

Strategies of Da'wah through Tourism: Opportunities and Challenges in the Age of Globalization

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Abstract

Tourism has become an important platform for communicating Islamic values and strengthening Da'wah through ethical, cultural, and Halal-based experiences. This study examines the role of Da'wah in tourism through the development of a systematic Halal ecosystem that includes Halal hospitality, modest fashion, Islamic entertainment, ethical services, and effective Islamic communication. The study uses a qualitative method based on library research and document analysis. Data are collected from books, journal articles, reports, and other academic sources related to Halal tourism, Islamic lifestyle industries, Islamic communication, and Da'wah practices. These sources are analyzed thematically to identify key concepts, opportunities, challenges, and strategies for integrating Da'wah with tourism. The study finds that tourism can serve not only as an economic activity but also as a meaningful medium for presenting Islamic teachings, values, ethics, and ways of life to Muslim and non-Muslim tourists. A well-structured Halal ecosystem can strengthen Da'wah by offering tourists a positive experience of Islam through services, behavior, environment, communication, and cultural presentation. Key elements such as Halal food, prayer facilities, modest dress, family-friendly entertainment, Islamic hospitality, and respectful communication help present Islam as peaceful and organized modern life. However, several challenges remain, including differences in Halal standards, weak stakeholder coordination, commercialization of Islamic symbols, globalization, and difficulties in communicating Islamic values in multicultural tourism settings. The study concludes that an integrated Halal tourism strategy based on Islamic principles, professional tourism management, stakeholder cooperation, and culturally sensitive Da'wah communication can strengthen Halal tourism and promote Islamic values positively and practically.

Keywords: Halal Tourism; Halal Ecosystem; Da'wah; Islamic communication; Islamic hospitality.

Introduction

Tourism in the era of globalization has become an important

platform for cultural exchange, social interaction, and international communication. It brings people from different religious, cultural, and social backgrounds into direct contact with one another. As a result, tourism is no longer viewed only as an economic activity. It is also understood as a medium for intercultural understanding, value transmission, and the presentation of religious and cultural identity. Within this context, Islamic tourism and Halal tourism have received increasing academic and industry attention as important parts of the global tourism sector (Suban et al., 2023; Vargas-Sánchez & Moral-Moral, 2019; Zamani-Farahani & Henderson, 2010).

Islamic Da'wah refers to the effort of inviting people toward understanding Islam through wisdom, good conduct, and meaningful communication. Traditionally, Da'wah has been practiced through mosques, religious institutions, Islamic schools, and direct interpersonal communication. However, in the modern globalized world, the scope of Da'wah has expanded beyond traditional religious spaces. Today, Da'wah can also take place through tourism, hospitality, lifestyle practices, media, culture, and everyday social interaction. This wider understanding is important because many people may come to understand Islam not only through formal religious teaching, but also through the way Islamic values are practiced in daily life (Al-Bayanuni, 1995), (Echchaibi, 2011).

Tourism provides a unique opportunity for this practical form of Da'wah. When tourists visit Muslim-friendly destinations, Islamic heritage sites, Halal hotels, or culturally Islamic environments, they experience Islamic values through hospitality, food, dress, architecture, entertainment, and communication. For example, Halal food, prayer facilities, modest environments, family-friendly entertainment, honest business practices, and respectful hospitality can present Islam as a peaceful, ethical, and organized way of life. Halal tourism is therefore not limited to religious travel only. It also includes tourism activities and services that comply with Islamic principles and support the needs of Muslim travelers (Battour & Ismail, 2016). Similarly, Halal hospitality plays an important role in shaping tourist perceptions through service quality, religious sensitivity, and ethical practices (Henderson, 2016), (Stephenson, 2014).

The growth of Halal tourism is closely connected to the

broader Halal ecosystem. The Halal ecosystem includes different sectors such as Halal food, Islamic finance, Halal hospitality, modest fashion, Islamic entertainment, Halal cosmetics, logistics, and Islamic digital media. These sectors work together to create a complete Islamic lifestyle experience. Previous studies explain that Halal has developed beyond a religious label and has become connected with quality, trust, ethical consumption, and value-based branding (Wilson & Liu, 2010). In addition, Halal supply chain management is necessary to ensure that Halal products and services remain compliant during production, storage, transportation, and delivery (Tieman, 2011). Therefore, a strong Halal ecosystem can help tourism become not only Muslim-friendly but also ethically attractive to wider global audiences.

