# CHAPTER FIVE

# DISCUSSION AND CONCLUSION

## 5.1 Introduction

This chapter discusses the results of the survey and interviews presented in Chapter Four. The research questions posed by the researcher at the beginning of the research process are revisited and the relevant answers according to the findings are discussed. The discussion specified the theoretical as well as the practical implications of the findings of this research. Furthermore, this chapter discusses the limitations encountered during the research process, and presents recommendations for future research.

## 5.2 Research Overview

The main objective of this research was to develop a theoretical framework that helps to understand Muslim tourists' behaviour with a focus on Islamic attributes of destination. This section presents answers to the research questions posed by the researcher at the initial stage of this study. During the process of designing this research, five research questions were formulated by the researcher. The questions have been used to guide the research process. This section revisits the questions and provides answers with explanations according to the findings of the research. The five research questions posed are:

**RQ1**  What type of Islamic attributes of destination satisfy Muslim tourists?

**RQ2**  What push factors of travel motivations are important to Muslim tourists and what is the effect of these factors on overall tourist satisfaction?

**RQ3**    What pull factors of travel motivations are important to Muslim tourists and what is the effect of these factors on overall tourist satisfaction?

**RQ4**    To what extent do the Islamic attributes of destination affect the relationship between tourism motivations (pull/push) and tourist satisfaction?

**RQ5**    What is the effect of overall tourist satisfaction on destination loyalty?

To answer these five questions, the research design of this study has been conducted in five main phases.

**First**, theories of tourism motivation were reviewed: the expectancy theory of motivation, hierarchy of human needs theory, Crompton's theory, drive theory, the means-end theory, seeking/escaping theory, and pull and push motivation theory. The present study was designed on the basis of pull and push motivation theory. The pull and push motivation theory assumes that people are first of all pushed by the internal desire to travel and then they are pulled by destination attributes. Moreover, it assumes that these two sets of forces might be independent and interdependent (Jang & Cai, 2002; Kim & Lee, 2002; Kozak, 2002b; Yoon & Uysal, 2005).

**Second**, an extensive literature review that deals with the tourism motivation in the destination marketing field was performed. Push motivation and pull motivation have been investigated in the destination marketing literature as potential sources of overall tourist satisfaction (Yoon & Uysal, 2005). Overall tourist satisfaction was found to be linked to destination loyalty (Um et al., 2006). The religious attributes of destination have been examined to come up with potential Islamic attributes of destination. Based on the

literature, this study developed a theoretical framework that integrates push motivation, pull motivation, and tourist satisfaction, which are recognized in the field of destination marketing for generating destination loyalty. Particular attention is paid to identifying the Islamic attributes of destination and the relationships among these constructs to contribute to a better understanding of the moderating role to overall tourist satisfaction.

**Third**, Focus group discussions and individual interviews were conducted to obtain the primary data necessary to explore the Islamic attributes of destination. A semi-structured questionnaire was designed from two FGDs and then pre-tested to carry out face-to-face interviews. A total of 53 interviews were carried out with Muslim tourists in Malaysia. Then, qualitative data were analysed by content analysis to identify Islamic attributes of destination (IAD) items. The IAD items were purified and tested to validate the measures by exploratory factor analysis. Once the internal consistency and construct validity of the IAD measures were achieved, the researcher moved to the next step in the research process.

**Fourth**, a questionnaire was developed to collect the primary data necessary to test the proposed model. Face and content validity were tested and the necessary suggestions were taken into consideration. The questionnaires were then pre-tested and distributed in international hotels and Islamic sites in four Malaysian cities: Kuala Lumpur, Kula Terengganu, Penang, and Johor Bahru. A total of 508 usable responses were used during this phase.

