

The role of Islamic destination image in the development of KSA tourism attractiveness

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ABSTRACT

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This research aims to analyze the importance of Islamic Moderation (IM), which is the most prominent factor in the tourism attractiveness of the Kingdom of Saudi Arabia. This has made it an integrated and sustainable tourism destination throughout the year. The study applies a quantitative survey method and selects a probability sample of 470 questionnaires to collect data in the Jeddah region of the Kingdom of Saudi Arabia, using a probability sampling method. After employing purposive sampling to select the participants, a structural equation model (SEM) is employed to analyze the data. The proposed theoretical framework is utilized to examine the mediating role of Islamic Destination Image (IDI), in the correlation between Islamic Moderation (IM) and Destination Attractiveness (DA). Upon revisiting previous research, the study discovers several studies that concentrate on the concepts, mechanisms, and characteristics of moderation, the significance of disseminating moderate thought, addressing extremist thought, and its impact on the economy and international and regional relations. An examination of the total effect yields the conclusion that Islamic Moderation (IM) has a positive impact on Destination Attractiveness (DA); this effect is both positive and strong, both directly and indirectly. The Islamic Moderation (IM) has a significant, positive, and significant impact on the Islamic Destination Image (IDI).

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1. Introduction

The concept of moderation is among the most fundamental and deliberately employed topics within the Islamic faith. The concept of shariah has been used from the very beginning of Islam and is a central characteristic of the Islamic creed (Abuhjeeleh, 2019). It pertains to a well-balanced lifestyle that refrains from extremes and engages in activities with moderation (Yaakub et al., 2019). Islamic Moderation (IM) (IM) means finding a balance between being fair and simple and striving for the best, while also avoiding extreme behavior (Al-Nahdi & Islam, 2011). In 2016, Qaradawi wrote that the first principle of justly balanced thought is to understand Islam fully. Islam Moderation is a type of thinking and understanding that is humanistic. It's important to learn and use Wasatiyyah from reliable sources, especially now with terrorism and global changes (Al-Harbi, 2012). The study of Islamic Moderation (IM) (IM) has changed a lot. Many scholars have studied Islamic development and religious, political and social strategies (Yaakub et al., 2019). Modern scholars believe that religion is a set of beliefs and cultural practices that belong to a community and are part of their worldview and culture. This research aims to analyze the importance of Islamic Moderation (IM) in the Kingdom of Saudi Arabia's destination image and tourism attractiveness. This has helped make it an integrated and sustainable tourism destination throughout the year. Destination image plays an important role in the relationship between destination behavior, intention, and event image. According to Kaplanidou and Vogt (2007), the correlation between destination image and sports events indicates that the destination image has the potential to directly influence the intentions of tourists' behavior (Debbagh & Azouaoui, 2022; Kanrak et al., 2024). Recently, Islamic tourism, or halal tourism, has attracted increasing research attention (Peristiwo, 2020). Some studies demonstrate the relationship between halal tourism and tourism facilities, Muslim-friendly behavior tourism, halal restaurants,

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and halal hotels (Idris et al., 2022; Peristiwo, 2020). Previous studies have demonstrated that Islam offers fundamental principles and applications for contemporary life. Tourism holds significant importance in Islamic thought and is a reference to the fifth pillar of Islam (Hajj), which pertains to travel for religious purposes (Alhammad, 2022; Xie, 2020). The Kingdom of Saudi Arabia is considered one of the most important Islamic tourist attractions in the world. This is mainly due to its religious, cultural, and historical importance, as Saudi Arabia is a pioneer of moderation and has a contemporary global model. One of the main challenges faced by the tourism industry in general is seasonality (Sutono, 2019). Many studies have indicated that seasonality is the most important issue in tourism. The majority of research focuses on institutional and climate causes. According to Faraj et al. (2023), the Kingdom possesses global and integrated specifications that render it a desirable destination for tourists and visitors from all over the world. These specifications contribute to enhancing Saudi tourism throughout the year and also encourage investment in various tourist areas in the Kingdom, thereby transforming it into an integrated, moderate, and attractive tourist destination. We aim to find radical solutions that instill public awareness of moderate Islamic thought and increase the number of tourists while providing all attractive services that meet the needs of multiple categories of tourists from all over the world (Korluka, 2019; Corluka, 2019). The Kingdom of Saudi Arabia is working to become an integrated tourist destination in addition to being a leader in the field of religious tourism by providing appropriate infrastructure, diversity, and moderate Islamic thought. The country's oil reserves support the Kingdom's prosperous, sustainable economic growth. This research aims to study ways to create a highly competitive tourism sector in the Kingdom of Saudi Arabia. The moderation and attractiveness of the destination in Saudi Arabia are examined in our research. Our research highlights the impact of moderation in Saudi Islamic thought on foreign tourism, which is affected by moderation in Saudi Islamic thought. We expect that many results will reveal the positive development and awareness factors that have greatly influenced the development trends of Saudi tourism, both internally and externally. The project's main objective is to establish that integrated tourism has evolved into an inevitable topic that enhances the concept of eco-friendly alternative resources in the Kingdom of Saudi Arabia.

