

# HALAL TOURISM: IMPLICATION FOR TOURISM INDUSTRY IN DANAU TOBA, INDONESIA (SUPPORT FOR LAW NUMBER 10 OF 2009 CONCERNING TOURISM)

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## Abstract

*The development of tourism requires the government to change the concept of tourism as an available service and activity. The concept of dynamic tourism linkage between Islam and tourism including Islamic tourism and halal tourism. Halal tourism is the main attraction for Muslim tourists in the world. Halal tourism provides guarantees and comfort for every Muslim tourist who visits attractions that have been labeled halal. Several regions in Indonesia continue to develop halal tourism, including Lake Toba. Lake Toba tourism is planned to use the concept of halal tourism to attract tourist visits from various countries in Asia, including Muslim tourists. Various theoretical and literary approaches to implementing halal tourism are influenced by travel behavior, travel attitudes, and travel lifestyles. The purpose of this study is to see how much influence travel behavior has on travel attitudes, travel lifestyles, and halal tourism in Lake Toba tourism objects. The population of this research is tourists who visit the tourist area of Lake Toba. More specifically, the sample was taken by purposive sampling technique by means of sampling using accidental sampling. The number of samples targeted in this study was 200 samples referring to the rule of thumb, with analysis using the structure model (WARPLS) with test the research model. The results showed that the results of research conducted to determine the effect of travel behavior on travel attitude proved to have a positive and significant effect. The results of research conducted to determine the effect of travel behavior on travel lifestyle proved to have a positive and significant effect. The results of the research conducted to determine the effect of travel behavior on halal tourism proved to have a positive but not significant effect. The results of research conducted to determine the effect of travel attitude on travel lifestyle proved to have a positive and significant effect. The results of the research conducted to determine the effect of travel attitude on halal tourism proved to have a positive and significant effect. The results of the research conducted to determine the effect of travel lifestyle on halal tourism proved to have a positive and significant effect.*

**Keywords:** Travel Behavior, Travel Attitude, Travel Lifestyle, Halal Tourism

## INTRODUCTION

The concept of halal tourism forms a stigma that all tourism activities must use Islamic values as an appropriate reference. Muslims form one of the largest markets in the world, knowledge is linked to different and conflicting Islamic perspectives on the concept of tourism in general. Several experts have defined Islamic tourism. According to (Hotel, Lumpur, & Duman, 2011), Islamic tourism is all tourism activities carried out by Muslims originating from Islamic motivation and realized in accordance with sharia principles. This statement is also reinforced by (Henderson & Henderson, 2010), which states that Islamic tourism is all efforts to develop and market products to be developed and directed to Muslims. Islamic tourism focuses on many different oriented activities based on Islamic rules (El-gohary, 2015 & Perbawasari et al., 2019). Several experts have conducted research on Islamic tourism (Carboni & Idrissi, 2015; El-gohary, 2015; Henderson, 2015; Razzaq, Hall, & Prayag, 2016). The results of the research above explain how the solution in adjusting the development of Muslim tourists with the concept of sharia tourism as a reference so that Muslim tourists feel comfortable visiting certain tourist objects, namely halal tourism (halal tourism). There is ambiguity about the definitions of Islamic tourism and halal tourism (Hamza, 2012), which are used



interchangeably, but the two definitions usually refer to trips undertaken by Muslims who seek to adhere to religious principles when tourists travel. The results of the study (Henderson & Henderson, 2010), identify halal tourism in terms of terminology and clarify the concept, the most commonly used terms are "halal tourism" and "Islamic tourism". The multidisciplinary scope of the subject is a confusion of the two terms. As a result, these terms are often used interchangeably by researchers, both conceptually and empirically the concept is the same. In principle, halal tourism addresses the challenges of the world's growing Muslim population which is projected to reach 2.2 billion by 2030 or 26.4% of the world's total population (Paw Research, 2011). Halal tourism is considered a sub-category of religious tourism. The word "Halal" comes from Arabic which means: allowed, accepted, allowed, and/or done. This word is the main source of the concept of halal which is not only related to food or food products (as people expect or think), but covers all aspects of Muslim life (male or female) in traveling ((El-gohary, 2015).

