Promoting Halal Tourism through Cultural Heritage: The Impact of the "One Nagari, One Event" Program on Tourist Intentions

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A R T I C L E I N F O

A B S T R A C T

This study examines how cultural heritage initiatives contribute to the development of halal tourism through the *One Nagari, One Event* program in Tanah Datar Regency, Indonesia. The research novelty lies in extending the Theory of Planned Behavior by incorporating promotion and facilities as additional variables to better explain tourists' visiting intentions in halal tourism settings. The study aims to identify the influence of attitudes, subjective norms, perceived behavioral control, promotion, and facilities on tourists' intention to revisit Tanah Datar. Employing a quantitative associative approach, data were collected from 100 respondents who had visited Tanah Datar at least three times. Structural Equation Modeling with Partial Least Squares was applied to analyze the relationships among variables. The findings indicate that attitudes, subjective norms, perceived behavioral control, and facilities exert a positive and significant effect on tourists' visiting intentions, whereas promotion shows a positive yet insignificant effect. These results suggest that tourists' behavioral intentions are strongly shaped by internal perceptions and the availability of supporting infrastructure rather than by promotional efforts alone. The study highlights the importance of cultural heritage programs in enhancing the attractiveness and competitiveness of halal tourism destinations. Practically, local governments and tourism managers are encouraged to improve event quality, ensure halal compliance, and provide adequate facilities to strengthen visitors' experiences and foster sustainable tourism development rooted in local culture.

Introduction

The Halal tourism sector has become a rapidly growing global trend, offering not only services that comply with Sharia principles, but also emphasizing authentic experiences that are often rooted in local cultural heritage. Destinations that are successful in this segment are those that are able to integrate a strong cultural identity with Halal service standards. Cultural heritage is a crucial asset, serving as a major magnet that shapes the image of a destination and significantly influences tourists' intention to return (Mandalia, 2022). In the context of Indonesia, the potential for integration between Halal tourism and unique regional cultures is enormous, requiring innovative and structured promotional strategies.

Tanah Datar Regency is recognized as one of the seven best regencies in Indonesia out of a total of 400. This recognition, awarded in 2003 by the international Partnership organization and the British Embassy, was facilitated by LIPI (the Indonesian Institute of Sciences). It highlights Tanah Datar's achievements and effective implementation of regional autonomy (contributors, 2025). Tanah Datar stands out for its unique cultural richness, which continues to attract visitors.

Recognizing the immense potential of its tourism, cultural heritage, and local wisdom, the Regent and Vice Regent of Tanah Datar introduced an innovative program known as One Nagari, One Event. This initiative is part of the ten priority programs outlined in Tanah Datar Regency Regulation No. 4 of 2021 regarding the Medium-Term Regional Development Plan (RPJMD) for 2021–2026 (Feby Hidayat, 2023). Below is the implementation schedule of the One Nagari, One Event program in Tanah Datar Regency up to 2025. In 2022, 14 Nagari successfully implemented this flagship program. By 2023, the number had increased to 35 Nagari. In 2024, the target is set at 50 Nagari, and by 2025, the Tanah Datar Regency Government aims to involve 75 Nagari in the program (Disparpora Kab Tanah Datar Tahun 2023, 2023).

The "One Village, One Event" program serves as an event-based marketing platform to enhance positive image and increase visits. Its success greatly depends on the effectiveness of activity promotion and the quality of supporting facilities provided, as these two factors significantly influence tourists' perceptions and comfort, which ultimately determine their decision to revisit (Mardikaningsih & S., 2016). However, even though this program is a key promotional strategy, empirical evaluations linking its implementation to the cognitive behavior of tourists in choosing Tanah Datar as a Halal destination are still limited. Therefore, there is an urgent need to understand how specific elements of this program influence the decision-making process of tourists.

If this promotional activity is maximized, it will enhance the positive image of Tanah Datar Regency, ultimately attracting more tourists. Every tourist destination possesses its unique image, which significantly influences its attractiveness. In Tanah Datar, the image of its tourist attractions plays a crucial role in shaping the demands of the

tourism industry, necessitating careful management to achieve tourism goals. Additionally, facilities are another vital factor in increasing tourist visits to Tanah Datar. Developing basic tourism infrastructure such as restaurants, hotels, and supporting amenities can enhance the overall visitor experience. Good facilities shape tourists' perceptions and significantly affect their comfort and satisfaction. High-quality facilities not only improve service delivery but also leave a lasting positive impression, which can influence tourists' long-term decision to revisit (Mardikaningsih & S., 2016).

Given the nature of the "One Village, One Event" program as a massive and sustainable event-based promotional initiative, its effectiveness in terms of the ultimate goal of tourism, namely increasing visitor numbers, must be measured from the perspective of tourist behavior. Various elements generated by the program, such as the frequency and quality of event promotion (event promotion), the availability of supporting infrastructure at the event location (event facilities), and the sustainability of activities from year to year (event frequency), all work as stimuli that shape tourists' perceptions, beliefs, and evaluations of the Tanah Datar destination. Thus, understanding tourist intention to visit or return is the most relevant method for evaluating the impact of this program, as intention is the strongest predictor of actual behavior. This approach requires a theoretical framework capable of analyzing the cognitive processes of tourists in making decisions.