Our research aims to deepen our current understanding of the significance of moderation in Islam and emphasize its effectiveness in integrated tourism by providing fresh perspectives and highlighting its impact on the sustainable economic development of the Kingdom of Saudi Arabia as a tourism destination.

1.1 Islamic and religious tourism

Religious tourism is one of the most important types of tourism, because it stems from beliefs and is viewed as worship. This type of tourism distinguishes the religious motive, which is considered the most human motive and the most rooted in the human psyche. Religious tourism is defined as a tourism that relies on tourists visiting sites specialized for religious rites to get acquainted with them and the activities that are held there by those who visit them. Religious obligations enable individuals to comprehend the purpose of life through various activities, including visiting religious sites (Reisinger, 2009).

The main objective of Islamic tourism is to satisfy tourists who are looking for a destination that meets their needs without being exposed to any embarrassing situations or contradicting their convictions. It includes all tourism-related products and services that are designed, produced, and offered to the market in compliance with Islamic law. Currently, over 60% of Muslims reside in Asia and the Pacific (Luz, 2020; Islam et al., 2023). As an increasing number of Muslims migrate to Europe and North and South America, the traditional setting becomes increasingly complex, as noted by Esposito (2004). In recent years, the number of migrant workers and other forms of Muslim immigrants has increased. Occasionally, immigrants become more important than tourists in their own countries. According to Xavier (2018), individuals visit both traditional Muslim sites and new sacred places in their new countries. This geographical spread is also attributed to an increase in the number of religious tourists who visit religious destinations. According to the Pew Research Center, Islam is becoming increasingly popular throughout the world, and the different communities that make up it are very different from each other.

1.2 Islamic Moderation (IM) and Destination Attractiveness (DA)

During the twentieth century, there existed a global trend towards moderation and tolerance of religious diversity, resulting in the establishment of peaceful coexistence among diverse religious and ideological groups (Kurth & Glasbergen, 2017). The correlation between Islamic Moderation (IM) and Destination Attractiveness (DA) has been theoretically recognized. Previous studies have demonstrated the impact of Islamic Moderation (IM) on destination attraction (Delener, 1990; Fam et al., 2004; Islam et al., 2023). Furthermore, a variety of studies have investigated Islamic Moderation (IM)'s impact on habits, attitudes, people's values, and behavior. In their study, Essoo & Dibb (2004) provide substantial support for presenting Islamic Moderation (IM) as a significant variable in the analysis of consumer behavior, and they have discovered that Islamic Moderation (IM) exerts an impact on individuals' shopping habits. Religion influences destination choice (Islam et al., 2023; Weidenfeld & Ron, 2008). The moderate religious orientation contributes to visitors' reassurance regarding the general environment of the country and encourages all types of tourists to visit the destination (Kurth & Glasbergen, 2017; Noel Scott & Jafar Jafari, 2010; Kanrak et al., 2024). Tourists generally prefer moderate destinations that fulfill their internal desires. According to Din (1989) and Islam et al. (2023), Islam moderation is a distinct category of attraction in the tourism literature.

According to the World Tourism Organization, domestic travel spending in the Kingdom declined by 30.9% in 2020. Therefore, the Kingdom's interest in developing and promoting new sites and its investments were directed toward improving infrastructure and enhancing its attractiveness. This has resulted in government efforts to develop and promote new locations and demand generators, as well as government investments to promote infrastructure improvement and efforts to enhance the attractiveness of destinations (Khan & Alam, 2014). The Kingdom has made substantial investments in numerous “mega projects” throughout the country, including Diriyah, NEOM, and the Red Sea project. These projects reflect Vision 2030 in a distinct way, and they are expected to change the general tourism and economic landscape in the Kingdom of Saudi Arabia. The General Authority of Civil Aviation in Saudi Arabia aimed to invest in the aviation sector and increase the number of destinations it serves from 100 to 250. The following are the five major airports in Saudi Arabia with the highest passenger movement (see Fig. 1).

