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The Legal Politics of Halal Tourism in Thailand: The Impact of Digital Advertising Interventions on Consumer Intent, Recommendations, and Engagement in the Contemporary Era

Abstract: This study explores the legal politics of halal tourism in Thailand by highlighting the impact of digital advertising interventions on consumer intent, recommendations, and engagement. Thailand, as a leading global tourist destination, is increasingly expanding its halal tourism sector but faces challenges in aligning the needs of Muslim travellers with effective digital promotion strategies. This research analyzes how digital advertising can influence consumer perceptions and decisions, especially in the contemporary era of globalization and digital transformation. With a qualitative approach, this study uses data from literature studies, interviews with tourism industry players, and analysis of Thai government policies related to halal tourism. The findings show that the right digital advertising interventions can increase Muslim tourists' intention to visit, encourage positive recommendations, and strengthen consumer engagement. In addition, legal policies supporting halal tourism promotion are essential in creating competitive attraction in the global market. The results of this study contribute to the understanding of the political law of halal tourism in Thailand, as well as offer strategic recommendations for the government and industry players to utilize digital advertising in supporting the growth of this sector. The implications of this research are also relevant in building a sustainable halal tourism ecosystem amid the dynamics of the contemporary era.

Keywords: Legal Politics, Halal Tourism, Digital Advertising, Consumer Engagement, Globalization.

INTRODUCTION

The tourism industry has become one of the most dynamic economic sectors in the world, significantly contributing to global economic growth.[1] In recent decades, halal tourism has become an essential part of the industry as the number of Muslim tourists worldwide increases. Halal tourism includes providing halal food and facilities that follow Islam's needs and values, such as adequate places of worship and services following sharia. Thailand, as one of the main tourist destinations in Southeast Asia, has shown its commitment to developing the halal tourism sector.[2] Despite the majority of the population being non-Muslim, Thailand has managed to attract the attention of Muslim tourists by providing a variety of halal facilities and services. The Thai government and tourism industry players continue to strive to increase their competitiveness in the global halal tourism market through various marketing policies and strategies.[3] However, the development of halal tourism in Thailand cannot be separated from challenges, especially in the context of globalization and digitalization. The contemporary era has brought about a significant change in how consumers deliver and receive information. Digital advertising is one of the main tools to promote tourist destinations, including halal tourism.[4] Industry players can reach a wider audience through digital platforms and deliver more effective messages. In this context, legal politics plays a vital role in regulating and supporting the development of halal tourism. Precise and targeted government policies can create an

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[1] N.R. Febriandika and I. Purniasih, "Trends in Muslim behavior research: A five-year bibliometric and content analysis," *International Journal of Advanced and Applied Sciences* 11, no. 6 (2024): 79–88, https://doi.org/10.21833/ijaas.2024.06.009.

[2] M. Basendwah, S. Rahman, and M.A. Al-Sakkaf, "Tourists' satisfaction with Islamic attributes of destination: a systematic mapping study," *Journal of Islamic Marketing* 15, no. 5 (2024): 1414–1438, https://doi.org/10.1108/JIMA-01-2023-0024.

[3] S. Pongsakornrungsilp et.al., "Integrating Sustainability and Cultural Sensitivity: Clustering Muslim Tourist Lifestyles in the Andaman Coastal Cluster, Thailand," *Sustainability (Switzerland)* 16, no. 21 (2024), https://doi.org/10.3390/su16219542.

[4] D. Suhartanto et.al., "Driving young Muslim loyalty toward Muslim-majority tourism destinations: the sense of community theory perspective," *Journal of Islamic Marketing* 15, no. 5 (2024): 1396–1413, https://doi.org/10.1108/JIMA-05-2023-0150.

environment conducive to the growth of this sector. With its policy approach, Thailand seeks to balance market needs and adherence to local and international values.[5]

Halal tourism in Thailand has become an increasingly relevant topic in the study of legal politics, particularly in the context of economic development and marketing policies. Several previous studies have discussed the impact of government policies on the development of the halal tourism industry and how digital advertising can affect consumer intent, recommendations, and engagement. Early research shows that despite not being a Muslim-majority country, Thailand has made halal tourism part of its economic diversification strategy. Through its tourism agency, the Thai government has implemented various policies to promote the sector as an attractive alternative for Muslim tourists. Pro-halal tourism policies can increase the number of Muslim tourist visits and encourage the development of local economic sectors, such as hotels, restaurants, and shopping malls, that comply with halal principles.[6]