Although the "One Village, One Event" program strategically links culture with tourism promotion, empirical evaluations of the specific influence of this program on tourists' intentions to visit Halal destinations are still limited. Previous studies on travel intentions have often relied on the Theory of Planned Behavior (TPB), but the standard model (Attitude, Subjective Norm, Perceived Behavioral Control) often fails to fully capture the influence of destination-specific external factors. This study attempts to bridge this gap by expanding the TPB framework (Ajzen et al., 2021). We integrate external variables relevant to this program, such as Event Promotion, Event Facilities, and Event Frequency, to measure how these local initiatives synergistically influence tourists' intentions to visit Tanah Datar as a Halal tourism destination.

Given the nature of the "One Village, One Event" Program as a massive event-based marketing initiative to promote culturally-based Halal destinations, its effectiveness must be measured through the perspective of tourist behavior (Ajzen et al., 2021). Therefore, this study seeks to bridge the gap between cognitive and conative elements by expanding the Theory of Planned Behavior (TPB) framework. We integrate program-specific contextual variables to enhance the explanatory power of the model: Event Promotion has been shown to be significant in shaping destination image, which in turn influences tourists' Visit Intentions and Attitudes toward the host city (Erfurt, 2003) Event Facilities are crucial, especially in Halal tourism, where the availability of prayer facilities and Halal services directly influences tourists' Perceived Behavioral

Control and is a strong predictor of Return Visit Intention (Battour, 2015) (Juliana, 2024) Event Frequency, as a sustainable initiative, is important in shaping a strong Destination Image and creating strong Subjective Norms, encouraging revisit intentions over time (Kaplanidou, 2010) (Al-Dweik, 2020). By integrating these contextual variables into the TPB framework (attitudes, subjective norms, perceived behavioral control), this study aims to measure the combined influence of these variables on tourists' intention to visit Tanah Datar Regency as a Halal tourism destination, while bridging the gap between behavioral theory and the effectiveness of event-based promotion (Ajzen et al., 2021).

This study extends the Theory of Planned Behavior (TPB) by exploring tourists' intentions to visit halal destinations, incorporating additional variables to enhance the explanatory power of the theory. To the best of our knowledge, this is the first study to integrate the TPB framework (attitudes, perceived behavioral control, subjective norms) with event promotion, event facilities, and event frequency (Ajzen et al., 2021). Moreover, previous studies have recommended further research to bridge the gap between cognitive and conative elements. Therefore, this study proposes an empirical model by adding positive event promotion, event facilities, and event frequency. Based on the above considerations, this research aims to measure the influence of variables such as attitude, subjective norms, perceived behavioral control, promotion, and facilities on tourists' intention to visit Tanah Datar Regency as a halal tourism destination.

Literature Review

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) provides a comprehensive framework for predicting human behavior through three key determinants: attitudes, subjective norms, and perceived behavioral control. These constructs jointly explain how individuals form behavioral intentions, which are conative indicators of actual behavior. According to Ajzen and Fishbein (1980), attitudes reflect an individual's cognitive and affective evaluations toward a specific action, while subjective norms represent perceived social pressures, and perceived behavioral control reflects an individual's confidence and ability to perform a behavior.

TPB has been widely applied in studies of consumer and tourist behavior (Hu et al., 2018; Khan et al., 2019; Kumar, 2019; Han et al., 2018). Recent research has shown that TPB remains a robust model for understanding pro-environmental and sustainable tourism intentions (Clark et al., 2019; Kautish et al., 2019). However, scholars have also emphasized the importance of contextual extensions of TPB to include factors such as cultural values, infrastructure, and marketing communication (Tamulienė et al., 2024; T. Nguyen et al., 2019; Leong et al., 2023). In the context of halal tourism, where religious and cultural motivations are intertwined, the TPB framework offers a suitable foundation to analyze tourists' behavioral intentions shaped by both personal beliefs and social influence.

Underlying Theory

The Theory of Planned Behavior (TPB) by Ajzen (1991) is a widely accepted framework for understanding human behavior. This theory is adopted to predict behavioral intentions based on three antecedents: "perceived behavioral control," "subjective norms," and "attitudes toward the behavior" (Ajzen, 1991). Several scholars argue that TPB is fundamental in examining visitation intentions and behavior (Amenábar Cristi et al., 2019; Hu et al., 2018; Kautish et al., 2019; Khan et al., 2019; Kumar, 2019; Tweneboah-koduah dkk., 2019 ; Scannell & Gifford, 2014; Landon et al., 2018 ; Han et al., 2018) . In the context of sustainable and eco-friendly tourism, TPB has been used to explain tourists' destination choices and environmentally conscious consumption. These studies provide valuable empirical insights by applying various measures in diverse settings to examine attitudes and behavioral intentions.

This study extends TPB by Ajzen (1991) explaining tourists' intentions to visit halal tourism destinations. The variables include attitudes, perceived behavioral control, subjective norms, event promotion, event facilities, and event frequency. This extension reflects TPB's applicability as one of the best frameworks for understanding human behavior (Kumar, 2019). To the best of our knowledge, this is the first study to integrate these variables to examine visitation intentions for halal tourism destinations in Indonesia.

