The Influence of Environmental Awareness, Tourism Literacy and The Role of Managers in The Development of Halal Tourism in Sampang (Case Study: Lon Malang, Beach)

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Abstract

This study aims to analyze the influence of environmental awareness, tourism literacy, and the role of managers on the development of halal tourism in Lon Malang Beach, Sampang. The background of this study is based on the great potential of marine tourism in Sampang, which has not been optimally developed due to low environmental awareness, limited tourism literacy, and the weak role of destination managers. The research method used a quantitative approach with multiple linear regression analysis of 100 respondents consisting of tourism managers, MSME actors, and the surrounding community. The results showed that simultaneously, the three independent variables had a significant effect on the development of halal tourism. However, partially, only the variable of the role of managers had a positive and significant effect, while environmental awareness and tourism literacy had no significant effect. These findings emphasize the importance of increasing the capacity of managers and stakeholder collaboration in realizing a competitive and sustainable halal tourism destination.

Keywords **:** *Environmental Awareness, Tourism Literacy, Role of Managers, Eco-Halal Tourism*

INTRODUCTION

Tourism has become one of the most rapidly developing industries in Indonesia. This is due to its significant contribution to economic growth and improving the welfare of the community. Along with this, a phenomenon has emerged that is currently the subject of much discussion and attention among both the public and the government, namely the trend of (halal tourism). This trend is showing increasing growth, driven by the large number of people who have begun to adopt a (halal lifestyle). This halal awareness is no longer limited to food and beverage products, but has evolved to include the financial, pharmaceutical, clothing, media, and recreation sectors, and now tourism (Setiawan & Hasanah, 2023).

On the one hand, tourism growth boosts the economy, but on the other hand, it poses challenges in the form of ecosystem damage and environmental pollution. Therefore, the concept of halal tourism has emerged, emphasizing a balance between economic, social, and environmental aspects (Sarapang et al., 2024). In its development, innovations such as halal tourism have emerged, integrating the principles of ecotourism with halal values in accordance with Islamic law. Halal tourism not only emphasizes environmental conservation but also prioritizes the comfort of Muslim tourists while traveling, such as the availability of worship facilities, halal cuisine, and attractions that align with cultural norms. This enables it to provide unique added value and higher competitiveness (Ajidin et al., 2024).

In Indonesia, the potential for developing halal tourism is enormous because the country has the largest Muslim population in the world, around 240 million people (±87% of the total population) (Pew Research Center, 2022). The latest data also reinforces this, with the Muslim population reaching 244.7 million out of a total population of around 281.3 million, which means around 87% (GoodStats, 2025). With this number, Indonesia ranks as the country with the largest Muslim population in the world, thereby increasing the market potential and acceptance of halal tourism (Samudra et al., 2024).

Seeing Indonesia as an archipelagic country with thousands of islands scattered across all provinces, offering beautiful natural charm and distinctive and unique cultures, Indonesia has the potential to attract both local and foreign tourists to become tourist destinations (Maulana & Qadariyah, 2019). Among the many provinces in Indonesia, the Ministry of Tourism has designated at least 15 provinces to focus on developing Halal Tourism destinations and 13 provinces that are ready to become Halal Tourism destinations (Esa Rizki Nur Ilhami & Yustina Chrismardani, 2023). Sampang Regency, as part of East Java Province, is also involved in the focus on developing halal tourism. Sampang Regency is known for its marine tourism, and with a Muslim majority population, it is one of the regencies that promotes tourism and has many famous tourist attractions, one of which is Lon Malang Beach. The beauty of Lon Malang Beach has made it one of the destinations that the East Java Provincial Government, through the Culture and Tourism Office, will collaborate on in its agenda to prepare Madura Island as a Halal Industrial Zone (KIH). Management has been handed over to the BUMDes Mitra Mandiri. Facilities available at Lon Malang Beach include a mosque, café, souvenir gallery, photo spots, horseback riding, ATV rides, and more (SampangKab.go.id, 2022). Below is the list of visitors to Lon Malang Beach from 2023 to 2024.

