

Slow Halal Food as Puller Destination in Lake Toba

Nurintan Asyiah Siregar¹, Elfindri², Sari Lenggogeni³, Neng Kamarni⁴

¹*Corresponding Author, Universitas Labuhanbatu
Email: nurintanasyiahsiregar@gmail.com*

²*Universitas Andalas, Email: elfindribana@gmail.com*

³*Universitas Andalas, Email: lenggogeni_sari@yahoo.com,*

⁴*Universitas Andalas, Email: nengkamarni@eb.unand.ac.id*

Abstract

Muslim consumers in the world make halal their way of life. The rate of increase in the Muslim population impacts the consumption of halal food. This study aims to observe slow halal food in the Lake Toba tourism area and ways to increase the acceptance of Halal products from non-Muslim societies. The approach is based on observation of the business environment of the Halal food industry, online research, and analysis of papers in journals. The findings show that although the Lake Toba region has fewer Muslims, the market share for Halal food is high. Muslim populations throughout the world have overgrown, so the need for tourism products and services must be able to adjust to the needs of a Moslem. According to Islamic culture, sharia-compliant holiday packages, such as Halal food, hotel rooms that provide directions or have qibla direction signs placed on the ceiling, and worship equipment. Although Muslims contribute to one of the most famous tourist markets globally, the concern for Halal-focused tourism has not been stated. Therefore, a framework for presenting the Halal perspective needs to provide an overview of the Halal tourism market in Indonesia. The study results are expected to provide some guidelines to the Muslim visitors who come to Lake Toba.

Keywords: Halal food, Slow Food, Halal Tourism, Destination, Lake Toba

1. Introduction

Lake Toba is the largest volcanic lake in the world with a crater area of 1,145 square kilometers and is the deepest lake (\pm 450 meters). Lake Toba is a super-priority destination and top destination in Indonesia. Therefore, Lake Toba must be able to complete and continue to explore the potential of its local wisdom. Besides that, the people who are in the Lake Toba region must be prepared to accept all tourists who come from different types of groups and religions.

The natural wonders of Lake Toba offer the charm of green mountains to spoil your eyes, the soothing air, the expanse of clear water that refreshes the mind, and other wonders that can only be found when our feet arrive there. Besides being blessed with natural beauty and rich history, Lake Toba is also inhabited by people who earnestly consider it an inseparable part of life. It is this community group that plays an important role in caring for the cultural treasures around Lake Toba, starting from the social system language to its gastronomy.

Food culture has created a culinary order among certain groups and has a connection to each individual; this is evidenced [1], which changes the culture and lifestyle of eating patterns. This proves that food has an important role for families and other groups included in it, including patterns of communication and social rituals. This is consistent with food habits learned from various scientific disciplines in the field of tourism [2].

Every tourist needs to consume food at the destination, and food expenditure is estimated to reach one-third of the total tourist expenditure at a destination [3]; [2]. Food is also a major factor in tourist travel experiences [4]. However, food was once thought to occupy the second role in tourism [5]. The study of trips to culinary destinations shows a significant relationship between the image of a food place and the intention of tourists to visit, as well as an increase in food in promoting destinations [6]; [7].

Food and drink are the main influence for travelers to determine their travel destination [8]; [9]. In addition to gaining experience and learning

about local cuisine, it is important to understand better about locally grown and regional identities [10].

Because food has played a greater role in the development of international tourism and has also become a cultural product by the tourism industry in various countries around the world, travelers need to understand more about culinary opportunities and experiences wherever they travel.

Indonesia, as a country that has a diversity of religions and cultures, has historical relics and traditions that are connected and cannot be separated from religious aspects and religious practices of the community. Cultural and religious heritage with a diversity of tribes, ethnicities, languages, and customs is a potential in the development of tourism. Specifically, Muslims, as the majority of people in Indonesia, certainly have a uniqueness that characterizes the nation with existing tourism destinations, such as the palace, mosque, heirlooms, graves, and culinary [11].

Muslim populations throughout the world have grown rapidly, so the need for tourism products and services must be able to adjust to the needs of a Muslim. Sharia-compliant holiday packages, such as halal food, hotel rooms that provide directions or have Qibla direction signs placed on the ceiling, worship equipment in accordance with Islamic culture. Although Muslims contribute to one of the most prominent tourist markets in the world, the concern for halal-focused tourism has not been stated. Therefore, a framework for presenting the halal perspective needs to provide an overview of the halal tourism market in Indonesia.