Research on digital advertising as part of marketing strategies has shown significant improvements in consumer intent and engagement. Research by Farah Hidah Sharin et al. shows that halal tourism has become a significant segment in the global tourism industry, driven by the growing demand from Muslim travellers seeking destinations that accommodate their specific needs, such as halal food, modest attire, and facilities for religious observance. Despite its potential, there remains a gap in understanding the satisfaction of Muslim tourists visiting non-Muslim countries, particularly concerning the integration of Islamic attributes. Many tourism operators, focused on short-term profitability, lack strategic foresight, underscoring the need for entrepreneurial capabilities to navigate the dynamic and unpredictable environment while addressing halal tourism demands. This study proposes a strategic framework for Indonesia's tourism sector, emphasizing entrepreneurial bricolage and adaptive capabilities as primary drivers, halal

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[5] Kartina Indah Puspitasari, Zulkhair Burhan, and Umar Ramli, "Implementasi Pengembangan Industri Pariwisata Halal Sebagai Strategi Peacebuilding Thailand Pada Konflik Etnis Muslim Melayu di Kawasan Thailand Selatan," *Jurnal Noken: Ilmu-Ilmu Sosial* 10, no. 2 (17 Oktober 2024): 281–295, https://doi.org/10.33506/jn.v10i2.3599.

[6] Muhammad Fadhlan and Ganjar Eka Subakti, "Perkembangan Industri Wisata Halal Indonesia dan Dunia," *Indonesia Journal of Halal* 5, no. 1 (24 Juni 2022): 76–80, https://doi.org/10.14710/halal.v5i1.14385.

tourism practices as mediators, and digitainability as a moderating factor. Using the Dynamic Capabilities View and Diffusion of Innovation theories, this framework highlights the interplay of internal and external factors, with digitalization and alignment with halal principles as critical catalysts for economic performance and Indonesia's positioning as a leading halal tourism destination. Further research is needed to validate and enhance this framework, ensuring its efficacy and long-term success in the industry.[7]

Legal politics in the context of halal tourism in Thailand cannot be separated from challenges, such as supervision, regulation, and fair and inclusive policy implementation. Research by Awani Irewati and Hayati Nufus revealed that despite policies in favor of the halal tourism sector, inconsistent regulations and implementation challenges could hinder growth. This aspect is crucial to anticipate so digital advertising and marketing strategies can run optimally. Looking at previous research, there is a need for a more in-depth study related to the interaction between legal politics and the impact of digital advertising in the halal tourism industry in Thailand. This research is essential to understand how policies can be optimized to be more effective in utilizing digital advertising to increase consumer interest, recommendations, and engagement in the contemporary era.[8]

Based on the research above, the difference in the study's object of study can be known. This study analyzes how digital advertising interventions affect consumer intent, recommendations, and engagement with halal tourism in Thailand. The main focus is to understand the impact of digital advertising in creating a positive perception and driving consumer decisions to choose Thailand as a halal tourist destination. In addition, this study also aims to explore the relationship between legal policies and the effectiveness of digital promotion strategies. In an era where digitalization has become an integral part of everyday life, it is essential to understand how legal policies can support or hinder marketing efforts.

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[7] F.H. Sharin et.al., "Reshaping Tourism Industry in Indonesia: The Attraction of Halal Tourism Practices and the Drive of Digitainability," dalam *Emerging Technology and Crisis Management in The Halal Industry: Issues and Recent Developments*, 2024, 105–121, https://doi.org/10.1007/978-981-97-1375-2_7.

[8] A. Irewati and H. Nufus, "Indonesia's Efforts in Developing Halal Tourism through the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT)," *Suvannabhumi: Multidisciplinary Journal of Southeast Asian Studies* 16, no. 1 (2024): 229–269, https://doi.org/10.22801/svn.2024.16.1.229.

The findings of this study are expected to provide new insights for the Thai government and tourism industry players in formulating more effective strategies. In addition, the results of this study also have far-reaching implications for the development of halal tourism in other countries that want to emulate Thailand's success in attracting Muslim tourists. Thus, this research is relevant for policymakers, industry players, and academics interested in legal politics, digitalization, and halal tourism issues. The contemporary era presents new opportunities and challenges, which require innovative and collaborative approaches to create a sustainable halal tourism ecosystem. This research offers a new contribution by analyzing the interaction between politics, law, and digital marketing strategies in the halal tourism industry in Thailand. Although previous studies have assessed the influence of government policy and digital advertising separately, this study explores how digital advertising interventions associated with political and legal policies can affect consumer intent, recommendations, and engagement. The main research question to be answered is: How does digital advertising intervention affect the increase in consumer intent, recommendations, and engagement in the halal tourism sector in Thailand? What is the contribution of halal tourism law politics in Thailand in supporting the growth of this sector, and how can the role of digital advertising strengthen its appeal and build a sustainable halal tourism ecosystem amid the dynamics of the contemporary era?