Table 1 Data on visits to Lon Malang, Beach Month Description 2023 2024

Month	Description			
	2023		2024	
	Wisnus	Wisman	Wisnus	Wisman
January	8.068	-	6.834	-
February	5.785	-	7.982	-

Month	Description			
	2023		2024	
	Wisnus	Wisman	Wisnus	Wisman
March	7.382	17	6.802	-
April	36.177	-	33.770	4
May	16.191	2	7.015	-
June	11.463	-	7.517	-
July	13.758	-	4.311	-
August	6.795	-	3.339	-
September	7.021	-	3.773	-
October	6.840	-	9.573	-
November	7.188	-	10.675	-
December	18.967	-	25.088	-

Source: Dinas Pariwisata Sampang (2025)

Previous research conducted by Harini et al. (2025) showed significant differences in economic, social, cultural, and environmental aspects after the development of the tourist village. However, this research needs to be further examined in terms of environmental awareness, tourism literacy, and the role of destination managers, which are important focuses in the development of halal tourism.

Furthermore, Aini et al. (2022) discussed strategies for developing halal tourism in Central Java through the creation of thematic routes based on history, culture, and nature. The results showed that this strategy was able to encourage sustainable economic development and increase the attractiveness of halal tourism in the region. The results of this study need to be explored further by examining the role of halal ecotourism, environmental ecosystem dimensions, and tourism literacy in coastal areas.

Previous research conducted by Asyrofi et al. (2024) discusses the development of ecotourism in Indonesia, showing that ecotourism has great potential in promoting sustainable development, both economically, socially, and environmentally. The results of this study confirm that good eco-tourism management can improve the welfare of local communities while preserving nature. However, this study needs to be further developed in a general discussion of the concept of tourism that specifically integrates halal tourism relevant to the needs of Muslim tourists in Indonesia.

Several studies have made significant contributions to the role of marketing, the provision of halal facilities, and strategies for developing tourism based on economics and culture. However, these studies still need to be further developed by adding environmental awareness, tourism literacy, and the role of managers in the context of halal tourism development. Thus, these variables can provide theoretical contributions to the development of halal tourism literature, as well as practical recommendations for local governments, tourism managers, and the community in developing environmentally friendly, sustainable, and highly competitive halal tourism.

This research is highly urgent and important because it provides insight into how tourism activities can be developed sustainably and in accordance with the dominant

religious values in the region. In addition, this research was conducted because Sampang Regency has great potential for developing halal tourism, but still faces low environmental awareness, tourism literacy, and the role of destination managers.

LITERATURE REVIEW

Environmental Awareness

Environmental awareness is the responsibility of individuals/communities, who are part of nature, to ensure that current and future generations can live in a healthy, clean, and safe environment by complying with and protecting environmental principles. Environmental awareness is defined as the level of concern that a person has for environmental issues (Üzülmez et al., 2023).

The environment is one of the main pillars of sustainable tourism. According to the UNWTO (United Nations World Tourism Organization), environmental management includes environmental protection, water and energy consumption, waste management, and contamination control. The development of tourism as part of the development sector will be relevant if it is tailored to the potential of the region. Therefore, tourism development needs to be based on the principle of sustainability, which means that the development must be ecologically sustainable in the long term, such as processing organic waste into fertilizer and providing environmentally friendly facilities (Maulidina et al., 2024).

Environmental awareness must meet the needs of tourists while preserving the environment, thereby providing sustainable benefits for both the present and the future (Nathaniel Septian Prasmono & Wiwik Nirmala Sari, 2024).

Tourism Literacy

Tourism literacy is an individual's ability to understand, interpret, and utilize information about tourism critically and responsibly. This concept includes knowledge about destinations, cultural values, local wisdom, and environmental and social awareness (Marselus Robot, 2021).

In the context of tourism development, tourism literacy contributes strategically to strengthening the capacity of local communities. Communities with high levels of tourism literacy tend to be able to manage tourism potential independently, understand the economic value of tourism resources, and preserve the environment and culture. Tourism literacy also encourages collaboration between the government, tourism industry players, and communities to create educational and sustainable tourist destinations (Marzuki, 2022).

