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The Development of Halal Well-Being Experience Quality: A Conceptual Framework

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Abstract: In recent years, the hospitality and tourism industry has increasingly focused on enhancing the well-being of guests by providing tailored experiences that address their physical, mental, and spiritual health. This shift has spurred the development of Halal well-being experiences, specifically designed to cater to Muslim travelers by aligning services and facilities with Islamic principles. Halal well-being experiences include a range of services such as Halal-certified food, prayer facilities, gender-segregated wellness amenities, and activities promoting spiritual health. These offerings are vital for Muslim travelers who seek destinations and accommodations that respect and cater to their faith-based needs. To address these challenges, a comprehensive framework for Halal well-being experience quality is essential. This framework should include clear guidelines for service provision, training programs for staff, and effective marketing strategies. This research aims to explore the current state of Halal well-being experiences in the hospitality industry, identify the key challenges and opportunities, and propose a framework for enhancing service quality. The study provides insights and recommendations for developing and promoting Halal well-being experiences that cater to the needs of Muslim travelers. The research underscores the importance of seven dimensions of tourism experience quality (TEQ) in influencing tourist well-being: Halal hedonism, Muslim-friendly involvement, local culture friendliness, refreshment experience, meaningfulness experience, knowledge experience, and novelty experience. These dimensions collectively enhance the physical, mental, social, and spiritual well-being of Muslim travelers, promoting a holistic approach to well-being in the tourism sector.

Keywords: *Halal Well-Being, Halal Experience, Tourist Experience Quality, Halal Friendly Tourism*

1. Introduction

Nowadays, Halal-friendly tourism become one of the modern trends in a fast-growing global market (Kusumaningtyas, Latifah, Suprihandari, & Syauqi, 2021; Som, Masutani, & Ahmad, 2016) and continues to evolve, catering specifically to Muslim travelers' needs by ensuring all services and facilities comply with Islamic principles (Halal Trip,2024). Moreover, while the current trend of wellness tourism has seen a significant increase with numerous studies exploring various aspects (Bočkus, Vento, & Komppula, 2024; Chi, Chi, Deng, & Price, 2024; Wang et al., 2024). This trend has given rise to the development of Halal well-being experiences, which cater specifically to the needs of Muslim travelers by ensuring that services and facilities align with Islamic principles (Crescent Rating, 2023). The development of Halal well-being experience quality not only addresses the religious and cultural requirements of Muslim tourists but also contributes to the broader goal of inclusive and sustainable tourism.

Halal well-being experiences encompass a range of services, including Halal-certified food, prayer facilities, gender-segregated wellness amenities, and activities that promote spiritual health (Halal World Institute, 2024). Especially, Southeast Asian countries are well-known for their diverse food and beverage offerings (Ngelambong et al., 2024). The integration of these elements into hospitality services ensures that Muslim guests can maintain their religious practices while enjoying a holistic well-being experience. The importance of such offerings is underscored by the increasing number of Muslim travelers who seek destinations and accommodations that respect and cater to their faith-based needs (Mohsin, Ramli, & Alkhulayfi, 2022). Despite the growing demand, the development of Halal well-being experiences faces several challenges. One of the primary issues is the lack of standardized guidelines and certifications for Halal well-being services, which can lead to inconsistencies in service quality and guest satisfaction (Rahman, Aziz, & Sawani, 2023). Additionally, there is a need for greater awareness and training among hospitality providers to understand and effectively meet the unique requirements of Muslim guests.

Recent studies highlight the significance of incorporating Halal principles into well-being experiences to enhance the overall satisfaction and loyalty of Muslim travelers. For instance, Al-Ansi and Han (2022) found

that the provision of Halal-certified wellness services, such as spa treatments and fitness facilities, significantly impacts the perceived value and satisfaction of Muslim guests. Similarly, research by Zulkifli, Ab Halim, and Abdullah (2023) emphasizes the role of cultural sensitivity and the integration of Islamic values in creating a memorable and fulfilling well-being experience for Muslim tourists.

