



Strategies in Increasing Foreign Tourist Visits to Halal Destination: Insights from Sabang, Indonesia

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Abstract

Objective –This research aims to determine the impact of increasing the intention to visit on the competitiveness of Aceh's leading tourist destinations and to develop strategic steps to increase foreign tourist visits to Sabang.

Design/methodology –The methodology used is a mixed method, with quantitative and qualitative data collected by concurrent triangulation design. The quantitative sample comprised 100 participants, while the qualitative sample consisted of seven informants, all sample and informant from foreign tourists.

Results –The impact of increasing the intention to visit on the competitiveness of Aceh's leading tourist destinations is based in large part on its halal image, with attitude also having a significant effect on tourists' intention to visit tourist destinations in Sabang. Halal awareness among international tourists can strengthen or weaken the relationship between halal image, attitude and tourists' intention to visit tourist destinations in the area. Efforts to increase foreign tourist visits can be made by developing strategic steps through the optimization of roles. For example, the government should conduct promotions, provide education, and ensure environmental cleanliness. Entrepreneurs should promote Sabang Island through social media and collaboration with the travel, provide cleaning the facilities, and build prayer rooms. The society needs to understand Sharia behavior and be able to communicate in English through training and education programs, and also needs to keep the environment clean.

Research limitations/implications –This study focuses on efforts to increase the number of foreign tourists in Sabang, Aceh's. The research can contribute to developing superior Sharia tourist destinations in Sabang in the future and consequently increase foreign exchange earnings from tourism.

Novelty/Originality –The novelty is the development of Sabang as a premium sharia tourism destination in Aceh. Unique efforts were made by increasing halal awareness and approach optimization role uses foreign tourists' perceptions. Contributions from local governments, entrepreneurs and the community are needed to increase interest in repeat visits by foreign tourists.

Keywords: Intention to visit, Halal image, Attitude, Halal awareness, Tourist visits

1. Introduction

In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated. Similarly, the tourism industry is also constantly evolving and adapting to meet the needs and preferences of tourists. As the Covid-19 pandemic continues to impact the global tourism industry, governments have implemented restrictions and regulations to control the movement of visitors (Nejati & Mohamed, 2014; Nejati, 2014; Munandar et al., 2020). These policies have profoundly affected the

tourism sector, particularly in countries such as Indonesia, where the negative impact of Covid-19 on tourism has been felt throughout the entire value chain.

The revenue generated by the Indonesian tourism industry has experienced a significant decline, with a negative expectation trend for employees in the hospitality sector (Škare, et al., 2020). As a result, foreign tourist visits to Indonesia in 2020 only reached 4,052,923 visitors decreased by 74.84 percent compared 2019 (Isnaini et al., 2022). This decline has also had a detrimental impact on small and medium-sized companies involved in the tourism industry, as they have struggled to cope with the reduced number of tourists and the resulting decline in revenue (Yuniarta et al., 2023). The Intention to Do ecotourism in Indonesia toward tourist sustainability prospect (Faradia et al., 2022) light of these challenges, it is crucial to understand the factors that influence foreign tourists' intention to visit specific destinations within Indonesia, such as Sabang in Aceh Province. In light of these challenges, researchers have conducted studies to examine the factors that influence foreign tourists' intention to visit specific destinations within Indonesia, particularly Sabang.

Sabang is an archipelago city located on the northern tip of the island of Sumatra, Indonesia. Pulau Weh is the largest island in this region and has a variety of stunning marine charms. Weh Island and its surroundings are known to have extraordinary underwater natural beauty, and many tourist attractions in Sabang are on the list of the most beautiful islands in the world. The Central Government has now included Pulau Weh as a National Tourism Strategic Area (KSPN), as stated in Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010 to 2025. Sabang is worth visiting partly because of the charm of maritime and cultural tourism and it is also a strategic business area on the western tip of Indonesia. Aceh has other attractions, especially in its application of Islamic sharia, which is a factor for Muslim tourists. According to (Battour et al., 2018), compliance with halal standards is an essential factor in influencing Muslims' decisions when they travel abroad. (Hughes, 2015) Moreover, (Okumus et al., 2012) classify tourist visits into core and peripheral motives. In Malaysia, many homestay operators need to consider halal imagery and must be aware of the importance of complying with Islamic sharia provisions (Othman et al., 2019). Muslims with strong religious beliefs strongly intend to buy Islamic products or services (Johan et al., 2020). The importance of the arrival of international tourists from countries such as Brunei and other Middle Eastern countries such as Jordan, Kuwait, Oman, the United Arab Emirates, Syrian Arab Republic and Saudi Arabia to Malaysia cannot be ignored by the Government of Indonesia (Memon et al., 2020). As well as generating increased income for the country, this new emerging market creates many job opportunities for local people, especially those who emphasize an Islamic lifestyle, which benefits the economy.