Halal tourism has also become more important because of the growing Muslim travel market. Muslim travelers increasingly seek destinations and services that support their religious needs, including Halal food, prayer spaces, modest recreational facilities, and family-friendly environments. At the same time, non-Muslim tourists may also be attracted to Halal tourism because of its emphasis on cleanliness, safety, ethical service, cultural richness, and respectful hospitality. Tourist experience in Halal tourism can influence satisfaction and loyalty, showing that service quality and value-based experiences are important for the development of this sector (Suhartanto et al., 2021), (Eid & El-Gohary, 2015). In this way, Halal tourism can serve both economic and spiritual purposes.

Globalization has created new opportunities for Da'wah through tourism. The movement of people across borders, the spread of digital media, and the growth of international travel have made it easier for Islamic values to reach diverse audiences. Islamic heritage sites, Muslim-friendly destinations, Halal hotels, Islamic cultural programs, and online tourism platforms can all contribute to Da'wah by presenting Islam in practical and accessible ways. Faith-based tourism can also support cultural sustainability by preserving religious identity and promoting meaningful visitor experiences (Shakona et al., 2022), (Kamarudin & Ismail, 2020). Therefore, tourism can become a bridge between religious values and global cultural understanding.

However, the integration of Da'wah and tourism also faces several challenges. One major challenge is the lack of unified Halal

standards across different countries and institutions. Different certification systems may create confusion among tourists, businesses, and service providers. Studies on Halal certification emphasize that greater clarity, harmonization, and accreditation are needed to build consumer trust and industry reliability (Khan & Haleem, 2016). Another challenge is weak coordination among tourism stakeholders, religious authorities, policymakers, hospitality providers, and local communities. Without cooperation, Halal tourism services may become inconsistent and less effective (Widodo et al., 2022).

Commercialization is another important concern. As Halal tourism becomes a profitable global industry, there is a risk that Islamic symbols and values may be used mainly for marketing purposes. This can weaken the spiritual and ethical meaning of Da'wah. Some scholars have questioned whether all forms of Halal tourism truly reflect Islamic values when commercial goals become stronger than religious and ethical commitments (El-Gohary, 2016). Therefore, the development of Halal tourism must carefully balance commercial growth with religious authenticity.

In multicultural tourism settings, Da'wah communication must also be handled with wisdom and sensitivity. Tourists may come from different religious, cultural, and ideological backgrounds. If Islamic values are communicated in a rigid, unclear, or culturally insensitive way, misunderstanding may occur. Effective Da'wah requires understanding the audience, the context, and the appropriate method of communication (Al-Bayanuni, 1995). This means that tourism-based Da'wah should focus on respectful communication, good behavior, ethical service, and universal values such as peace, honesty, cleanliness, modesty, family values, and social responsibility.

Therefore, this study examines how tourism can be used as a strategic medium for Da'wah through the development of a systematic Halal ecosystem. It focuses on key components such as Halal hospitality, modest fashion, Islamic entertainment, ethical services, and Da'wah communication. The study argues that tourism can become an effective platform for presenting Islam positively when Islamic principles are integrated with professional tourism management, stakeholder cooperation, and culturally sensitive communication. By doing so, Halal tourism can contribute

not only to economic development but also to the global promotion of Islamic values in a peaceful, practical, and meaningful way.

Literature Review

The relationship between tourism and religion has been widely discussed in academic literature, especially in relation to cultural exchange, identity formation, value transmission, and intercultural dialogue. Tourism allows visitors to encounter and interpret different religious traditions, cultural practices, and social values. These interactions can shape perceptions, reduce stereotypes, and promote mutual understanding among people from different backgrounds. In this sense, tourism can function as a form of soft communication because values are communicated through experience rather than formal instruction (Suban et al., 2023), (Zamani-Farahani & Henderson, 2010).

Islamic tourism has developed as an important area within religious and cultural tourism. It is connected to travel activities that are influenced by Islamic values, Muslim identity, religious heritage, and ethical service practices. Earlier studies on Islamic tourism show that tourism development in Muslim societies must consider religious principles, cultural expectations, and the needs of Muslim travelers (Zamani-Farahani & Henderson, 2010). At the same time, Islamic tourism is not limited to pilgrimage or religious visits. It also includes broader travel experiences that allow tourists to engage with Islamic history, culture, hospitality, and lifestyle.