Extension of TPB in Halal Tourism Context

This study extends the TPB model by integrating two additional variables—promotion and facilities—to explain tourist intentions within halal and cultural tourism contexts. Such integration is theoretically justified, as visiting decisions are not only driven by internal cognitive factors but also by external stimuli such as marketing communication and service infrastructure. Previous studies (Somadi et al., 2024; Mahardhani et al., 2024) have demonstrated that promotional effectiveness and facility readiness are crucial in shaping tourists' perceptions of destination quality, especially in halal tourism, where compliance with religious standards significantly affects decision-making.

Attitudes

Attitude is one of the strongest predictors of behavioral intention (Ajzen, 1991). Positive affective and cognitive evaluations toward a destination encourage individuals to visit (Song et al., 2014; Hu et al., 2018). In halal tourism, attitudes are often formed through tourists' perceptions of spiritual comfort, cultural authenticity, and ethical alignment (Battour & Ismail, 2016). When visitors perceive *One Nagari, One Event* as a meaningful experience that aligns with their cultural and religious values, their intention to participate increases. Recent studies (Azali et al., 2021; Battour et al., 2022) also highlight that attitudes toward culturally immersive and halal-compliant destinations enhance satisfaction and revisit intention. Therefore, fostering positive perceptions through cultural storytelling and halal assurance is essential for sustaining tourist engagement.

Hypothesis 1 (H₁): Attitudes positively and

significantly influence tourists' intention to visit Tanah Datar Regency.

Subjective Norms

Subjective norms represent perceived social expectations from significant others that influence behavioral intention (Ajzen, 1991). In collectivist societies like Indonesia, social approval and group influence play an important role in shaping travel decisions (T. N. Nguyen et al., 2017; Khan et al., 2019). Studies in halal tourism show that family and community endorsement significantly strengthen individuals' intention to visit religious or culturally meaningful destinations (Eid & El-Gohary, 2015). The communal nature of Minangkabau culture, where collective participation in traditional events is valued, reinforces the role of subjective norms in the *One Nagari, One Event* context. Social encouragement to attend local events thus becomes a social expression of cultural pride and religious solidarity.

Hypothesis 2 (H₂): Subjective norms positively and significantly influence tourists' intention to visit Tanah Datar.

Perceived Behavioral Control

Perceived behavioral control (PBC) refers to individuals' perceived ease or difficulty in performing a behavior, encompassing both self-efficacy and external constraints (Ajzen, 1991). In tourism studies, PBC has been found to positively affect intention when visitors feel confident about accessibility, safety, and affordability (Hu et al., 2018; Kumar, 2019). In halal destinations, logistical convenience—such as transportation access and availability of halal

facilities—becomes a decisive factor (Battour & Ismail, 2016). When tourists perceive that attending *One Nagari, One Event* is convenient and well-organized, their intention to visit increases, demonstrating the operational relevance of PBC within event-based tourism.

Hypothesis 3 (H₃): Perceived behavioral control positively and significantly influences tourists' intention to visit Tanah Datar Regency.

Promotion

Promotion represents a critical external variable influencing tourist decision-making. In the context of halal tourism, effective promotion not only informs but also educates potential visitors about the destination's compliance with Islamic principles (Santini et al., 2015; Yoeti, 2001). Modern marketing strategies increasingly rely on digital platforms to reach targeted audiences and build engagement (Sakas et al., 2022). Previous research (T. T. T. Nguyen & Tong, 2023; Setiawan et al., 2024) indicates that digital storytelling and social media campaigns effectively shape destination image and behavioral intention among Muslim travelers. Therefore, integrating promotion within the TPB framework allows this study to capture how information dissemination and branding strategies contribute to tourists' intention to attend *One Nagari, One Event*.

Hypothesis 4 (H₄): Promotion positively and significantly influences tourists' intention to visit Tanah Datar Regency

Facilities

Facilities play a complementary role in

determining tourist satisfaction and intention (Yoon et al., 2001; Jayaprakash & Mythili, 2017). In halal tourism, the availability of prayer spaces, halal-certified dining options, and gender-segregated amenities constitutes a key determinant of perceived service quality (Battour & Ismail, 2016). Research by Hutchinson et al. (2009) found that well-maintained facilities enhance visitor experience and foster loyalty. In Tanah Datar, adequate infrastructure—such as clean accommodations, transportation, and event venues—supports tourists' comfort and reinforces their perception of reliability and cultural respect. Consequently, facilities are not only functional attributes but also symbolic indicators of a destination's commitment to halal and cultural integrity.

Hypothesis 5 (H₅): Facilities positively and significantly influence tourists' intention to visit Tanah Datar Regency.

Method, Data, and Analysis

This study uses a quantitative research design, specifically an associative quantitative approach, which analyzes the causal relationship between causes and effects. This research was conducted in Tanah Datar Regency, with data collection scheduled from May to September 2024. The necessary data and information were collected from two sources: primary data and secondary data. Primary data were obtained directly from respondents through questionnaires, while secondary data were obtained from libraries, journals, and previous research reports.

