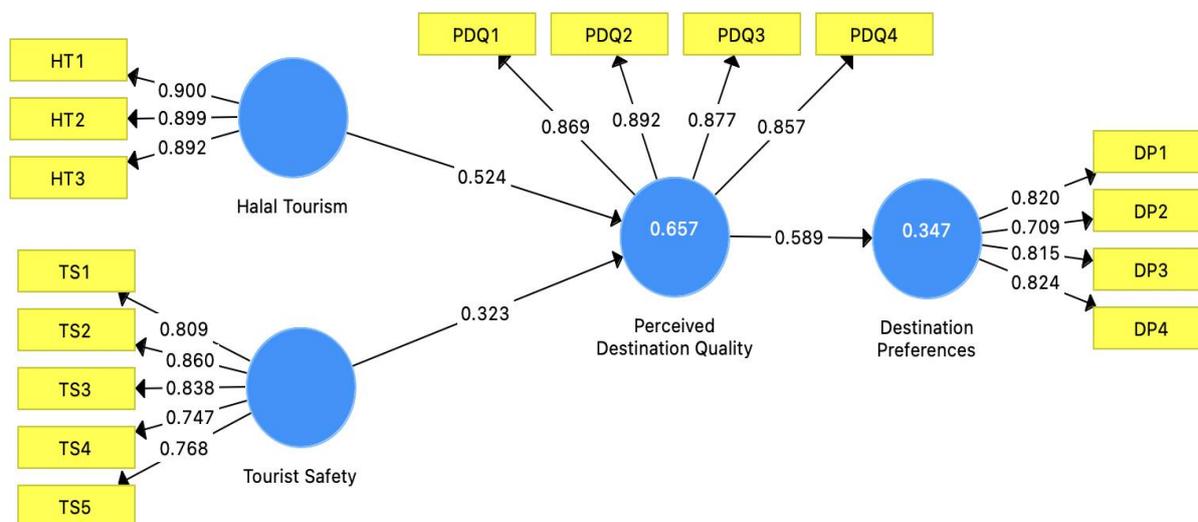"Note: CR=composite reliability; AVE=average variance extracted; CA= Cronbach's Alpha"

Figure 2: *Assessment of Algorithm*

4.2 Discriminant Validity

Furthermore, any research method must be proven to have discriminant validity. Fornell and Larcker (1981) defined discriminant validity as "the extent to which a given latent variable differs from other latent variables." Once we had established that all the criteria for the reliability and validity of the variables had been satisfied, we conducted more research for structural route analysis. The HTMT values were also less than 1, supporting the discriminant validity (Hair et al., 2021).

Table 2: *Heterotrait-Monotrait Ratio (HTMT)*

Constructs	Destination Preferences	Halal Tourism	Perceived Destination Quality	Tourist Safety
Destination Preferences				
Halal Tourism	0.614			
Perceived Destination Quality	0.641	0.889		
Tourist Safety	0.633	0.941	0.855	

Table 3: *Fornell- Larcker Criterion*

Constructs	Destination Preferences	Halal Tourism	Perceived Destination Quality	Tourist Safety
Destination Preferences	0.793			
Halal Tourism	0.552	0.897		
Perceived Destination Quality	0.589	0.790	0.874	
Tourist Safety	0.562	0.822	0.754	0.805

4.3 Structural Equation Model

The structural model route values indicating the hypothesized relationships were statistically determined using the PLS-SEM bootstrapping approach. It demonstrates the relationships between testing options and hypotheses, relationship halal tourism PLS-SEM evaluation, perceived destination quality influence of destination preference, and mediating function of perceived destination quality and moderating effect of tourist satisfaction among visitors to Thailand. The results show that the relationship between halal tourism and perceived destination quality is significant (β = 0.524, t = 9.453, p = 0.000). Hence H1 is accepted. The results show that the relationship between tourism safety and perceived destination quality is significant (β = 0.323 t = 6.025, p =0.000). Hence H2 is accepted. The findings show that the relationship between perceived destination quality and destination preference is significant (β = 0.589 t = 17.875, p =0.000). Hence H3 is accepted.

