

TABLE OF CONTENTS

ABSTRACT	i
ABSTRAK.....	ii
ACKNOWLEDGEMENTS.....	iii
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF PUBLICATIONS.....	xii
DEDICATION	xiii
CHAPTER ONE:INTRODUCTION.....	1
1.1 Introduction	1
1.2 Theoretical Background.....	2
1.3 Background of the Study	6
1.4 Problem Statement.....	9
1.5 The Significance of the Study	9
1.6 Research Questions and Objectives.....	13
1.7 Contributions of this Research.....	15
1.7.1 Knowledge	15
1.7.2 Managerial and Practitioner Perspectives.....	15
CHAPTER TWO: LITERATURE REVIEW	17
2.1 Introduction	17
2.2 Tourism Motivation	17
2.3 Tourism Motivation Theories.....	20
2.3.1 The Expectancy Theory of Motivation	21
2.3.2 Hierarchy of Human Needs Theory	21
2.3.3 Crompton’s Theory	22
2.3.4 The Drive Theory	23
2.3.5 The Means-End Theory	23
2.3.6 Seeking/Escaping Theory	24
2.3.7 Pull and Push Motivation Theory.....	25
2.4 Importance of Tourism Motivation.....	31
2.5 Push and Pull Motivation Relationship	33
2.6 Push and Pull Motivation Factors	36
2.6.1 Push and Pull Studies.....	36

2.6.2	Push Motivational Factors Only	47
2.6.3	Other Motivation-Based Studies	50
2.7	Research Gap in Tourism Motivation Literature	54
2.8	Tourist Satisfaction	55
2.8.1	Tourists' Satisfaction and Tourism Motivations	60
2.8.2	Research Gap in Tourist Satisfaction Literature.....	67
2.8.3	Tourists' Satisfaction and Destination Loyalty	68
2.8.4	Research Gap in Destination Loyalty Literature	72
2.9	Islamic Attributes of Destination	73
2.9.1	Tourism and Religion.....	75
2.9.2	Religious Attributes.....	77
2.9.2.1	Hotels meeting the religious needs of patrons	77
2.9.2.2	Places of worship.....	79
2.9.2.3	Availability of Halal food	81
2.9.2.4	Banning of alcohol consumption and gambling activities	82
2.9.2.5	Sexual permissiveness	83
2.9.2.6	Dress code	84
2.9.3	Tourism and Islam.....	86
2.9.3.1	Shariah.....	86
2.9.3.2	Sources of Shariah	89
2.9.4	Shariah Implication on Tourism Practice	92
2.9.5	Research Gaps in Islamic Attributes of Destination Literature.....	95
2.10	Chapter Summary.....	96
CHAPTER THREE: METHODOLOGY AND RESEARCH DESIGN.....		97
3.1	Introduction	97
3.2	Research Methodology	98
3.3	Research Methods	99
3.4	Triangulation Methodology.....	103
3.5	Research Design.....	104
3.6	Research Questions Revisited	111
3.7	Research Objectives Revisited.....	111
3.8	Research Framework Revisited.....	112

3.9	Research Hypotheses	113
3.10	Sampling Design	115
3.10.1	Interview Sampling Design	115
3.10.2	Survey Sampling Design.....	117
3.11	Data Collection.....	118
3.11.1	Interview Data Collection.....	119
3.11.2	Survey Data Collection	122
3.12	Data Analysis.....	125
3.12.1	Interview Data Analysis.....	125
3.12.2	Procedures of Developing IAD Construct	126
3.12.2.1	Specify domain of the construct	127
3.12.2.2	Generate sample of items	127
3.12.2.3	Purify the measures.....	128
3.12.2.4	Continuous improvement cycle	128
3.12.3	Analysis of Survey Data	130
3.12.3.1	Procedures for exploratory factor analysis.....	130
3.12.3.2	Techniques used in confirmatory factor analysis	134
3.12.3.3	Techniques for assessing measurement model	136
3.12.3.4	Techniques for structural model assessment and hypothesis testing.....	138
3.13	Chapter Summary.....	145
CHAPTER FOUR: DATA ANALYSIS.....		146
4.1	Introduction	146
4.2	Focus Groups and Interviews Results.....	146
4.2.1	The Tangible Aspects.....	147
4.2.1.1	Prayer facilities	147
4.2.1.2	Halal food.....	150
4.2.2	The Intangible Aspects.....	151
4.2.2.1	Islamic entertainment	152
4.2.2.2	Lack of consumption of alcoholic drinks.....	154
4.2.2.3	Islamic dress codes	154
4.2.2.4	Islamic morality	155
4.3	Developing of Islamic Attributes of Destination (IAD) Construct.....	156