Tourism literacy does not only focus on increasing the knowledge of tourists, but also encourages local communities to play an active role in managing the tourism potential in their area. Therefore, increasing tourism literacy is an important prerequisite for realizing inclusive tourism that is oriented towards community welfare.

The Role of Managers

Tourism managers play an important role in maintaining the sustainability of tourism through the management of natural resources, facilities, and the quality of services provided to tourists. The role of tourism managers is not only focused on increasing the number of visitors, but also on developing sustainable tourism by paying attention to social, cultural, and environmental aspects (Rahmawati et al., 2020).

Tourism managers also play a role in raising awareness among tourists and the community about the importance of protecting the destination's environment. Educational programs, the provision of environmentally friendly facilities, and digital campaigns can be used as a means to encourage tourists to behave in an environmentally friendly manner (Gede & Rama, 2024). In addition, halal tourism managers not only pay attention to worship facilities and halal cuisine, but also ensure that the tourism offered is environmentally friendly and does not damage local cultural values. Managers must be able to create destinations that meet the spiritual, ecological, and recreational needs of tourists in a balanced manner.

The role of tourism managers is also crucial in building the image and appeal of a destination. With good management, such as the development of digital marketing strategies, tourism product innovation, and the management of comfortable facilities, tourism managers must be able to increase tourist satisfaction, which will have an impact on their intention to return.

Development Of Halal Tourism

The development of halal tourism is a strategic effort to increase the competitiveness of tourist destinations by integrating Islamic values into the tourism sector. This concept does not only emphasize the provision of products and services that comply with sharia principles. The development of halal tourism is very relevant considering that Indonesia is the largest Muslim country in the world and has enormous natural tourism potential. In addition, the involvement of local communities in tourism management not only boosts the local economy but also ensures sustainable resources by taking into account Sharia and environmental aspects (Asyrofi & Hilal, 2024)

The Indonesian government, through the Ministry of Tourism and Creative Economy, has also implemented various strategies to support the development of sustainable halal tourism. These measures include halal certification in the tourism industry, the provision of worship facilities at tourist destinations, and training for industry players to understand halal service standards (Kementerian Pariwisata dan Ekonomi Kreatif RI, 2021).

The development of halal tourism can be used as a model for tourism that is oriented towards sustainability and sharia compliance, which not only provides a suitable travel experience for Muslim tourists but also contributes to environmental preservation and local community empowerment. Thus, halal tourism can become a new attraction that has added value, namely being environmentally friendly and in accordance with

Sharia (Nasik, 2019).

Research Hypothesis

H_{O1}: Environmental awareness has no effect on the development of halal tourism.

Ha1: The higher the environmental awareness, the greater the development of halal tourism.

H_{O2}: Tourism literacy has no effect on the development of halal tourism.

Ha_2: The better the tourism literacy, the greater the development of halal tourism.

H_{O3}: The role of managers has no effect on the development of halal tourism

Ha_3: A more active/effective role of managers enhances the development of tourism

H_{O4}: Environmental awareness, tourism literacy, and the role of managers simultaneously do not have a significant effect on the development of halal tourism on Lon Malang Beach.

Ha_4: Environmental awareness, tourism literacy, and the role of managers simultaneously have a significant effect on the development of halal tourism on Lon Malang Beach.

RESEARCH METHOD

This study uses a quantitative method with a linear multiple regression approach that aims to determine the effect of independent variables, namely environmental awareness, tourism literacy, and the role of managers on the dependent variable, namely the development of halal tourism. The population in this study consists of tourism managers, government officials, activists, and MSME actors in all tourist destinations on Lon Malang, Beach, Sampang Regency, totaling 100 people. Based on the Slovin formula with a 10% error rate, the minimum sample size obtained was 99.98, which was rounded up to 100 respondents (Sugiyono, 2020).

The data sources used consisted of primary and secondary data. Primary data was obtained through the distribution of questionnaires using a Likert scale to measure the attitudes, perceptions, and opinions of respondents, while secondary data was obtained through literature studies from various literature, journals, and other relevant sources.