The government has made efforts to promote Sabang to the world. However, the problem is that the number of foreign tourists visiting the city still needs to be increased. The inability of destinations to provide accommodation facilities conforming to Islamic principles will also greatly deter Muslim tourists from visiting or re-visiting certain destinations (Suki & Salleh, 2016). Statistical data show that 70 percent of the world's Muslim population follows halal standards (Saleh, 2010). The Covid-19 pandemic caused a 99.47 percent (2019-2020) decrease in international tourist arrivals to Aceh, Indonesia by the end of 2020 (BPS - Badan Pusat Statistik, 2021). This indicates that Aceh's competitive sector of leading tourist destinations has still not succeeded in tapping the international Muslim tourism market. Even though there was an increase in tourist visits after the PPKM (Implementation of Restriction on Social Activities) level was relaxed, the expected target has yet to be reached. Therefore, it is necessary to study the factors that influence the intentions of international Muslim tourists to visit leading tourist destinations in Aceh and propose ways to increase the number. Although the behavioral intentions of Muslims have been widely studied (Lestari & Ratnasari, 2022) and (Musa et al., 2021), studies on their intentions to visit tourist destinations,

such as leading ones in Aceh, remain limited. There is also a lack of provision of Muslim-friendly tourist accommodation in the Aceh area. In addition, the destination's image affects the intention to visit of tourists (Yandi et al, 2023).

Therefore, the development of the halal image of leading tourist destinations, especially in Sabang, Aceh, cannot be ignored, as it is one of the factors that determines the attractiveness of tourist visits, together with the cultural and Islamic tourism objects that strengthen the intention of Muslim tourists to visit destinations in Sabang.

Foreign tourists' interest in re-visiting a destination is influenced by a multitude of factors (Nejadi, 2014). These may include the overall satisfaction with their previous visit; the uniqueness and attractiveness of the destination; the quality of services and facilities; the perceived safety and security of the destination; the friendliness and hospitality of the locals; the availability of cultural and recreational activities; and the ease of access and transportation within the destination(Farradia et al, 2022). Additionally, factors such as word-of-mouth recommendations from friends or family; travel websites; the desire to explore or learn about different cultures and heritage; and the opportunity for personal growth or development may also play a role in influencing foreign tourists' interest in re-visiting a destination (Parma et al, 2021).

This research aims to understand how Islamic beliefs influence Muslim tourists' intentions to visit Sabang, together with the impact of halal image, halal attitude and halal awareness and the portraits of destinations through strengths and weaknesses. Information from tourists through their experience visiting Sabang.Aceh. becomes a correction to the realisation of the management of Sabang tourist destinations. Aceh, as a sharia-compliant marine tourism location, through optimising the role of the regional government, entrepreneurs and society. Therefore, the research aims to offer empirical evidence regarding halal images and attitudes that influence foreign tourists' intentions to visit leading tourist destinations in Sabang. The moderating effect of halal awareness is also investigated in the hypothesized relationship between variables. Quantitative and qualitative approaches are also employed to give meaning to the perceptions of tourists visiting the city, and the strengths and weaknesses of Sabang are discussed. Subsequently, it is hoped that efforts will be made to increase the number of foreign tourist visits to Sabang by optimizing the roles of the regional government, the business community and society.

This study differs from others in that it mostly emphasizes the determinants of tourists' interest in revisiting a destination. The research considers not only these various factors, but also the impact and role of the regional government, entrepreneurs and the society in developing Aceh tourism, the visiting interest that will be increased is also a foreign tourist visiting interest to Sabang destination. This study aims to contribute to developing Sabang as a superior Sharia tourist destination in the future in order to increase the foreign exchange earnings from tourism.

2. Literature Review

Attitude is the degree of positive or negative feelings an individual has towards an object, person, institution or event (Ajzen, 1991), referring to how an individual has a rating of a given behavior as good or bad. In Islamic tourism, *attitude* can be defined as an assessment of Muslim tourist halal service brands (Rahman et al., 2019), the meaning judgments can be favorable or unfavorable based on Islamic beliefs. (Johan et al., 2020) found that strong Muslims will have a positive attitude towards Islamic products or services, encouraging them to buy. Other research also shows that there is a positive and significant relationship between Muslim attitudes and their intention to buy (Farhat et al., 2019; Bashir, 2019; Memon, et.al, 2020). Muslim consumers who have a positive attitude tend to have a greater intention to buy food labeled as halal in the United Kingdom (Heidi, 2018), and a significant attitude in predicting the purchase intention of the elderly towards retirement villages in Malaysia (Ng. S.I., 2022). Food

labeled halal in the UK positively correlates with Muslim attitudes and behavioral intentions to buy (Elseidi, 2018). Patwary et al. (2018), in their research on Sharia hotels, obtained the similar results, with attitudes significantly influencing consumer intentions to buy Sharia hotel products in Malaysia.