In the concept of halal, the need for every Muslim to have products that are permissible, acceptable, permissible, and carried out from a religious point of view. Thus, the concept of Halal covers every product that is compliant with Islamic Sharia starting from food and beverages and moving from that to banking and finance, tourism, cosmetics, employment, travel and transportation services. Therefore, the term Halal means "permissible" in accordance with Islamic teachings (sharia law). Halal is also one of the 5 actions (alakhkam al-khamsah), which categorizes the morality of Muslim actions, Fard (mandatory), Mustahab (recommended), Makruh (disliked), and Haram (forbidden) (Battour & Ismail, 2016). From an Islamic perspective, Halal as defined above refers to any practice or activity undertaken by Muslim travelers while traveling that is 'permissible' according to Islamic teachings (Mohsin, Ramli, & Abdulaziz, 2020). The focus of halal tourism is on the indicators, namely the demand side and the activities of tourists visiting Lake Toba. Several research results have explained what factors influence the concept of halal tourism in tourist attractions, namely travel behavior, travel attitudes, and travel lifestyles (Etmnani-ghasrodasht, Paydar, & Hamidi, 2018; Leong, Yeh, Hsiao, & Huan, 2015; Razzaq et al., 2016). The results of the study (Razzaq et al., 2016), stated that travel behavior can have a positive influence on tourism activities in New Zealand as a halal tourism destination and can increase the number of tourist visits. The results of the study (Jalilvand, Ebrahimi, & Samiei, 2013), stated that the attitude of traveling is very influential on halal tourism activities in Iran as a large Muslim country. Furthermore, the results of research (Lee & Å, 2007), stated that the lifestyle of tourists in several countries with non-Muslim populations should adopt halal tourism as an attraction for tourists visiting Australia. The study explains that halal tourism is a lifestyle for the world community who wants facilities and activities that are guaranteed to be halal. The results of the study (Jain, Johnson, & Rose, 2020), confirmed that travel lifestyles are also influenced by travel behavior and travel attitudes. Travel behavior is the behavior of tourists in making visits to an object to fulfill desires and part of a lifestyle that must be fulfilled. Travel attitude is also an attitude as a tourist who travels to keep up with the times and the environment as part of lifestyle values that must be met (Bianchi, Pike, & Lings, 2014). One of the countries that has developed the concept of halal tourism is Indonesia. The concept of halal tourism in Indonesia continues to be a solution in attracting tourists to visit. Several regions in Indonesia have implemented halal tourism regulations. The Muslim Travel Index (IMTI) 2019 states, 10 leading halal tourist destinations in Indonesia (Lombok, Aceh, Riau and Riau Islands, Jakarta, West Sumatra, West Java, Yogyakarta, Central Java, East Java (Malang) and surrounding areas are being developed with using the concept of halal tourism, namely Lake Toba, North Sumatra. This study aims to determine the influence of tourist behavior, tourist attitudes, and tourist lifestyles towards halal tourism in Lake Toba tourism objects, Indonesia.

#### **Tourism in Danau Toba**

One of the attractions that are being developed with the concept of halal tourism is Lake Toba, North Sumatra. Recently, news got out that Lake Toba will be used as Halal Tourism (Halal Tourism). However, North Sumatra Governor Edy Rahmayadi denied this to reporters at the North Sumatra DPRD building on Jalan Imam Bonjol, Medan (4/9/2019). Irfan Wahid as the head of the Quick Win 5 Super Priority Destination Team revealed that there was an error in the use of terminology which might not

be Halal Tourism (Halal Tourism) but Muslim Friendly Tourism (MFT), namely tourists easily get halal food, easy to find places to pray and so on. -other (2/9/2019). When viewed from the condition of the local community, who are predominantly non-Muslim, this tourist destination requires strategic efforts to become a Muslim Friendly Tourism (MFT) tourist destination. Lake Toba is one of the super priority tourist destinations that will become the New Bali. Table 1.1 shows data on tourist visits to Simalungun Regency in 2013 - 2017.