This study, it will show and identify whether food has a very important role in making decisions for a vacation, whether individuals or groups travel because of its association with food or with other types of activities that can be carried out during tourist destinations.

The results of past food tourism studies found that food is an attractive factor or a motivation for traveling. However, McKercher, Okumus, dan Okumus (2008) suggest a more holistic approach and are needed to study the relationship between traveling and food reasons.

2. Literature Review

2.1. Halal food

Muslim communities worldwide have formed potential market segments due to their specific

patterns of consuming a product. This consumer pattern is regulated in Islamic teachings called the Shari'a. In shari'a it is not permissible for Muslims to consume certain products because the substance they contain or the accompanying process is not in accordance with the teachings of the sharia.

In general Muslim tourists will ask for halal food and drink when they visit non-Muslim tourist destinations [12]. According to Islamic law, Muslim tourist is prohibited from eating or drinking what is not permissible in Islam, such as alcoholic drinks and blood from animals, and are not allowed to eat from animals that are not properly slaughtered and animals that have died before being slaughtered [4]; [13].

The word halal comes from Arabic, which means halal is permitted. Etymologically halal means things that are permissible and can be done because they are free or not bound by provisions that prohibit them. The word halal is not only used in the context of consumable goods or products used by Muslims but has a broader understanding which includes human relations, dress code, social relations, and hospitality, as well as the use of financial services for investments based on Islamic principles [14]. Several studies have been conducted on halal and haram words [13], [15], [16]; [4]; [17]; [18]. More specifically, halal refers to activities that can be accepted based on Al-Quran.

Based on this, some people have the perception that halal is only related to food that is acceptable for consumption. However, according to Rehman dan Shabbi [19], the concept of halal is an acceptable or unacceptable regulation for Muslims. From a halal point of view, one must not use hazardous materials, exploitation of labor, and the environment for unlawful use. So, this term can not only be imposed on food and covers all the behavior of a Muslim.

The concept of halal teaches producers to be able to know good nutrition and with allowed ingredients. In addition, the concept of halal also emphasizes cleanliness, both from environmental cleanliness and when serving food.

Indonesia, which is predominantly Muslim, emphasizes cleanliness in everything, especially in consuming food and drinks. Because eating in Islam is also the same as worship that must be kept clean, this is in accordance with the opinion [13]. Halal orientation focuses on long-term business performance and is considered a new business entry [20]; [21]. Because based on halal rules, organizations must treat animals according to

religious procedures that are very hygienic and pure [22]. However, when it comes to halal food, it has to bear several Islamic requirements throughout the process from production from slaughtering, storage, display preparation, and overall cleanliness and sanitation [23].

2.2. Halal tourism

Halal tourism is a new product in the tourism industry market. With the emergence of this new tourism trend, Muslim tourists can enjoy travel and food choices that are appropriate and lawful. This has an impact on the development of tourism throughout the world, ranging from accommodation, holidays, financial institutions, dress codes, and even spiritual experiences.

Based on the perspective of practitioners and researchers, there has been an increase in the demand for halal tourism in the tourism industry. This involves the fact that any strategy for developing or marketing halal tourism product services must be guided by Islamic (Syariah) law. The growth of Muslim populations throughout the world is one of the causes of the increase in halal tourism [24]. Many factors influence tourist behavior in determining tourism choices and destinations, one of which is a religion [25]. Al-Quran is a way of life for Muslims.

Based on Islam's view of God, humanity, and nature, tourism is a fundamental part of the environment and travel for Islam. Even during the trip, Muslims continue to practice Islamic Syariah. The concept of halal, which means permitted in Arabic, is not only applied to food but also applies to all products ranging from banking transactions to cosmetic products and in tourism. The tour packages offered and very specific destinations are tracked to meet consideration of Muslim needs.

Halal tourism is more integrated with conservative religious motivations, which try to encourage a conservative Islamic lifestyle and conflict with western tourism practices dominated by the modern tourism industry. Such as the demand for halal resorts, hotels or transportation that reflects the reluctance of religious conservative families and individuals to travel in the western area in a liberal style and not in accordance with Islamic teachings.