The instrument test was carried out with validity and reliability tests, where the instrument was declared valid if the calculated r value was > r table and reliable if Cronbach's Alpha value was > 0.6. The data analysis technique used was multiple linear regression by first conducting a classical assumption test which included a normality test, heteroscedasticity test, and multicollinearity test. The normality test was conducted using the Normal Probability Plot and Kolmogorov-Smirnov tests, the heteroscedasticity test was conducted to determine the similarity of residual variance between observations, while the multicollinearity test was conducted by looking at VIF values < 10 and tolerance > 0.1. Next, hypothesis testing was performed using the test the coefficient of determination (R^2), t-test to determine the partial effect of each independent variable on the dependent variable, and the F-test to determine the simultaneous effect of all independent variables on the dependent variable (Ghozali, 2013).

RESULTS AND DISCUSSION

GENERAL DESCRIPTION

Dinas Pariwisata

The Tourism Office is a local government agency (province, regency, and city) tasked with developing and managing the tourism sector in its region, including destination development, promotion, and the organization of tourism activities (Kementrian Pariwisata dan Ekonomi kreatif, 2023).

The Tourism Office is tasked with administering government affairs in the field of tourism and the creative economy in the sub-sectors of the tourism industry, tourism marketing, the development of the creative economy through the utilization and protection of intellectual property rights, the development of tourism and creative economy resources, as well as administering government affairs in the field of tourism. It is also tasked with administering communication and information technology affairs related to the creative economy tourism (ppidjakarta.go.id., 2023).

Lon Malang, Beach

Lon Malang Beach, located in Bira Tengah Village, Sokobanah District, Sampang Regency, Madura, is one of the beach tourist attractions that offers white sand, casuarina trees, and beautiful sunset views. This beach is equipped with various rides such as ATVs, banana boats, horse riding, fishing, and camping sites, as well as various supporting facilities and culinary options. In addition to its natural beauty, the beach is also being developed as a sustainable tourism area and a potential halal tourism destination (SampangKab.go.id, 2022).

DATA PROCESSING RESULTS

Research Instrument Test

Validity Test

Validity test is conducted to determine ehether the statements in the questionairee are valid or not. This test use person correlation with the help of SPSS version 16 with the provision the an item is declared valid if r count > r table.

Table 2
Results of Validity Test Environmental Awereness

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	TOTALX1
X1_1	Pearson Correlation	1	.309	.765**	-.204	.247	.544**
	Sig. (2-tailed)		.097	.000	.280	.189	.002
	N	30	30	30	30	30	30
X1_2	Pearson Correlation	.309	1	.489**	.497**	.393*	.775**
	Sig. (2-tailed)	.097		.006	.005	.032	.000
	N	30	30	30	30	30	30
X1_3	Pearson Correlation	.765**	.489**	1	.034	.387*	.733**
	Sig. (2-tailed)	.000	.006		.858	.035	.000
	N	30	30	30	30	30	30
X1_4	Pearson Correlation	-.204	.497**	.034	1	.531**	.604**
	Sig. (2-tailed)	.280	.005	.858		.003	.000
	N	30	30	30	30	30	30
X1_5	Pearson Correlation	.247	.393*	.387*	.531**	1	.778**
	Sig. (2-tailed)	.189	.032	.035	.003		.000
	N	30	30	30	30	30	30
TOTALX1	Pearson Correlation	.544**	.775**	.733**	.604**	.778**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed)

Source: Data processing results SPSS 16 (2025)

Based on the results of the validity test of the environmental awereness variable on each item with a significance level of 5% or 0.05, the sig value <0.05 indicates that each statement item is declared valid. This means that each statement instrument in the questionare can actually measure the variables to be studied.