Halal tourism is closely related to Islamic tourism but focuses more specifically on tourism services that comply with Islamic principles. These services include Halal food, prayer facilities, modest environments, ethical business practices, Muslim-friendly accommodation, and family-oriented recreational options. Battour and Ismail explain that Halal tourism includes concepts, practices, challenges, and future directions connected to the needs of Muslim travelers (Battour & Ismail, 2016). This shows that Halal tourism is not only about religious compliance but also about creating a comfortable and meaningful travel experience.

Several studies also show that Halal tourism can appeal to both Muslim and non-Muslim tourists. Muslim tourists value Halal tourism because it allows them to travel without compromising their religious obligations. Non-Muslim tourists may also appreciate

Halal tourism because of its emphasis on cleanliness, safety, ethical service, and cultural richness. Research on Muslim tourist perceived value and Halal tourism experience shows that service quality, emotional value, and meaningful experiences can influence tourist satisfaction and loyalty (Suhartanto et al., 2021), (Eid & El-Gohary, 2015). Therefore, Halal tourism has both spiritual and economic importance.

A major theme in the literature is the idea of the Halal ecosystem. The Halal ecosystem refers to an integrated system of products, services, institutions, and practices that follow Islamic principles. It includes Halal food, hospitality, finance, logistics, modest fashion, cosmetics, media, and entertainment. Wilson and Liu argue that Halal has developed into a value-based brand connected with trust, ethical consumption, and quality assurance (Wilson & Liu, 2010). Tieman also emphasizes that Halal supply chain management is necessary to maintain Halal integrity throughout production, transportation, storage, and service delivery (Tieman, 2011). These studies suggest that Halal tourism becomes stronger when it is supported by a broader Halal ecosystem.

Halal hospitality is another important area in the literature. It refers to hospitality services that are consistent with Islamic principles, including Halal food, prayer facilities, alcohol-free services, modest environments, respectful staff behavior, and family-friendly facilities. Henderson explains that Halal food, certification, and tourism services are closely connected in Muslim-friendly destinations (Henderson, 2016). Stephenson also highlights that Islamic hospitality includes both opportunities and challenges in the tourism industry (Stephenson, 2014). These studies show that hospitality is one of the most visible ways through which Islamic values can be experienced by tourists.

The literature also discusses the role of faith-based tourism and cultural sustainability. Faith-based tourism can help preserve religious identity, support local communities, and create meaningful visitor experiences. Shakona, Almuhzzi, and Al-Balushi explain that faith-based tourism can contribute to cultural sustainability by connecting religious values with tourism practices (Shakona et al., 2022). Similarly, pilgrimage and moral sustainability studies show that religious tourism can support moral education, cultural continuity, and spiritual reflection [14]. These findings are important

for understanding how tourism can support Da'wah objectives in a globalized context.

Da'wah communication is another relevant theme. Classical Da'wah scholarship emphasizes that effective Da'wah must consider audience, context, method, and wisdom (Kamarudin & Ismail, 2020). In modern society, Da'wah has expanded into digital platforms, media, lifestyle industries, and cultural spaces. Echchaibi explains that modern media has changed religious communication by allowing Islamic messages to reach wider audiences beyond traditional religious institutions (Echchaibi, 2011). This supports the idea that tourism can also serve as a contemporary space for Da'wah, where Islamic values are communicated through experience, service, and interaction.

Despite its potential, the literature identifies several challenges in Halal tourism and Da'wah integration. One major issue is the lack of standardized Halal certification across countries and institutions. Different certification systems may create confusion among tourists and service providers. Khan and Haleem emphasize that clearer Halal certification and accreditation systems are needed to strengthen trust and reliability in the Halal industry (Khan & Haleem, 2016). This issue is highly relevant to tourism because tourists depend on clear and credible information when choosing Halal-friendly services.

Another challenge is stakeholder coordination. Halal tourism requires cooperation among policymakers, religious authorities, tourism businesses, hotel operators, certification bodies, and local communities. Without coordination, the tourist experience may become fragmented or inconsistent. Studies on Halal tourism development highlight that challenges such as weak planning, lack of awareness, and limited cooperation can slow down the growth of the sector (Widodo et al., 2022). Therefore, strategic planning and institutional collaboration are necessary for developing effective Halal tourism.