METHOD

This study employs a qualitative approach focusing on in-depth data collection and analysis to understand the dynamics of halal tourism development in Thailand. The research data is obtained through three primary methods: literature review, interviews, and policy analysis. The literature review examines various scholarly references, reports, and publications relevant to halal tourism, including concepts, challenges, and best practices implemented in different countries. Interviews are conducted with tourism industry stakeholders, such as destination managers, tour operators, and other relevant parties, to gain insights into the practices, challenges, and opportunities in developing halal tourism

in Thailand.[9] Additionally, policy analysis is carried out to review the strategies, regulations, and initiatives implemented by Thai authorities in supporting the halal tourism sector. This approach enables the study to provide a comprehensive and in-depth understanding of the relationship between the needs of Muslim tourists, government policies, and digital promotion strategies in the context of halal tourism in Thailand.

RESULTS AND DISCUSSION

The Influence of Digital Advertising on Consumer Intention

In this all-connected digital era, advertising has become an inseparable tool for tourist destinations to attract consumer attention and interest. Especially in Thailand, a country known as one of the most popular tourist destinations in the world, the use of digital platforms such as social media, video streaming, and advertising apps has changed the way these destinations promote their tourist attractions. Halal tourism, which refers to services and facilities following Islamic principles, is gaining more and more attention, especially among Muslim tourists. The study found that digital ads highlighting Islamic elements, such as mosques, halal food, places of prayer, and worship activities, significantly influence consumers' intentions to visit Thailand. Advertisements that are prepared with an exciting and informative approach and integrate Islamic values have been proven to increase visit intent.[10] Visual elements such as images of magnificent mosques, mouth-watering halal dishes, and narratives that emphasize comfort and convenience for Muslim tourists play a crucial role in capturing the audience's attention. With these elements, advertising can build a solid emotional connection with potential travellers, creating a sense of security and confidence that their trip will meet spiritual and practical needs.[11]

Furthermore, interviews with tourism industry players revealed that adding elements of testimonials from Muslim tourists or positive experience stories is a very effective strategy.

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[9] N. Gautam, M. Verma, and B. Ray, "Satisfaction unveiled: decoding the antecedents and consequences of halal tourism – a metaanalytical approach," *Journal of Islamic Marketing* 15, no. 10 (2024): 2549–2572, https://doi.org/10.1108/JIMA-06-2023-0194.

[10] F.A. Amalia et.al., "Sustainable development in halal tourism industry: The role of innovation and environmental concern," vol. 479, 2024, https://doi.org/10.1051/e3sconf/202447907038.

[11] Hendry Ferdiansyah, "Pengembangan Pariwisata Halal Di Indonesia Melalui Konsep Smart Tourism," *Tornare: Journal of Sustainable and Research* 2, no. 1 (3 Januari 2020): 30–34, https://doi.org/10.24198/tornare.v2i1.25831.

Experts state that these testimonials act as social proof that can strengthen the trust of potential consumers, lower their doubts, and encourage them to choose Thailand as a halal tourism destination. Travellers tend to trust recommendations from fellow travelers who have had similar experiences, which positively impact their decisions. The study also underscores the importance of personalizing advertising messages. Ads tailored to the needs and wants of the target audience, both in terms of content and format, tend to be more effective in attracting attention and building intent. This shows that to compete in the global tourism market, especially in the halal tourism segment, destinations like Thailand need to design digital advertising campaigns that are informative and resonate with the values and preferences of Muslim audiences. With the right approach, destinations can turn ads into engaging tools and build lasting consumer loyalty and trust.[12]

Consumer Recommendations and Their Impact on the Image of Destinations

In this all-connected digital era, advertising has become an inseparable tool for tourist destinations to attract consumer attention and interest. Especially in Thailand, a country known as one of the most popular tourist destinations in the world, the use of digital platforms such as social media, video streaming, and advertising apps has changed the way these destinations promote their tourist attractions. Halal tourism, which refers to services and facilities following Islamic principles, is gaining more and more attention, especially among Muslim tourists. The study found that digital ads highlighting Islamic elements, such as mosques, halal food, places of prayer, and worship activities, significantly influence consumers' intentions to visit Thailand. Advertisements that are prepared with an exciting and informative approach and integrate Islamic values have been proven to increase visit intent. Visual elements such as images of magnificent mosques, mouth-watering halal dishes, and narratives that emphasize comfort and convenience for Muslim tourists play a crucial role in capturing the audience's attention. With these elements, advertising can