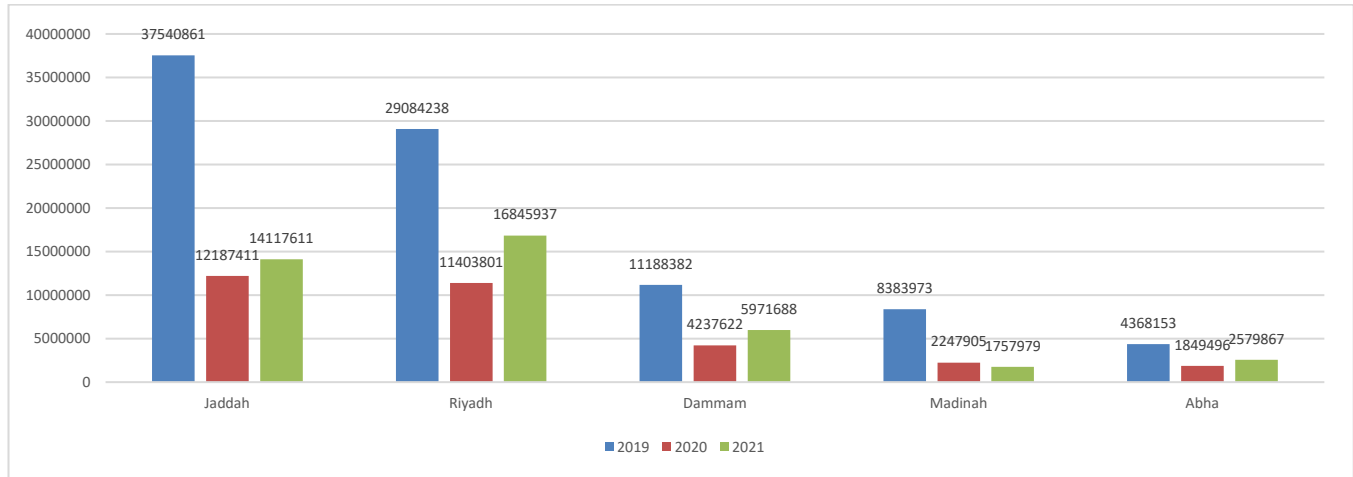


Fig. 1. The five major airports in Saudi Arabia (Zabada et al., 2022)

In 2021, there were 63 million domestic flights, and half of them were for entertainment. First, the Kingdom tried to support domestic tourism with the restrictions imposed on the travel of Saudi citizens during the Covid pandemic, and then worked to organize and activate annual festivals and seasons to support the recovery of domestic tourism. The important question here: what is the impact of the Islamic image of the destination on its attractiveness to tourists?

1.3 Islamic Moderation (IM) Islamic Destination Image (IDI)

Many religious attributes that meet the needs of Muslim tourists play an important role in the destination image. According to Weidenfeld & Ron (2008), Islamic Moderation (IM) has gained prominence in the new context of the destination market. If the marketing of the Islamic destination places emphasis on tourism motives and the primary reasons for tourists' movement throughout the world, it is possible to develop a successful promotional campaign that enhances the image of the tourist destination (Islam et al., 2023; Mwangoso et al., 2023). The authors failed to conduct adequate research on Islamic Moderation (IM) and the image of the Islamic destination. The relationship between tourism and Islam has been discussed by several authors in the literature on tourism, but publication is still in the context of Islamic Moderation (IM). We also observe that the literature regarding Islam and tourism exhibits a lack of clarity (Suban, 2021; Suban et al., 2021; Suseno et al., 2023; Leo et al., 2021). According to the Pew Research Center survey, respondents from countries with large Muslim populations chose Saudi Arabia as their destination. People from other countries have more positive feelings about Saudi Arabia (see Fig. 2).

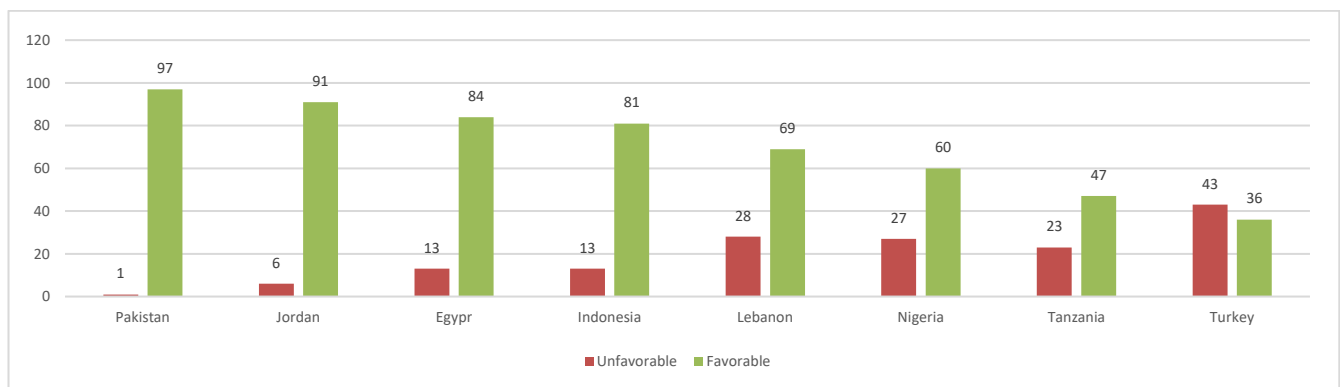


Fig. 2. Opinions of Saudi Arabia (Carriere-Kretschmer, 2018)

The majority of Lebanon Sunni Muslims believe that Saudi Arabia is a good country (Carriere-Kretschmer, 2008).