Commercialization is also a concern in the literature. As Halal tourism becomes a profitable global industry, there is a risk that Islamic symbols may be used mainly for marketing purposes. El-Gohary questions whether all Halal tourism practices truly reflect Islamic principles when commercial objectives dominate (El-Gohary, 2016). This concern is important for Da'wah because the

spiritual and ethical meaning of Islamic values may be weakened if they are reduced to branding tools. Therefore, Halal tourism must balance commercial development with authenticity and religious integrity.

The literature further shows that modest fashion and Islamic entertainment are important parts of the broader Halal lifestyle industry. Modest fashion reflects Islamic values of modesty, dignity, and identity while also engaging with modern fashion trends (Lewis, 2015), (Gökarıksel & Secor, 2014). Islamic entertainment provides ethically guided recreational and media experiences that can support education, family values, and moral awareness (Al-Qaradawi, 1997; Abdullah & Ismail, 2013; Hassan, 2015). These sectors can strengthen the Halal ecosystem by presenting Islamic values in visible, creative, and accessible ways.

Overall, existing studies show that tourism, Halal ecosystems, hospitality, lifestyle industries, and communication can all contribute to the wider practice of Da'wah. However, there remains a need for a clearer framework that connects these elements in a systematic way. Much of the existing literature discusses Halal tourism, Islamic tourism, hospitality, or Da'wah communication separately. This study addresses that gap by examining how a well-structured Halal ecosystem can strengthen tourism as a medium for Da'wah in the age of globalization.

Methodology

This study adopts a qualitative and conceptual research design. It relies on secondary data, including academic journals, books, conference papers, and policy reports related to Islamic Da'wah, tourism studies, and globalization. A thematic analysis approach will be used to identify key patterns, opportunities, and challenges.

Data Sources

The data for this study were collected from three primary sources:

1. Academic Journals

Peer-reviewed journal articles related to Islamic Da'wah, tourism studies, cultural exchange, and globalization. These sources provide theoretical frameworks, empirical findings, and scholarly discussions relevant to the study.

2. Conference Papers and Proceedings

Papers presented at international and regional conferences focusing on religion, tourism, and globalization. These sources often contain recent research findings and emerging trends.

3. Online Databases and Digital Libraries

Reputable academic databases such as Google Scholar, Scopus, and institutional repositories, which are used to access relevant and up-to-date scholarly materials.

4. Relevant Websites and Official Portals

Official websites of tourism boards, Islamic organizations, and global institutions that publish data, reports, and guidelines related to tourism and Da'wah activities.

Data Collection Strategy

The data collection process focused on identifying sources that discuss the relationship between tourism, Halal ecosystems, Islamic communication, and Da'wah. Relevant materials were selected based on their connection to the study objectives. After collection, the materials were reviewed and grouped into major themes, including Halal tourism, Halal hospitality, modest fashion, Islamic entertainment, Da'wah communication, globalization, and stakeholder coordination.

The thematic analysis shows that a well-organized Halal ecosystem can make Da'wah through tourism more effective. It can provide tourists with a complete Islamic lifestyle experience through Halal hospitality, modest fashion, Islamic entertainment, ethical services, and respectful communication. However, challenges such as globalization, commercialization, and lack of standard rules remain important issues. Therefore, a clear strategy and better coordination are needed to strengthen Da'wah communication through tourism at the global level.

Discussion

Halal Ecosystem as a Framework for Da'wah through Tourism

A Halal ecosystem is an integrated system of products, services, institutions, and practices that follow Islamic principles. In the context of tourism, the Halal ecosystem does not refer

only to Halal food. It includes Halal hospitality, prayer facilities, modest fashion, Islamic entertainment, ethical services, Islamic finance, Halal logistics, and effective Da'wah communication. These elements work together to create a complete Islamic lifestyle experience for tourists.

The role of the Halal ecosystem is important because Da'wah through tourism should not depend only on direct preaching. Instead, Islamic values can be communicated through the overall travel experience. When tourists receive respectful service, eat Halal food, find prayer facilities, observe modest and ethical environments, and experience family-friendly entertainment, they can understand Islamic values in a practical way. This type of Da'wah is indirect but meaningful because it presents Islam through action, behavior, and environment.