Table 4: Direct Relation

Hypothesis	Original Sample	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Halal Tourism -> Perceived Destination Quality	0.524	0.520	0.055	9.453	0.000
Tourist Safety -> Perceived Destination Quality	0.323	0.328	0.054	6.025	0.000
Perceived Destination Quality -> Destination Preferences	0.589	0.593	0.033	17.875	0.000

4.4 Mediating Effect

According to Hair et al. (2021) suggests that, "a situation where two variables of interest are associated via a third variable." The relationship between halal tourism and destination preference remained significant after adding perceived destination quality as a mediating variable (β = 0.309, t = 8.140, p < 0.000) respectively, thus H4 is accepted. Further, the relationship between tourism safety and destination preference remained significant after adding perceived destination quality as a mediating variable (β = 0.190, t = 5.541, p < 0.000), hence H5 is accepted.

Table 6: *Mediating Effect*

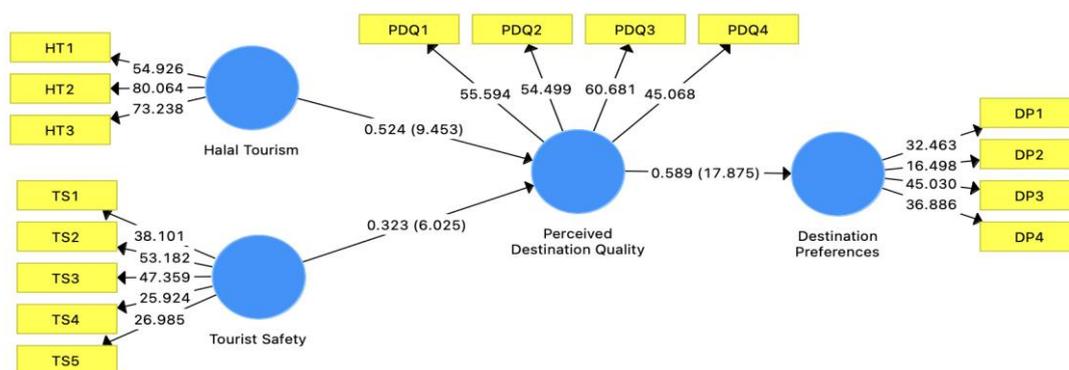| Hypotheses	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Halal Tourism -> Perceived Destination Quality -> Destination Preferences	0.309	0.309	0.038	8.140	0.000
Tourist Safety -> Perceived Destination Quality -> Destination Preferences	0.190	0.194	0.034	5.541	0.000

Figure 3: *Structural Equation Modelling*

4.5 Moderating Effect

According to Hair et al. (2021) that, "a test of moderation was conducted to determine which moderator variable influences the direction or intensity of the association between the independent and dependent variables". The moderating effect of tourist satisfaction with perceived destination quality and destination preference (β = 0.325, t = 4.020, p < 0.000) respectively, therefore, H6 is accepted.