**Finally**, a three-stage process was employed for the statistical analysis of collected data. The first stage employed exploratory factor analysis and Cronbach's alpha

determination for preliminary assessment of reliability and validity of the study measures. Exploratory factor analysis was applied to test the dimensionality of the data with the aim of producing a set of items that reflect a single underlying factor or construct. The remaining measures were then subject to a reliability analysis to examine the reliability and validity of the measures used in this study. The second stage employed Confirmatory Factor Analysis using AMOS to validate the measurement model and, in turn, to achieve construct validity; a more rigorous estimation of reliability, testing of the unidimensionality of the scales, testing of convergent validity, and testing of discriminant validity. Then in the third stage, the proposed model was subjected to partial least square (PLS) analysis to test the structural model by two steps —structural model without moderating variable (IAD) and structural model with moderating variable.

The final PLS Structural Model results provided evidence that the relationship between PUSM and OTS as well as PULM and OTS was statistically supported. Furthermore, the relationship between OTS and DEL is also significant. The moderating role of IAD between PULM and OTS was supported, however, the moderating role of IAD between PUSM and OTS was not supported. The explained variance $(R^2)$ was 0.64 and 0.35 for OTS and DEL, respectively. The goodness-of-fit (GoF) value was satisfactory (0.55). The $H^2$ value (0.59) provided evidence of a good measurement model and $F^2$ value (0.34) also indicated a better structural model.

The question of what type of Islamic attributes of destination satisfy Muslim tourists (RQ1) can be answered using both the survey findings and the interview findings. The Islamic attributes of destination, which have been identified in the interviews include: tangible aspects and intangible aspects. The tangible aspects consist of Islamic religious

facilities such as worship facilities and Halal food; the worship facilities involve mosque/ prayer rooms, Islamic call (Azan) for prayer, Holy Qur'an and Qibla direction pointer, and Muslim toilets. The intangible aspects include Islamic entertainment, lack of consumption of alcoholic drinks, compliance with Islamic dress codes, and observation of Islamic morality. The Islamic attributes of destination, which have been identified in the survey include: worship facilities, general Islamic morality, Halal food and Islamic entertainment, and lack of public consumption of alcoholic drinks and lack of public gambling activities.

Furthermore, the question of what push factors of travel motivations are important to Muslim tourists and what are the effect of these factors on overall tourist satisfaction (RQ2) can be answered using findings from the survey data analysis. The push factors of travel motivation identified in the survey findings include: achievement, exciting and adventure, family togetherness, knowledge/education, and escape. These factors are found to have a direct positive impact on overall tourist satisfaction and no direct impact on destination loyalty.

Moreover, the question on what pull factors of travel motivations are important to Muslim tourists and what are the effects of these factors on overall tourist satisfaction (RQ3), can also be answered using findings from the survey data analysis. The pull factors of travel motivation, which have been identified in the survey findings include: natural scenery, wide space & activities, cleanness & shopping, and modern atmosphere. These factors are found to have a direct positive impact on overall tourist satisfaction and no direct impact on destination loyalty.

The question on the moderating effect of the Islamic attributes of destination between tourism motivation (pull/push) and overall tourist satisfaction (RQ4) can also be answered using the findings from the survey data analysis. The Islamic attributes of destination were found to have a moderating effect between the pull motivation and overall tourist satisfaction and no moderating effect between push motivation and overall tourist satisfaction.

In answering the question on the relationship between overall tourist satisfaction and destination loyalty (RQ5), the results from the survey data analysis show that overall tourist satisfaction has a positive influence on destination loyalty.

## 5.3 Discussion of Key Research Findings

The presentation of the key findings of this research covers findings from both stages of the research –qualitative and quantitative. It is very important to take note that the discussion in this chapter is based on the linkage between the research objectives, hypotheses, and findings of this research.