2. Hypotheses

Jafari and Scott (2014) define an Islamic Destination Image (IDI) as 'characteristics that facilitate access to prayer rooms, pork and alcohol-free spots, Islamic meals, spas and separate gyms for men and women.' Muslim travelers express concerns about the availability of Islamic products and services when visiting tourist destinations, as they express concerns about the availability of Islamic products and services (Suseno et al., 2023). Muslim travelers also express concerns about the availability of Islamic products and services when visiting tourist destinations. Development of Islamic destinations must be carefully managed, including prayer rooms, hotels, restaurants, airports and medical facilities. The decision to visit a destination is influenced by factors like prayer rooms, Qibla signs, prayer rugs, and copies of the Qur'an, so Muslim travelers are encouraged to provide Islamic amenities. Social environment, facilities and services, food and beverage, local residents and staff were included in this study. An Islamic destination's performance includes Islamic-friendly residences, Islamic foods and meals, an Islamic and social environment, and Islamic destination facilities, according to Al-Ansi and Han (2019) The social environment, facilities, food and beverage, locals and staff are some of the attributes that influence a destination's affective image and overall destination image. Based on the aforementioned description of the characteristics of the Islamic destination and previous results related to the impact of Islamic characteristics on Muslims' attitudes and behavior. Since many OIC countries already have the basic infrastructure and environment to meet the requirements of Muslim tourists, they can benefit more from the Islamic tourism market (Chihuai & Dube, 2023; Suseno et al., 2023) since they already have the basic infrastructure and environment to meet the requirements of Muslim tourists. As a result, the growth of the Islamic tourism sector would play an essential role in the economic development and prosperity of these countries (Burhan and Arsad, 2016; Suhartanto et al., 2021).

Countries in the Organization of Islamic Cooperation have the chance to combine Hajj travel and traditional religious journeys with cultural and heritage-based pursuits to create distinctive and innovative tourism programs. For destinations that contain Islamic and heritage sites, there is a greater opportunity to develop and market their potential by designing cultural tourism programs suitable for Muslims. COMCEC, 2017, p. 102 The Kingdom of Saudi Arabia is taking steps to improve the image of the Islamic destination and its oversight. One of the most important facilities the Kingdom of Saudi Arabia offers to its visitors is the Saudi visa. Visitors to the Kingdom of Saudi Arabia need a travel permit to visit the country and enjoy a variety of travel adventures. Depending on the purpose of the visit and the required duration of stay, there are several types of visas. A summary of hypotheses statements on the interrelationship between antecedent variables,

H₁: *Islamic Moderation (IM) has a positive influence on Destination Attractiveness (DA).*

H₂: *Islamic Moderation (IM) has a positive influence on Islamic Destination Image (IDI).*

H₃: *Islamic Destination Image (IDI) has a positive influence on Destination Attractiveness (DA).*

H₄: *Islamic Destination Image (IDI) is Mediating the relationship between Islamic Moderation (IM) and Destination Attractiveness (DA).*

The relationships between Islamic Destination Image (IDI), Islamic Moderation (IM) and Destination Attractiveness (DA) are presented in the conceptual model presented in Fig. 3.

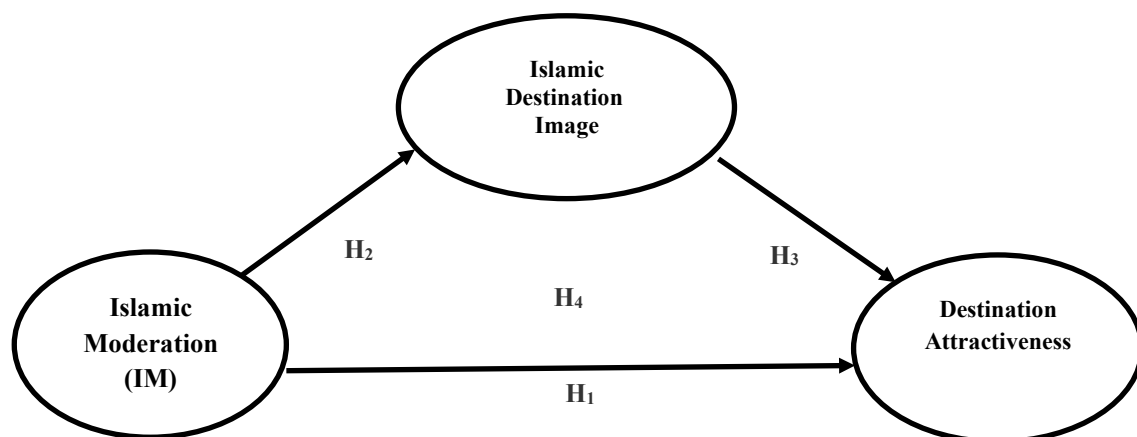


Fig. 3. Conceptual Model

3. Material and methods

The tourism sector is considered one of the pillars of the economy. The liberation movement has gone through major changes, especially with international competition. This sector has witnessed remarkable development, mainly due to state encouragement and increased international demand (Zrelli et al., 2019). Given the position of foreign tourism in the country's