Awareness is always related to the issue of halal status, with different people having different levels of awareness. Consciousness is a relative concept; an individual may be partially, unconsciously, or acutely aware of issues related to the halal aspects of what Allah permits. In general, awareness increases of the risks associated with everything that can harm human life and is complemented by knowledge and understanding of specific problems (Awan, 2015), subjects and situations (Galati, 2019).

According to (Patwary et al., 2018), halal awareness refers to caring for something that is permissible in Islam. Some scholars have demonstrated the effect of halal awareness in moderating the relationship between variables. One study found that awareness of halal moderates the effect of purchase intention on the purchasing behavior of halal food products (Khamaludin et al, 2021), confirming that higher awareness of halal will increase the relationship between purchase intention and the buying behavior of halal food.

The term halal comes from an Arabic phrase meaning permitted by Islamic law, while its opposite, haram, means prohibited or unlawful. From an Islamic point of view, brand image is associated with halal images, and it represents Muslim consumers' perceptions of brand characteristics, which then influence their purchasing decisions (Suki & Salleh, 2016). Muslim consumers prefer halal products and stay away from haram; they assert that consumers may be more encouraged to continue with their intention to protect the business with a halal image. Many Muslims put halal images in all stores in order to comply with Sharia rules; Muslim consumers can be negatively affected by the absence of a halal image. As a result, this situation can lead to consumers needing to be more involved with the business. Consumers may need to be more motivated to follow through with their following intention to support the business (Sulaiman et al., 2020). Halal images directly influence Muslims' buying intentions (Rizkitysha & Hananto, 2020). Likewise, according to (Memon et.al., 2020), the halal logo positively influences Muslim buying intentions and removes uncertainty in the minds of consumers.

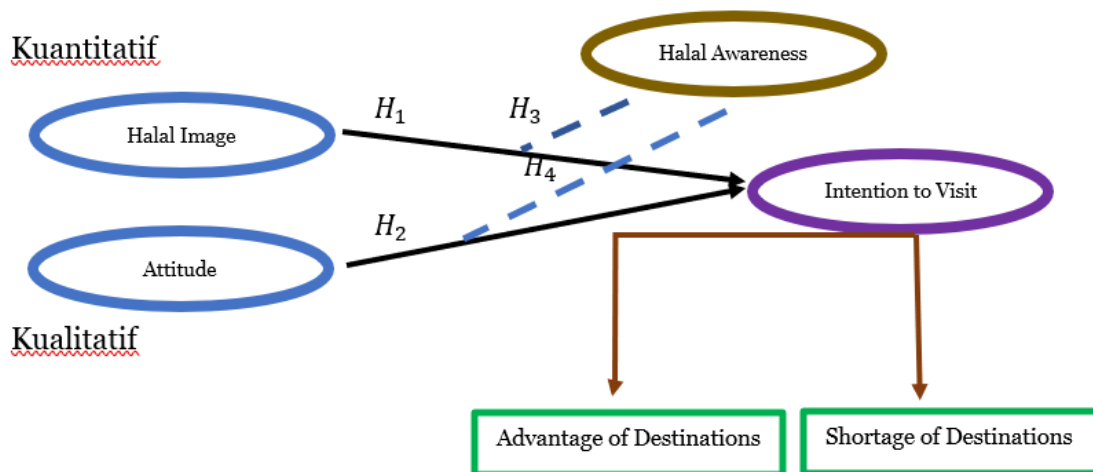


Figure 1. Conceptual Framework

3. Research Method

According to Creswell in Sugiyono (2017, p.144), the mixed model is a research procedure in which researchers combine quantitative and qualitative data to conduct a comprehensive analysis to answer research problems.

This research used four instruments: observation, documentation, interviews and questionnaires. For the quantitative method, 100 samples were involved; for the qualitative, there were seven informants, with all the samples being foreign tourists. Validity and reliability tests were conducted to assess the validity of the quantitative data. In addition, to determine the validity of the qualitative data, data triangulation techniques from several sources were employed, include personal official documents, images, photos, observations and interview results. The quantitative approach employed moderated regression analysis (MRA), as there were moderating variables in the causal relationship between these variables (Memon at.al., 2020). The coefficients of the predicted interaction variables allow detection of the moderation effects. If the coefficient is statistically significant, this indicates that a moderator plays a role, a possible result of the interaction effects of moderator variables: associations between variables may strengthen, weaken or change direction.