2.3. Slow Food

Slow food is food traditionally produced from natural ingredients [26]. Slow food is not just food

but is a movement that has the main goal to protect traditional, local food and preserve food culture. Slow food is fighting against the globalization of fast food that will radically eliminate national cuisine.

Slow food was initiated by Carlo Petrini and food activists to preach the international movement to tackle the rise of fast life and the fast-food movement, and prevent the loss of local traditions and cultures, especially culinary heritage since the 1980s [27]; [28]; [29]; [30].

The slow food movement seeks to educate consumers about local and traditional food, as well as protect food and agricultural heritage. Ultimately, consumer demands are driven by environmental, social, and health ethics that continue to move toward slowing the food process of natural agriculture, as suggested by [31].

According to [32], slow food is currently considered a problem of change in direction such as economic growth, access to resources, and environmental protection. Slow food is reviewed as a pleasure in the face of the tension between engagement and exclusion running through contemporary consumer culture in the context of the current debate on the coverage of alternative food networks and political investment from consumers [32]. Then [33] rubbed off on consumer behavior related to local food.

2.4. Destination

The destination is an important concept and can be developed through research. Destinations are defined as perceptions held by tourists [34]; [18]. According to [35], tourism is an interaction between supply and demand, perceived cultural distance [36].

The literature consistently shows that tourist's perception of how safe a destination is (travel risk) has a significant influence on their choice of destination [37]; [38]. The determining factor in deciding future destination choices can be influenced by previous experiences, whether good or bad. Usually, this experience will be shared with others and tell how it felt when doing destination activities. Experience information received from one person to another will affect the action in choosing a destination [39]. Previous research on the choice of tourist destinations has made behavioral intention a measure of future destination choices [40] behavioral intention is an important factor in maintaining tourism products. [41] agreeing that behavioral intentions prove the frequency with which visitors decide to revisit a

destination in the future, as well as a willingness to share positive information and recommend those destinations to others.

According to the literature on destination travel choices and related models, the concept of push and pull factors is the most profound model of travel motivation. The main driving factor is the intention or dream of tourists to travel, while the main pull factor is the actual choice of the place it self [42].

For some travelers, vacation decision-making is customary and requires a little effort, but for others, it can be a complicated process [43]. One important decision to make is where to go. There are various models and theories that try to explain tourist’s decision-making [44]; [45]. One such model is the choice set, which has been used to describe how people choose certain travel routes [46].

3. Research Methodology

3.1. Participants

This research is method with the data analysis used is structural equation modeling (SEM) using AMOS software. The data processing process includes measurement model testing, including

Variable	Dimention	n item
Halal food	1. Halal Awareness	6
	2. Halal Certification	
	3. Knowledge	
	4. Behavioral control	
	5. Intention to purchase	
	6. Norm Subjective	
Slow food	1. Good	4
	2. Fair	
	3. Clean	
	4. Perseption	

Source: (Paladino, 2007), [53], [48], [49], [50], [51], [52]

Table 1. Construct and Measurements

4Finding

4.1. Measurement Model

The measurement model aims to determine whether the indicators used are able to measure the variables. The recommended value of

validity and reliability, while structural model testing includes testing the significance of the influence of independent or exogenous variables on dependent or endogenous variables. The objective of this study is to explore slow halal food as a puller destination in lake Toba. After a pilot test, preliminary qualitative data from 331 domestic tourists were obtained using a questionnaire to identify slow halal food as a puller destination in lake Toba.

3.2. Measures

There are three variables in this study, namely halal food, slow food and destination. We use six statements to measure halal food, adopted from (Paladino, 2007) using a five-point Likert-like scale ranging from 1 = “strongly disagree” to 5 = “strongly agree”. Slowfood using 4 dimentions adopted from [48], [49], [50], [51], [52] using a five-point Likert-like scale ranging from 1 = “strongly disagree” to 5 = “strongly agree”. Destination is measured using 10 statement items adopted from the opinion [53] using a five-point Likert-like scale ranging from 1 = “strongly disagree” to 5 = “strongly agree”.

Destination	1. Escape and Health	10
	2. Gengsi	
	3. Ego-enhancement	
	4. Fun	
	5. Relationship	
	6. Accessibility	
	7. Infrastructure	
	8. Entertainment	
	9. Atrakcion	
	10. Shopping	

Composite Reliability (CR) > 0.70, Average Variance Extracted (AVE) value > 0.50, and Discriminant Validity (DV) not exceed the value of AVE [54].