internal economy, we chose it as an applied field for this research. This research is concerned with customers who return at least once, and based on the work of Rothschild and Geddes (1981), we consider the first renewal to be the threshold of customer choice. Five travel agencies distributed throughout the Kingdom of Saudi Arabia were dealt with to select the clients who were eligible for the study. In this study, we applied a quantitative survey method and selected a probability sample of 470 questionnaires to collect data in the Jeddah region, Saudi Arabia. The questionnaires consisted of closed questions. A proposed theoretical framework was applied to study the mediating role of the image of the Islamic destination in the relationship between Islamic Moderation (IM) and the attractiveness of the destination. We used structural equation modeling (SEM) to analyze the data. Based on previous studies, each construct has high reliability and validity. Yaakub et al. (2019) provided the instrument used to assess the variable Islamic Moderation (IM). The scale of the Islamic Destination Image (IDI) was taken from Han, Al-Ansi, and others (2019). Furthermore, Curras-Perez et al. (2009) developed the concept of Destination Attractiveness (DA). The items within each variable are depicted in Table 1.

Table 1

Measurement scales

Scale 1	Islamic Moderation
1	IM1 A Muslim should strive to be moderate in anything worthwhile.
2	IM2 A Muslim should have a balance between their physical and spiritual
3	IM3 A Muslim must also be moderate in their actions and their behavior
4	IM4 Muslims will become weak when their fanaticism and bigotry toward something
5	IM5 When there is no balance of elements, various problems can occur.
6	IM6 Society will be harmonious if Wasatiyyah concept is practiced.
Scale 2	Destination Attractiveness
1	DA1 I like what this destination represents
2	DA2 I think that this tourist destination is an attractive destination
3	DA3 I like what this tourist destination embodies
Scale 3	Islamic Destination Image
1	ID11 The atmospherics of tourist places comply with Islamic rules.
2	ID12 The social environment of tourist places is safe and clean for Muslim travelers.
3	ID13 Islamic facilities are widely offered in tourist sites.
4	ID14 Separate male and female Halal facilities are offered in tourist sites.
5	ID15 Islamic food and beverage offered in tourist sites/places were clean, safe and hygienic.
6	ID16 Availability of Islamic food attracted me to visit tourist places.
7	ID17 Islamic services in tourist places are effectively offered in different languages.
8	ID18 Islamic services offered in tourist places conform to Islamic law.
9	ID19 In tourist places, local staff is well aware of Islamic products and services.
10	ID110 Local staff understood how to offer Islamic products and services.
11	ID111 In general, locals had a good understanding of the Islamic rules.

The responses were recorded utilizing a five-point Likert scale. The range of 5 indicates strong agreement, and 1 indicates strong disagreement.

4. Results

In Table 2, we represent the respondents' profiles. Most of them are between 36 and 49 years old (39,15%), female (57,23%), and married (66,38%). Also, most of them have a bachelor's degree (45.11%) and have an average monthly income between \$4001 and \$6,000 (35.74%).

Table 2

Results of Respondent Characteristics

Age Range	Less than 25	76	16.17
	26-36	112	23.83
	36-49	184	39.15
	More than 50	98	20.85
Gender	Male	201	42.77
	Female	269	57.23
Highest Education	No formal education	54	11.49
	Primary& Secondary School	107	22.77
	Bachelor	212	45.11
	Masters/ Phd	97	20.64
Marital Status	Single	158	33.62
	Married	312	66.38
Monthly Income	Less than 2000	73	15.53
	2001 –4000	116	24.68
	4001 – 6000	168	35.74
	More than 6001	113	24.04

The analysis of the results follows the most recommended approach for marketing research. PLS-SEM is employed to evaluate the research model. The validity and reliability of the model are determined by the evaluation of the outer model. A factor loading value of 0.7 and an Average Variance Extracted (AVE) value of 0.5 establish convergence in validity. The square root of the Fornell-Lacker criterion is used to measure discriminant validity. Cronbach Alpha and Composite Reliability was used to evaluate the reliability model. There are three constructs in the measurement model of this study (IM, DA and IDM). It is essential to assess their validity and reliability (Quoquab et al., 2019). Table 3 shows that the loading, the Cronbach's alpha and the Rho_A for each construction exceed 0.70. These results confirm the reliability of the model at the construct levels and items (Hair et al., 2017).

Table 3
Measurement model assessment

Constructs	Codes	Factor Loading	Cronbach's alpha α	Rho_A	Composite Reliability	Average Variance Extracted
Islamic Moderation (IM)			0.890	0.894	0.906	0.698
	IM1	0.876				
	IM2	0.881				
	IM3	0.902				
	IM4	0.821				
	IM5	0.864				
Destination Attractiveness (DA)			0.912	0.917	0.938	0.761
	DA1	0.904				
	DA2	0.887				
Islamic Destination Image (IDI)			0.789	0.791	0.819	0.623
	IDI1	0.812				
	IDI2	0.765				
	IDI3	0.718				
	IDI4	0.714				
	IDI5	0.736				
	IDI6	0.832				
	IDI7	0.812				
	IDI8	0.764				
	IDI9	0.789				
	IDI10	0.617				
IDI11	0.723					

All constructs had average variance extracted (AVE) values higher than 0.50, which established convergence validity. This study used the Heterotrait-Monotrait Ratio to examine the discriminant validity of each construction since it can serve as the basis for a statistical discriminant validity test. We established for all research constructs the discriminant validity. The evaluation criteria for the Inner-Model include the R-squares value, statistical value, and P-value. A t-value greater than 1.65 and a P-value less than 0.05 are recommended to determine the significance of the influence between variables with a significance level of 5% (Hair et al., 2022). In connection with the probable violation of the multinormality assumption, the correction of Satorra and Bentler was applied to the chi-square of the model. In our case, the normalized Chi-square is equal to 1.731 (see Table 4).

