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Influencing Factors of Visiting Shariah-Compliant Hotels in Malaysia: A Study on Tourists Behavioural Intention

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Abstract:

The Shariah Compliant Hotel (SCH) idea has become an obvious concern, especially for Islamic tourists, even as number of Religious tourists has risen dramatically over the past decades. Shariah enforcement is one of the key aspects which affect the option of accommodation for Muslim consumers during their journeys of vacations. This research was therefore designed to analyze the study to introduce the concept of halal to Muslim tourists visiting Malaysia. From now on the basis of past literature a philosophical structure has been developed. The anticipated data were collected using a self-administered questionnaire among Muslim travelers in particular in Kuala Lumpur, Malaysia. The halal hotel including halal food elements, accompanied by the religious sensibility of Halal, have had significant consequences for the purpose of Muslim customers to buy Shariah-compliant accommodation. In addition, the intention to buy has a profound impact on shariah-compliant hotels' buying behaviour. For both destination advertisers and hoteliers, the findings from these studies are of immense significance for the creation of successful tactics in order to satisfy Muslim customers' needs. The research will at the same time encourage further experiments in Islamic tourism by future researchers especially in hotels that value Shariah.

Keywords: Shariah-compliant hotels, tourists behavioral, intention, halal foods, non-alcoholic environment, Qiblat direction, prayer rooms

1. Introduction

The tourism sector has recognized that the interest of both practitioners and scholars in halal tourism is growing. The participants emphasize that any plan for the production or promotion of Halal tourism items must be regulated by Islamic law (Shariah). Halal tourism may be related to this increasing concern. This paper discusses how important the principle of Halal tourism is to the famous tourist destination and how applicable it is to each hotel by having adequate facilities provided in the Shariah. Nowadays the tourism industry has now developed into an important international asset. The Cabinet of Tourism as well as the Highest Council work in each region. The number of customers and how many days in a row they stay in a specific place are reported across each country every year (Al-Amin, 2002). It has been noticed in recent years that emerging tourism ideas such as 'Islamic tourism' are becoming increasingly more interesting. Another notion is the 'Halal hospitality' model that has been accepted in many nations, particularly the Middle East, and is known as the 'Halal cuisine' concept (World Travel Market [WTM], 2007). There are various academic articles on Islamic and Islamic tourism worldwide. Malaysia is one of the Muslim countries which is especially highlighted for embracing the Halal concept of tourism. This study will allow the investigation of the factors which affect the satisfaction of Muslims who wish to visit Malaysia in different countries. Malaysia is considered to be a popular international tourism destination. Central office of statistics reported that more than a tourist's arrived in Malaysia in 2014 (27.44 million). In 2019, there were approximately 26.1 million tourist arrivals in Malaysia. In 2007(24.58million) tourists come in Malaysia who is lower than in 2019, In 2011(24.71 million) tourists come in Malaysia and Next year in 2012 visitors to Malaysia increases (25.03million), In 2013(25.72 million) and 2015(25.72 million) Malaysia tourist visitors are same, in 2016 rise again (26.76 million), In 2017and 2018 decreased again (25.95 million) and (25.83 million). The chat below reveals that Malaysia is one of the biggest tourism markets in ASEAN and worldwide, indicating that tourism will arrive in Malaysia from 2010 to 2019. Not only is Malaysia a destination with most European people, it also is a place even for Muslims

around the world who want to have a nice time with their families. While Europe's economic conditions were not that good, visitors from the area remained steadily rising. Malaysia is seen as having the potential to draw growing amounts of European visitors. Moreover, the market for Halal style hotels has grown over the years with rising Muslim visitors from all over the world.

1.1. Problem Statement

The goal of the research is to provide a halal definition for Muslim tourist tourists to Malaysia. As we all learn, Malaysia is one of the world's top tourism destinations. Nowadays many Muslim visitors come with their families to Malaysia and face hotel problems, halal food, and good adoration problems, However, problems of getting a halal concept of the hotel can be founded in Malaysia, because Malaysia is the only place where it is not easy to get halal or shariah compliance hotels as there is a large number of people who are practicing Hinduism and Buddhism. That's why Muslim visitors suffer from the need for halal food and decent accommodation.

1.2. Objectives of the Study

The goal of this research is to link the factor that affect the purpose of Muslim tourists towards halal model hotels but these are:

- Implementing Halal food and making it available to Muslim tourists.
- The implementation of Muslim friendly holiday packages.
- The Implementation of Qiblat directions and prayer room in the hotels.
- The implementation of the non-alcoholic environment in the hotel.