Table 3
Results of Validity Test Tourism Literacy

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	TOTALX2
X2_1	Pearson Correlation	1	.532**	.711**	.805**	.669**	.954**
	Sig. (2-tailed)		.002	.000	.000	.000	.000
	N	30	30	30	30	30	30
X2_2	Pearson Correlation	.532**	1	.434*	.255	.223	.587**
	Sig. (2-tailed)	.002		.017	.173	.237	.001
	N	30	30	30	30	30	30
X2_3	Pearson Correlation	.711**	.434*	1	.460*	.569**	.812**
	Sig. (2-tailed)	.000	.017		.011	.001	.000
	N	30	30	30	30	30	30
X2_4	Pearson Correlation	.805**	.255	.460*	1	.495**	.783**
	Sig. (2-tailed)	.000	.173	.011		.005	.000
	N	30	30	30	30	30	30
X2_5	Pearson Correlation	.669**	.223	.569**	.495**	1	.772**
	Sig. (2-tailed)	.000	.237	.001	.005		.000
	N	30	30	30	30	30	30
TOTALX2	Pearson Correlation	.954**	.587**	.812**	.783**	.772**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processing results SPSS 16 (2025)

Based on the results of the validity test of the tourism literacy variable on each item with a significance level of 5% or 0.05, the sig value <0.05 indicates that each statement item is declared valid. This means that each statement instrument in the questionare can actually measure the variables to be studied.

Table 4
Results of Validity Test The Role of Managers

Correlations

		X3_1	X3_2	X3_3	X3_4	TOTALX3
X3_1	Pearson Correlation	1	.553**	.541**	.591**	.823**
	Sig. (2-tailed)		.002	.002	.001	.000
	N	30	30	30	30	30
X3_2	Pearson Correlation	.553**	1	.470**	.607**	.820**
	Sig. (2-tailed)	.002		.009	.000	.000
	N	30	30	30	30	30
X3_3	Pearson Correlation	.541**	.470**	1	.404*	.754**
	Sig. (2-tailed)	.002	.009		.027	.000
	N	30	30	30	30	30
X3_4	Pearson Correlation	.591**	.607**	.404*	1	.817**
	Sig. (2-tailed)	.001	.000	.027		.000
	N	30	30	30	30	30
TOTALX3	Pearson Correlation	.823**	.820**	.754**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processing results SPSS 16 (2025)

Based on the results of the validity test of the role of managers variable on each item with a significance level of 5% or 0.05, the sig value <0.05 indicates that each statement item is declared valid. This means that each statement instrument in the questionare can actually measure the variables to be studied.

Table 5
Results of Validity Test Development Of Halal Tourism

Correlations

		Y1	Y2	Y3	Y4	TOTAL Y
Y1	Pearson Correlation	1	.271	.547**	.453*	.780**
	Sig. (2-tailed)		.147	.002	.012	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.271	1	.508**	.209	.588**
	Sig. (2-tailed)	.147		.004	.267	.001
	N	30	30	30	30	30
Y3	Pearson Correlation	.547**	.508**	1	.479**	.845**
	Sig. (2-tailed)	.002	.004		.007	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.453*	.209	.479**	1	.761**
	Sig. (2-tailed)	.012	.267	.007		.000
	N	30	30	30	30	30
TOTAL Y	Pearson Correlation	.780**	.588**	.845**	.761**	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processing results SPSS 16 (2025)

Based on the results of the validity test of the development of halal tourism variable on each item with a significance level of 5% or 0.05, the sig value <0.05 indicates that each statement item is declared valid. This means that each statement instrument in the questionare can actually measure the variables to be studied.

Realibility Test

Reliability test is used to measure the level of stability of the questionnaire. Therefore, reliability testing is carried out on the research instrument by calculating the Cronbach Alpha value. The questionnaire is declared reliable if the Cronbach Alpha value is >0,60. The results of the reliability test can be seen in the table below:

Table 6
Results of Realibility Test

Variabels	Cronbach's Alpha	Standar	Information
Enviromental Awereness (X1)	0,718	0,60	Reliable
Tourism Literacy (X2)	0,848	0,60	Reliable
The Role of Managers (X3)	0,814	0,60	Reliable
Development of Halal Tourism (Y)	0,735	0,60	Reliable

Source: Data processing results SPSS 16 (2025)

Based on the results of the reliability calculation table above, it can be seen that the Cronbach alpha value of the environmental awereness (X1) is 0,718, tourism literacy (X20 is 0,848, the role of managers (X3) is 0,814 and the Cronbach alpha value of the development of halal tourism (Y) is 0,735. This shows that the Cronbach alpha value of each variable .0,60means that the environmental awereness (X1), tourism literacy (X2), the role of managers (X3) and development of halal tourism (Y) are declared reliable and can be used as research intsruments.