To address these challenges and capitalize on the opportunities presented by the growing Halal tourism market, it is crucial to develop a comprehensive framework for Halal well-being experience quality. Such a framework should include clear guidelines for service provision, training programs for staff, and effective marketing strategies to attract and retain Muslim guests. By doing so, the hospitality industry can ensure that Halal well-being experiences meet the highest standards of quality and inclusivity. This research aims to explore the current state of Halal well-being experiences in the hospitality industry, identify the key challenges and opportunities, and propose a framework for enhancing service quality. Through a combination of literature review, case studies, and interviews with industry experts, this study seeks to provide valuable insights and recommendations for developing and promoting Halal well-being experiences that cater to the needs of Muslim travelers.

2. Literature Review

Halal-Friendly Tourism Concept

Halal-friendly tourism has become a significant segment in the global travel industry, driven by the growing number of Muslim travelers seeking services that align with their religious beliefs and practices. Halal tourism refers to travel and hospitality services that comply with Islamic law (Sharia) and provide products and services according to Islamic teachings for Muslim use (Han et al., 2019). This form of tourism aims to meet the religious needs of Muslim tourists, ensuring that offerings align with their beliefs and practices (Sánchez & Moral, 2019). Designed to follow Islamic law (Sharia), halal tourism meets the requirements of Muslim travelers while remaining accessible to non-Muslims (Wahyudin et al., 2021). The concept has gained global traction, with both Muslim and non-Muslim countries recognizing its potential and developing this niche market (Satriana & Faridah, 2018). Halal tourism encompasses accommodations, attractions, facilities, services, and overall experiences that comply with Islamic principles (Parhan et al., 2021), creating an environment where Muslim travelers can comfortably practice their faith while exploring various destinations (Battour et al., 2021).

The primary components of Halal tourism include Halal-certified food and beverages to ensure that all food and drinks provided are Halal-certified, free from pork, alcohol, and any non-Halal ingredients (Henderson, 2022), prayer Facilities provide clean and private spaces for prayer, equipped with Qibla direction indicators and prayer mats (Al-Ansi et al., 2023), modesty and privacy as offering gender-segregated facilities such as swimming pools, spas, and gyms to maintain modesty (Stephenson, 2024), and halal entertainment as ensure that entertainment options do not conflict with Islamic values and principles (Battour et al., 2024). Thus, those are elements to ensure that Muslim travelers can maintain their religious practices while traveling (Battour & Ismail, 2022; Ekka, 2023). The availability of halal-friendly options can significantly enhance the good experience and improve the well-being of Muslim travellers (Henderson, 2022).

Halal Tourist Experience Quality

Tourists experience quality (TEQ) is defined as an individual's internal and subjective response to a company's product, service, or brand (Meyer & Schwager, 2007). However, defining customer experience is challenging due to its intricate nature and characteristics (Palmer, 2010). Knutson, Beck, Kim, and Cha (2007) state that customer experience is difficult to articulate because it is an 'elusive and ambiguous term. Various elements of what a customer experiences have been examined to understand it better. Palmer (2010) highlights two dictionary-based perspectives on customer experience: a cognitive one, which involves acquiring knowledge or skills through participation, and an emotional one, which involves feeling emotions or engagement during an event. The concept of tourist experience quality, including the seven dimensions of TEQ proposed by Kim and Ritchie (2014) and Kim et al. (2010), is considered appropriate for investigating key tourism experiences, as supported by several studies on the perceived quality of tourist experiences (Chua et al., 2015; Hosany & Witham, 2010; Huang & Hsu, 2009; Kwortnik, 2008).

The dimensions effectively address both specific aspects of tourist experiences and contextual factors such as emotions and traveler motives. The dimensions of Tourist Experience Quality (TEQ) are defined as follows: Hedonism: the pleasure and enjoyment derived from the experience (Seligman, 2011). Involvement: the level of personal engagement and interest in the activities (Zaichkowsky, 1985). Local Culture Friendly: the quality and impact of interactions with others, including locals and other tourists (Richards, 2018). Refreshment: the sense of rejuvenation and relaxation obtained from the experience (Smith & Puczkó, 2014). Meaningfulness: the personal significance and value attributed to the experience (Seligman, 2011). Knowledge: the educational value and learning opportunities provided by the experience (Falk & Dierking, 2018) and Novelty: the perception of new, unique, or different experiences (Lee & Crompton, 1992).