To ensure the completeness of the required data, this study uses both data collection methods, namely questionnaires and documentation. The population of this study includes all tourists who visited specifically for the one village one event activity in Tanah Datar Regency, with a total of 1000 people in 2023. The sample size was determined to be 100 respondents, using the Slovin formula with a margin of error of 10%. The sampling method applied was non-probability sampling, specifically purposive sampling, which did not give equal opportunity for all elements of the population to be selected as respondents. The inclusion criteria in this study were visitors who had visited Tanah Datar Regency at least three times because there was a strong theoretical reason in tourism literature; these repeat visits were a proxy indicator for behavioral loyalty or experienced tourists (Chen, 2001); (Oppermann, 2000) The selection of this sub-population is crucial to increase the internal validity of the study in measuring revisit intention, because this group tends to provide more stable evaluations of facilities and promotions, and has a deeper understanding and higher behavioral control compared to first-time visitors. Based on these criteria, 100 responses collected were considered valid and useful for data analysis, with a valid response rate of 90%.

The research instrument was designed in accordance with the research objectives and focused on the identified variables. The main instrument used in this study was a questionnaire. The measurement scale developed for the questionnaire used an interval scale, which measured the level of

agreement ranging from "strongly agree" to "strongly disagree" for each statement in the questionnaire. The data analysis technique used in this study involved statistical analysis using Structural Equation Modeling–Partial Least Squares (SEM–PLS).

PLS-SEM was chosen for two main reasons: first, the focus of the study was to test and predict complex causal models (Hair, 2017) and second, this method is effective and robust for relatively small sample sizes (N=100) and data obtained from non-probability sampling. All analyses were performed using SmartPLS software version 4.0. Because PLS-SEM is a non-parametric method, testing the assumption of data normality is not required. However, to ensure sufficient sample size and statistical power, N=100 has been validated based on the latest PLS-SEM methodological criteria (e.g., ten-times rule) (Hair, 2017). Furthermore, goodness-of-fit criteria for structural model evaluation (inner model) will be conducted comprehensively, considering the coefficient of determination (R^2), predictive relevance (Q^2 Lewis), and the size of the effect between variables (f^2). Data analysis was conducted using a two-stage approach. First, the measurement model (outer model) is applied to evaluate construct reliability and validity by analyzing factor loadings, Cronbach's alpha, composite reliability, and structural models (inner model). Second, hypothesis testing is conducted to analyze the complex relationships between constructs, leading to the final evaluation of the research hypotheses.
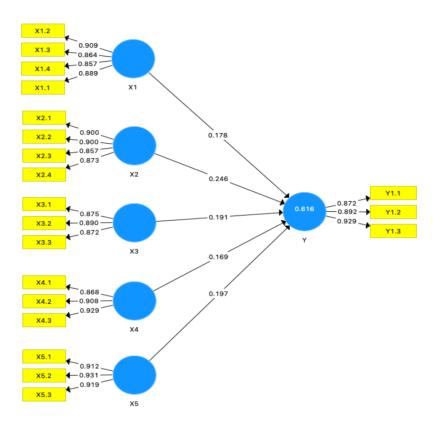
Result and Discussion

Evaluation of the Measurement Model (Outer Model)

Convergent validity

Convergent validity refers to the principle that measures of a construct should be highly correlated. It assesses the validity of individual predictors by evaluating their contribution to the combined score of a construct. The validity of an indicator is determined by the size of its loading factor for its respective latent variable. A predictor or item is considered valid if the loading factor value exceeds 0.7. The results of the convergent validity test in this study are explained as follows:

Figure 1.
Outer Model

Source: Primary Data, 2024

From Figure 1 above, it can be observed that the indicators for each variable attitude, subjective norms, perceived behavioral control, promotion, and facilities are valid.

These results are derived from the SEM-PLS model, with details presented in Table 1 below:

Table 1.

Convergent Validity Test

Indicator	Outer Loading	Description
X1.1	0,889	Valid
X1.2	0,909	Valid
X1.3	0,864	Valid
X1.4	0,857	Valid
X2.1	0,900	Valid
X2.2	0,900	Valid
X2.3	0,857	Valid
X2.4	0,873	Valid
X3.1	0,875	Valid

X3.2	0,890	Valid
X3.3	0,872	Valid
X4.1	0,868	Valid
X4.2	0,908	Valid
X4.3	0,929	Valid
X5.1	0,912	Valid
X5.2	0,931	Valid
X5.3	0,919	Valid
Y1.1	0,872	Valid
Y1.2	0,892	Valid
Y1.3	0,929	Valid

Source: Primary Data, 2024

Based on the results in the table above, it is evident that all indicators are valid, as the outer loading values exceed 0.7. This outcome meets the criteria, confirming that all indicators are valid and allowing the analysis to proceed to the next stage.

Discriminant Validity

Discriminant validity refers to the principle that measurements of different constructs should not be highly correlated. This can be assessed using cross-loading, which indicates how well an indicator predicts its associated construct compared to other constructs. Discriminant validity is achieved if the correlation between a construct and its measurement items (indicators) is greater than 0.5 and exceeds the correlation with measurements of other constructs. Additionally, discriminant validity can also be assessed using the Average Variance Extracted (AVE) value. A predictor is considered valid if the AVE value exceeds 0.5. The discriminant validity test results are presented in the following tables:

Table 2.