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[12] R. Wisnu Rahtomo, "Ekosistem Destinasi Pariwisata Halal Wadah Pengembangan Destinasi Pariwisata Ramah Muslim," *Jurnal Kepariwisataan: Destinasi, Hospitalitas Dan Perjalanan* 2, no. 2 (25 Desember 2018): 64–70, https://doi.org/10.34013/jk.v2i2.22.

build a solid emotional connection with potential travellers, creating a sense of security and confidence that their trip will meet spiritual and practical needs.[13]

Travellers tend to trust recommendations from fellow travellers who have had similar experiences, positively impacting their decisions.[14] Consumer recommendations play an important role in expanding the reach of halal tourism promotion. Effective digital advertising doesn't just attract attention,[15] but it also encourages consumers to share their experiences on social media platforms, creating a positive viral effect.[16] Research shows that consumers satisfied with halal services and amenities in Thailand are more likely to recommend these destinations to their family, friends, and community. This recommendation process expands the market reach and fosters an active online community where travellers share advice, tips, and recommendations.[17]

Data analysis shows a close relationship between digital ad quality and recommendation rate.[18] Professionally designed ads with solid visual elements and narratives tend to increase recommendation rates. High ad quality helps to create a lasting positive impression in consumers' minds, motivating them to share content with a broader audience.[19] Furthermore, positive reviews on platforms such as Instagram, Facebook, and YouTube enhance Thailand's positive image as a halal tourist destination and reinforce potential travellers' confidence that they will have an experience that meets their expectations. Visual

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[13] S.W. Rahayu and S. Abbas, "A Synergy of Halal Tourism Regulations and Tourism Rights Protection in Aceh: Pentahelix Model," *Samarah* 8, no. 3 (2024): 1454–1475, https://doi.org/10.22373/sjhk.v8i3.23495.

[14] P.M. Ekka, "Halal tourism beyond 2020: concepts, opportunities and future research directions," *Journal of Islamic Marketing* 15, no. 1 (2024): 42–58, https://doi.org/10.1108/JIMA-09-2022-0260.

[15] Hari Purwanto et.al., "The Influence of Souvenir Shopping and Destination Image on Digital Advocacy Behavior Through Tourist Satisfaction in Magetan District, Indonesia," *Revista de Gestão Social e Ambiental* 18, no. 3 (7 Maret 2024): e04969–e04969, https://doi.org/10.24857/rgsa.v18n3-096.

[16] M. Sultoni et.al., "Digital Marketing, Digital Orientation, Marketing Capability, and Information Technology Capability on Marketing Performance of Indonesian SMEs," *International Journal of Data and Network Science* 6, no. 4 (2022): 1381–1388.

[17] K.A. Adham et.al., "Halal industry in Uzbekistan: analysis using the Viable System Model," *Kybernetes* 53, no. 10 (2024): 3549–67, https://doi.org/10.1108/K-11-2022-1598.

[18] Andrianus Darman et.al., "Digital Innovation in E-Commerce Education Towards Industry 5.0: Improving Student Competencies and Insights A Systematic Literature Review," *Journal of Applied Business, Taxation and Economics Research* 3, no. 6 (30 Agustus 2024): 652–662, https://doi.org/10.54408/jabter.v3i6.313.

[19] H.A. Setyawati et.al., "Muslim-friendly Tourism and Tourism Attractiveness Improving Revisit Intention Muslim Gen-Z," vol. 2, 2024, 2659–2665.

testimonials such as photos, videos, and user stories uploaded to social media can spark curiosity and trust among new audiences. Thus, attractive and quality-oriented digital advertising is an effective strategy for driving consumer recommendations. To maximize its impact, tourist destinations like Thailand must continue to adapt and update their approaches to stay relevant to the latest digital trends and consider their audiences' evolving needs and preferences.[20]