A well-developed Halal ecosystem can make tourism a stronger platform for Da'wah. It helps present Islam as peaceful, organized, ethical, clean, and relevant to modern life. For Muslim tourists, it provides comfort and confidence because their religious needs are respected. For non-Muslim tourists, it can create a positive understanding of Islamic culture and values. Therefore, the Halal ecosystem becomes a bridge between tourism services and Da'wah objectives.

Halal Hospitality and Ethical Service

Halal hospitality is one of the most important parts of the Halal ecosystem. It includes accommodation, food, recreation, and customer service that are consistent with Islamic principles. Halal hospitality is not limited to serving Halal food. It also includes clean environments, prayer spaces, Qiblah direction, modest service settings, alcohol-free options, family-friendly facilities, and respectful interaction.

Through Halal hospitality, Da'wah can be communicated through service quality and good conduct. When tourists experience honesty, kindness, cleanliness, fairness, and respect, they also experience Islamic values in practice. This is important because good behavior can often communicate the message of Islam more effectively than formal explanation. In this sense, hospitality becomes a practical form of Da'wah.

Halal hospitality can also attract non-Muslim tourists

because many of its values are universal. Cleanliness, safety, ethical food preparation, family-friendly environments, and respectful service are appreciated by people from different backgrounds. Therefore, Halal hospitality can support both tourism development and the positive presentation of Islam.

Modest Fashion as Cultural and Ethical Expression

Modest fashion is another important component of the Halal ecosystem. It reflects Islamic values related to modesty, dignity, identity, and moral awareness. In tourism settings, modest fashion can help present Islamic culture in a visible and respectful way. It also shows that Islamic identity can be connected with beauty, creativity, and modern lifestyle.

Modest fashion can support Da'wah by challenging negative stereotypes about Islam, especially about Muslim women. It shows that modest clothing is not only a religious requirement but also a form of self-respect, cultural identity, and ethical lifestyle. In global tourism environments, modest fashion can become a soft form of communication that presents Islam as dignified and contemporary.

However, modest fashion also needs to be handled carefully. If it becomes only a commercial product without religious meaning, it may lose its ethical and spiritual value. Therefore, modest fashion within Halal tourism should balance modern style with Islamic authenticity.

Islamic Entertainment and Family-Friendly Tourism

Islamic entertainment also plays an important role in Da'wah through tourism. Entertainment is a major part of the tourism experience, but in a Halal tourism framework, it should follow Islamic ethical guidelines. Islamic entertainment may include nasheed, Islamic cultural performances, educational programs, children's activities, Islamic storytelling, exhibitions, heritage tours, and family-friendly recreation.

This type of entertainment can help tourists enjoy their experience while also learning about Islamic values. It can communicate messages of faith, morality, history, social responsibility, and family values in an attractive and accessible way. For children and young tourists, Islamic entertainment can be

especially useful because it combines learning with enjoyment. At the same time, Islamic entertainment should avoid being too rigid or unattractive. If the content is overly formal, tourists may not engage with it. Therefore, Islamic entertainment should be creative, meaningful, and culturally suitable while remaining consistent with Islamic principles.

Da'wah Communication in Multicultural Tourism Settings

Da'wah communication is central to tourism-based Da'wah. In tourism, people come from different cultural, religious, and social backgrounds. Therefore, Da'wah communication must be respectful, clear, and sensitive to the audience. It should not be forceful or confrontational. Instead, it should be based on wisdom, kindness, and good manners.

In multicultural tourism settings, Da'wah should focus on universal Islamic values such as peace, honesty, cleanliness, hospitality, justice, modesty, and social responsibility. These values are easier for diverse audiences to understand and appreciate. Tour guides, hotel staff, tourism operators, and local communities can all become informal representatives of Islamic values through their behavior and communication.

Digital communication is also important. Websites, social media pages, travel apps, and online tourism platforms can provide information about Halal services, Islamic heritage, prayer facilities, dress codes, and cultural practices. Clear and respectful digital communication can help tourists understand Islamic values before and during their visit.

Opportunities for Da'wah through Halal Tourism

Halal tourism creates several opportunities for Da'wah in the age of globalization. First, it allows Islamic values to be experienced directly through tourism services and cultural interaction. Second, it can improve the image of Islam by presenting Islamic principles in a peaceful and practical way. Third, it can strengthen Muslim identity by providing environments where Muslim travelers can practice their faith comfortably.