**Table 1. 1**  
**Trends in Tourist Visits in Simalungun Regency**

Years	Simalungun Visitors		Danau Toba Visitors	
	Domestic	Foreign	Domestic	Foreign
2018	325046	10130	133558	9800
2019	348765	10986	141600	10500
2020	285824	8620	125500	8200
2021	305832	9058	134285	8610
2022	212291	5991	61527	5991

Source: Badan Pusat Statistik Provinsi Sumatera Utara, 2022

Based on Table 1.1, it can be seen that from 2013 to 2014 foreign and domestic tourists visiting the Simalungun area, including Lake Toba, experienced an increase in tourist visits. However, in 2019 - 2022 foreign and domestic tourist visits to Lake Toba there was a decrease in the number of tourists visiting Simalungun Regency, including Lake Toba attractions. This data explains that the results made by the government for the development of Lake Toba tourism have not been maximized, finally a problem arises with a decrease in tourist visits to Simalungun Regency so that it requires a strategy in developing the tourism sector, namely through halal tourism.

### Conceptual Framework

#### The Influence of Travel Behavior on Travel Attitude

the concept of travel behavior is the concept of consumer behavior (Leong et al., 2015). Consumer behavior is a process and activity that a person does when it comes to searching, selecting, purchasing, using and evaluating products and services that meet consumer needs and desires (Diallo, 2012, Tarmizi et al., 2020). Meeting the needs and desires of consumers in choosing requires an attitude towards the behavior taken. Behavior and attitudes are interrelated. Behavior is the final process of taking action, while attitude is the action taken in behaving. Travel attitude describes the psychological tendencies expressed by positive or negative evaluations of tourists when involved in certain activities (Thara et al., 2017). Attitude describes the certainty of the attitude given when choosing a destination destination as a decision-making attitude that is influenced by one's behavior. Several research results explain the relationship between tourist behavior and attitudes. The results (Jalilvand et al., 2013), explain that behavior as a process generated through the determination of decision-making affects attitudes that are sourced from the knowledge and beliefs of tourists. Based on the existing literature and theory approach, the following hypotheses can be drawn:

H1: Travel Behavior has a positive effect on travel attitude

#### The Influence of Travel Behavior on Travel Lifestyle

Travel behavior is a travel activity carried out by a person through behavior as a basis for determining a trip to a particular tourist attraction (Jeong & Shawn, 2011). Travel behavior is defined as conscious behavior in carrying out tourism activities in fulfilling desires and excellent service (Lee & Ā, 2007). Consumer behavior is related to extra role behavior which includes actions towards customers, employees, and travel parties in meeting the need to keep up with the times (Milman & Tasci, 2017). The development of the times is often followed by melinials so as not to be outdated by the surrounding environment, so that travel behavior can often affect a person's journey in fulfilling the

lifestyle demanded from the surrounding environment. Travel lifestyle as a way of life for you to fulfill their desire to travel that is modern but does not leave the essence of traveling. Several studies have explained the relationship between travel behavior and travel lifestyle. The results of the study (Beaman, 2000), explained that travel lifestyle is able to determine tourist objects as an entity influenced by travel behavior in determining the destination object. Research (Dolnicar & Ring, 2014), also supports that travel lifestyle is influenced by actions based on the behavior of tourists visiting certain objects. Based on the existing literature and theory approach, the following hypotheses can be drawn:

H2: Travel Behavior has a positive effect on travel lifestyle

#### **The Influence of Travel Attitude on Travel Lifestyle**

Attitude becomes an important reason that is favorable or unfavorable in every activity (Kim & Jun, 2016). Travel attitude describes a psychological tendency expressed by positive or negative evaluations of tourists when engaging in certain activities. Tourist attitudes consist of cognitive and affective (Thara et al., 2017). Travel attitude describes the attitude that is highlighted when traveling. Every trip made results in an evaluation in expressing a tourist's preference in a tourist entity (Bianchi et al., 2014). Travel lifestyle as a lifestyle in fulfilling the desire to keep up with the times. Several studies have explained the relationship between travel attitude towards travel lifestyle. The results of the study (Lee & Ā, 2007), explain that lifestyle is closely related to a person's attitude in doing a long trip. Attitudes provide an evaluation of tourist choices in determining certain tourist objects as part of their lifestyle. The results of this study are also supported by the opinion (Thara et al., 2017). that a person's attitude in carrying out tourism activities depends on the lifestyle of the tourist, so that it can affect the value of a person's lifestyle through travel attitudes. Based on the existing literature and theory approach, the following hypotheses can be drawn:

H3: Travel attitude has a positive effect on travel lifestyle

#### **The Influence of Travel Behavior on Halal Tourism**

Travel behavior is the behavior that tourists do when visiting certain tourist objects (Jeong & Shawn, 2011). Travel behavior is defined as voluntary and independent behavior required to fulfill the services and wishes of tourists ((Leong et al., 2015, Manurung, 2019). Travel behavior as a guide for a person in enjoying his visit to certain tourist objects, including the choice of tourists in halal tourism (Razzaq et al., 2016). Halal tourism is all tourism objects or actions that are allowed according to Islamic teachings to be used as guidelines in the tourism industry. This definition considers Islamic law as the basis for providing tourism products and services to customers who are mostly Muslim such as halal hotels, halal resorts, halal restaurants, and halal travel (Battour & Ismail, 2016). According to (Henderson, 2010), halal tourism is defined as tourism and hospitality services that have been agreed upon by consumers and producers in accordance with Islamic teachings. Halal tourism has dimensions, namely the demand side and activities in tourism. Several studies have explained the relationship between travel behavior and halal tourism. The results of the study (Jamal, Aminudin, & Roza, 2019), explained that travel behavior as tourist behavior has a desire to get all their needs in a lawful manner and in accordance with religious teachings. This explains that halal tourism is a tourist demand when visiting and part of the behavior of every tourist (Carboni & Idrissi, 2015). Based on the existing literature and theoretical approaches, the following hypotheses can be drawn:

H4: Travel behavior has a positive effect on halal tourism

#### **The Influence of Travel Attitudes on Halal Tourism**

Travel attitude is an effective result of tourists' decisions to choose tourist objects as their tourist destinations (López et al., 2018). According to the theory of behavioral intention is influenced by attitudes, subjective norms and control that is felt by everyone. In the context of tourism, travel attitude is an influential attitude in determining whether a potential destination is chosen as part of the decisions taken and the final destination selection (Jalilvand et al., 2013). Travel attitudes play an important role in attitudes that are based on knowledge and beliefs about destination objects, including tourism objects. Every tourist has a desire that determines their desire in determining tourist destinations, including halal tourism. Tourism services and activities must be in accordance with Islamic law which is often referred to as halal tourism (El-gohary, 2015). Tourism is part of the

activities of people who travel and stay in places outside their usual environment for not more than one consecutive year for leisure and business (Manhas et al., 2016). Halal which means it is allowed by religious teachings (Olya & Al-ansi, 2018). Travel attitudes are closely related to halal activities that determine tourist attitudes through knowledge and beliefs. Halal which has a positive value for confidence in traveling. Several research results explain that travel attitude has an effect on halal tourism. The results of the study (Henderson, 2015), show that the attitude of tourists depends on their belief in the intended tourist destination including restaurants, hotels and maximum public services including halal tourism. Based on the existing literature and theoretical approaches, the following hypotheses can be drawn:

H5: Travel attitude has a positive effect on halal tourism

#### **The Effect of Travel Lifestyle on Halal Tourism**

The results of the study found that everyone in fulfilling the lifestyle had to group and plan a long trip to a certain tourist attraction within 1 week. Travel lifestyle has been used as one of the most effective in psychographic segmentation (Lee & Å, 2007). Furthermore, studies on travel lifestyle have also been widely developed in the 20th century, regarding the effects of consumer lifestyle, demographics, and travel activities both internationally and domestically. The lifestyle of tourists is also in conditions that are rapidly changing. Lifestyle reflects the polarization between wants and needs. Many tourist objects are made to be attractive so that their needs are more fulfilled, including halal tourism in various regions in Indonesia (Kusumawati & Huang, 2015). Applicable halal status on tourist objects is considered as a special attraction for tourists who will visit. A visit that has its own convenience to be fulfilled through trust in the available halal products. Halal tourism is the latest tourism concept that sells halal products in various tourist destinations including hotels, restaurants and guaranteed public services. This is the basis for tourists to visit, including meeting the demands of world Muslim tourists. Recent Muslim tourists believe that halal tourism is a benchmark in making the right choice and in accordance with religious teachings. Several studies have explained the relationship between travel lifestyle and halal tourism. The results of the study (Eck, Burghouwt, & Dijst, 2005), mengemukakan, suggest that lifestyles have a high desire to be fulfilled through the demand for halal labels in several tourist attractions. When the halal label is used, tourists feel that their desires are fulfilled, giving rise to confidence to carry out travel activities. The results of the study (Razzaq et al., 2016) explain that travel lifestyle affects the demand side and halal activity in halal tourism activities in Iran. Based on the existing literature and theory approach, the following hypotheses can be drawn:

H6: travel lifestyle has a positive effect on halal tourism

## **METHOD**

### **Sample characteristics**

This study is an explanatory research, which aims to determine the relationship between research variables (halal tourism, travel behavior, travel attitude, and travel lifestyle). The population of this research is tourists who visit the tourist area of Lake Toba. The number of samples targeted in this study was 200 samples referring to the rule of thumbs analysis tool with purposive techniques with certain criteria to ensure data collection. This figure is at a safe level to be tested using Structural Equation Modeling (WARPLS) (Hair et al., 2011; Hartono, 2010). In terms of size, 200 questionnaires were distributed and 35 questionnaires were rejected because they were not filled out correctly. Finally, 260 respondents generated responses that could be used for research. The questionnaires were distributed in July 2020. Therefore, the questionnaire data was processed individually by the researchers. The result is that 31% of respondents are male and 31% of respondents are female. The average age of the respondents is in the category of 17 - 23 years by 29% and respondents aged > 40 years the lowest is 9.5%. 42.5% high school education, 17% diploma education, 32.5% undergraduate education and 8% postgraduate education. This shows that most of the respondents have higher education or high school. The percentage of respondents who visited Lake Toba's tourist attraction was dominated by tourists from North Sumatra, namely 73% and 27% of respondents from North Sumatra.



Table 2 Socio-demographics of the sample

Variables	(N = 200)
<b>Gender (%)</b>	
Male	31%
Female	69%
<b>Level of education (%)</b>	
High school	42.5%
Diploma degree	17%
Bachelor degree	32.5%
Master’s degree	8%
<b>Age (%)</b>	
17 - 23	29%
24 - 29	19,5%
30 - 35	24,5%
36 - 39.	17,5%
>40	9,5%
<b>Origin (%)</b>	
Sumatera Utara	73%
Outside Sumatera Utara	27%

Source: Primary data, 2023

**Questionnaire Instruments**

Tests of statements or items adapted from an instrument which is used in research, examine variables adapted from the travel behavior (Assioras et al., 2019) the demansional of the that is divided into Advocacy, Feedback, Helping and Tolerance. Therefore, to test the travel attitude variables adapted from research (Etminani-ghasrodasht et al., 2018) that dimension is divided into individualist, pro-environment, time-management, and friendship. Furthermore, to test variables travel lifestyle adapted from research (Etminani-ghasrodasht et al., 2018), that dimension is divided into traditional, modern, educational, and technological. For tasting variables halal tourism adapted from research (El-gohary, 2015), that dimension is divided into demand side and activity Tourist.