Consumer Engagement in the Digital Era

Consumer engagement in today's digital era is growing far beyond just website visits or the number of ad views. This research reveals that authentic engagement involves active consumer interaction, such as sharing content, providing comments, and participating in various quizzes and contests organized by tourism service providers.[21] These different forms of interaction indicate a deeper level of engagement, which can strengthen the relationship between brands and consumers. Thus, a marketing strategy that focuses on increasing engagement is crucial in attracting the attention of a more comprehensive and loyal audience. Thailand has effectively implemented this strategy to increase engagement through interactive advertising and virtual experiences. One of its innovative approaches is to use augmented reality (AR) and virtual reality (VR) technology in their marketing campaigns. This technology allows prospective tourists to feel the destination's atmosphere directly as if they were there without leaving home. Through this experience, consumers can explore the halal tourist locations offered by Thailand, feel the uniqueness and beauty of the place, and understand more deeply about the services available.[22]

The positive impact of AR and VR technology in tourism marketing is significant. Research shows that consumers who engage in these virtual experiences tend to have higher levels of engagement. By connecting directly with the destinations and services offered, they feel more emotionally close, increasing trust and interest in visiting those destinations. This

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[20] F.M. Suud et.al., "Tourism Education Development On The Coastline: Challenges Empirical Study On Islamic Law Province," *Jurnal Ilmiah Peuradeun* 12, no. 3 (2024): 1289–1310, https://doi.org/10.26811/peuradeun.v12i3.1172.

[21] A. Siraj et.al., "Impact of mobile applications and Internet of Things (IoT) in halal tourism," dalam *Tourist Behavior: Past, Present, and Future*, 2022, 2392–2362.

[22] E. Ahman et.al., "Development strategies for sustainable halal tourism village in West Java Province, Indonesia," vol. 568, 2024, https://doi.org/10.1051/e3sconf/202456804011.

advantage makes technology-based advertising very effective in strengthening consumers' desire to explore further. High engagement strengthens the relationship between consumers and tourist destinations and influences their final decision. Consumers who are satisfied with their virtual experience will be more likely to recommend the destination to friends and family. This helps create a positive buzz that can organically expand the promotion's reach. Additionally, active interactions also increase brand visibility on various digital platforms, which helps reinforce the positive image and attractiveness of destinations.[23]

Thailand has successfully leveraged advanced technology through this approach to design immersive experiences, build immersive impressions, and create stronger consumer relationships. With ever-evolving technology and changing consumer preferences, countries that want to remain competitive in the tourism sector must continue innovating in their marketing strategies. The implementation of AR and VR as part of interactive advertising shows how technology can be a driving force in influencing consumer engagement. Overall, the study shows that investing in interactive technology increases consumer engagement and encourages them to take the next step in the decision-making process. For Thailand, this approach not only increases the attractiveness of halal tourism but also opens opportunities to expand the market and attract a broader segment of consumers. By harnessing the power of AR and VR technology, Thailand is gaining consumers' attention and strengthening its position as an innovative and attractive tourist destination.[24]

Politics, Law, and the Role of the Government

Legal politics play an equally important role in influencing the development of halal tourism in Thailand. In a global context, halal tourism has become one of the fastest-growing industries, prompting countries, including Thailand, to adopt policies that can attract Muslim tourists. Government policies related to licensing and supervising digital

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[23] E.C. Nurhayati et.al., "Halal Tourism Strategy: Evidence from Dieng Plateau Sunrise View Point Indonesia," *Studies in Big Data* 158 (2025): 667–680, https://doi.org/10.1007/978-3-031-70855-8_57.

[24] I. Indratno et.al., "Mapping of tourism village ecosystem in supporting the development of Halal tourism village," vol. 3065, 2024, https://doi.org/10.1063/5.0225788.

advertising are essential to ensure that halal tourism promotion is attractive to tourists and follows local ethical values and laws. In this case, the effectiveness of legal politics can be seen from how the regulations implemented support the sustainable growth of this sector. This study shows that proactive policies in supporting halal tourism promotion through digital advertising can positively impact the growth of the tourism sector. A supportive approach through the proper digital advertising arrangements can expand the reach of information about halal destinations while ensuring that the message conveyed does not violate Islamic principles. By utilizing digital technology, Thailand has the potential to promote halal tourism destinations widely, as well as increase the attractiveness of Muslim tourists from various parts of the world.[25]