This study adopts the TEQ dimensions consisting of Halal hedonism, Muslim Friendly involvement, Local culture friendly to Muslims, Refreshment experience, Meaningfulness experience, Knowledge experience, and Novelty experience (Kim & Ritchie, 2014; Kim et al., 2010) to describe tourist experience dimensions and evaluate their relevance in explaining different types of Muslim tourist experiences.

The Link Between Experience Quality and Well-Being Concept

Well-being theory involves both methodological and substantive diversity: positive emotion is a subjective variable defined by individual thoughts and feelings. Engagement, meaning, relationships, and accomplishment have both subjective and objective aspects because one might think they possess these qualities and still be mistaken. Thus, well-being is not solely a mental state; it combines feeling good with having purpose, meaningful relationships, and achievements. Our goal in life is to optimize all five of these elements (Seligman, 2011, p. 36). This approach suggests that Positive Psychology aims to enhance flourishing by increasing positive emotions, engagement, meaning, relationships, and accomplishments, thereby creating a more meaningful existence (Packer, 2008).

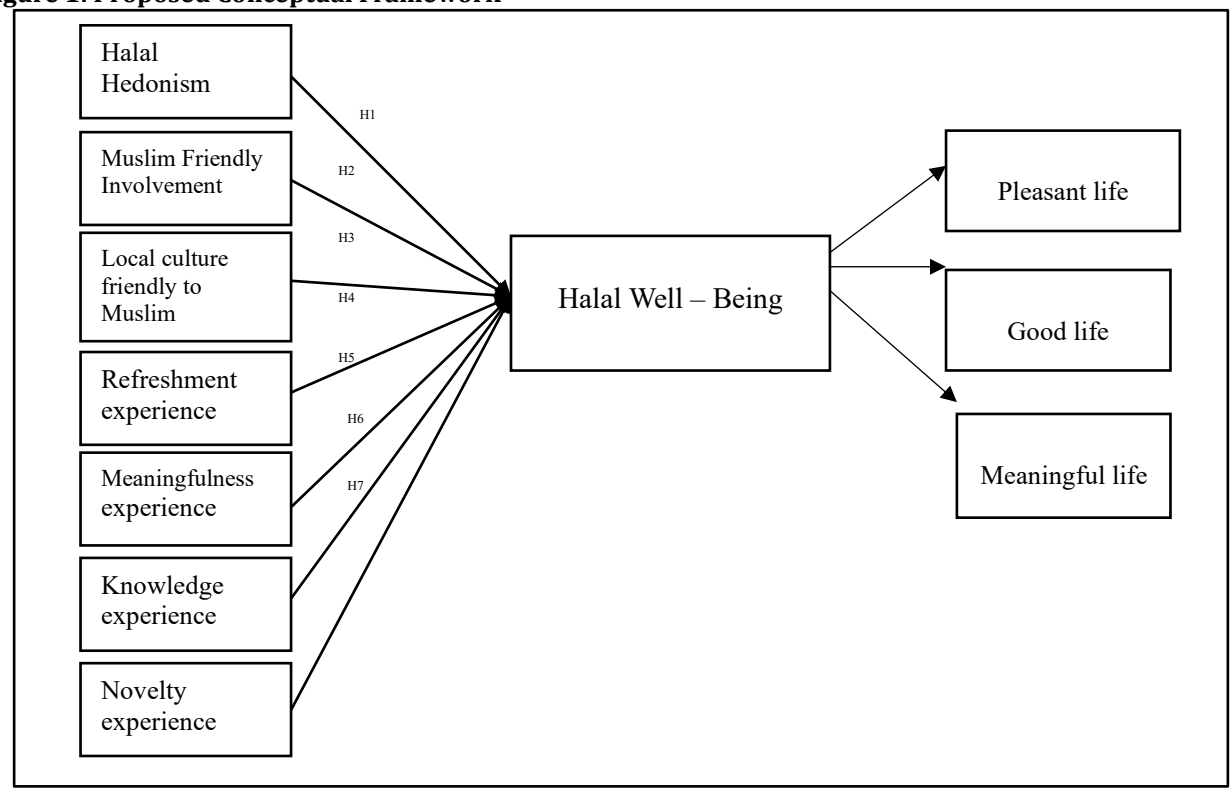
Moreover, well-being is often understood as a measure of the quality of life or the level of hedonic happiness (Fu et al., 2020; Sharpley, 2014). Subjective well-being or life satisfaction is commonly used as an indicator of happiness. Research has demonstrated that tourism or travel involves the pursuit of hedonic experiences, with tourists' happiness varying based on their personality, the types of destinations, and the nature of travel activities they engage in (Bimonte & Faralla, 2014; Chen & Li, 2018; Filep & Research, 2014). A high-quality experience during travel can significantly enhance overall happiness, with social interactions being one of the most critical factors contributing to this happiness (S. Chen et al., 2019). Therefore, well-being is conceptualized within Seligman's (2002) authentic happiness theory, which comprises the pleasant life, the good life, and the meaningful life. The pleasant life emphasizes maximizing enjoyable and positive experiences, involving positive emotions about the past, present, and future. The good life refers to engagement and the realization of one's potential through meaningful activities. A meaningful life involves a sense of purpose and the pursuit of activities that contribute to personal growth and the well-being of others.