**Data Analysis**

**Validity and reliability**

Table 3 Covergent Validity, Construct Reliability, AVE, Cronbachs Alpha

	Item	<i>Convergent Validity</i>	<i>Construct Reliability</i>	<i>AVE</i>	<i>Cronbachs Alpha</i>
Travel Behavior	TB2	0.624	0.780	0.575	0.649
	TB3	0.845			
	TB4	0.655			
	TB5	0.607			
Travel Attitude	TA1	0.666	0.818	0.535	0.705
	TA3	0.835			
	TA4	0.819			
	TA6	0.5572			
Travel Lifestyle	TL1	0.597	0.774	0.539	0.589
	TL6	0.701			
	TL7	0.878			
Halal tourism	HT1	0.613	0.834	0.561	0.739
	HT3	0.724			
	HT4	0.845			
	HT5	0.793			

Source: Primary Data, 2023



Based on the table 2 from the results in this research, reliability is measured by using composite reliability. In generally, the value of the composite reliability is 0.7. Composite reliability of travel behavior 0.780; travel attitude 0.818; travel lifestyle 0.774; halal tourism 0.834. The are two measurements of composite validity. The first measurement is convergent validity, minimum convergent validity requiremenet in this research is set at 0.5 (Ringle et al., 2014). Tabel 2 shows all the indicator in this research are valid. The second measurement in the value of average variance extracted (AVE). The following are the AVE values for each variabel, respectively of travel behavior 0.575; travel attitude 0.535; travel lifestyle 539; halal tourism 0.561. The overall AVE values are calculated at above the required. Therefore, all variabel are confirmed as valid.

## **Result and Discussion**

### **The Influence of Travel Behavior on Travel Attitude**

Based on (Table 3) the results of testing the first hypothesis, it is known that the significance value of t obtained is  $0.000 < 0.000$ , meaning that the first hypothesis is accepted with a statistical t value of  $2.659 > t$  table (1.96). These results explain that there is a positive and significant influence between travel behavior and travel attitudes. Consumer behavior is the process and activities that a person undertakes in searching for, selecting, buying, using and evaluating products and services that meet consumer needs and desires (Diallo, 2012). Behavior is the final process in taking action, while attitude is the action taken in behaving. Travel attitudes describe the psychological tendencies expressed by tourists' positive or negative evaluations when engaging in certain activities (Thara et al., 2017). Travel behavior as a behavior that tourists have in carrying out a tourist activity has an influence on travel attitudes that are sourced from activities that provide certain assessments of tourist activities carried out by tourists. Travel attitude describes the certainty of the attitude given when choosing a destination as a decision-making attitude that is influenced by a person's behavior so that it is influenced by travel behavior. The better the travel behavior of tourists when visiting Lake Toba attractions, will have a positive impact on the attitude of travel received by tourists. The results of this study prove empirically that there is an influence of travel behavior on travel attitude. The results of this study are supported and in line with the results of previous research conducted (Jalilvand et al., 2013), which stated that there was an influence of travel behavior on travel attitude.