Table 6: Moderating Effect

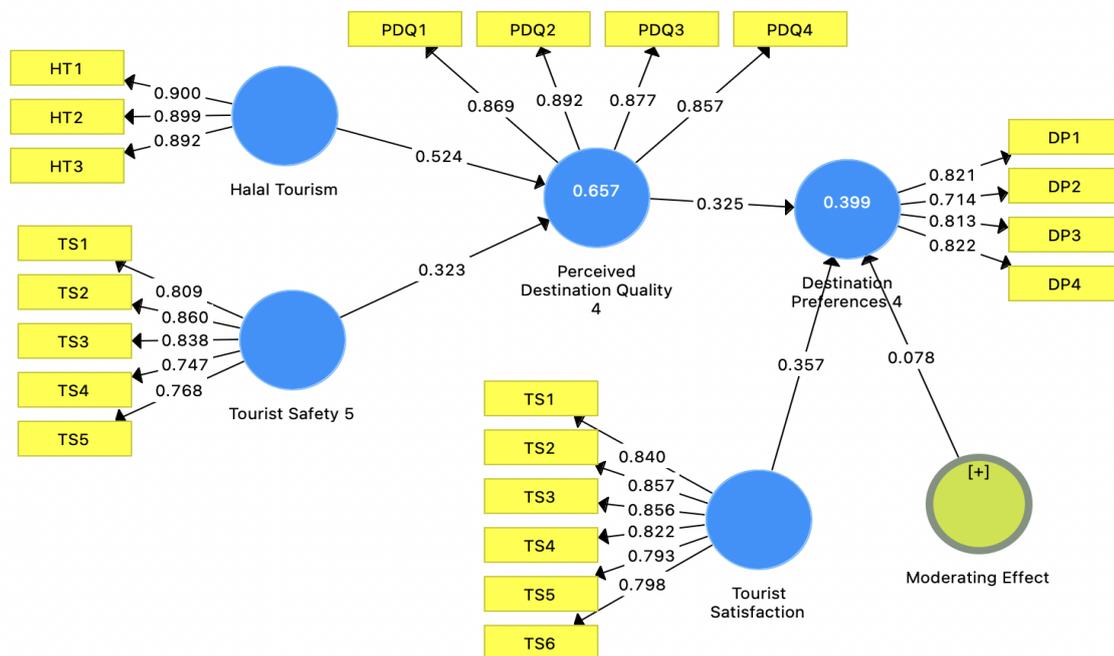| Hypothesis	Original Sample	Sample Mean	T Statistics	P Values
Perceived destination quality* Tourist satisfaction -> Destination Preferences	0.325	0.320	4.020	0.000

Figure 4: *Moderating Effect Model*

R² has a value that ranges from 0 to 1. In addition, R^2 values of 0.13 should be classified as weak, 0.33 as moderate, and 0.67 as strong, according to R. Hair et al. (2021). The coefficient of determination for the endogenous constructs is shown in the table. According to the table below, the value of destination preferences was 0.347 which shows moderate relationship, and the R square value of perceived destination quality were 0.657 which shows moderate relation, respectively.

Table 4: *Assessment of R square*

Constructs	R Square
Destination Preferences	0.347
Perceived Destination Quality	0.657

Discussion

The results show that the relationship between halal tourism and perceived destination quality is significant. Visitors will be concerned with aspects of Halal tourism such the provision of clean hotels, hygienic kitchens, and hygienic cuisine (Raza et al., 2021). When Halal tourism aspects are readily available in the tourism destination, tourists will be satisfied. The respondents' perception of the value of a high-quality facility and tourist satisfaction were both significantly impacted by halal tourism (Kusdibyo, 2022).

The results show that the relationship between safety tourism and perceived destination quality is significant. Travel safety refers to the act of perceiving the safety of the traveling decision. To a safe destination arrangement should be an on-going interaction, the plans ought to be executed, and the destination to be overseen securely (Dowling & Newsome, 2017). Stream graphing, quality capacity sending, and disappointment related strategies are a couple of different techniques in the quality and administration related to discipline the safety

measurements (Dahal, Anup, & Sapkota, 2020). Safety and security are fundamental to giving quality in the travel industry and should be an evading objective of the travel industry objective (Brunnermeier & James, 2019).

The results show that the relationship between perceived destination quality and destination preference is significant. Destination preference in the tourist service industry results from a failure to deliver and meet such standards. In contrast, perceived destination quality is a basis of distinction, relative advantage, and achievement (Della Corte et al., 2015). According to Tran et al., the actual surroundings of a tourist destination, or the ambiance element, is significant for visitor happiness.

The relationship between halal tourism and destination preference remained significant after adding perceived destination quality as a mediating variable. Consequently, the administration of the tourism site must be concerned with the tourist interaction programme in order to boost consumer happiness (Purwanto et al., 2022). To increase tourists' satisfaction and devotion to their destination, tourism proper planning must pay attention to Halal tourism (Sarfraz et al., 2022).