Variable and Indikator			Estimate	S.E.	C.R.	P	Result
Good	<---	Slowfood	<u>1,000</u>				
Fair	<---	Slowfood	1,125	,095	11,855	***	Valid
Clean	<---	Slowfood	,871	,075	11,626	***	Valid
Persepsi	<---	Slowfood	,570	,054	10,614	***	Valid
NS	<---	Halalfood	1,000				
IP	<---	Halalfood	,763	,081	9,424	***	Valid
BC	<---	Halalfood	,618	,065	9,529	***	Valid
Kno	<---	Halalfood	1,455	,099	14,735	***	Valid
CH	<---	Halalfood	1,218	,084	14,423	***	Valid
HA	<---	Halalfood	2,881	,188	15,308	***	Valid
EH	<---	Destination	1,000				
Gengsi	<---	Destination	1,015	,047	21,369	***	Valid
EE	<---	Destination	,816	,043	19,185	***	Valid
Fun	<---	Destination	,444	,035	12,657	***	Valid
R	<---	Destination	,038	,030	11,267	***	Valid
Akses	<---	Destination	1,025	,046	22,206	***	Valid
Infra	<---	Destination	,947	,045	21,057	***	Valid
HB	<---	Destination	,479	,028	16,806	***	Valid
Atraksi	<---	Destination	,473	,036	13,191	***	Valid
Shop	<---	Destination	,852	,038	22,420	***	Valid

Table 2. The Measurement Model

The measurement model result shows that the value is on the recommended value. The Construct Reliability (CR) value > 0.70, The Variance Extracted (AVE) value > 0.5, and Discriminant Validity Value not exceed the value of Variance Extracted (AVE) value. Therefore, the instruments in this model are valid and reliable.

4.2. Reliability

Variable	Composite Reliability	Result
Slowfood	0,999	<i>Reliabel</i>
Halal food	0,998	<i>Reliabel</i>
Destination	0,999	<i>Reliabel</i>

Table 3. Composite Reliability

The composite reliability value for Slow food is 0,999 which means the measurement is very reliability because it far exceeds the requirement of > 0.7. for halal food constructs, composite reliability is worth 0,998 which indicates this measuring instrumen this reliable. The same thing we can also see in the construction of tourist

destination has a composite reliability value of 0,989 which means as a measuring instrument.

4.3. The Goodness of Fit Test

The criteria to see the goodness of fit model are the value of Adjusted GFI (AGFI) > 0.90, the value of Goodness_of Fit Index (GFI) > 0.90, the value of CFI > 0.90, TLI value > 0.90, RMSEA < 0.08, and RMR value < 0.05 (Hair et al., 2017),[56].

The Goodness of Fit Index	Result	Decision
Chi-Square	0,000	Poor Fit
Adjusted Goodness of Fit (AGFI)	0.880	Good Fit
The goodness of Fit Index (GFI)	0.905	Good Fit
Normed Fit Index (NFI)	0.916	Good Fit
Tucker Lewis Index (TLI)	0.944	Good Fit
Root Mean Square Error of Approximation (RMSEA)	0.057	Good Fit
Root Mean Square Residual (RMSR)	0.242	Poor Fit

Table 4. The Goodness of Fit Test of the Model

Table 4 shows that the model in this study is in the fit model category. It can be seen from the value Adjusted Goodness of Fit (AGFI) in marginal fit criteria with a value of 0.880. The Goodness of Fit Index (GFI) is 0.905 > 0.900. Normed Fit Index (NFI) has a value of 0.916 > 0.900. Tucker-Lewis Index (TLI) has a value of 0.944 > 0.900. The Root Mean Square Error of Approximation (RMSEA) has a value of 0.057 < 0.080 and Root Mean Square Residual (RMSR) has a value of 0.242 > 0.05. Although Adjusted Goodness of Fit (AGFI) in the good fit category, this model is still said to be fit because it is already represented by other criteria (Hair Jr et al., 2013).

4.4. Hypotheses Testing

The test statistic to test hypotheses is the critical ratio (C.R.) and probability value [58]. The critical ratio needs to be > 1.96 and a probability level of .05 [58].