### **The Influence of Travel Behavior on Travel Lifestyle Travel**

Based on (Table 3) the results of testing the second hypothesis are known that the significance value of t obtained is  $0.000 < 0.008$ , meaning that the second hypothesis is accepted with a statistical t value of  $10.701 > t$  table (1.96). These results explain that there is a positive and significant influence between travel behavior on travel lifestyle. Travel behavior is a conscious behavior in carrying out tourism activities in fulfilling desires and excellent service (Milman & Tasci, 2017). The development of the times is often followed by millennials so as not to be out of date with the surrounding environment (Lee & , 2007). Travel lifestyle is a way of life for you to fulfill your modern travel desires but does not leave the essence of traveling. Travel behavior is related to extra role behavior which includes actions towards customers, employees, and travel parties in meeting the need to keep up with the times so that travel behavior can affect a person's journey in meeting lifestyle demands from the surrounding environment, including tourists. who travel to tourist attractions. Lake Toba Tour. The better the behavior of tourists who travel to Lake Toba attractions, the more it will affect the lifestyle of tourists in accordance with the wishes and expectations of traveling. The results of this study prove empirically that there is an influence between travel behavior on travel lifestyle. The results of this study support or are in line with previous research conducted by Research (Dolnicar & Ring, 2014) which states that the lifestyle of traveling is influenced by actions based on the behavior of tourists visiting certain objects.

### **The Influence of Travel Behavior on Halal Tourism**

Based on (Table 3) the results of testing the third hypothesis, it is known that the significance value of t obtained is  $0.000 < 0.002$ , meaning that the third hypothesis is rejected with a statistical t value of  $1.116 < t$  table (1.973). These results explain that there is a positive influence of travel behavior



on halal tourism but does not have a significant effect. Travel behavior is the behavior that tourists do when visiting certain tourist objects (Jeong & Shawn, 2011). Travel behavior as a guide for a person in enjoying his visit to certain tourist objects, including the choice of tourists in halal tourism (Razzaq et al., 2016). Halal tourism is all tourism objects or actions that are allowed according to Islamic teachings to be used as guidelines in the tourism industry. This definition considers Islamic law as the basis for providing tourism products and services to customers who are mostly Muslim such as halal hotels, halal resorts, halal restaurants, and halal travel (Battour & Ismail, 2016). The better the behavior of tourists visiting Lake Toba attractions, will affect halal tourism. Behavior in determining a particular tourist attraction will affect the facilities owned for tourists to enjoy. If the behavior of Muslim tourists is in accordance with Islamic religious guidance, then tourists will be very interested in the facilities provided, including halal tourism on Lake Toba. The results of this study prove empirically that there is a positive but not significant effect of travel behavior on halal tourism. The results of this study support or are in line with previous research conducted by Research (Jamal, Aminudin, & Roza, 2019) which explains that tourist behavior as tourist behavior has a desire to obtain all needs in a lawful way and in accordance with religious teachings. The results of this study do not have a significant effect between travel behavior and halal tourism because some questions regarding halal tourism in Lake Toba attractions are below average, such as incomplete worship facilities in hotels.

#### **Influence of Travel Attitude on Travel Lifestyle**

Based on (Table 3) the results of testing the fourth hypothesis, it is known that the significance value of  $t$  obtained is  $0.000 < 0.000$ , meaning that the fourth hypothesis is accepted with a statistical  $t$  value of  $4.216 < t$  table (1.973). These results explain that there is a positive and significant influence between travel attitude and travel lifestyle. Attitude becomes an important reason that is favorable or unfavorable in every activity (Kim & Jun, 2016). Travel attitudes describe the psychological tendencies expressed by tourists' positive or negative evaluations when carrying out certain activities. Tourist attitudes consist of cognitive and affective (Thara et al., 2017). Travel attitude describes the attitude that is highlighted when traveling. Every trip made produces an evaluation in expressing tourist preferences for a tourist entity (Bianchi et al., 2014). Travel lifestyle as a lifestyle in fulfilling the desire to keep up with the times. The better the attitude of tourists in evaluating the activities carried out, the better the lifestyle of tourists who are fulfilled with facilities and infrastructure that support tourism activities, including activities carried out by tourists at the Lake Toba tourist attraction. The results of this study prove empirically that there is an influence between travel attitude and travel lifestyle. The results of this study support or are in line with previous research conducted by (Lee & , 2007) which explains that lifestyle is closely related to a person's attitude in traveling long distances. Attitudes provide an evaluation of tourists' choices in determining certain tourist objects as part of their lifestyle. The results of this study are also supported by (Thara et al., 2017) which explains that a person's attitude in carrying out tourism activities depends on the lifestyle of the tourist, so that it can affect the value of a person's lifestyle through the attitude of traveling.