Classical Assumption Test
Normality Test

The normality test is used to see whether the data is normally distributed or not. The test is carried out by testing the normality of the residuals is the non-parametric Kolmogorov-Smirnov (KS) statistical test. If the Kolmogorov-Smirnov results a significant value above 0,05, the the residual data is normally distributed. Meanwhile, if the Kolmogorov-Smirnov show a significant value below 0,05, then the residual data is not normally distributed. The results of the normality test are presented as follows.

Table 7
Results of Kolmogorov-Simrnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.26566778
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.081
Kolmogorov-Smirnov Z		.900
Asymp. Sig. (2-tailed)		.393

a. Test distribution is Normal.

Source: Data processing results SPSS 16 (2025)

Based on the sig. value in the Kolmogorov-Smirnov test is 0,393 means sig >0,05 it can be concluded that the residual data is normally distributed.

Multicollinearity Test

Multicollinearity testing is a test in regression analysis that aims to determine whether there is a strong relationship or high correlation between independent variables (free variables) in the research model. Multicollinearity testing is generally performed by looking at tolerance values >0.10 or VIF values <10, which pass the multicollinearity test. Meanwhile, if the tolerance value is <0.10 or the VIF value is >10, then it does not pass the multicollinearity test. The results of the multicollinearity test are presented as follows.

Table 8
Results of Multicollinearity Test

Coefficients[a]

Models		Collinearity Statistics	
		Tolerance	VIF
1	TOTALX1	.613	1.633
	TOTALX2	.387	2.582
	TOTALX3	.469	2.133

a. Dependent Variable: TOTALY

Source: Data processing results SPSS 16 (2025)

The multicollinearity test results show that all variables have a tolerance value >0.10 or a VIF value <10, so it can be concluded that there are no symptoms of multicollinearity or that the multicollinearity test has been passed.

Heteroscedasticity Test

The heteroscedasticity test is conducted to examine whether there is variance inequality in the regression equation from one observation to another. The test uses a significance level of 0.05. If the correlation between the independent variable and the residual is more than 0.05, it can be said that there is no heteroscedasticity problem in the regression model. The results of the multicollinearity test are presented as follows.

Table 9
Results of Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.262	.491		2.571	.012
	TOTALX1	.151	.065	.293	2.310	.023
	TOTALX2	-.081	.069	-.187	-1.175	.243
	TOTALX3	-.001	.073	-.003	-.020	.984

a. Dependent Variable: ABS_RES

Source: Data processing results SPSS 16 (2025)

The results of the heteroscedasticity test show that all variables have a sig value >0.05, so it can be concluded that there are no signs of heteroscedasticity or that the heteroscedasticity test has been passed.

Multiple Linear Regression Equations

Multiple linear regression analysis is used to determine the extent to which several independent variables affect a dependent variable and can also predict the value of the dependent variable when all independent variables are already known.

$Y= a+\beta_1X_1+\beta_2X_2+\beta_3X_3+\varepsilon$

Table 10
Results of Multiple Linear Regression Equations

Coefficients[a]

Model		Unstandardized Coefficients
		B
1	(Constant)	3.588
	TOTALX1	.018
	TOTALX2	.041
	TOTALX3	.458

a. Dependent Variable: TOTALLY

Source: Data processing results SPSS 16 (2025)

The explanation is as follows:

Based on the results of multiple linear regression analysis, the following regression equation was obtained: Y= 3.588+0,18X1+0,41X2+0,548X3+ε, where environmental awareness (X1), tourism literacy (X2), the role of managers (X3), and halal tourism development (Y). The constant value of 3.588 indicates that if all independent variables are zero, the base value of halal tourism development is 3.588.