### 5.3.1 The Positive Effect of Push Motivations on Overall Tourist Satisfaction

The push motivational factors derived from exploratory factor analysis consisted of six factors, namely: achievement, exciting and adventure, family togetherness, knowledge/education, escape, and sports. Regarding which push factor was the most or least important, the composite means of push motivation factors were presented in Appendix E. Among the six factors, the respondents emphasized 'family togetherness' with a mean score of 3.24 while the least important factor was 'sports' with a mean score of

2.66. On confirmatory factor analysis, as shown in Table 4.20, the sports factor was dropped in addition to two items from the 'escape' factor, one item from 'knowledge/education', and one item from 'exciting and Adventure'. The relationship of the remaining factors and overall tourist satisfaction was tested to examine the effect of push motivation as an exogenous variable on overall tourist satisfaction as the endogenous variable.

As one of the findings of this research, the push motivation was seen to positively influence overall tourist satisfaction. The results clearly indicate that there is a relationship between push motivation and overall tourist satisfaction ($\beta = 0.23$, $t$-value (6.83) >1.64). However, this relationship is considered very low as the path coefficient is only 0.23. This finding is not similar to the outcome of the Yoon and Uysal study (2005), as the relationship between tourist satisfaction and push travel motivation was not supported. This may be explained by using SEM in Yoon and Uysal's study to test this relationship, which is not totally similar to the PLS used in this study, as explained in Chapter Three.

Although the relationship is statistically significant, the influence of push motivation on satisfaction is very low. This relationship may be explained by various reasons: (a) the tourists pushed by internal desire to travel overseas may gain satisfaction from these factors but it is not certain that they contribute to overall tourist satisfaction, (b) most of these factors are determined before the trip and may be changed during the staying period in the destination, therefore, they may be linked imperceptibly to satisfaction, and (c) the push motivational factors are related to the tourist's internal desire, however, the overall tourist satisfaction is mostly linked to destination, therefore, the time gap of assessment may influence the strength of this relationship.

### 5.3.2    The Positive Effect of Pull Motivations on Overall Tourist Satisfaction

Five factors of pull motivation were extracted from exploratory factor analysis and labelled: natural scenery, wide space & activities, cleanness & shopping, modern atmosphere, different culture.  Among these five factors, 'cleanness & shopping' was found to be the most important destination attribute with a mean score of 3.07 and the least important factor was 'Modern atmosphere' with a mean score of 2.92. The factor 'different culture' was eliminated by conducting confirmatory factor analysis in addition to some items such as 'outstanding scenery', 'water sports', 'first class hotels', 'reliable weather'. The remaining four factors were subjected to PLS to test the relationship between pull motivation and overall tourist satisfaction.

The results of the PLS indicate that the pull motivation significantly and positively relates to overall tourist satisfaction ($\beta$ = 0.55, $t$-value (14.7) > 1.64). This result confirms the robust findings that suggest that a positive and direct relationship exists between destination attributes and overall tourist satisfaction. Having good destination attributes may help the destination marketers to achieve tourist satisfaction. Determining the preferable destination attributes to tourists may also help destination marketers to design and develop better products and services.

The findings show a similar outcome as previous studies in terms of the relationship between destination attributes and overall tourist satisfaction. For example, Devesa et al. (2010) empirically confirmed that specific attributes of destination affect the level of visitor satisfaction. Zabkar et al. (2010) found that destination attributes affect tourist satisfaction, while  Fang et al. (2008) reported that destination attributes are a function of overall tourist

satisfaction. Chi and Qu (2008) supported that satisfaction with destination attributes has a positive impact on overall tourist satisfaction. Lastly, Yoon and Uysal (2005) found that the destination attributes (small size and reliable weather, cleanness & shopping, night life & local cuisine) have an impact on overall tourist satisfaction.

### 5.3.3 The Positive Effect of Overall Tourist Satisfaction on Destination Loyalty

Overall tourist satisfaction is captured in the questionnaire design by the expectation of tourists about the destination, visit worth time and effort, overall satisfaction with holiday, and rating destination as vacation compared to other similar countries visited. The mean score of overall tourist satisfaction was found to be high (3.82). Destination loyalty was assessed by the intention to repeat visitation to destination, overall feelings about the visit, recommend destination to others as a vacation, and encourage friends/relatives to visit the destination. The mean score of destination loyalty was found to be very high (4.59). Recommend destination to others as a vacation was found to be the most important item in destination loyalty with a mean of 4.62.