Correlation	Parth Coefficient	P-Value	R-Square
Slow food -> Destination	0.377	p < 0.001	0.482
Halal Food-> Destination	0.268	p < 0.001	

Table 5. Hypothesis Testing Result

Table 5 shows that the coefficient value of halal food against destination is 0.377, with a P-Value p-value of < 0.001, which means < 0.05. It is concluded that halal food has a significant effect on the destination.

Known the value of the slow food path coefficient against the destination is 0.268, with a P-value p-value of < 0.001, which means < 0.05, it is concluded that slow food has a significant effect on the destination.

It is known that the value of R-Square is 0.482, which means halal food and slow food can affect destinations by 48.2%.

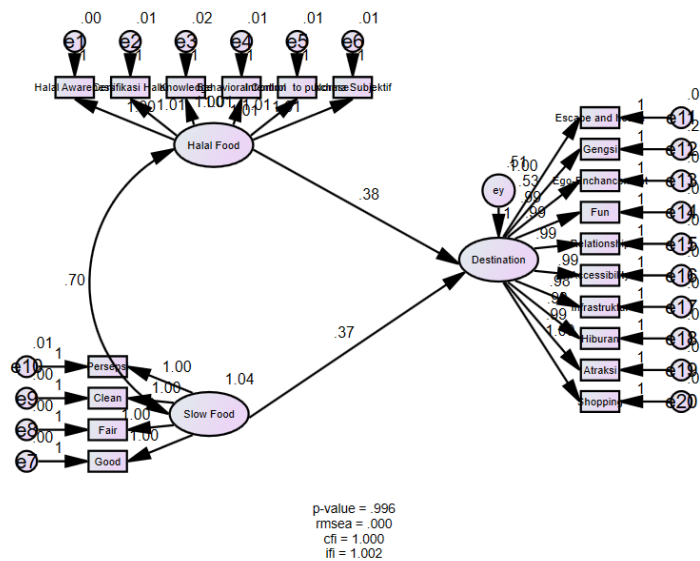


Figure 1. The Full Model of Research

4.5. Discussion

The number of indicators from the slow food variable is four indicators. The entire SLF value of each indicator > 0.5. this suggests that good convergent validity properties have been achieved in terms of SLF size. From the AVE size, it is known that the AVE value of the slow food variable is 0.995 > 0.5, which means it has met the good convergent validity trait based on the AVE size. While the CR value of the slow food variable is 0.999 > 0.7, which means it has

met the convergent validity properties of good based on CR size.

The number of indicators from halal food variables is as many as six indicators. The entire SLF value of each indicator > 0.5. this suggests that good convergent validity properties have been achieved in terms of SLF size. From the AVE size, it is known that the AVE value of the halal food variable is 0.989 > 0.5, which means it has met the good convergent validity trait based on the AVE size. While the CR value of the halal food variable is 0.998 > 0.7, which

means it has met the nature of convergent validity, which is good based on CR size.

The number of indicators from the destination variable is ten indicators. The entire SLF value of each indicator > 0.5 . This suggests that good convergent validity properties have been achieved in terms of SLF size. From the AVE size, it is known that the AVE value of the destination variable is $0.939 > 0.5$, which means it has met the convergent validity properties that are well based on the size of the AVE. While the CR value of the destination variable is $0.999 > 0.7$, which means it has met the convergent validity properties that are well based on CR size

5. Conclusion

Halal tourism in Indonesia has good economic prospects as part of the national tourism industry, especially Lake Toba, which is one of the priority destinations to be favored. The tourism industry aims to provide material and psychological aspects for tourists themselves and contribute to increasing

regional income. This halal tourism is beneficial for all tourists (Muslim and non-Muslim). However, the halal food industry in the Lake Toba region has received resistance from the local community. Because they believe that there will be a cultural shift and will affect the local wisdom that they uphold in Batak culture.