The qualitative analysis method used was qualitative analysis with interactive techniques. Data collection refers to the experiences of informants who have traveled to Sabang Island through interviews about their experiences that are summarized in themes. The informants came from different countries as many as 7 informants: Malaysia, China, Poland, Croatia, France, USA and Germany. Informants were selected from a quantitative sample with the criteria of being from different countries and having traveled to Sabang. Such techniques are data analysis ones with data reduction processes that have been collected, presented, concluded and verified almost simultaneously. This analysis model forms a cycle that culminates in conclusions and verification. The steps in the model are 1) data collection; 2) data reduction: selecting data, eliminating unimportant data, organizing, simplifying, and focusing on understanding and meaning; 3) presentation of the data in the form of narratives, schemes, images, tables or matrices; and 4) conclusion and verification.

4. Results and Discussion

4.1 Quantitative Results

In PLS-SEM, the first stage is to conduct measurement assessments to ensure that the validity and reliability of all variables are satisfactory before hypothesis testing. At this stage, the following assessments are made:

Internal consistency – Cronbach's alpha, composite reliability, ρ A-Dijkstra – Henseler's rho.'

Convergent validity – Factor loading and average variance extracted (AVE)

Discriminant validity – Cross loadings and heterotrait-monotrait ratio of correlations (HTMT)

As shown in Table 1, no items were excluded due to low loadings (less than 0.70), as suggested by (Chin, 1998). Overall, internal consistency and convergent validity were satisfactory. Each construct achieved a composite reliability coefficient above the recommended cutoff of 0.7 (see Table 1). Therefore, the items within each variable demonstrated high internal consistency and high levels of reconstructive findings, as suggested by (Fornell & Larcker, 1981).

Discriminant validity of the cross loadings and heterotrait-monotrait ratio of correlations (HTMT) was performed. Cross-loadings indicate that discriminant validity is achieved because the constructs are very different. In contrast, the results in Table 2 show that the HTMT values met the recommendations of (Henseler et al., 2015), not exceeding 0.90. Therefore, this indicates discriminant validity, which is the extent to which one construct differs from another.

Variables and Items	Factor Loading	Composite Reliability	Average Variance Extracted
A. Travel Intention (TI)		0.854	0.596
I chose this destination because of recommendations from other people.	0.660		
I decided on this destination because of the level of budget that I have.	0.780		
I visited because of the excellent impression of my previous trip to Aceh.	0.841		
I have prepared a tourist destination for Aceh.	0.795		
B. Tourist attitude (TA)		0.843	0.641
This destination is effortless to reach.	0.811		
This destination is excellent.	0.755		
This destination is awe-inspiring.	0.833		
C. Halal Image (HI)		0.938	0.791
The destination has good halal commitment benchmarks.	0.870		
The destination has a good reputation for halal compliance.	0.912		
The destination overcomes all doubts about its halal issue.	0.848		
A trustworthy destination guarantees its halal status.	0.926		
D. Halal Awareness (HA)		0.962	0.863
There are Muslim tourist-friendly accommodation options in tourism destinations.	0.898		
Halal-guaranteed food is available.	0.925		
It's a friendly and safe destination for Muslim travelers.	0.940		
Muslim travel needs are available at the destination.	0.952		

Table 1.
Results and Measurement Model

	HA	HI	HI*HA	TA	TA*HA	TI
HA	0.929					
HI	0.670	0.889				
HI*HA	-0.433	0.97	1.000			
TA	0.642	0.600	-0.096	0.801		
TA*HA	0.369	-0.085	0.603	-0.291	1.000	
TI	0.537	0.715	0.237	0.650	0.135	0.772

Table 2.
Cross Loadings and Heterotrait-Monotrait Ratio of Correlations (HTMT)

4.2.1 Hypothesis Testing Results

The next stage of Smart-PLS analysis is structural model assessment or hypothesis testing. The hypothesis in this research was tested using the bootstrap resampling technique with iterations of 500 sub-samples. As shown in Table 3, halal images towards the intention to visit of tourists (H1: $\beta = 0.302$, $p = 0.016$) and their attitudes towards such intention (H2: $\beta = 0.387$, $p = 0.000$) have a significant relationship. Therefore, H1 and H2 are supported. This study implemented Cohen's (1988) suggestions to assess effect sizes. According to Cohen size values (f^2) above 0.02, 0.15 and 0.35 represent small, medium and large effects respectively. Table 3 also shows the f^2 value of halal image ($f^2 = 0.106$) and attitude ($f^2 = 0.243$). The results indicate that both the halal image and attitude have a large effect size on tourists' intention to visit destinations in Sabang (H1 and H2 are supported).