As one of the findings, a high impact of overall tourist satisfaction on destination loyalty is indicated as seen in the results of the PLS structural model. The results indicate that overall tourist satisfaction is positively associated with destination loyalty ($\beta = 0.59$, $t$-value (16.9) > 1.64). This result confirms that tourist satisfaction is a significant determinant to maintain repeat visitation and recommendations to other people. This finding supports prior empirical research, which suggests that tourist satisfaction usually contributes to increased rates of repeat visit and the willingness to recommend the

destination (Chen & Chen, 2010; Chi & Qu, 2008; Kau & Lim, 2005; Kim, 2008; Lee et al., 2010; Um et al., 2006; Yoon & Uysal, 2005; Zabkar et al., 2010).

Hence, the ultimate goal of destination marketers should be guided by determining the travel motivation of Muslim tourists, and, in turn, satisfying them by providing high quality products and services to increase repeat visitation and recommendation of the destination to others. In other words, maintaining the current Muslim tourists by satisfying them may be easier than exerting effort to attract new tourists. Another finding in this study showed that the overall tourist satisfaction fully mediated the relationship between tourism motivation and destination loyalty.

### 5.3.4 The Islamic Attributes of Destination Discussion

This research has investigated the Islamic needs of Muslim travellers and has focused on the Islamic attributes of destinations within the Muslim world. Two major aspects are identified as Islamic attributes of destinations, which may attract Muslim tourists –tangible attributes and intangible attributes. The tangible attributes include prayer facilities and Halal food, while intangible attributes include Islamic entertainment, lack of public consumption of alcoholic drinks, Islamic dress code, and observation of Islamic codes of morality.

The results show that mutual consensus is found regarding easy access to places of worship (Masjid/prayer room), easy to find Halal food, availability of the Holy Qur'an and the Qibla direction pointer. Toilets that cater to the special needs of Muslims and Islamic entertainment were reported as highly prioritized attributes. However, it has to be noted that

the Islamic intangible aspects can only be present in Muslim countries. To create these Islamic intangible aspects in non-Muslim societies will be extremely difficult if not impossible. Moreover, the application of the proposed intangible aspects may represent challenges facing the tourism industry in Muslim countries, which, at the same time, are also trying to attract and satisfy the needs of non-Muslim tourists.

Given that the Muslim tourist market is a niche market, destination marketers should pay more attention to this important market and its financial potential. However, the majority of Muslim countries are classified under the Third World and are also poor countries except for a few oil producers. Muslims are not a single market because there are vast differences among them regarding their understanding of Islam and the degree of their will to practice it. For example, wearing the head cover (Hijab) as a dress code for Muslim women is observed by some and not observed by others. Moreover, the degree of religiosity is considered an important factor behind these differences, which impacts on the services required by Muslims. In other words, the degree of religiosity of a Muslim tourist affects their needs. Therefore, it is better to satisfy Muslim tourists by designing packages that suit their demands. This indicates that Shariah compliant products or services provided may not satisfy all Muslim tourists or may satisfy them in different ways due to their different levels of religiosity.

It is not expected that all Muslims have a uniform way of practising Islam. Moreover, tourism operators may not be able to differentiate between those who strictly observe Islamic Shariah and those who do not. It may be a good idea if tourism operators strive to maximise the Islamic attributes in their countries in order to attract and satisfy Muslim tourists. This is because most Muslims, even if they are not religious, will not be offended

by the presence of Islamic attributes in society, whereas, religious Muslims will be offended by a lack of Islamic religious attributes of destination. Thus, it is only logical to offer packages that cater for the majority and make allowances for those who wish to select other options.