2. Literature Review

2.1. Review of the Halal Tourism Concept

In the past, Islam and tourism were neglected, but now Muslim-oriented tourism is searching for recognition for worldwide emergence (Carboni, 2014). This is undoubtedly Muslims, according to Islam, who choose to uphold their Islamic beliefs and practices during their journeys (Carboni, 2014). Islamic tourist as well as halal tourism are perceived to have the same concept as Muslims who choose to be Zamani-Farahani and Henderson, 2010 inside their faith. Islamic hospitality should be mentioned in the same analysis (Zamani-Farahani and Henderson, 2010), expanded to attract visitors who are not Muslim. WTM (2007) explained that actions, coding, and other standards of ethics that are important in Islam apply to certain forms of Halal tourism, religious tourism.

The halal concept hospitality is not limited to religious tourism, but can include any sort of tourism except than something that is contrary to the Code of Ethics or Values of Islam. Therefore, aim clients, places, goods and services, including purposes of travel that could not be unidentified (Shakiry, 2006). Hassan (2004) states Islamic tourism as it tries to integrate an ethical aspect as a common feature, is a new ethical notion of tourism.

2.2. Related Theory

Islamic tourism and halal tourism are made up of so many hypotheses which numerous researchers propose and address. Most tourists are motivated by the desire and need for. It should be noted that most researchers seek to implement a certain number of hypotheses of inspiration for Islamic tourism. Maslow 's motivation concept is one of the frequently argued ideas (1943), Plog (1974), and Pearce (1993). Several other scholars have discussed Maslow 's inspiration for tourism. The (Mill and Morrison, 1998), one of its scientists said, reflecting on the five characteristics such as materialistic desires (relaxation), protection (safety), belongs (love), respect (achievement), self-actualization (be true to oneself). Some study groups suggested that the principles are very significant in selecting a certain destination for travelers. Many facets of Islamic tourism are taken into consideration. Any major actors in this sector primarily concentrate on identifying tourist actions in transcendent circumstances or on action and incident assessments (Madrigal 1995). The important scale of Rokeach is another methodology used among tourism studies to find the variables affecting tourism behavior (RVS). Any of the parameters are enthusiastic, broad-minded, clean, affectionate and polite.

Islam is a really significant concept for people who truly appreciate and practice Islam. Islamic principles are extremely relevant to Muslims. The Muslims are seeking to obey the teachings of the Bible and the Hadith, Allah's Sharia. There are five universal duties, according to the Qur'an and Hadith, for the Muslims and for the one thing of Heaven, to pray five times a day, to offer charity, to walk and to do Hajj. Islam not only stresses certain virtues like relatives, culture, dignity, and moral standards (Hodge, 2002). The push and pull strategy often attempt to evaluate the variables influencing passengers when choosing a certain destination or hotel (Battour, Ismail, and Battor, 2011; Kovjanic, 2014). Batter et al (2010 and 2014) Throughout the report, the study focuses largely on Malaysia, where reasons for embracing Islamic hotels or tourist facilities are researched and encouraged.

2.3. An Empirical Study on Halal Tourism

Multiple experiments have seen how important halal food is for Muslim people in selecting their tourist attractions (Mohsin and Ryan, 1997; Syed, 2001; Mohsin, 2005; Weidenfeld, 2006; Weidenfeld and Ron, 2008). The word "Halal," which means appropriate, derives from the Arabic word "alhalal." The basic sense of halal applies to the legitimate and appropriate practices under shariah (Khan, 2003. P. 70). Pork ingredients or pig extract products should not be used in such items. Food shall be slaughtered by Islamic means. If containers made of non-halal ingredients such as pork and

other components that are not permitted in Islam must be washed before halal products are created, (Majelis Ulama Indonesia or MUI, 2009). The affordability and easiness of Halal food are some of the main elements preferred by Muslim tourists for their destination (Khan, 2013). Until now, several specific kinds of research have been conducted which affect the intentions of Muslim tourists towards halal model hotels. Quality and ease of exposure to Halal food are a significant factor affecting Muslims' preference (Rahman, 2014). The availability of Halal food and the restaurant which is nearby on hotels can satisfy Muslim tourists (Hashim, 2007). Many travel companies branded "Halal Holiday" also sell a range of holiday packages. The goal is to include facilities that adhere to Islamic values and traditions. These included resorts and hotels offering Halal cuisine only (HalalBooking, 2015; Khalil, 2010; the guardian, 2010). In order to meet Muslim tourists, Halal food, and drink in any destination is needed. It is also much seen today in non-Muslim countries and territories for Muslim visitors who wish to provide halal food and beverages (Euromonitor International, 2015, p. 17). With around 205 million Muslim population (Fleishman-Hillard Majlis, 2013), Malaysia naturally also has a significant share of global demand for Islamic goods, i.e., halal food, and so on. Halal is a food that is eaten safely to fulfill the standards of Islam. There is, thus, forbidden in Islam livestock that is improperly killed or products like pork (Dugan, 1994). Halal food is essential for the fulfillment of Islamic food values and for the protection of the Halal standard. Halal food quality requires cleanliness, sanitation, and protection, preparing, storing, and cleaning aspects called « *tayyib* » which are nutritious and secure and imply good and/or purity (Kamaruddin and Jusoff, 2009).