Relationship	Path Coefficient	Standard Deviation	T Value	P Values	f^2
HI -> TI	0.302	0.125	2.418	0.016	0.106
TA -> TI	0.387	0.101	3.838	0.000	0.243

Table 3.
Hypotheses and Result for Direct Effect

Relationship	R2
HI -> TI	0.696
TA -> TI	

Relationship	Path Coefficient	Standard Deviation	T Value	P Values	f^2
HI*HA -> TI	0.238	0.128	1.858	0.064	0.059
TA*HA -> TI	0.237	0.081	2.910	0.004	0.112

Table 4.
Hypotheses and Results for Moderating Effect

The R2 value for tourists' intention to visit is 0.696, which shows that 69.6 percent of the variance in such intention to visit destinations in Sabang can be explained by halal image and attitude. As Cohen (1988) The analysis results show that H3 and H4 are also supported; halal awareness moderates the relationship between halal image, attitude and tourists' intention to visit tourist destinations in Sabang.

4.2 Qualitative Results

Theme are topics or labels that show the essence or core of phenomena related to informants' experience. The formulation of the themes in this case was based on the research focus, starting from themes related to the beliefs/values foreign tourists want to realize, which are expressed in the themes of the advantages and disadvantages of the Sabang destination as perceived by the foreign tourists informants who are visiting Sabang.

In the data reduction process, seven informants were selected who represented answers from the 100 respondents. After the data were selected and removed as appropriate, those considered important were organized and simplified by focusing on understanding and provision of meaning. In this way, according to the foreign tourists' perceptions, special themes could be identified by considering the advantages and disadvantages of Sabang destinations.

Table 5.
Reduction Results:
Advantages of
Sabang Island as a
Tourist Destination

No	NAME	REGION	STATEMENTS
1.	Informant I	France/Europe	T1.1. The sea in Sabang is beautiful and you can dive with its beauty. T1.2. The people are very friendly T1.3. The food is delicious and fits the palate.
2.	Informant II	Croatia/ Europe	T2.1. A good choice for tourism other than Bali. T2.2. When diving, you will be amazed by the underwater beauty of Sabang Island. T2.3. The people here are friendly and helped me.
3.	Informant III	Poland/Europe	T3.1. Snorkeling on Rubiah Island and swimming with fish is very exciting. T3.2. Weh Island is much cleaner and more organized than North Sumatera, which I visited yesterday before I came here.
4.	Informant IV	America/USA	T4.1. The sea is very beautiful T4.2. Lots of octopuses, and I like eating octopuses here. T4.3. Diving is the best choice, and I have suggested it to my friends in the US to come here. T4.4. There are also many dolphins, and you can swim directly with them during a Dolphin Trip.
5.	Informant V	Germany/Europe	T5.1. This island is very beautiful T5.2. The accommodation environment is good because you can interact with people from my country. T5.3. The food here is also cheap and delicious.
6.	Informant VI	Malaysia/Asia	T6.1. Going to Sabang from my country is not that far because it is close. T6.2. The atmosphere is beautiful and cool, making me like nature in Sabang T6.3. The sea is beautiful T6.4. It has various types of fish that I can see directly when I swim on Rubiah Island.
7.	Informant VII	China/Asia	T7.1. The nature is very good T7.2. The sea water is clear, and the sand is white. T7.3. Swimming on Rubiah Island is fun because you can swim directly with many fish there.

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No	NAME	REGION	STATEMENTS
1.	Informant I	Francis/Europe	T1.1. Sometimes, some places need to be cleaner and unkempt, making me less comfortable.
	Informant II	Croatia/ Europe	T2.1. The island is as good as this, but more tourism must be promoted, which is a shame. T2.2. The government should be able to promote Sabang Island by involving famous artists because that can invite potential tourists to visit this island. T2.3. Garbage and promotions, yes, the others I like
3.	Informant III	Poland/Europe	T3.1. The sellers are not honest, they like to raise prices for us foreign tourists, it should not be like that.
4.	Informant IV	America/USA	T4.1. There is still much rubbish here, and it pollutes the sea. T4.2. Local area managers should be able to handle this matter seriously.
5.	Informant V	Jerman/Europe	T5.1. Interacting with some residents is difficult because they cannot speak English.
6.	Informant VI	Malaysia/Asia	T6.1. As an Islamic province, I think there should be a place of worship so that tourists or the public can carry out their worship without having to go to a mosque that is far from tourist locations.
7.	Informant VII	China/Asia	T7.1. There is still some rubbish that can sometimes be seen in the water. T7.2. This place should have special officers who look after the environment.

Table 6. Reduction Results: Weaknesses of Sabang Island as a Tourist Destination

The data were presented in narrative form. The experiences of each informant in relation to the themes correspond to real phenomena that occurred. Each informant had experience of this phenomenon, and many also displayed similarities. The field derivation section, called theme synthesis, is grouped into two theme groups. Each theme group is a synthesis of several somewhat different phenomena, but can be categorized into the same theme group. The first group of themes is related to Sabang's advantages as a foreign tourist destination, while the second theme group is related its weaknesses. To understand these more closely, so that a more precise meaning can be given, each theme group is explained.