The Thai government has begun integrating policies that support halal certification and labelling and advertising quality control to ensure compliance with Islamic standards. One concrete step is to develop a transparent and reliable certification system, making it easier for Muslim tourists to evaluate the halal level of products and services. With this certification, travellers feel safer and more confident in choosing their destination, increasing the number of visits and their satisfaction levels. However, challenges remain, especially concerning the quality control of advertisements disseminated through various digital platforms. There needs to be synergy between various parties to ensure that advertising not only complies with religious standards but also does not mislead consumers. In interviews with government officials, it was highlighted that collaboration between the public and private sectors is urgently needed to develop regulations that strengthen the digital promotion of halal tourism. The role of the private sector in providing informative content and complying with government regulations can strengthen the halal tourism ecosystem in Thailand.[26]

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[25] M.S. Apriantoro et.al., "A Decade of Sustainable Halal Ecotourism: A Bibliometric Analysis," *International Journal of Sustainable Development and Planning* 19, no. 9 (2024): 3279–3288, https://doi.org/10.18280/ijsdp.190901.

[26] R. Haryanto et.al., "Tourist satisfaction toward halal tourism: the role of tourism governance and branding," *Journal of Islamic Marketing* 15, no. 9 (2024): 2229–2244, https://doi.org/10.1108/JIMA-09-2023-0282.

In addition, the Thai government needs to continue to evaluate and update policies to stay relevant to the development of digital trends and market needs. The use of new technologies, such as data analytics and AI-driven marketing, can help identify consumer preferences and behaviours so that policies can be adjusted more appropriately. It also helps maintain the sustainability of the halal tourism sector, minimize potential conflicts, and increase consumer confidence in the promotions carried out. With these measures, Thailand can strengthen its position as an internationally recognized halal tourism destination and create an environment that supports investment and innovation. Mature legal politics and harmonious policy integration between the government and the private sector are expected to take halal tourism in Thailand to a higher level, provide significant economic benefits, and strengthen ties between countries and Muslim communities worldwide.[27]

Challenges and Recommendations for Halal Tourism Development

While the potential for digital advertising in supporting halal tourism in Thailand is enormous, the study identifies several challenges that must be overcome to maximize this potential. One of the critical challenges is the need to constantly update marketing technologies and strategies to stay relevant in a rapidly evolving market. With the rapid development of digital technology, advertisements that are not updated regularly tend to lose their effectiveness and impact, thus reducing their appeal to potential consumers.[28] In addition, other challenges are related to relying on accurate data and analysis to understand consumer preferences and needs. Ads not based on up-to-date consumer insights can lead to ineffective marketing approaches and a waste of resources. Therefore, a more sophisticated monitoring system is needed to collect and analyze data more efficiently.[29]

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[27] S. Abbasian, G. Onn, and D. Nordberg, "The perception of halal concept of hoteliers in the light of social exchange theory: a Swedish study," *Journal of Hospitality and Tourism Insights* 7, no. 4 (2024): 2403–21, https://doi.org/10.1108/JHTI-01-2023-0038.

[28] M.K. Rahman et.al., "Operations of halal tourism: Issues and challenges," dalam *Islamic Operations Management: Theories and Applications*, 2024, 272–83, https://doi.org/10.4324/9781003289050-21.

[29] F. Setiawan et.al., "Towards Sdg Sustainable Halal Tourism Development: Integration Of Sustainability And Religious Morality," *Journal of Lifestyle and SDG'S Review* 5, no. 2 (2024), https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe02893.

The main recommendations include increased collaboration between governments, industry players, and digital technology experts. This collaboration is expected to create more integrated advertising and suit the diverse needs of consumers.[30] Governments can play an essential role in providing regulations that support technological innovation and help build the necessary digital infrastructure. Furthermore, industry players also need to be given more intensive education about the importance of authenticity and transparency in digital advertising. Consumers today are increasingly critical and appreciate honesty in product promotion, including in the halal tourism industry. Ads considered dishonest or manipulative can damage reputation and reduce consumer confidence, thus affecting tourist interest.[31]

The development of halal tourism faces several challenges, such as the lack of standardized halal certification, limited awareness of Muslim travellers' needs, and inadequate halal-friendly infrastructure, including halal restaurants and prayer facilities.[32] Other obstacles include insufficient understanding of cultural and religious sensitivities among service providers, minimal promotion to the Muslim market, and intense competition with non-halal destinations. Despite its significant potential in the global market, language barriers, unclear regulations, limited local community involvement, and financial constraints further hinder the growth of halal tourism. Strategic measures can be implemented to address these challenges, such as establishing global halal certification standards, enhancing education and training for stakeholders, and investing in halal-friendly infrastructure. Targeted digital marketing, stronger government policies, and greater local community participation are also essential. With these solutions, halal tourism holds significant potential to become a unique, inclusive, competitive, and sustainable segment that attracts Muslim travellers worldwide while supporting local economic growth.