Discriminant Validity Test

		Cross Loading					
Variable	Indicator	X1	X2	X3	X4	X5	Y
Attitudes	X1.1	0,889	0,520	0,320	0,321	0,443	0,515
	X1.2	0,909	0,529	0,485	0,325	0,412	0,488
	X1.3	0,864	0,557	0,435	0,372	0,464	0,508
	X1.4	0,857	0,524	0,488	0,298	0,395	0,527
Subjective Norms	X2.1	0,536	0,900	0,432	0,554	0,596	0,634
	X2.2	0,570	0,900	0,480	0,489	0,548	0,578
	X2.3	0,517	0,857	0,459	0,510	0,533	0,549
	X2.4	0,517	0,873	0,537	0,529	0,530	0,633
Perceived Control	X3.1	0,389	0,523	0,875	0,384	0,397	0,442
	X3.2	0,370	0,467	0,890	0,425	0,383	0,467
	X3.3	0,510	0,446	0,872	0,423	0,483	0,606
Promotion	X4.1	0,350	0,521	0,455	0,868	0,606	0,537
	X4.2	0,286	0,495	0,382	0,908	0,683	0,510

	X4.3	0,370	0,576	0,431	0,929	0,714	0,613
	X5.1	0,403	0,599	0,436	0,690	0,912	0,618
Facilities	X5.2	0,468	0,580	0,483	0,673	0,931	0,605
	X5.3	0,476	0,548	0,422	0,685	0,919	0,587
	Y1.1	0,475	0,581	0,557	0,524	0,569	0,872
Revisit Intention	Y1.2	0,514	0,657	0,520	0,548	0,597	0,892
	Y1.3	0,571	0,593	0,505	0,589	0,601	0,929

Source: Primary Data, 2024

From the table above, it can be concluded that for all variables (attitudes, subjective norms, perceived control, promotion, and facilities), the loading values of indicators on their respective constructs exceed the cross-loading values (>0.5). Thus, discriminant validity is achieved.

Additionally, the AVE values for each variable are presented in Table 3:

Table 3.
AVE (Average Variance Extracted)

Indicator	AVE
Attitudes (X1)	0,774
Subjective Norms (X2)	0,779
Perceived Control (X3)	0,773
Promotion (X4)	0,813
Facilities (X5)	0,847
Revisit Intention (Y)	0,806

Source: Primary Data, SEM-PLS 3 Results (2024)

Based on Table 3, all AVE values for attitude, subjective norms, perceived behavioral control, promotion, and facilities exceed 0.5, confirming that each variable has achieved discriminant validity.

Composite Reliability Test

In PLS-SEM, in addition to validity testing, reliability testing is also conducted. The reliability test is used to assess the accuracy, consistency, and stability of instruments in measuring constructs. The reliability of a construct is evaluated using the Cronbach's Alpha and Composite Reliability values. For a construct to be considered reliable, both Cronbach's Alpha and Composite Reliability values must exceed 0.7. The reliability testing in this study is detailed as follows:

Table 4.
Cronbach's Alpha & Composite Reliability

Indicator	Cronbach's Alpha	Composite Reliability
Attitudes (X1)	0,902	0,932
Subjective Norms (X2)	0,906	0,934
Perceived Control (X3)	0,855	0,911
Promotion (X4)	0,885	0,929
Facilities (X5)	0,910	0,943
Revisit Intention (Y)	0,879	0,926

Source: Primary Data, 2024

Based on Table 4, the Composite Reliability values for all research variables exceed 0.7, indicating that the variables exhibit good reliability. Additionally, the Cronbach's Alpha values for all variables also exceed 0.7, with Attitude at 0.902, Subjective Norms at 0.906, Behavioral Control at 0.855, Promotion at 0.885, Facilities at 0.910, and Visiting Intention at 0.879. These results demonstrate that the Cronbach's Alpha

requirements for all variables have been met, confirming their reliability.

Analysis of Determination Coefficient (R Square)

Once the estimated model satisfies the criteria for discriminant validity, the next step is to evaluate the structural model (inner model) using the R-Square (R^2) value for each endogenous latent variable. The R^2 value indicates the predictive strength of the structural model. The higher the R^2 value, the better the predictive quality of the proposed model. R^2 values of 0.75 indicate a strong model, 0.50 a moderate model, and 0.25 a weak model. After processing the data with SmartPLS, the R^2 results are presented in Table 5 below:

Table 5.
R Square

Indicator	R^2	R^2 Adjusted
Revisit Intention (Y)	0,616	0,603

Source: Primary Data, 2024

Based on Table 5, it can be concluded that, according to the model criteria, the R^2 values

indicate that each structural model (inner model) in this study falls under the "moderate" category. This suggests that the variables of attitude, subjective norms, perceived behavioral control, promotion, and facilities explain 61.6% of the variance in visiting intention. The remaining 38.4% is explained by other variables outside of this model.