Table 4
The model fit indices.

Indicators	χ^2 normalized	RMSEA	CFI	GFI
Values	1.731	0.048	0.910	0.957

We consider the fit of the model to be acceptable. As for the value of the root mean square error of approximation (RMSEA), it is equal to 0.048. This value indicates a very good level of adjustment (Marsh, Balla, & Hau, 1996). The values of the Goodness of Fit Index (GFI) and the Comparative Fit Index (CFI) are respectively equal to 0.957 and 0.910. This indicates a good harmonization between the theoretical model and the empirical data. The fit of the model is considered satisfactory (see Table 4).

Table 5
Results of hypothesis tests

Hypothesis	β	T-value	P-value	Hypothesis Testing Conclusion
H1 Islamic Moderation (IM) → Destination Attractiveness (DA)	0.374	3.762	0.001	Accepted
H2 Islamic Moderation (IM) → Islamic Destination Image (IDI)	0.870	8.981	0.000	Accepted
H3 Islamic Destination Image (IDI) → Destination Attractiveness (DA)	0.521	4.075	0.000	Accepted

The mediating status of the Islamic Destination Image (IDI) was tested following the three-step approach of Baron & Kenny (1986). This involves implementing three independent regression analyses to verify that:

1. The independent variable (X: Islamic Moderation (IM)) affects the mediator (M: Islamic Destination Image (IDI)).
2. The independent variable (X: Islamic Moderation (IM)) affects the dependent variable (Y: Destination Attractiveness (DA)).
3. The mediator variable (M: Islamic Destination Image (IDI)) affects the dependent variable (Y: Destination Attractiveness (DA)).

The link between Islamic Moderation (IM) (the independent variable) and Destination Attractiveness (DA) (the dependent variable) should be significantly reduced, while the link between Islamic Destination Image (IDI) (the mediating variable) and Islamic Moderation (IM) (the independent variable) remains significant (Fornell, Lorange, & Roos, 1990). The value of the total effect of one variable on another is equal to the sum of the direct effect and the indirect effect (see Table 6).

Table 6
Results of direct, indirect and total effects (H4)

Effect on Destination Attractiveness (DA)		Islamic Moderation (IM)	Islamic Destination Image (IDI)
Direct effect	Destination Attractiveness (DA)	0.374	0.521
Indirect effect	Destination Attractiveness (DA)	0.421	
Total effect	Destination Attractiveness (DA)	0.795	0.521