The regression coefficient of the environmental awareness variable (X1) of 0.018 indicates that every increase in environmental awareness will increase halal tourism development (Y) by 0.018, assuming other variables remain constant. Meanwhile, the coefficient value of the tourism literacy variable (X2) of 0.041 means that every increase in tourism literacy will increase the development of halal tourism (Y). Meanwhile, the coefficient value of the manager's role variable (X3) is 0.458, which indicates that every increase in variable X3 will increase the variable of halal tourism development (Y) by 45.8%.

Hypothesis Test

Test the Coefficient of Determination (R^2)

Test the Coefficient of Determination (R^2) is a test used to determine the extent to which independent variables (X_1, X_2, X_3) explain the dependent variable (Y). In other words, this test shows the extent to which environmental awareness, tourism literacy, and the role of managers contribute to the development of halal tourism.

Table 11
Results of Test the Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534[a]	.285	.263	2.30080

a. Predictors: (Constant), TOTALX3, TOTALX1, TOTALX2

Source: Data processing results SPSS 16 (2025)

The adj R Square value is 0.285 or 28.5%. This coefficient of determination value indicates that the variables of Environmental Awareness (X1), Tourism Literacy (X2), and Managerial Role (X3) are able to explain the variable of Halal Tourism Development (Y) by 28.5%, while the remaining 71.5% is explained by other variables.

T-Test

The t-test basically shows the extent to which one explanatory/independent variable individually explains the variation in the dependent variable. This test is used to test the partial regression coefficient of the independent variable.

Table 12
Results of T-Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.588	.799		4.494	.000
	TOTALX1	.018	.106	.019	.173	.863
	TOTALX2	.041	.112	.051	.367	.714
	TOTALX3	.458	.119	.485	3.851	.000

a. Dependent Variable: TOTALY

Source: Data processing results SPSS 16 (2025)

The partial effect of the independent variable on the dependent variable is as follows: The t-value for the Environmental Awareness variable (X1) is 0.173 < the t-table value of 1.984 and the sig. value is 0.863>0.05, so Ha is rejected and HO is accepted. It can therefore be concluded that, partially, the environmental awareness variable does not have a significant effect on the development of halal tourism. This means that the level of environmental awareness among the community or visitors is not yet a major factor influencing the improvement or development of halal tourism on the coast of Lon Malang.

The t-value for the Tourism Literacy variable (X2) is 0.367 < the t-table value of 1.984 and the sig. value is 0.714>0.05, so Ha is rejected and HO is accepted. It can therefore be concluded that tourism literacy does not have a significant effect on the development of halal tourism in part. This means that the level of understanding or literacy of the community about the concept of tourism, including eco-halal tourism, has not had a real impact on the development of this sector. Although the coefficient direction is positive, its contribution to the increase in halal tourism development is still low.

The t-value of the Managerial Role variable (X3) is 0.458 > t-table value 1.984) and the sig. value is 0.000 <0.05, so Ha is accepted and HO is rejected. Therefore, it can be concluded that the role of managers has a positive and significant effect on the development of halal tourism. This means that the better the role of managers in managing, developing, and promoting tourist destinations, the greater the increase in halal tourism development in Lon Malang Beach.

Overall, these results show that among the three independent variables studied (environmental awareness, tourism literacy, and the role of managers), only the role of

managers (X3) has a significant effect on the development of halal tourism. Meanwhile, the other two variables, namely environmental awareness and tourism literacy, do not have a significant partial effect.

F-Test

The F test basically shows whether all independent variables included in the model have a combined effect on the dependent variable. By testing whether the calculated F value is >F table or sig <a, then Ha is accepted and HO is rejected. If the calculated F value is < F table or sig>a, then HO is rejected and Ha is accepted.

Table 13
Results of F-Test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202.448	3	67.483	12.748	.000[a]
	Residual	508.192	96	5.294		
	Total	710.640	99			

a. Predictors: (Constant), TOTALX3, TOTALX1, TOTALX2

b. Dependent Variable: TOTALY

Source: Data processing results SPSS 16 (2025)

The calculated F value is 12.748 > the F table value of 2.699 and the sig. value is 0.000 < 0.05, so HO is rejected and Ha is accepted, meaning that the variables of environmental awareness, tourism literacy, and the role of managers have a simultaneous effect on the development of halal tourism at Lon Malang, Beach.