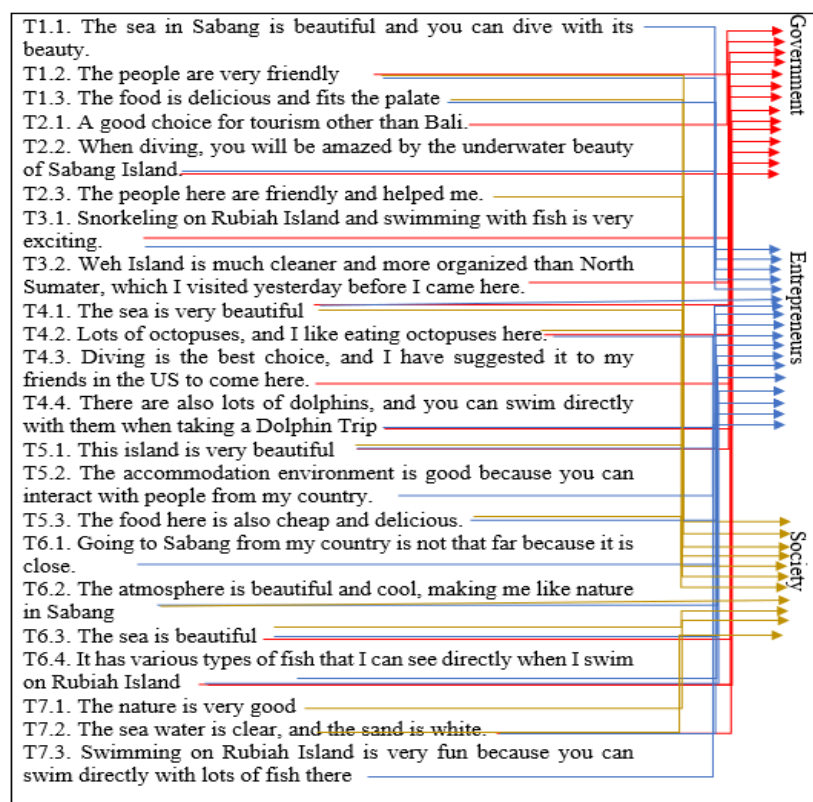
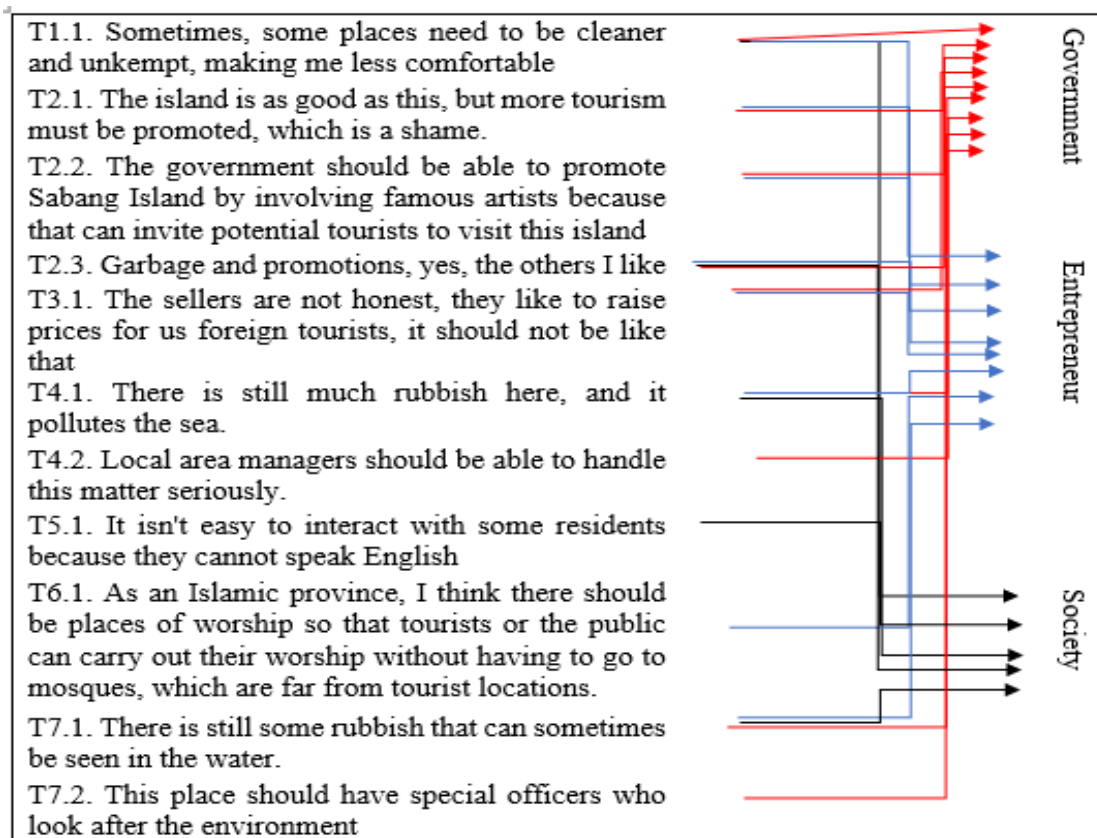