Acknowledgment

This research was funded by the Education Fund Management Institute (LPDP). Recognition: The author would like to thank the Doctor of Economics Study Program, Faculty of Economics, Andalas University, Promoter, and Co-Promoter and the Scholarship for the Education Fund Management Institution (LPDP) from the Ministry of Finance and the Ministry of Research and Technology of Higher Education of Indonesia. They have supported the course of this research

REFERENCES

- [1] C. O. Sullivan and J. Scholderer, "Measurement equivalence of the food related lifestyle instrument (FRL) in Ireland and Great Britain," vol. 16, pp. 1–12, 2005, doi: 10.1016/j.foodqual.2003.12.002.
- [2] J. Kivela and J. C. Crofts, "Journal of Culinary Science &," no. December 2014, pp. 37–41, doi: 10.1300/J385v04n02.
- [3] W. T. Hipwell, "TAIWAN ABORIGINAL ECOTOURISM Tanayiku Natural Ecology Park," vol. 34, no. 4, pp. 876–897, 2007, doi: 10.1016/j.annals.2007.04.002.
- [4] J. C. Henderson, "Halal food , certification and halal tourism: Insights from Malaysia and Singapore," *TMP*, 2015, doi: 10.1016/j.tmp.2015.12.006.
- [5] E. Ignatov, S. Smith, E. Ignatov, and S. Smith, "Current Issues in Tourism Segmenting Canadian Culinary Tourists Segmenting Canadian Culinary Tourists," no. August 2014, pp. 37–41, 2008, doi: 10.2167/cit/229.0.
- [6] H. Chiu-hui and W. Meen-tsai, "The Influence of Tourism Dependency on Tourism Impact and Development Support Attitude," vol. 05, no. 02, pp. 88–96, 2017.
- [7] du Rand & Heath, "Towards a Framework for Food Tourism as an Element of Destination Marketing," 2006.
- [8] A. H. N. Mak and A. Eves, "GLOBALISATION AND FOOD CONSUMPTION IN TOURISM," *Annals of Tourism Research*, vol. 39, no. 1, pp. 171–196, 2012, doi: 10.1016/j.annals.2011.05.010.
- [9] L. Pullphothong and C. Sopha, "Gastronomic Tourism In Ayutthaya, Thailand."
- [10] Y. H. Kim, M. Kim, B. K. Goh, and J. M. Antun, "The Role of Money : The Impact on Food Tourists ' Satisfaction and Intention to Revisit Food Events," no. November 2014, pp. 37–41, 2011, doi: 10.1080/15428052.2011.580708.
- [11] A. Jaelani, "Religi , Budaya dan Ekonomi Kreatif : Prospek dan Pengembangan Pariwisata Halal di Cirebon," no. March, 2018, doi: 10.24235/jm.v2i2.2152.g1398.
- [12] M. M. Battour, "Muslim Travel Behavior in Halal Tourism World ' s largest Science , Technology & Medicine Open Access book publisher," no. October 2017, 2018, doi: 10.5772/intechopen.70370.