Hypothesis Testing

Hypothesis testing in this study involves analyzing the direct effects to evaluate the impact of exogenous variables (independent) on endogenous variables (dependent). The hypothesis testing was conducted using bootstrapping with a significance level of 5% ($p < 0.05$). The criteria for this test are as follows: if the t-statistic is less than the t-table value and the p-value is less than 0.05, H_0 is rejected and H_1 is accepted. Conversely, if the t-statistic is greater than the t-table value and the p-value is greater than 0.05, H_0 is accepted and H_0 is rejected. The results of hypothesis testing conducted through the inner model are presented in Table 6 below:

Table 6.
Hypothesis Testing Values

Influence	Original Sample Estimate (O)	T Statistics (|O/STDEV|)	P Values	Hypothesis	Description
Attitude (X1) → Intention to Visit (Y)	0,178	2,766	0,006	Positive and significant	H1 Accepted
Subjective Norm (X2) → Intention to Visit (Y)	0,246	2,893	0,004	Positive and significant	H2 Accepted
Behavioral Control (X3) → Intention to Visit (Y)	0,191	2,089	0,037	Positive and significant	H3 Accepted
Promotion (X4) → Intention to Visit (Y)	0,169	1,726	0,085	Positive but not significant	H4 Rejected
Facilities (X5) → Intention to Visit (Y)	0,197	2,145	0,032	Positive and significant	H1 Accepted

Source: Primary Data, 2024

Based on the results in Table 6, the direct effects of the tested variables can be described as follows:

The Influence of Attitude on Tourists' Intention to Visit Tanah Datar

For the attitude variable, hypothesis testing produced a t-statistic value of 2.766, which is greater than the critical t-table value of 1.96 (2.766 > 1.96). The original sample estimate is 0.178, indicating a positive relationship, while the p-value is 0.006, which is less than 0.05. This suggests that attitude has a positive and significant effect on tourists' intention to visit Tanah Datar.

The Influence of Subjective Norms on Tourists' Intention to Visit Tanah Datar

For the subjective norms variable, hypothesis testing yielded a t-statistic value of 2.893, which is greater than the t-table value of 1.96 (2.893 > 1.96). The original sample estimate is 0.246, showing a positive relationship, and the p-value is 0.004, which is less than 0.05. This indicates that subjective norms have a positive and significant impact on tourists' intention to visit Tanah Datar.

The Influence of Behavioral Control on Tourists' Intention to Visit Tanah Datar

For the behavioral control variable, hypothesis testing produced a t-statistic value of 2.089, which exceeds the t-table value of 1.96 (2.089 > 1.96). The original sample estimate is 0.191, suggesting a positive relationship, while the p-value is 0.037, which is below 0.05. Thus, behavioral control has a positive and significant effect on tourists' intention to visit Tanah Datar.

The Influence of Promotion on Tourists' Intention to Visit Tanah Datar

For the promotion variable, hypothesis testing resulted in a t-statistic value of 1.726, which is less than the t-table value of 1.96 (1.726 < 1.96). The p-value is 0.085, which is greater than 0.05. This indicates that promotion does not have a significant effect on tourists' intention to visit Tanah Datar, despite showing a positive relationship.

The Influence of Facilities on Tourists' Intention to Visit Tanah Datar

For the facilities variable, hypothesis testing yielded a t-statistic value of 2.145, which is greater than the t-table value of 1.96 (2.145 > 1.96). The original sample estimate is 0.197, indicating a positive relationship, while the p-value is 0.032, which is less than 0.05. This demonstrates that facilities have a positive and significant effect on tourists' intention to visit Tanah Datar.

Discussion

The Effect of Attitudes on Tourists' Intention to Visit Tanah Datar

Hypothesis 1 explores the relationship between attitudes and the intention to visit. Our study confirms that this relationship is both significant and positive, aligning with previous findings by (Han et al., 2018; Line & Hanks, 2016; and Melbye et al., 2017), which illustrate how positive attitudes enhance the intention to visit. Specifically, our results indicate that tourists are more likely to visit destinations when they have favorable affective or cognitive evaluations of events, such as One Nagari, One Event. Theoretically, these findings underscore the positive influence of attitudes toward

specific cultural events on individual intentions to attend, particularly within Indonesia's domestic tourism context. Consequently, tourism destination managers and local authorities should prioritize this variable when developing promotional materials for such events. It is crucial to focus on fostering positive attitudes among potential tourists and disseminating relevant information that encourages favorable evaluations of the events.

Theoretically, these findings are consistent with the core principles of the Theory of Planned Behavior (TPB), which places Attitude as the main cognitive predictor of Intention. In this context, tourists' positive evaluations (both affective and cognitive) of events such as 'One Nagari, One Event' serve as a strong psychological incentive to form visitation intentions (Ajzen, 1991). This phenomenon specifically explains that, because this program focuses on recurring event-based marketing, the positive attitudes formed from the experience or information of the event then act as an internal representation that guides behavioral intention. Therefore, for Halal Tourism destinations in Tanah Datar, success in forming a positive image of the event and attitudes that support cultural values (e.g., hospitality, cultural richness) is a fundamental prerequisite in triggering visitation intentions. Specifically, our results show that tourists are more likely to visit a destination when they have a positive evaluation of events such as One Nagari, One Event. Therefore, tourism destination managers and local authorities should prioritize this variable when developing

promotional materials for such events, focusing on shaping positive attitudes among potential tourists and disseminating relevant information that encourages positive evaluations of the event.