4.3.1	Specify Domain of the Construct	156
4.3.2	Generate Sample of Items	157
4.3.3	Purify the Measures.....	158
4.3.3.1	Cronbach's alpha test results	158
4.3.4	Continuous Improvement Cycle Results.....	165
4.3.4.1	Assessment of reliability and validity by EFA approach.....	165
4.3.4.1.1	Test of Sphericity and measure of sampling adequacy.....	167
4.3.4.1.2	Factor extraction.....	167
4.3.4.1.3	Factor rotation and factor loading	168
4.3.4.2	Assessment of reliability and validity by CFA approach.....	171
4.4	Survey Results.....	174
4.4.1	Data Preparation	175
4.4.2	The Response Rate	177
4.4.3	Respondent Profiles.....	177
4.4.4	Exploratory Factor Analysis (EFA) results	180
4.4.4.1	Push motivation factors	181
4.4.4.2	Pull motivation factors	184
4.4.4.3	Islamic attributes of destination factors.....	186
4.4.5	Confirmatory Factor Analysis (CFA) Results.....	188
4.4.5.1	Confirmatory factor analysis for push motivations	189
4.4.5.2	Confirmatory factor analysis for pull motivations.....	191
4.4.5.3	Confirmatory factor analysis for IAD	193
4.4.6	Measurement Model.....	195
4.4.6.1	Unidimensionality.....	196
4.4.6.2	Reliability	196
4.4.6.3	Convergent validity	197
4.4.6.4	Discriminant validity	198
4.4.7	Analysis of the Structural Model and Testing of Hypotheses	199
4.4.7.1	Structure model without IAD.....	200
4.4.7.2	Structural model with IAD	205
4.5	Chapter Summary.....	212
CHAPTER FIVE: DISCUSSION AND CONCLUSION		213

5.1	Introduction	213
5.2	Research Overview	213
5.3	Discussion of Key Research Findings	218
5.3.1	The Positive Effect of Push Motivations on Overall Tourist Satisfaction.....	218
5.3.2	The Positive Effect of Pull Motivations on Overall Tourist Satisfaction	220
5.3.3	The Positive Effect of Overall Tourist Satisfaction on Destination Loyalty....	221
5.3.4	The Islamic Attributes of Destination Discussion.....	222
5.4	Research Contributions.....	230
5.4.1	Knowledge	230
5.4.2	Practical Implications.....	232
5.5	Limitations and Suggestions for Future Research	235
5.6	Conclusion	237
APPENDICES.....		239
	Appendix A: English Questionnaire	240
	Appendix B: Arabic Questionnaire.....	246
	Appendix C: Push and Pull Motivation Items.....	252
	Appendix D: Factor Analysis Assumptions	260
	Appendix E: Descriptive Statistics for Study Variables.....	261
	Appendix F: Halal Tourism Trends	264
REFERENCES.....		268

LIST OF FIGURES

Figure	Title	Page
1.1	Middle East and Africa Domestic Tourist Nights	8
2.1	Seeking and Escape Forces	25
2.2	Pull and Push Factors	29
2.3	Theoretical Framework Development	54
2.4	Adding OTS to Theoretical Framework Development	67
2.5	Adding DEL to Theoretical Framework Development	73
2.6	Final Theoretical Framework	96
3.1	The Research Process Flow Chart	106
3.2	Research Framework	113
3.3	The Research Hypotheses	115
3.4	Suggested Procedure for Developing IAD Measures	129
4.1	Islamic Attributes of Destination CFA	174
4.2	First Order Push Motivations CFA	191
4.3	First Order Pull Motivations CFA	192
4.4	First Order Islamic Attributes of Destination CFA	194
4.5	Alternative Models for Testing Mediating Effect	202
4.6	Testing Moderating Variable	206
4.7	Final Structure Model	210