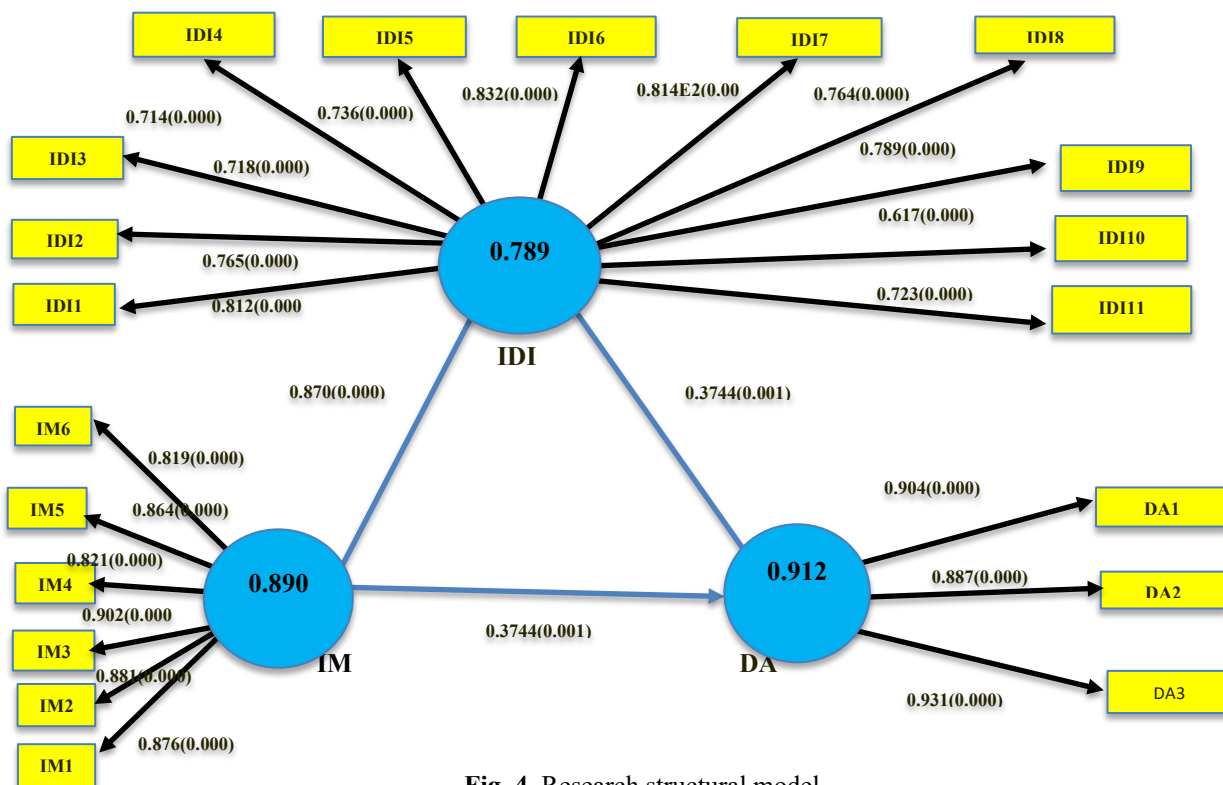


Fig. 4. Research structural model

A t-value greater than 1.65 and a P-value less than 0.05 are required to determine the significance of the influence between variables. All hypotheses are accepted, indicating a direct or mediated positive relationship (Tables 5-6 and Fig. 4).

The examination of the total effect (see Table 6) leads to the conclusion that Islamic Moderation (IM) positively affects Destination Attractiveness (DA); this effect is positive both for direct (0.374) and indirect (0.421) Islamic Moderation (IM) significantly influences the Islamic Destination Image (IDI) positively and significantly.

5. Discussion

This study contributes to clarifying the drivers of attraction based on moderation in Islam and the Islamic image of the destination. This research confirms the importance played by the Islamic image of the destination and its impact on customers' behavior. Consequently, these findings indicate that the emphasis is on the distinctive features of the Islamic destination and its attractiveness. This study reported that the characteristics of an Islamic destination through the Islamic social environment, facilities, food, local residents, employees, and all services provided by the destination positively and significantly influence the attractiveness of the Islamic destination. Hence, incorporating Islamic characteristics into the tourist destination of the Kingdom of Saudi Arabia is a crucial element in enhancing the perceived attractiveness of the destination among travelers. This finding supports previous studies indicating that when travelers are able to easily find Islamic products and services in tourist destinations, it increases their confidence in their perceptions of the country (Stevenson, 2014). Our findings are consistent with Mursid and Anoraga (2022), who demonstrated that halal facilities significantly influence travelers' decision-making processes. Over the past ten years, Islamic tourism has gained significant attention as it is regarded as one of the most important and rapidly expanding segments of the travel industry (Mursid and Anoraga, 2022). The development of the Islamic tourism market is attributed to the growing Muslim population and the increased income of the middle class. This is the reason why some non-Islamic countries, like Thailand and Singapore, are interested in creating hospitality services in Islamic travel destinations in order to draw in a wide range of tourists (Reuters, 2015). According to Mursid and Anoraga (2022) and Han et al. (2019), there has been a recent trend of numerous non-Muslim nations offering services to Islamic travel destinations, including South Africa, Taiwan, Japan, the United Kingdom, Thailand, Australia, Hong Kong, Japan, and Singapore.

In addition to being a well-liked Islamic travel destination, the Kingdom has enormous tourism potential. It is surrounded by recreational areas, mountains, rivers, beaches, forests, deserts, springs, and natural baths in addition to historical, architectural, religious, and tourist attractions. Because they are reflected in infrastructure, which consists of roads, ports, airports, trains, and communication channels in addition to reception buildings, material and natural capabilities coexist. These are regarded as some of the most important factors driving the development of well-liked tourist destinations in the south, center, and coast. All these reasons make Saudi Arabia an enticing travel destination for a wide range of travelers. The Kingdom of Saudi Arabia is working extremely hard to promote both Islamic and global stability. It gives broad messages of peace, coexistence, and moderation in its political, economic, and intellectual discourses; it rejects terrorism and extremism; and it seeks to support all Islamic nations in exchange for them strengthening the values of moderation and moderation that our Islamic faith affirms. King Salman bin Abdulaziz, the Custodian of the Two Holy Mosques, declares that the Kingdom of Saudi Arabia is founded on moderation as a means of safeguarding the country and ensuring its security. In the sense of using all of its energies and efforts to create scientific, educational, cultural, and social structures without exaggeration or carelessness, the Islamic nation is regarded as the middle nation (Bakir & Othman, 2017).