The Effect of Subjective Norms on Tourists' Intention to Visit Tanah Datar

Hypothesis 2 examines the positive impact of subjective norms on the intention to visit. Consistent with previous studies (Khan et al., 2019; Kumar, 2019; Nguyen et al., 2017; Pikturnienė & Bäumle, 2016; Tweneboah-koduah et al., 2019), our findings confirm that subjective norms significantly influence the intention to visit, especially in the context of domestic tourism and cultural events such as One Nagari, One Event. The results suggest that social influence and pressure can increase the likelihood of visiting. In other words, an individual's decision to attend a specific event or location is often influenced by their social circle, including family, peers, and friends. In a society with strong social values like Indonesia, promoting events like One Nagari, One Event should target group visitors rather than solo travelers. Therefore, destination managers should focus on developing and promoting collective activities and packages during these events. Since visiting intentions are shaped by social pressure, creating an environment that encourages social groups to attend together is likely to enhance overall attendance.

Theoretically, these results are highly consistent with the principles of the Theory of Planned Behavior (TPB), in which Subjective Norms reflect individuals' perceptions of social pressure to engage in

(or refrain from) certain behaviors (Ajzen, 1991). This phenomenon is particularly prominent in the context of domestic tourism and cultural events in Indonesia, especially in West Sumatra, where communal values and social cohesion remain very strong. Individual decisions to visit 'One Nagari, One Event' events are not only driven by personal choice, but are also greatly influenced by the expectations and recommendations of reference groups such as family, peers, or community leaders. In other words, individual decisions to attend certain events or locations are often influenced by their social circle, including family, peers, and friends.

In societies with strong social values such as Indonesia, the promotion of events such as 'One Nagari, One Event' should target group visitors rather than solo travelers. Therefore, destination managers should focus on developing and promoting collective activities and packages during the event. Since the intention to visit is influenced by social pressure, creating an environment that encourages social groups to attend together is likely to increase overall attendance.

The Effect of Perceived Behavioral Control on Tourists' Intention to Visit Tanah Datar

Hypothesis 3 investigates the positive effect of perceived behavioral control on the intention to visit. The findings align with those of (Khan et al., 2019; Hu et al., 2018; Kumar, 2019; and Pikturnienė & Bäumle, 2016), which demonstrate that the more accessible and convenient an event location is, the greater the likelihood of attendance. Specifically, when visitors feel they have

control over how they access the destination, their intention to visit increases. For instance, if event dates align with visitors' schedules, if the event is conveniently accessible, and if they have the necessary resources to attend, their likelihood of visiting rises significantly. Therefore, destination and event managers must prioritize these factors. To enhance visitor engagement, managers should ensure transportation options are well-coordinated throughout the event. Additionally, clear and timely information about the event agenda should be provided well in advance. Communication regarding access, transportation options, and associated costs is equally crucial. These efforts will enable visitors to better assess their control and convenience when deciding whether to attend the event.

Theoretically, these results strongly support the role of Behavioral Control Perception as an important component in the Theory of Planned Behavior (TPB), which states that intentions are influenced by the perceived ease of performing the behavior (Ajzen, 1991). This phenomenon is highly relevant in the context of the 'One Nagari, One Event' program in Tanah Datar, which often involves traveling to locations that may be less familiar or less accessible than major tourist destinations. Therefore, tourists' BCP, such as their perceptions of the availability of free time, ease of transportation to the nagari, and availability of adequate logistical information, serve as barriers (or facilitators) that determine whether the intention to visit can be translated into actual action. Specifically, when visitors feel they have control over how

they access a destination, their intention to visit increases. For example, if the event date fits the visitor's schedule, if the event is easily accessible, and if they have the necessary resources to attend, their likelihood of visiting the event increases significantly.

Therefore, destination and event managers must prioritize these factors. To increase visitor engagement, managers must ensure that transportation options are well coordinated throughout the event. In addition, clear and timely information about the event agenda must be provided well in advance. Communication regarding access, transportation options, and related costs is equally important. These efforts will make it easier for visitors to assess their level of control and comfort when deciding whether to attend the event.

The Effect of Promotion on Tourists' Intention to Visit Tanah Datar

Hypothesis 4 confirms the positive impact of promotion on the intention to visit destinations featuring specific cultural events. Consistent with prior research by Yoeti (2001) and Santini et al., (2015), these findings emphasize the significance of promotion in increasing the intention to visit One Nagari, One Event. Promotion is a widely used marketing strategy to attract consumers to purchase products or encourage visitors to explore particular destinations. It serves to raise awareness about services and products, inform the target market of the event's existence, and communicate its attributes and features. In the context of domestic tourism, particularly cultural events like One Nagari, One Event, promoting the event through various

channels is crucial to enhancing visitors' intention to attend. Thus, destination and event managers are encouraged to leverage these marketing interventions to maximize their impact, increasing the likelihood of future attendance.

Theoretically, these results are reinforced by the Hierarchy of Effects Model in marketing communications. This theory states that effective promotion acts as a cognitive trigger that moves potential tourists through the stages of awareness to ultimately form intention (Lavidge, 1961). Promotion serves to increase awareness of services and products, inform the target market about the existence of the event, and convey its attributes and features. This phenomenon is crucial in the context of the 'One Nagari, One Event' cultural event because this event is spread across many locations (nagari) and is periodic (not permanent), so visibility can only be achieved through intensive and planned promotional efforts. In the context of domestic tourism, especially cultural events such as 'One Nagari, One Event', promoting events through various channels is essential to increase visitors' intention to attend. Therefore, destination and event managers are encouraged to utilize these marketing interventions to maximize their impact and increase the likelihood of future attendance.