The availability of Islamic religious attributes need not affect non-Muslims. Tourism operators should provide services that cater for non-Muslim needs by allocating places exclusively for them to pursue those activities that are prohibited by Islam. For example, the hotel or aeroplane may allocate special sections for those wishing to drink alcohol along the same line as smoking areas in airports. An Islamic environment should be guided by Islamic teachings implemented by imposing certain rules and restrictions regulating behaviour in public. Awareness programmes should be designed for non-Muslim tourists regarding the types of behaviour that are deemed unacceptable in Muslim societies.

The existence of different types of Islamic culture in different Islamic countries and the implications on their travel needs is noticeable from the interviews. For example, expectations of the level of Islamic attributes of destination are much higher among tourists from Saudi Arabia compared to tourists from other countries (such as Turkey or Egypt). This is probably because Muslims from Saudi Arabia are relatively more conservative in their Islamic practice compared to Muslims from other countries.

Twenty-three items were generated from the qualitative data to measure Islamic attributes of destination. Five items were eliminated to purify the measures: (1) Provision of maps, which indicate locations of mosques/prayer facilities (In tourism information centre, airport, hotel, parks, etc.), (2) Providing prayer timetable (in tourism information

centre, airport, hotel, parks, etc.), (3) Availability of taxis with female drivers' service for female passengers, (4) Alcoholic beverages are not provided in the hotel room refrigerator, and (5) Banning of pictures of scantily-dressed women on billboards/outdoor advertisements by the authority. The remaining items were subjected to an improvement cycle to assess the reliability and validity of the proposed measures.

Four factors were extracted from the remaining eighteen items and labelled; worship facilities, Halalness, general Islamic morality, alcoholic drinks and gambling free. Among these four factors, lack of public consumption of alcohol and public gambling activities were found to be the most important Islamic attribute of destination with a mean score of 3.79, followed by general Islamic morality (3.78), worship facilities (3.765), and Halalness (3.763). The four factors were subjected to confirmatory factor analysis, revealing results supporting good construct validity, and were then subjected to the PLS structural model.

The results of the PLS indicated that the Islamic attributes of destination significantly moderate the relationship between pull motivation and overall tourist satisfaction based on the significant interaction and variance explained ($\beta = 0.15$, $t$-value (5.05) >1.64). This result confirms that the availability of Islamic attributes of destination contributes to overall tourist satisfaction and strengthens the relationship between conventional destination attributes and tourist satisfaction for Muslim tourists. By having Islamic destination attributes, destination marketers can achieve tourist satisfaction in Muslim tourists. Furthermore, if destination marketers determine the preferable Islamic destination attributes to Muslim tourists, this could help them to design and tailor Halal products and services.

In addition, the results of the PLS revealed that the Islamic attributes of destination do not moderate the relationship between push motivation and overall tourist satisfaction based on the insignificant interaction ($\beta$ = -0.15, $t$-value (1.25) <1.64). In other words, this relationship has not been supported by the research results, which, accordingly, show that Islamic attributes of destination are not considered as the moderating variable between push motivation and overall tourist satisfaction. This kind of relationship may have resulted from the nature of the push motivations as internal desires not related to destination attributes. Therefore, Islamic attributes of destination may fail to strengthen this relationship.

Also, it is worth noting that the objective of using PLS is to predict whether Islamic attributes of destination is a moderating variable in the proposed model or not. Thus, it is not expected that all the moderating relationship, proposed be supported. As a result, only one moderating relationship of Islamic attributes of destination was predicted between destination attributes and overall tourist satisfaction. Moreover, the significant interaction of Islamic attributes of destination with pull motivation supported that it was a moderating variable; otherwise it will be an independent variable. Moreover, the results of this study revealed that the pull motivations have a stronger effect on overall tourist satisfaction than push motivations, similar to previous studies (Jang & Wu, 2006; Lee et al., 2002).