In recent times, governments and scholars worldwide have shown an unparalleled interest in the field of Islamic moderation (IM), particularly in the Kingdom of Saudi Arabia (Alotaibi, 2022). Islam is a moderate religion, and the Kingdom of Saudi Arabia is the world's first moderate country and its modern role model according to Seyfi and Hall (2019), the Global Center for Combating Extremist Ideology. Researchers have looked into a variety of subjects, including the nature of moderation, how moderate ideas are disseminated, how extreme ideas are handled and how they affect the nation's economy, and how middle-class ideas affect regional and global relations. Notwithstanding the significance of these developments, no study has been conducted to determine how much Islam's moderation influences the Kingdom's allure to travelers. In order to correct misconceptions and demonstrate the benefits of Islam, we must now cultivate a culture of moderation across the globe (Bakir and Othman, 2017). Under the direction of His Highness the Crown Prince, Prince Muhammad bin Salman, and Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, the Kingdom of Saudi Arabia continues its efforts in support of Islam and Muslims. May God protect them.

This is done in order to propagate the ideas of civilized coexistence among peoples and cultures, serve humanity as a whole, propagate the message of Islam, and work toward the legitimate emulation of human communication and its problems. Furthermore, it introduces Saudi diplomatic efforts and relief organizations in order to deepen the meaning of cooperative communication and to draw inspiration from the leading Saudi experiences in this field. It also emphasizes the role that governmental and non-governmental legal and cultural institutions play in bridging relationships with one another. The manufacturing industry is part of a global intellectual development wave that is currently underway. Lastly, the general orientation of goods and services—like Islamic finance and tourism—that are in line with the moderate culture of the Islamic faith has grown to be a significant part of the world economy. As public awareness of centrist ideas grew along with the number of tourists, many in the tourism sector started offering customized services to cater to the needs and preferences of various tourist groups representing racial and ethnic backgrounds. From a theoretical and practical standpoint, tourism is new in the context of moderate Islamic thought. The Kingdom of Saudi Arabia enjoys a significant competitive advantage because its orientation towards integrated tourism is commensurate with the nature of the nation, given its infrastructure and basic environment to meet the specific needs of tourists from different countries. Because of this, Saudi tourism contributes significantly to the expansion and revivification of the country's economy.

6. Conclusion

The degree to which the Kingdom of Saudi Arabia is attractive to tourists is significantly influenced by moderate Islamic thought. It will help the Kingdom become an integrated and sustainable travel destination all year round if this way of thinking is adopted throughout the Kingdom. We look at the significance of Saudi Arabia's moderate Islamic identity and what it means as a cornerstone of the country's appeal as an integrated and sustainable travel destination. This is the main factor that propels tourism investment growth and serves as a bridge between the three continents of Asia, Europe, and Africa in international relations. Based on Vision 2030, our research offers a summary of the Kingdom of Saudi Arabia's tourism industry in relation to contemporary tourism trends. The findings showed that the development trends of Saudi tourism have been significantly impacted by favorable development and awareness factors, both internal and external. The project's ability to demonstrate how integrated tourism has evolved into a topic that is unavoidable and improves awareness of sustainable alternatives in the Kingdom of Saudi Arabia is among its most significant positive effects. By presenting new perspectives and their implications for the Kingdom of Saudi Arabia's sustainable economic growth as an integrated tourism destination, our research adds to the current understanding of the significance of moderation in Islam and highlights its efficacy in this regard. Within the context of the Kingdom's Vision 2030, it seeks to establish fundamental and practical groundwork for the future of the Kingdom through the implementation of several programs designed to lessen reliance on foreign oil and to generate numerous sources of income, including the travel and tourism industry. Three key pillars support this vision: an ambitious country, a thriving economy, and a vibrant society. The Kingdom aims to develop tourism with social and cultural benefits that strengthen national unity and uphold Arab and Islamic values, considering value, society, civilization, and economy. In order to diversify revenue streams and promote private sector investment in the Kingdom, the Kingdom placed a strong emphasis on the development of the tourism and entertainment industries in Vision 2030. The Kingdom has a long history of being recognized for its ancient civilization and trade routes that allowed different civilizations to interact and exchange ideas, resulting in a distinctive cultural diversity. Through the establishment of national principles and values, the maintenance of socialization and the Arabic language, the establishment of museums, events, and activities to support this aspect, and the preservation, highlighting, and definition of the national identity, it seeks to strengthen it and pass it on to future generations. The national, Arab, Islamic, and ancient heritage sites must be revived, documented, and made accessible to all as a living testament to their ancient heritage, their active role, and their prominent position on the map of human civilization, according to the Kingdom's Vision 2030. Because tourism and national heritage are significant economic sectors that help fund a basic project development budget to strengthen the resources and lessen reliance on the state's oil sources, the National Tourism Development Project (NTDP), which is carried out by the General Authority for Tourism and National Heritage, is regarded as comprehensive. By encouraging investment in tourism-related activities, providing job opportunities for citizens, protecting the environment and cultural originality, and achieving sustainable economic, social, and cultural wealth, the authority hopes to achieve balanced national tourism development.

In addition to providing an example for all peoples on earth on how-to live-in harmony and understanding one another across cultural boundaries, the NTDP aims to revitalize national heritage sites and showcase them to the world in a way that emphasizes the Kingdom's coexistence and its connections with cultures around the world. for the benefit of global peace and human integration.

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