- H₁: Halal foods are positively influencing Muslim tourist visit intention.

Factors affecting Muslim visitors nowadays include Ramadan, Eid-el-Fitr, Eid-el-Adha, Islamic oriented travel packages. Throughout this time, however, Muslims continue to remain at the hotel in the hope that the hotel can encourage and organize a tour schedule, (Shafaei and Mohammed, 2017). The research was performed by (Idris and Wahab, 2015) He said that Ramadan facilities and care are required of Muslim tourists during Ramadan as it affects Muslims in their choice of similar hotels during Ramadan. The good mouth of tourist expectations depends entirely on the high standard of services offered by hotels (Zabkar et al, 2010). Another research was carried out by (Hashim et al, 2007), including some of the main factors for staying or not continuing at the accommodation pre- and post-departures is known to be travel tips and suitable instructions. In addition to advice and suggestions, focus often encourages Muslims to be in a specific place during the Muslim festive season (Namin, 2013). Muslim travelers who want to live in hotels are mainly highlighted in halal tourism. It has a strong bearing on Halal tourism preferences (Musa et al n.d). With friendly package holidays provided by the hotel, Muslims are sometimes clearly decorated for Muslim tourists. The intention of Islamic tourism is affected (Khan et al, 2013).

- H₂: Muslim friendly holiday packages are positively influencing Muslim tourists to visit intention.

The five regular prayers are a prerequisite for all Muslims. That being said, the most significant amenities for Muslim people are known to be mosques or prayer rooms (Al-Hamarneh and Steiner, 2004). It is regarded as a prayer facility the third most affecting the preference of Muslim tourists in the preference of hotels or tourism. For any Muslim tourist who wants to visit a specific place for tourism, the availability of prayer areas is considered quite crucial (Shafaei, and Mohammed, 2013; Rahman 2014; Samori and Rahman, 2013; Battour and Ismail, 2014). Certain Muslim tourists choose to have these worship amenities in the room and also popular tourist sites (Battour et al, 2010; Rahman, 2014; Samori and Rahman, 2013). In any room whereby prayer facility is open, it is also vital to have Qiblah directions (Battour et al 2010; Rahman 2014; Samori and Rahman, 2013; Weidenfeld and Ron, 2008). Some Muslim tourists are attracted by the Qiblah path to the mecca and the salad prayers desks at the hotel building (Kovjanic, 2014). The three factors are deemed most significant and have a good effect on Muslim tourists' preference for Halal Conception Hotel. They are the Mosque Direction at the hotel, Prayer facilities, and the qiblaha Route towards meca (Rahman 2014). It was also decided (Henderson, 2003) that lodging should have appropriate understanding of mosques and periods of prayer. Even more religious installations, including a copy of the Quran, a priest's office, and the path of Qiblat will attract potential Moslem visitors and contribute to new markets and increase hotel efficiency (Weidenfeld, 2006). A Qibla sticker tells precisely where qiblah is, and putting in each tourist destination a copy of the holy Qur'ans in specific hotels or hostels will be of benefit to Muslim visitors and have a good influence on hotels (Mansfeld et al, 2000).

- H₃: Qiblat directions and prayer room facilities are positively influencing Muslim tourist's visit intention.