Figure 2. Sabang's Advantages as a Destination for Foreign Tourists

Based on the theme, according to the foreign tourists this phenomenon can be divided into three themes based on their important roles in increasing the number of foreign tourists: the government has 14 themes, society has 11 themes, and entrepreneurs have 18 themes. Therefore, the superiority of Sabang Island as a tourist destination based on the themes and phenomena listed above shows that its natural potential is emphasized, namely the beauty of the sea, marine products, and marine biota. Apart from the natural potential, delicious and cheap culinary delights are highlighted. The policies that should therefore be implemented concern the preservation of marine biota and its natural beauty and maintaining Sharia behavioral culture. This is in accordance with the research (Angga et al., 2020), The environment is a gift of God that has enormous benefits for human survival, therefore it must be preserved and developed in order to be a source of life support for humans and other creatures on this earth, all for the sake of survival and improving the quality of their lives. In al-A'raf: 56, Allah said, do not make mischief on earth (the world). This meaning shows the task of humans to protect the earth which is already a good place for human life after being reformed.

Figure 3.
Weaknesses of Sabang
as a Destination for
Foreign Tourists



According to the foreign tourists, according to the phenomenon theme, in overcoming Sabang's deficiencies, three role themes need to be overcome: the government has nine themes, society has five, and entrepreneurs eight. Therefore, the weaknesses of Sabang Island tourist destinations based on the themes and phenomena shown above indicate the need for waste management, increased promotion, construction of worship facilities, and education for the community.

4.3 Discussion

Several important implications can be drawn from the findings of this quantitative research, which apply to tourism managers in Sabang, academics and policymakers. First, the study results show that attitude has the greatest influence on

tourists' intention to revisit tourist destinations in Sabang. This finding is in line with those of previous studies by (Johan et al., 2020; Farhat et al., 2019; Bashir, 2019; Memon et al., 2020; Ng. S.I., 2022; Patwary et al., 2018). In short, the attitudes of international Muslim tourists play an important role in predicting their intention to visit destinations in the city. When international tourists have a positive attitude towards these destinations in, they tend to have a higher intention to visit them.

Second, it was found that the halal image also significantly affected tourists' intention to visit, consistent with the research of (Sulaiman et al., 2020; Memon et al., 2020; Haque & Hindrati, 2020; Shari & Kamaruddin, 2019). The absence of a halal image in tourism can reduce tourists' intention to visit. Therefore, emphasizing such an image in the tourism business is very important if tourist destination managers wish to welcome international guests, namely their potential customers. Halal awareness was found to be significant as a moderator in this study, a finding supported by the results of research conducted by (Kamaludin et al., 2021; Rahmawaty, et al., 2022).

Third, halal awareness in this research emphasizes that international tourists can strengthen or weaken the relationship between halal image, attitude, and the intention to visit destinations in Sabang.

The study results should benefit researchers, tourist destination managers, and policymakers. First and foremost, the research makes a noteworthy theoretical and contextual contribution to the existing body of knowledge.

Another interesting finding of this qualitative research starts from the various phenomena of foreign tourists' experiences, as described above. Several specific and unique phenomena can be extracted and explored to increase the number of foreign tourists in Sabang. First, the beauty of the sea can be used for snorkeling, swimming with dolphins, and diving. This requires promotion at national and international levels. There must also be cooperation and coordination between the government, entrepreneurs and the community in promoting Sabang marine tourism.

Second, tourism attracted by the delicious and cheap cuisine needs to be increased through the offer of a variety of typical Sabang foods supported by natural products such as octopus, a typical food icon in the city. It is necessary to provide education regarding the processing of octopus into various types of food produced from the natural surroundings; being based in Sabang will make production costs cheaper.

Third, the clear sea water and white sand must be kept clean. There is still much rubbish in the water and on the beaches, so tourist attraction owners must provide rubbish bins, and the government should provide marine tourism cleanliness or environmental supervisors.

Fourth, tour operators should provide prayer room facilities as Aceh is known as an Islamic region. This is to make life easier for foreign tourists who are Muslim.

Fifth, the government should promote Sabang Island through large events; the provision of cleaners and environmental conservation officers; and education on Sharia behavior, especially friendly and honest attitudes towards the community. It should also provide training in English as a unifying language.