After answering the research questions, which should help to solve the research problem mentioned in Chapter One, section 1.4, Table 5.1 presents a summary of the above discussion as linked to the research objectives, hypotheses, and findings of this research.

**Table 5.1: Research Questions, Objectives, and Hypotheses**

| Research Question | Objective | Hypothesis | Finding |
|---|---|---|---|
| 1. What type of Islamic attributes of destination satisfy Muslim tourists? | 1.To explore the Islamic attributes of destination, that satisfy the religious needs of Muslim tourist. | | The tangible aspects of IAD consist of Islamic religious facilities such as worship facilities and Halal food; the worship facilities involve mosque/prayer rooms, Islamic call (Azan) for prayer, Holy Qur'an and Qibla direction pointer, Muslim toilets. The intangible aspects include Islamic entertainment, lack of consumption of alcoholic drinks, Islamic dress code, and observation of Islamic morality. The IAD, which have been identified in the survey include; worship facilities, general Islamic morality, Halal food and Islamic entertainment, and alcoholic drinks and gambling free. |

**Table 5.1: (Research Questions, Objectives, and Hypotheses – continued)**

| Research Question | Objective | Hypothesis | Finding |
|---|---|---|---|
| 2. What push factors of travel motivation are important to Muslim tourists and what is the effect of these factors on overall tourist satisfaction? | 2.To determine the important push factors of travel motivations and investigate the possible direct causal effect of these Push motivations on Muslim tourist satisfaction. | 1.The push motivations (PUSM) positively influence overall tourist satisfaction (OTS). | 1.The identified PUSM factors are achievement, exciting and adventure, family togetherness, knowledge/education, and escape. PUSM have a direct positive impact on OTS and no direct impact on DEL. |
| 3. What pull factors of travel motivation are important to Muslim tourists and what is the effect of these factors on overall tourist satisfaction? | 3.To determine the important pull factors of travel motivations and investigate the possible direct causal effect of these Pull motivations on Muslim tourist satisfaction. | 2.The pull motivations (PULM) positively influence overall tourist satisfaction (OTS). | 2.The identified PUSM factors are natural scenery, wide space & activities, cleanness & shopping, and modern atmosphere. PULM have a direct positive impact on OTS and no direct impact on DEL. |

**Table 5.1: (Research Questions, Objectives, and Hypotheses – continued)**

| Research Question | Objective | Hypothesis | Finding |
|---|---|---|---|
| 4. To what extent do the Islamic attributes of destination affect the relationship between tourism motivation (pull/push) and tourist satisfaction? | 4.To investigate the moderating effects of the Islamic attributes of destination on the relationship between tourism motivation and tourist satisfaction | 3.Islamic attributes of destination (IAD) moderate the relationship between the push motivations (PUSM) and overall tourist satisfaction (OTS). <br><br> 4.Islamic attributes of destination (IAD) moderate the relationship between the pull motivations (PULM) and overall tourist satisfaction (OTS). | 3.IAD do not have a moderating effect between push motivation (PUSM) and overall tourist satisfaction (OTS). <br><br> 4.The Islamic attributes of destination (IAD) are found to have a moderating effect between pull motivation (PULM) and overall tourist satisfaction (OTS) |
| 5. What the effect of overall tourist satisfaction on the destination loyalty? | 5.To investigate the effect of Muslim tourist satisfaction on the destination loyalty | 5. The overall tourist satisfaction (OTS) positively influences destination loyalty (DEL). | 5. The overall tourist satisfaction has positive influence on the destination loyalty. |

## 5.4    Research Contributions

There are some important contributions for both theory and practice in this study. This section, therefore, is classified into two categories –knowledge and practical implications.

### 5.4.1 Knowledge

This study empirically investigated the effects of tourism motivation on overall tourist satisfaction and destination loyalty focusing on the moderating role of Islamic attributes of destination between tourism motivation and overall tourist satisfaction. Thus, this study makes several contributions to the body of knowledge in several areas.