In the position where Muslim tourists seek to stay especially at the hotel is mandatory to prevent a non-alcoholic condition other than food (Dugan, 1994). The Shariah specifies that all Muslims are banned from drinking or gambling (Holy Quran, 5:90). In comparison, Prophet Muhammad SAW (peace be upon him) said of alcohol, the mother of all evils (Ibn Majah, 2004). Muslims are not required to reach regions where alcohol is involved or supplied (Din, 1989; Henderson, 2003, 2008a; Al-Hamarneh and Steiner, 2004; Hashim et al., 2007; Zamani-Farahani and Henderson, 2010). It is specifically illegal to sell and alcoholic drinks in public in many Muslim countries such as Bangladesh, Pakistan, Saudi Arabia, Iran (Aljazeera, 2009). One new phenomenon in the world is the fact that Muslim friendly cruises are not permitted, particularly for Muslim tourists who wish to visit all forms of alcoholic beverages. This is why most of the European and Asian economies, for example, Turkish and Greek, are seeking to attract Muslim customers (Salama, 2015). In Tokyo, most of the restaurants provide Muslim customers with the non-alcoholic atmosphere, and more restaurants have the Halal certificate (The National, 2014). The consumption of food and beverages could have misbehavior and detrimental influence on Muslim visitors who are planning to live in hotels (Idris and Wahab, 2015). However, Henderson JC (2010) cited by Zakiah & Fadhilah (2013); Marcus et al. (2010) Suhaiza et al. (2011) Clarified that there is no way to serve alcohol if hotels actually practice Shariah, so the alcohol need not be prohibited.

- H₄. Muslim travellers are favorably affected through non-alcoholic conditions to travel deliberately

3. Research Methodology

The question design is focused on the four independent variables Halal products, Muslim oriented travel sets, qiblah instructions and prayer rooms, and eventually nonalcoholic settings. The problem design is centered on the problem would, therefore, always focus on whether their intent to return relies on certain considerations. The questionnaire included 19 queries about halal food quality, Muslim fun bundles of holidays, Qiblat instructions, and priesthood and non-alcoholic surroundings. In requiring its completion depending on the degree of satisfaction, the findings were obtained. The rating began with 1-Strong dispute, 2-Disagreement, 3-Neutral, 4-Agreement, 5-Strong agreement. In each of the local mosques, a questionnaire will be circulated. The study targets 200 Muslim visitors. The query must also be translated into English and Malaysian so that certain countries such as Indonesia, Singapore will feel more relaxed with Brunei's involvement.

4. Conclusion

The paper investigated the purpose of Muslim visitors to visit many hotels in which hotels conform to Shariah laws. Yet Malaysia is established as being one of the Islamic countries of the world. Places like Malaysia have always become recognized as one of Malaysia's most popular tourism attractions. Most Muslim tourists around the world are seeking tourism in Malaysia. This article, however, aims to emphasize what factors influence Muslim visitors have to pick a Halal hotel in Malaysia. Islamic tourism and the idea of shariah hotels have generated a lot of attention nowadays. Some of the pioneering tourist destinations in Halal and Non-Halal are driving every Muslim country and Mid East country to solve a major issue. Many hotels aim to target Muslim consumers and encourage the goods of shariah in hotels. Such goods are both visible and incorporeal, could be done with Intangible. But it should be remembered that empirical work is limited or restricted in order to explore the variables impacting the tourist choices of Muslims' hotels. In other terms, what variables affect the choice of Muslims for a hotel or travel alternative for visitors. Although Islamic tourism seems to adhere with all Islamic laws and since Shariah, such as Halal Hotel, provides more Halal amenities in any way. This includes halal food, prayer halls, Muslim travel packages, religious figures, and general morals. Such aspects tend to affect the happiness of Muslim visitors specifically.

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Appendix

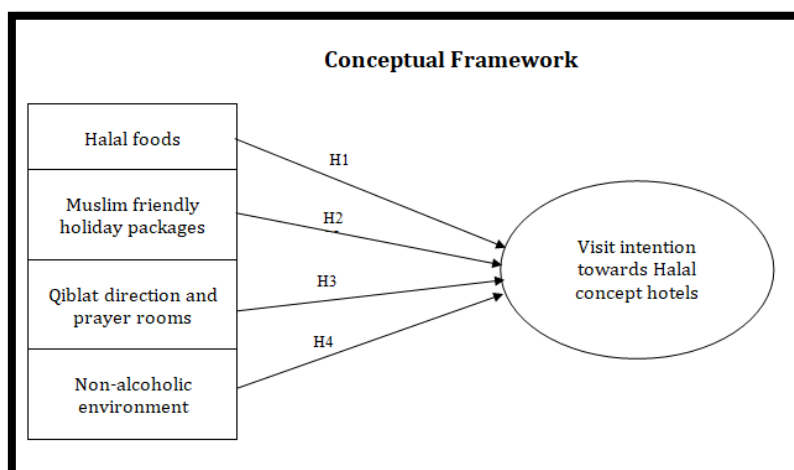


Figure 1: Conceptual Framework