- [13] W. A. N. M. Wan-hassan and K. W. Awang, "Halal Food in New Zealand Restaurants : An Exploratory Study," vol. 3, no. 2, pp. 385–402, 2009.
- [14] Z. Samori, A. H. Ishak, and N. H. Kassan, "Understanding the Development of Halal Food Standard : Suggestion for Future Research," vol. 4, no. 6, pp. 4–8, 2014, doi: 10.7763/IJSSH.2014.V4.403.
- [15] M. Y. Lai, C. Khoo-lattimore, and Y. Wang, "Food and cuisine image in destination branding : Toward a conceptual model," 2017, doi: 10.1177/1467358417740763.
- [16] W. Marhaini, W. Omar, S. Rahman, and F. Jie, "HALAL FOOD CHAIN MANAGEMENT : A SYSTEMATIC REVIEW OF LITERATURE," no. November, 2015.
- [17] S. Krishnan, M. Haniff, and K. Mohd, Hanafi, Azman, Nabil, "Halal Food : Study on Non-Muslim Acceptance," vol. 7, no. 1, pp. 41–45, 2017, doi: 10.5923/j.economics.20170701.05.
- [18] N. A. Fadzillah, Y. B. C. Man, M. A. Jamaludin, S. A. Rahman, and H. A. Alkahtani, "Halal Food Issues from Islamic and Modern Science Perspectives," vol. 17, pp. 159–163, 2011.
- [19] A.-R. & M. S. Shabbir, "The relationship between religiosity and new product adoption," vol. 1, no. 1, pp. 63–69, 2010, doi: 10.1108/17590831011026231.
- [20] J. A. J. Wilson *et al.*, *Crescent marketing , Muslim geographies and brand Islam Reflections from the JIMA Senior*. 2013. doi: 10.1108/17590831311306336.
- [21] J. A. J. Wilson, J. Liu, J. A. J. Wilson, and J. Liu, "Shaping the Halal into a brand?," 2010, doi: 10.1108/17590831011055851.
- [22] A. R. Ambali and A. N. Bakar, "Halāl food and products in Malaysia : People ' s awareness and policy implications," vol. 1, pp. 7–32, 2013.
- [23] S. P. Fullagar, "Fullagar , S . (2012) Gendered cultures of slow travel : Women ' s cycle touring as an alternative hedonism , in Fullagar , S , Markwell , K and Wilson , E (Eds). Slow Tourism : Experiences a ...," no. August, 2014.
- [24] M. M. Battour, "Halal Tourism," no. April, 2018.
- [25] P. Sriprasert, "Understanding Behavior and Needs of Halal Tourism in Andaman Gulf of Thailand : A Case of Asian Muslim," vol. 2, no. 3, pp. 216–219, 2014, doi: 10.12720/joams.2.3.216-219.
- [26] V. Rogovská, "From Slow Food To Slow Tourism.," *Annals of the University of Oradea, Economic Science Series*, vol. 23, no. 2, pp. 137–144, 2015, [Online]. Available: <http://eds.a.ebscohost.com/eds/pdfviewer/pdfviewer?sid=006c2882-d4d1-4e22-9c45-10bc4ccdc897@sessionmgr4002&vid=1&hid=4110>
- [27] T. Rhetoric *et al.*, "Good , Clean , Fair : The Rhetoric of the Slow Food Movement," vol. 70, no. 4, pp. 384–402, 2016.
- [28] T. H. Jung and E. M. Ineson, "This is the authors ' final version of an article published in : International Journal of Culture Tourism and Hospitality Research The original publication is available at : International Journal of Culture Tourism and Hospitality Research Research Paper ,," vol. 8, 2014, doi: 10.1108/IJCTHR-01-2014-0001.
- [29] P. Soonsap, "Understanding International Tourists ' Perspective on Slow Food Tourism ' s Current Market in Chiang Mai , Thailand," pp. 1–13, 2018.
- [30] L. Simonetti, "The ideology of Slow Food," 2012, doi: 10.1177/0047244112436908.
- [31] C. Nosi and L. Zanni, "Moving from ' typical products ' to ' food-related services ,," 2012, doi: 10.1108/00070700410561388.
- [32] R. Sassatelli and F. Davolio, "Consumption, Pleasure and Politics Slow Food and the politico-aesthetic problematization of food," 2010, doi: 10.1177/1469540510364591.
- [33] S. Frisvoll, M. Forbord, and A. Blekesaune, "An Empirical Investigation of Tourists ' Consumption of Local Food in Rural An Empirical Investigation of Tourists ' Consumption of Local Food in Rural Tourism Svein Frisvoll , Magnar Forbord & Arild

Blekesaune,” no. February, 2016, doi: 10.1080/15022250.2015.1066918.

[34] M. R. Jalilvand and N. Samiei, “The impact of electronic word of mouth on a tourism destination choice,” *The impact of eWOM on tourism*, vol. 22, no. 5, pp. 591–612, 2012, doi: 10.1108/10662241211271563.

[35] S. Saraniemi and M. Kylänen, “Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches,” 2016, doi: 10.1177/0047287510362775.

[36] H. Liu, X. Robert, D. A. Cárdenas, and Y. Yang, “Journal of Destination Marketing & Management Perceived cultural distance and international destination choice: The role of destination familiarity, geographic distance, and cultural motivation,” *Journal of Destination Marketing & Management*, no. August 2017, pp. 0–1, 2018, doi: 10.1016/j.jdmm.2018.03.002.

[37] S. Lenggogeni, B. W. Ritchie, and L. Slaughter, “Understanding travel risks in a developing country: a bottom up approach,” *Journal of Travel and Tourism Marketing*, vol. 36, no. 8, pp. 941–955, 2019, doi: 10.1080/10548408.2019.1661329.

[38] T. Ahn, Y. Ekinici, and G. Li, “Self-congruence, functional congruence, and destination choice,” no. June, 2013, doi: 10.1016/j.jbusres.2011.09.009.