LIST OF TABLES

Table	Title	Page
2.1	Concepts of Satisfaction	57
2.2	Almulla Hospitality Shariah Rules	94
3.1	Differences between Quantitative and Qualitative Approaches	102
3.2	Interview Semi Structure Questions	120
3.3	Sources of Measurement Items	123
3.4	Tests for the Continuous Improvement Cycle	130
3.5	Summary of EFA Requirements on Data Set	132
3.6	Model Diagnostics in Confirmatory Factor Analysis	135
3.7	Model Fit Indices	135
3.8	Comparative Analysis between PLS and SEM	140
4.1	Islamic Attributes of Destination Items	159
4.2	Reliability Analysis for Proposed Dimensions	166
4.3	KMO and Bartlett's Test	167
4.4	Principal Component Analysis Extraction Results	168
4.5	Varimax Rotated Factor Loadings for IAD Scale	170
4.6	Composite Reliability and AVE	172
4.7	Correlation between Factors	173
4.8	CFA Fit Measures of the IAD Scale	173
4.9	Response Rate	177
4.10	Respondents Country of Origin	178
4.11	Respondents Profile	179
4.12	Results of Examination of Variables for EFA Suitability	181

Table	Title	Page
4.13	Push Factors	182
4.14	Pull Factors	185
4.15	IAD Factors	187
4.16	Summary of Items Dropped in Exploratory Factor Analysis	188
4.17	Fit Measures for the CFA Model of Push Motivations Scale	190
4.18	Fit Measures for the CFA Model of Pull motivations Scale	192
4.19	Fit Measures for the CFA Model of IAD Scale	194
4.20	Summary of Items Dropped in CFA	195
4.21	Results of Unidimensionality and Reliability Assessment	197
4.22	Average Variance Extracted	198
4.23	Correlation between Constructs	199
4.24	The Study Hypotheses	200
4.25	Parameter Estimation of the PLS Models by the Bootstrap Method	203
4.26	Goodness-of-Fit Index for Models 1, 2, 3	203
4.27	Blindfolding Results	205
4.28	Tests of PLS Path with Bootstrap for Stage 1 and Stage 2	208
4.29	Direct Effect, Interaction Effect and Total Effect	208
4.30	Results of Hypothesis Testing Using the Structural Model Results	209
5.1	Research Questions, Objectives, and Hypotheses	227

LIST OF PUBLICATIONS

Refereed Journals

Battour, M., Ismail, M. N., & Battor, M. (2010a). The Impact of Destination Attributes on Muslim Tourist's Choice. *International Journal of Tourism Research*. (Online-Early view 6 Dec 2010)

Battour, M., Ismail, M. N., & Battor, M. (2010b). Toward A Halal Tourism Market. *Tourism Analysis*. 15(4), 461-470

Conference Proceedings

Battour, M., & Ismail, M. N. (2008). Islamization Trends: Implications for Tourism Market Paper presented at the International Joint World Cultural Tourism Conference (9th:14-16 Nov 2008). Seoul, Korea.

Battour, M., Ismail, M. N., & Elhabony, I. (2009). Islamic Religious Needs in Destination Marketing: A Case Study of Malaysia. Paper presented at the Second Arab International Conference for e-Tourism and e-Commerce (14-18 Dec 2009). Elgouna Red Sea, Egypt.

Papers Submitted for Consideration of Publications

Battour, M., Ismail, M. N., & Battor, M. (2011). Islamic attributes of destination. *Annals of Tourism Research*.

Battour, M., Ismail, M. N., & Battor, M. (2011). Islamic attributes of destination: Construct development, measurement validation, and their impact on tourist satisfaction. *Tourism Management*.

Battour, M., Ismail, M. N., & Battor, M. (2011). The Mediating Role of Tourist Satisfaction: A Study of Muslim Tourists in Malaysia. *Journal of Travel & Tourism Marketing*.

DEDICATION

(My Lord, that You be pleased) Holy Qur'an, Taa-Haa: 84

جِئْتُ إِلَيْكَ رَبِّ لِتَرْضَى ﴿ طه: 84