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[30] Izzy Al Kautsar, "Bisnis Pariwisata Halal Bagi Keluarga Muslim Di Indonesia Dalam Perspektif Maqashid Al-Syari'ah," *Istinbath : Jurnal Hukum* 19, no. 01 (26 Agustus 2022): 58–76, https://doi.org/10.32332/istinbath.v19i02.4811.

[31] H. Hendrik, S.S. Kusumawardani, and A.E. Permanasari, "The emerging landscape of halal tourism in the digital era: an IT perspective," *Journal of Islamic Marketing* 15, no. 8 (2024): 1995–2015, https://doi.org/10.1108/JIMA-04-2023-0130.

[32] Deniansyah Damanik and Eka Syafrina Monica, "Rights and Comfort Masyarakat Non Muslim atas Perwujudan Pariwisata Halal: Kritik dan Gagasan," *Adzkiya : Jurnal Hukum dan Ekonomi Syariah* 12, no. 1 (1 Juli 2024): 77–89, https://doi.org/10.32332/adzkiya.v12i1.5226.

Table 1. Challenges, Obstacles, Recommendations, and Development Potential

Challenges	Obstacles	Recommendations	Development Potential
Lack of Standardization in Halal Certification	Variability in halal certification standards across countries.	Develop and implement global halal tourism standards to ensure uniformity and reliability across destinations.	Enhances global trust and confidence in halal tourism destinations.
Limited Awareness and Knowledge	Lack of understanding among stakeholders and tourists about halal tourism services.	Conduct educational campaigns and training programs for stakeholders to improve their understanding of halal tourism principles.	Improves service quality and tourist satisfaction, attracting more Muslim travellers.
Insufficient Infrastructure	Shortage of halal-friendly facilities such as prayer rooms, halal restaurants, and gender-segregated amenities.	Invest in developing halal-friendly facilities at key tourist destinations.	Expands market reach by catering to the needs of Muslim tourists.
Cultural and Religious Sensitivities	Misalignment of services with Muslim tourists' cultural and religious values.	Promote cultural awareness and sensitivity training for tourism providers.	Builds a reputation as a respectful and inclusive destination.
Marketing and Promotion Challenges	Limited promotional efforts targeting the Muslim tourism market.	Create targeted marketing strategies and leverage digital platforms to reach Muslim tourists effectively.	Increases international visibility and boosts tourist inflow.
High Competition in the Tourism Industry	Difficulty in standing out among non-halal and secular	Identify unique selling points (USPs) for halal tourism destinations	Halal tourism is positioned as a niche yet lucrative segment in the global market.

	tourism destinations.	to differentiate them from competitors.	
Language Barriers	Communication challenges between service providers and tourists from different linguistic backgrounds.	Provide multilingual guides, apps, and materials to ensure better communication and convenience for tourists.	Enhances tourist experiences and promotes positive word-of-mouth recommendations.
Regulatory and Policy Gaps	Lack of clear policies or inadequate enforcement of existing regulations related to halal tourism.	Encourage government collaboration with private sectors to establish comprehensive policies supporting halal tourism development.	Establishes a strong regulatory framework, fostering confidence among stakeholders.
Limited Local Community Involvement	Local communities are often excluded from halal tourism planning and operations.	Empower local communities through training and participation in halal tourism initiatives.	Drives economic benefits for local populations and ensures sustainable tourism development.
Economic Constraints	High costs of developing halal tourism infrastructure and limited funding resources.	Secure funding from government grants, international organizations, or private investments.	Attracts substantial investments, leading to long-term infrastructure and service improvements.

Source: author's interpretation

The challenges in developing halal tourism, such as the lack of standardization, minimal promotion, and language barriers, can be addressed through technological advancements. Technology enables the creation of digital platforms for globally standardized halal certification, making it easier for tourism businesses to comply with halal requirements. Additionally, digital marketing tools such as social media, websites, and travel apps can effectively target Muslim travellers, providing information on halal facilities, travel packages, and destination guides in multiple languages. AI-powered translation technology can also overcome communication barriers between travellers and service providers, creating a more inclusive travel experience. Technological advancements also unlock

significant potential for the development of halal tourism. With location-based applications, Muslim travellers can easily find halal restaurants, mosques, or Muslim-friendly facilities worldwide. Big data and analytics can help destination managers better understand market needs, enabling more focused and data-driven planning. Furthermore, blockchain technology can enhance transparency and trust in halal certification processes. By integrating these technologies, halal tourism can not only overcome its challenges but also evolve into a more modern, competitive industry that efficiently meets the global needs of Muslim travellers.