The Effect of Facilities on Tourists' Intention to Visit Tanah Datar

Hypothesis 5 investigates the relationship between facilities and the intention to visit One Nagari, One Event. Consistent with prior studies by Yoon et al. (2001), Jayaprakash & Mythili (2017), and

Hutchinson et al (2009), our findings demonstrate that infrastructure plays a crucial role in enhancing the intention to visit both the destination and the event. Visitors assess the availability of essential facilities at events and destinations before making a decision. For example, if visitors are aware that necessary facilities, such as accommodations, transportation, and dining options, are well-provided, they are more likely to attend the event. Destination managers must ensure that basic infrastructure and facilities are accessible to visitors. Furthermore, it is important to provide specialized facilities, such as prayer rooms for specific events, including religious gatherings. These findings offer practical implications for destination and event managers aiming to attract visitors. Prioritizing the availability of necessary and relevant facilities at event locations is critical, as this is a key consideration for visitors.

Theoretically, these results are strongly supported by the Destination Attractiveness Theory (Yangzhou Hu, 1993) (Yoon, 2005). This theory places Facilities (Infrastructure and Amenities) as a fundamental component of destination attractiveness. Adequate, safe, and comfortable facilities meet the basic needs (hygiene factors) of tourists, thereby reducing barriers to visits and directly increasing intent. This phenomenon is particularly important in the context of Tanah Datar, which not only promotes cultural tourism but also focuses on Halal Tourism. Visitors assess the availability of essential facilities at events and destinations before making a decision. For example, if visitors know that important facilities such as accommodation,

transportation, and dining options are readily available, they are more likely to attend the event. In addition, special Halal facilities (such as the availability of Halal food and comfortable places of worship or prayer rooms) are basic fulfillment criteria that greatly determine the intentions of Muslim tourists.

Destination managers must ensure that basic infrastructure and facilities are accessible to visitors. Furthermore, it is important to provide special facilities, such as prayer rooms for specific events, including religious gatherings. These findings have practical implications for destination and event managers aiming to attract visitors. Prioritize the availability of necessary and relevant facilities at the event location, as this is a key consideration for visitors.

Conclusion

This study aimed to analyze the influence of attitudes, subjective norms, perceived behavioral control, promotion, and facilities on tourists' intention to visit Tanah Datar Regency through the "One Nagari, One Event" program within the framework of halal tourism. The findings reveal that attitudes, subjective norms, perceived behavioral control, and facilities significantly and positively influence visiting intentions, whereas promotion, despite showing a positive relationship, does not significantly affect tourists' decisions. These results confirm that visitors' internal evaluations and environmental support are stronger determinants of visiting intention than promotional exposure alone.

The study implies that strengthening tourists' positive perceptions, providing halal-compliant facilities, and improving accessibility are crucial to enhancing the attractiveness of Tanah Datar as a halal tourism destination. Meanwhile, promotional efforts must be optimized through digital marketing strategies that effectively reach target audiences and convey consistent halal tourism branding.

However, this study is limited by its relatively small sample size and geographic scope, focusing only on visitors who had previously traveled to Tanah Datar. Future research should involve a broader respondent base, include comparative analyses with other halal tourism destinations, and explore mediating factors such as event satisfaction or destination image.

Overall, the results contribute to the growing discourse on integrating cultural heritage and halal tourism marketing. They highlight that local cultural initiatives like "One Nagari, One Event" can become strategic tools in strengthening Indonesia's halal tourism industry when supported by adequate facilities, community engagement, and innovative digital promotion.

Recommendation

The results of this study provide several important implications for the development of halal tourism based on cultural heritage in Tanah Datar Regency. The significant influence of attitudes, subjective norms, behavioral control, and facilities on tourists' visiting intentions indicates that cultural-based tourism programs such as "One Nagari, One Event" can effectively strengthen the halal tourism ecosystem when supported by adequate infrastructure and community participation. However, the finding that promotion has a positive but insignificant effect suggests that current promotional efforts still need improvement, particularly in terms of digital engagement and communication strategies.

Therefore, it is recommended that the local government and tourism stakeholders enhance the quality and attractiveness of cultural events by integrating traditional values with the principles of halal tourism. Events should not only serve as cultural showcases but also as experiences that reflect the halal lifestyle, such as halal culinary exhibitions, local craft markets, and religious-friendly facilities. In parallel, the development of halal-compliant infrastructure—covering accommodation, food services, and prayer facilities—should be prioritized to ensure comfort and trust among Muslim tourists.

Furthermore, the optimization of digital marketing is essential to increase event visibility and engagement. The use of social media platforms, influencer collaborations, and digital storytelling can strengthen the image of "One Nagari, One Event" as a distinctive halal tourism brand. Involving local communities, cultural figures, and religious leaders in promotional activities will also reinforce social trust and collective participation, in line with the strong influence of subjective norms found in this study.

In the long term, collaboration between government institutions, private sectors, and academic researchers should be maintained

to ensure sustainable program implementation. Through continuous innovation, policy support, and the adoption of digital marketing practices, Tanah Datar Regency has the potential to become a model for integrating cultural heritage and halal tourism within Indonesia's growing halal industry.

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