The relationship between tourism safety and destination preference remained significant after adding perceived destination quality as a mediating variable. Under destination preference of tourism, which emphasizes the tourism safety of a family trip location, a tactic to entice visitors to a perceived destination quality is employed (Sofyan et al., 2021). It can be used to continually enhance the visit for visitors (Effendi et al., 2021). Tourism safety is one of the significant aspects in traveler judgements about the destination quality (Zhang et al., 2016).

The moderating effect of tourist satisfaction with perceived destination quality and destination preference respectively. Travel agents can boost a destination's reputation by using social networking sites. Social networking sites like blog posts, Videos, and LinkedIn should be regarded as "Internet-based applications incorporating consumer-generated content,". According to Jeong and Kim (2019). These platforms allow users to produce and share stories, thoughts, and perspectives. In fact, a significant majority of tourists prefer social networking sites to TV, magazines, or journals for obtaining particular information about places (Battour et al., 2021; Dedeoğlu, 2019). Therefore, tourism companies should use social media as an advertising tool to enhance the perception of their destinations.

5.1 Implications of Study

This study has a lot to offer policymakers, administration, and decision-makers. To minimize unknown contributing effects, new determinants must be looked at. This research reflects the crucial part that people play in tourism destinations in order to foster tourist satisfaction. The likelihood that a tourist will return and promote the place to others increases when the residents and other visitors are cordial, hospitable, and upbeat. The results of this study have extensive implications among tourist in Thailand as well as for legislators, who may choose to broaden the current study's focus on Halal tourism, tourism safety, perceived destination quality on impact of destination preference and moderating role of tourist satisfaction among tourist in Thailand. Furthermore, this research satisfies a recent request for tourism academics to perform integrated modelling. In order create a reliable model of perceived destination quality and incorporate visitor happiness. The other contribution investigation by looking at the conceptual link between perceived destination quality and the halal tourism, perceived destination quality impact on destination preference.

5.2 Limitations and future Research

However, the study included significant limitations and future recommendations. The impact of factors on halal tourism, tourism safety, perceived destination quality on impact of destination preference and mediating role of perceived destination quality and moderating effect of tourist satisfaction among tourist in Thailand. The use of a quantitative, closed-ended questionnaire was another limitation. These issues can be resolved through qualitative research and interactions with students to see how concepts are applied effectively and what effective methods have been set up to store these recommendations for future usage and flexibility. In order to have a more comprehensive knowledge of the determinants that influence tourist happiness and destination preference, more research is needed to examine the impact of more of these factors. Second, the relationship between perceived destination quality and preference was investigated. To offer a more complete framework, the effects of additional putative mediators should be examined. Third, the research results that exclusively apply to tourist locations in Thailand. In the future, the author may research other nations as well for a better understanding. Comparable research must be conducted in other tourist hotspots to allow the generalization of our results.

5.3 Conclusion

According to the results of a study, administrators and educational reform should focus more on tourist satisfaction and destination preference. The destination managers and administration must emphasize the significance and broad advantages of the tourist trade for their area in terms of cultural and economic growth if they want to foster this positive attitude among residents. Moreover, regarding staff offerings, tourist satisfaction administrators and advertisers should motivate tourism workers to broaden their understanding, knowledge, and proficiency in offering hygienic facilities. Staff members that interact directly with tourists should receive training to improve their abilities and awareness of vital services. A member of the staff in a resort, cafeteria, travel agency, or tour guide should be able to welcome guests, strike up a conversation with them, and provide services. It will be extremely beneficial to the tourism site to draw more visitors if foreign visitors become aware of such behaviour. Additionally, this outcome lends credence to the idea that politeness in a tourist site contributes to a pleasant visit. In essence, this research reflects the crucial part that locals play in the growth of halal tourism, a result that has not been made public in previous research.

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