Halal tourism can also support economic development. Muslim-friendly destinations, Halal hotels, Islamic heritage sites,

modest fashion markets, and Islamic entertainment services can create employment and business opportunities. At the same time, these sectors can promote Islamic values if they are managed ethically.

Another opportunity is intercultural understanding. When non-Muslim tourists experience Islamic hospitality and culture in a respectful environment, they may develop a better understanding of Islam. This can reduce stereotypes and promote dialogue between different communities.

Challenges in Integrating Da'wah and Tourism

Although Halal tourism has strong potential, several challenges remain. One major challenge is the lack of unified Halal standards. Different countries and organizations may apply different rules for Halal certification. This can create confusion among tourists and service providers.

Another challenge is weak coordination among stakeholders. Tourism businesses, religious authorities, policymakers, certification bodies, and local communities often work separately. Without coordination, the Halal tourism experience may become incomplete or inconsistent.

Commercialization is also a serious concern. As Halal tourism becomes more profitable, some businesses may use Islamic symbols mainly for marketing purposes. This can weaken the religious and ethical meaning of Da'wah. If Islamic values are used only as a business strategy, tourists may receive a superficial image of Islam rather than a meaningful experience.

Globalization also creates challenges. Tourism destinations often serve people from many cultures and religions. Therefore, Islamic values must be communicated carefully. If Da'wah is presented in a rigid or culturally insensitive way, it may create misunderstanding. For this reason, Da'wah through tourism must be professional, respectful, and adaptable.

Strategic Direction for Effective Da'wah through Tourism

To make Da'wah through tourism effective, an integrated strategy is needed. First, Halal tourism should be developed through a clear Halal ecosystem that includes hospitality, food,

fashion, entertainment, communication, and ethical services. Second, stakeholders should work together to create consistent standards and improve service quality. Third, tourism workers should be trained in Islamic ethics, intercultural communication, and professional hospitality.

Fourth, Da'wah communication should be culturally sensitive. It should present Islamic values in a way that is understandable and respectful to both Muslim and non-Muslim tourists. Fifth, tourism development should balance commercial success with religious authenticity. Halal tourism should not only focus on profit but also on ethics, service, education, and spiritual value.

Overall, the discussion shows that the Halal ecosystem is the main foundation for connecting Da'wah and tourism. When the ecosystem is well-organized, tourism can become more than travel and business. It can become a meaningful platform for presenting Islamic teachings, strengthening Muslim identity, improving intercultural understanding, and promoting Islamic values in a positive and practical manner.

Conclusion

This study has explored the intersection of Islamic Da'wah, tourism, and globalization through a qualitative and conceptual approach grounded in secondary data. The findings reveal that tourism is not merely an economic activity but also a significant platform for cultural exchange and religious engagement. Islamic Da'wah, when integrated thoughtfully within tourism contexts, can serve as a medium to promote understanding of Islamic values, ethics, and cultural heritage to a global audience.

In addressing the research objectives, the study confirms that globalization has expanded opportunities for Da'wah by increasing cross-cultural interactions through travel and digital connectivity. At the same time, it has introduced challenges such as cultural misrepresentation, commercialization of religious elements, and the need to balance authenticity with accessibility. The analysis also highlights that tourism stakeholders—including policymakers, religious institutions, and industry players—play a crucial role in shaping how Da'wah is communicated and experienced within tourism settings.

The main findings emphasize that there are significant opportunities for synergy between Islamic Da'wah and tourism, particularly in areas such as halal tourism, heritage tourism, and educational travel. However, these opportunities require careful planning, ethical considerations, and sensitivity to diverse audiences. Without proper strategies, efforts may risk being ineffective or misunderstood.

The importance of strategic integration is therefore central to this study. A well-coordinated approach that aligns religious objectives with tourism development can enhance both spiritual outreach and visitor experience. This includes developing clear guidelines, fostering collaboration among stakeholders, and ensuring that Da'wah initiatives remain authentic while being adaptable to global contexts. Strategic integration ultimately enables Islamic Da'wah to contribute positively to intercultural dialogue, sustainable tourism, and global understanding.

In conclusion, the study underscores that the integration of Islamic Da'wah within tourism in the era of globalization holds great potential, provided it is approached with careful planning, inclusivity, and a strong ethical foundation.

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