DISCUSSION

The Influence of Environmental Awareness on the Development of Halal Tourism in Lon Malang Beach, Sampang

The partial test (T-test) results show that the Environmental Awareness variable (X1) does not have a significant effect on the development of halal tourism in Lon Malang Beach with a sig value of 0.863>0.05. This means that the level of awareness among the community and tourists regarding the importance of preserving nature has not become a major factor in driving the development of halal tourism.

According to the Environmental Awareness Theory, environmental awareness is formed through three main components: knowledge, attitude, and action (Kollmuss & Agyeman, 2002) . In the context of Lon Malang Beach, the community tends to understand the importance of cleanliness, but collective action is still weak due to the lack of facilities and waste management systems. Therefore, increasing environmental

awareness at Lon Malang Beach must be accompanied by concrete policies such as *eco campaigns*, the provision of green facilities, and continuous education for tourism operators and the local community (Maulidina et al., 2024).

The Effect of Tourism Literacy on the Development of Halal Tourism in Lon Malang Beach, Sampang

The Tourism Literacy variable (X2) also did not show a significant effect with a sig. value of 0.714>0.05. This low effect indicates that although the community has basic information about tourism, not many understand the principles of halal tourism and sustainable destination management.

Tourism literacy is not just knowledge, but also includes the ability to internalize cultural and environmental values in tourism activities. If literacy stops at knowledge without application, its impact on tourism development will be minimal. Therefore, increasing tourism literacy in tourism villages can strengthen community involvement in management and encourage sustainable tourism behavior (Marzuki, 2022).

The Influence of the Role of Managers on the Development of Halal Tourism in Panatai Lon Malang, Sampang

Unlike the two previous variables, the Role of Managers variable has a positive and significant influence on the development of halal tourism with a sig. value of 000<0.005. This means that an increase in the effectiveness of destination management by managers is directly proportional to the progress of halal destinations in Pantai Lon Malang.

Destination managers not only perform administrative functions, but also play a role in maintaining service quality, innovating tourism products, and integrating local values with modern marketing strategies (Rahmawati et al., 2020).

Strong communication strategies and the professionalism of managers can enhance the image of the destination and attract repeat tourists. In the context of Lon Beach, Malang, the role of the Mitra Mandiri BUMDes manager has proven to be crucial in providing worship facilities, managing cleanliness, and promoting the halal destination digitally (Gede & Rama, 2024).

Environmental Awareness, Tourism Literacy, and the Role of Managers simultaneously influence the Development of Halal Tourism at Lon Beach, Malang, Sampang

The simultaneous test (F test) shows that the variables of Environmental Awareness (X1), Tourism Literacy (X2), and the Role of Managers (X3) together have a significant effect on the Development of Halal Tourism (Y). The F value is 12.748 > the F table value of 2.699 and the sig. value is 0.000 < 0.05. However, from the partial test results, it can be seen that the largest contribution comes from the Role of Management, while the other two variables contribute indirectly.

The coefficient of determination (R^2) value of 0.285 shows that this regression model is able to explain 28.55% of the variation in halal tourism development. The remaining 71.55% is influenced by other factors, such as government support, tourism

infrastructure, regional policies, digital promotion, and local community involvement. Although the R^2 value is moderate, this is normal in social research because human behavior and social dynamics are very complex and cannot be fully explained by just a few variables (Hair et al, 2019).

CONCLUSION

Based on the analysis results, it can be concluded that the variables of environmental awareness, tourism literacy, and the role of managers simultaneously influence the development of halal tourism in Lon Malang Beach, Sampang. However, partially, only the role of managers has a positive and significant effect on the development of halal tourism, while environmental awareness and tourism literacy do not have a significant effect.

These results indicate that managers play a dominant role in developing halal tourism destinations through management, promotion, and the provision of facilities that are in accordance with sharia principles and sustainability. Meanwhile, the low influence of environmental awareness and tourism literacy indicates the need for increased education and socialization among the community and tourists.

With a coefficient of determination of 28.5%, this study confirms that management factors are key to promoting the development of halal tourism that is competitive, sustainable, and in line with Islamic values.

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