In the context of Halal tourism, if stakeholders can provide a high-quality experience during a trip can significantly enhance the well-being of Muslim travelers. Ensuring that dietary needs are met with Halal service and creating an environment that respects Islamic values contribute to the physical, mental, social, and spiritual well-being of travelers (Battour & Ismail, 2016; Henderson, 2022). This research adopted the concept of experience quality that leads to well-being, aiming to develop a conceptual framework for future research adaptation.

3. Conceptual Framework

Figure 1 presents the conceptual framework developed for this study. This framework is based on a comprehensive review of the literature, focusing on examining the quality of the Halal experience and its impact on well-being improvement. It integrates the experience quality theory, which includes dimensions such as hedonism, involvement, local culture, refreshment, meaningfulness, knowledge, and novelty. These dimensions contribute to well-being, conceptualized as comprising a pleasant life, a good life, and a meaningful life.

Figure 1: Proposed Conceptual Framework



Following a figure 1 can be explain about model of experience quality are; 1) Halal hedonism: representing the pursuit of pleasure and enjoyment in tourism experiences positively influences tourist well-being, 2) Muslim Friendly involvement referring to the level of engagement and participation in tourism activities positively that Muslim travelers value immersive and interactive experiences that allow them to actively engage with the destination and its culture 3) Local culture friendly to Muslim representing the authenticity and cultural richness of tourism experiences positively influences tourist well-being, 4) Refreshment experience representing the revitalization and rejuvenation experienced during tourism activities positively influences tourist well-being 5) Meaningfulness experience is a positive influence on tourist well-being, indicating that Muslim travelers value meaningful connections 6) Knowledge experience, representing the acquisition of new information and insights through tourism experiences, and 7) Novelty experience representing the uniqueness and halal friendly of tourism experiences.

Moreover, the Halal well-being context can be explained as a pleasure life that focuses on maximizing pleasurable and positive experiences, good life refers to engagement and the realization of one's potential through meaningful activities and meaningful life as involves a sense of purpose and the pursuit of activities that contribute to personal growth and the well-being of others.

Hypotheses of the study

This research aims to explore the current state of Halal well-being experiences in the hospitality industry, identify the key challenges and opportunities, and propose a framework for enhancing service quality.