[39] R. Yasvari, Ghassemi, “Influential Factors on Word of Mouth in Service Industries (The case of Iran Airline Company),” vol. 2, no. 5, pp. 227–242, 2012, doi: 10.5296/ijld.v2i5.2366.

[40] N. A. Hassan and M. A. Hemdi, “Medical Tourists’ Future Destination Choice,” *Asian Journal of Behavioural Studies*, vol. 3, no. 13, p. 117, 2018, doi: 10.21834/ajbes.v3i13.149.

[41] A. N. Ahmad, A. A. Rahman, and S. A. Rahman, “Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products,” vol. 5, no. 1, pp. 10–14, 2015, doi: 10.7763/IJSSH.2015.V5.413.

[42] T. Lam and C. H. C. Hsu, “Predicting behavioral intention of choosing a travel

destination,” vol. 27, pp. 589–599, 2006, doi: 10.1016/j.tourman.2005.02.003.

[43] B. S. Blichfeldt and J. Nicolaisen, “Current Issues in Tourism Disabled travel: not easy, but doable,” no. January 2015, pp. 37–41, 2011, doi: 10.1080/13683500903370159.

[44] B. G. C. Dellaert, T. A. Arentze, and O. Horeni, “Tourists’ Mental Representations of Complex Travel Decision Problems,” 2013, doi: 10.1177/0047287513506297.

[45] M. Karl, C. Reintinger, and J. Schmude, “Annals of Tourism Research Reject or select: Mapping destination choice,” *ANNALS OF TOURISM RESEARCH*, vol. 54, pp. 48–64, 2015, doi: 10.1016/j.annals.2015.06.003.

[46] E. Nyman, K. Westin, D. Carson, and E. Nyman, “Tourism destination choice sets for families with wheelchair-bound children Tourism destination choice sets for families with wheelchair-bound children,” vol. 8281, 2018, doi: 10.1080/02508281.2017.1362172.

[47] A. Paladino, “Investigating the drivers of innovation and new product success: A comparison of strategic orientations,” *Journal of Product Innovation Management*, vol. 24, no. 6, pp. 534–553, Nov. 2007, doi: 10.1111/j.1540-5885.2007.00270.x.

[48] T. W. Y. Man, T. Lau, and K. F. Chan, “The competitiveness of small and medium enterprises A conceptualization with focus on entrepreneurial competencies,” vol. 17, no. June 1998, pp. 123–142, 2002.

[49] H. G. Chong, “Measuring performance of small-and-medium sized enterprises: the grounded theory approach,” *Journal of Business and Public Affairs*, vol. 2, no. 1, pp. 1–11, 2008.

[50] P. K. A. Catherine L. Wang, “The development and validation of the organisational innovativeness construct using confirmatory factor analysis,” *European Journal of Innovation Management Volume 7 Number 4 2004 pp. 303-313*, vol. 7, no. 4, pp. 303–313, 2004, doi: 10.1016/j.technovation.2009.08.003.

[51] cX. M. X. Zeng, S.X. and C. M. Tam, “Relationship between cooperation networks and innovation performance of SMEs,” *Journal*

Technovation, pp. 181–194, 2010, doi: 10.1016/j.technovation.2009.08.03.

[52] M. Peris-ortiz, *Cooperative and Networking Strategies in Small Business*. Springer International Publishing Switzerland, 2017.

[53] J. Darroch, “Knowledge management , innovation and firm performance,” *Journal of Knowledge Management*, vol. 9, no. 3, pp. 101–115, 2005, doi: 10.1108/13673270510602809.

[54] C. M. Ringle, J. F. Hair, G. T. M. Hult, and M. Sarstedt, *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*.

[55] J. F. H. Hair, G. T. Hult, C. M. Ringle, and Sarstedt, *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. Los Angeles: Sage Publications, 2017.

[56] R. E. Schumacker and R. G. Lomax, *A Beginner’s Guide to Structural Equation Modeling*, 3rd ed. Taylor & Franciss Group, 2010.

[57] J. Hair Jr, G. T. M. Hult, C. Ringle, and M. Sarstedt, *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks: Sage Publications, 2013.

[58] B. M. Byrne, *Structural Equation Modeling with AMOS*, 2nd ed. New York: Taylor & Francis Group, 2010. doi: 10.4324/9781410600219.