#### **The Effect of Travel Lifestyle on Halal Tourism**

Based on the results of testing the sixth hypothesis, it is known that the significance value of  $t$  is  $0.000 > 0.001$ , meaning that the sixth hypothesis is accepted with a statistical  $t$  value of  $3.461 > t$  table (1.973). These results explain that there is a positive and significant influence of travel lifestyle on halal tourism. The lifestyle of tourists is included in a rapidly changing condition. Lifestyle reflects the polarization between wants and needs (Sembiring et al., 2019). Many tourist objects are made attractive so that their needs are more fulfilled, including halal tourism in various regions in Indonesia (Kusumawati & Huang, 2015). The application of halal status to tourist objects is considered a special attraction for tourists who will visit. A visit that has its own convenience to be fulfilled through trust in the available halal products. Halal tourism is the latest tourism concept that sells halal products in various tourist destinations including hotels, restaurants and guaranteed public services. This is the basis for tourists to visit, including meeting the demands of world Muslim tourists. Muslim tourists lately believe that halal tourism is a benchmark in making the right choice and in accordance with



religious teachings. The better the tourist lifestyle owned by tourists will affect the halal tourism owned by certain tourist objects, including Lake Toba. Lifestyle has a high desire to be fulfilled through the demand for halal labels in several tourist attractions. When the halal label is used, tourists feel the desire to be fulfilled creates a sense of confidence to carry out tourist activities. The results of this study prove empirically that travel lifestyle is leading to halal tourism. The results of this study support or are consistent with previous research conducted by (Razzaq et al., 2016) which explains that travel lifestyle affects the demand side and halal activity in halal tourism activities in Iran. The better the lifestyle of Muslim tourists at Lake Toba Tourism object, depending on the fulfillment of the needs and desires of tourists through halal tourism.

**Table 4**  
**Path Coefficients (Mean, STDEV, T-Values)**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>
TB → TA	0.603	0.613	0.056	10.701	0.000
TB → TL	0.274	0.270	0.103	2.659	0.008
TB → HT	0.108	0.108	0.096	1.116	0.002
TA → TL	0.402	0.413	0.095	4.216	0.000
TA → HT	0.316	0.324	0.118	2.678	0.007
TF → HT	0.379	0.383	0.109	3.461	0.001


Source: Primary Data, 2023

### Conclusion

Based on the results of research conducted on the influence of travel behavior, travel attitude, and travel lifestyle on halal tourism for tourists visiting Lake Toba attractions as follows. First, the results of research conducted to determine the effect of travel behavior on travel attitude proved to have a positive and significant effect (H1 was accepted). Second, the results of research conducted to determine the effect of travel behavior on travel lifestyle proved to have a positive and significant effect (H2 was accepted). Third, the results of research conducted to determine the effect of travel behavior on halal tourism proved to have a positive but not significant effect (H3 was rejected). The results of this study do not have a significant effect between travel behavior and halal tourism because some questions regarding halal tourism in Lake Toba attractions are below average, such as incomplete worship facilities in hotels. Fourth, the results of research conducted to determine the effect of travel attitude on travel lifestyle proved to have a positive and significant effect (H4 accepted). Fifth, the results of research conducted to determine the effect of travel attitude on halal tourism proved to have a positive and significant effect (H5 was accepted). Sixth, the results of research conducted to determine the effect of travel lifestyle on halal tourism proved to have a positive and significant effect (H6 accepted).

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