H1: Halal hedonism positively influences tourist well-being.
H2: Muslim-friendly involvement positively influences tourist well-being.
H3: Local culture friendly to Muslims positively influences tourist well-being.
H4: Refreshment experience positively influences tourist well-being.
H5: Meaningfulness experience positively influences tourist well-being.
H6: Knowledge experience positively influences tourist well-being.
H7: Novelty experience positively influences tourist well-being.

Directions for Future Research

This future research will focus on Muslim tourists. The study will employ a mixed-method research design, integrating both qualitative and quantitative data. Data collection will involve the use of self-administered questionnaires and in-depth interviews form. The qualitative will be used for content analysis techniques to apply for analyzing the data. Quantitative data will be analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The data analysis process will be conducted in two stages: first, data purification and descriptive analysis; second, statistical analyses will be performed, including evaluation of the measurement model, structural model, and hypothesis testing.

4. Proposed Outcome and Implementation to Develop Halal Well-Being Experience Strategies

The study emphasizes the necessity of a comprehensive framework to ensure high-quality Halal well-being experiences. This framework should encompass clear service provision guidelines, staff training programs, and effective marketing strategies to cater to Muslim travelers' needs. The research highlights seven dimensions that are critical in influencing tourist well-being: Halal hedonism, Muslim-friendly involvement, local culture friendliness, refreshment experience, meaningfulness experience, knowledge experience, and novelty experience. These dimensions collectively enhance the physical, mental, social, and spiritual well-being of Muslim travelers.

The findings of this study have several potential outcomes and suggest directions for future research in the field of Halal well-being experiences within the hospitality and tourism industry:

A. Enhanced Well-being of Muslim Travelers:

- Halal Hedonism: By providing pleasurable and enjoyable experiences, destinations can significantly enhance the well-being of Muslim travelers. This could lead to increased tourist satisfaction and loyalty.
- Muslim-friendly involvement: Facilitating immersive and interactive experiences that engage Muslim travelers with the local culture can foster deeper connections and enhance their overall well-being.
- Local culture friendly to Muslims: Promoting authentic cultural experiences allows Muslim travelers to derive satisfaction from exploring and understanding cultural heritage and traditions.
- Refreshment experience: Offering revitalizing and rejuvenating experiences can contribute to the physical and mental well-being of Muslim travelers.
- Meaningful experience: Creating meaningful experiences that resonate with the values and beliefs of Muslim travelers can enhance their sense of fulfillment and well-being.
- Knowledge experience: Providing educational and informative experiences can enrich the intellectual well-being of Muslim travelers.
- Novelty experience: Offering unique and novel experiences can stimulate curiosity and a sense of adventure, contributing to the overall well-being of Muslim travelers.

B. Improved Service Quality and Inclusivity:

- Developing a comprehensive framework for Halal well-being experience quality can ensure that services meet the highest standards of quality and inclusivity. This framework can provide clear guidelines for service provision, staff training, and effective marketing strategies.

C. Increased Market Competitiveness:

- Destinations that successfully implement Halal well-being experiences can gain a competitive edge in the growing Halal tourism market. This can attract a larger segment of Muslim travelers and potentially increase revenue for tourism providers.

5. Conclusion

The quality of experiences plays a critical role in enhancing well-being. By understanding the various dimensions of experience quality and their impact on physical, mental, social, and spiritual health, service providers can design experiences that promote holistic well-being. Future research should continue to explore innovative ways to integrate well-being into the design and delivery of high-quality experiences across different

domains. For example, previous studies have examined Muslim travellers' needs and concerns regarding halal-friendly attributes when journeying to non-Muslim destinations (Al-Ansi and Han, 2019, Han et al., 2019, Said et al., 2020). Additionally, studies have examined inconveniences experienced by Muslim travellers in non-Muslim destinations (Al-Ansi and Han, 2019).

Additionally, the concept of well-being in Halal tourism is intricately connected to the ideas of a pleasant life, a good life, and a meaningful life. These concepts, rooted in positive psychology and adapted for Halal tourism, provide a comprehensive framework for understanding and enhancing the well-being of Muslim travelers. By incorporating these insights, the hospitality industry can further refine and enhance Halal well-being experiences to better serve the needs of Muslim travelers.

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