Sixth, entrepreneurs should promote Sabang Island through social media and collaborate with travel in local, regional, national and international; provide cleaning facilities; and build prayer rooms.

Seventh, society needs to understand Sharia behavior; strengthen its abilities in English communication; and keep the environment clean.

Based on the results and findings above, the influence of foreign tourist re-visit interest and policies/strategies that can be applied to improve the competitiveness of Sabang destinations is illustrated in the following model framework.

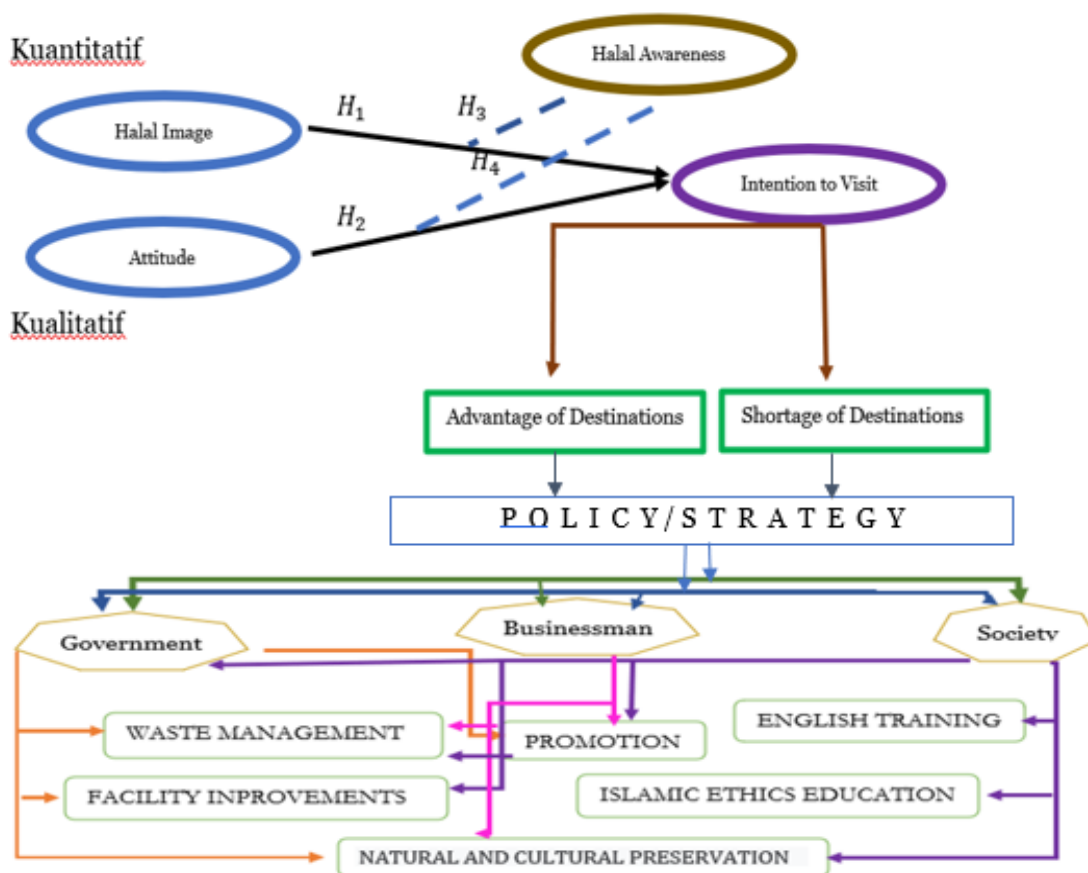


Figure 4.
Result Framework

5. Conclusion, Implication and Limitations

The impact of increasing the intention to visit the competitiveness of Aceh's leading tourist destinations based on the quantitative research shows that halal image has a major influence on intention to visit, with attitude having a similar significant influence. Likewise, halal awareness emphasizes that international tourists can strengthen or weaken the link between halal image, attitude and their intention to visit Sabang.

Efforts to increase foreign tourist arrivals in Sabang can be based on our qualitative research, formulating strategic steps through role optimization. The government needs to promote Sabang Island through major events; train cleaners and environmental conservationists; and provide education about Sharia behavior, especially friendly and honest attitudes towards the community. It should provide training in English as a unifying language. Entrepreneurs should promote the island through social media and collaboration with travel, provide cleaning facilities, and build prayer rooms. In addition, society needs to understand sharia behavior, be able to communicate in English, and maintain environmental cleanliness.

In conclusion, the government, entrepreneurs and community should implement the following strategies in a synergistic way: training and education (English training and Islamic ethics education); facility improvement; nature and cultural preservation; promotion of nature and culture; and waste management.

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