Stakeholders need to adopt an approach that focuses on the consumer experience. Digital ads designed to meet the emotional and cultural needs of the audience will be more engaging and have a more significant impact. Therefore, a story-based approach and visual content highlighting local values and the uniqueness of Thailand's halal destinations can be an effective strategy. Investment in human resource development must also be a priority. Training for professionals in the tourism sector regarding digital marketing trends, creative content creation, and the use of the latest technologies is indispensable. With better skills, professionals can design ad campaigns that are more engaging and according to market preferences. Despite the challenges, with the right strategy, Thailand has great potential to strengthen its position as Southeast Asia's leading halal tourism destination. The synergy between technology, policies, and marketing approaches focusing on consumer needs can make Thailand excel in attracting Muslim tourists looking for experiences that align with religious values.[33]

Overall, a comprehensive and sustainable approach to facing challenges and implementing the recommendations that have been suggested can ensure that Thailand remains competitive in the global market. With proper planning and execution, Thailand's

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[33] N. Ruhaeni, E. Yusdiansyah, and E.A. Aqimuddin, "Revisiting Indonesia halal tourism policy in light of GATS," *Journal of International Trade Law and Policy* 23, no. 2–3 (2024): 154–167, https://doi.org/10.1108/JITLP-12-2023-0064.

halal tourism potential can be optimally realized, strengthening its attractiveness and inviting more tourists to enjoy the beauty and cultural richness of the country.[34]

CONCLUSION

This study reveals that digital advertising interventions significantly impact consumer intent, recommendations, and engagement in the context of halal tourism in Thailand. Digital advertisements integrating Islamic elements visually and narratively, such as mosques, halal food, and worship activities, have increased consumers' intention to visit Thailand as a halal tourist destination. An informative approach and personalization of advertising messages that suit the needs of Muslim audiences increase marketing effectiveness and build consumer trust. In addition, testimonials from Muslim travellers and positive reviews are essential in strengthening the destination's image. Recommendations from fellow travellers expand the reach of promotions and create a positive viral effect on social media. The high quality of advertising and engaging content can form a lasting positive impression, encouraging consumers to share their experiences and recommend Thailand to others.

Consumer engagement also contributes to the growth of the sector. Through advanced technologies such as augmented reality (AR) and virtual reality (VR), Thailand can offer a virtual experience that connects potential tourists with their destinations. This approach increases engagement and builds a stronger emotional connection between consumers and destinations, encouraging them to share experiences and recommend destinations to their networks. From a political and legal perspective, policies supporting halal tourism and digital promotion development are significant. Clear regulations help create an environment conducive to the sector's growth, ensuring that the promotions and services align with Islamic values and consumer expectations. Therefore, the Thai government and tourism industry players must continue adapting their marketing strategies and utilizing digital technology to create a sustainable halal tourism ecosystem. Overall, the study suggests that an integrated digital marketing strategy with supportive legal policies can increase the attractiveness and growth of halal tourism in Thailand. Through an innovative

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[34] P.M. Ekka dan S. Bhardwaj, "Customers' satisfaction as a critical success factor in halal tourism: literature review and research agenda," *Journal of Islamic Marketing* 15, no. 8 (2024): 2069–2085, https://doi.org/10.1108/JIMA-02-2023-0059.

and adaptive approach, Thailand can maintain its competitive position as a leading halal tourism destination, meeting the needs of Muslim tourists in the contemporary era.

AUTHOR CONTRIBUTIONS STATEMENT

The authors contributed significantly to this study as follows: Immanuel Ustradi Osijo conceptualized the research framework, conducted the primary analysis, and prepared the initial manuscript draft while coordinating the overall research activities. Fulgentius Danardana Murwani supported the study's design and methodology, assisted in data collection, and provided critical revisions to the manuscript. Ery Tri Djatmika focused on data interpretation, validation, and ensuring the study's consistency with academic standards, while also contributing to the review and editing process. Sopiah played a pivotal role in supervising the research, conducting the literature review, and providing strategic

guidance to align the research objectives with its broader academic and practical implications. Rungarun Boonsayan contributed to the data analysis, facilitated access to regional datasets, and provided insights on cultural and contextual considerations, enriching the study's depth and applicability. The authors ensured the study's quality and relevance through their collective expertise and collaboration.

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