Recent years have witnessed a growing interest in new concepts such as 'Halal (Islamic) tourism', 'Halal hospitality', and 'Halal friendly travel'. This study contributes to the efforts to further understand the real meaning of such terms. Moreover, this study addressed Halal issues in the tourism sector, which have not been adequately covered. Therefore, the primary contribution of this study was the development of a theoretical framework that linked between tourism motivation, destination marketing, and Islamic tourism attributes for better understanding of Muslim tourist behaviour.

This study makes methodological contributions. It employed partial least square (PLS) analysis to test hypotheses, thereby enabling the simultaneous analysis of multiple effects, which focus more on predicating rather than confirming. This highlights the advantages of using PLS as a method of analysis for this study, which is not employed

enough in destination marketing and tourism motive studies. Thus, the application of this technique in this study may provide some guidelines to its use in this context.

This study explored the Islamic religious attributes of destination, which have not been addressed before and linked to pull and push motivation theory. Furthermore, this study developed instruments to gauge Islamic attributes of destination as a construct. The developed measures may help further research related to push and pull motivation studies. Moreover, the process of developing such measures may be considered a methodology contribution, which may provide guidelines for its use in destination marketing and tourism management research.

This study investigated a new area of research empirically, which is religious attributes of destination. This study identified Islamic attributes of destination (IAD), which may satisfy Muslim tourists. The identified IAD and their corresponding items can be used in advancing the study on IAD pertaining to Muslim countries similar to that of Malaysia, and enable comparative studies in other countries.

This study identified the most important push motivational factors (PUSM) to Muslim tourists, which drive them to travel for tourism. The identified PUSM factors and their corresponding items can be used in advancing the study on destination marketing research pertaining to Muslim tourists. Investigation of the relationship between push factors and overall tourist satisfaction (OTS) will help in understanding the effects of PUSM on OTS and how they contribute to realize better overall tourist satisfaction.

This study identified the most important pull factors (PULM) to Muslim tourists, which attract them to select specific destinations for tourism. The identified PULM factors and their corresponding items can be used in advancing the study on destination marketing research pertaining to Muslim tourists. Examining the relationship between pull factors and overall tourist satisfaction will help in understanding the effects of PULM on OTS and how they provide better overall tourist satisfaction.

The theoretical model was developed based on the theory of pull and push motivation by adding Islamic attributes of destination construct as the moderating variable between tourism motivations and overall tourist satisfaction. Such adding of Islamic attributes of destination to the theory may be considered a contribution, which will open a new area of future research. The understanding of the moderating effects of IAD on the links between tourism motivation (PUSM & PULM) and overall tourist satisfaction is of extreme importance as it enables the interacting effects of IAD on the direct relationships between PULM, PUSM and OTS to be studied.

This study investigated the relationship between overall tourist satisfaction and destination loyalty (DEL), which have not been studied before in a Muslim country context. Confirming this relationship may be considered as additional empirical evidence, which supports that OTS has an impact on DEL.

### 5.4.2 Practical Implications

This study also has important implications for practitioners. These implications are as follows:

The findings of this study should help marketers better understand "Islamic tourism", develop marketing strategies to attract Muslim tourists and also encourage repeat purchases. A destination can enhance the probability of its selection by identifying and marketing its ability to meet the needs that their chosen travel segments consider important. Furthermore, this study could offer some useful and practical guidelines for tourism organization and other types of business wishing to successfully satisfy Muslim customers.

Destination marketers and managers may be able to devise more effective strategies by appreciating how concepts like travel motivations, Islamic attributes of destination, tourist satisfaction and destination loyalty are distinct from, but related to, each other. Moreover, studies like these may help destination marketers understand that the way these constructs interact may be different in the case of Islamic attributes of destination. In turn, managers might be encouraged to design creative programmes that harness the unique characteristics of tourism products to satisfy and delight tourists.

Destination marketers need to embrace the identified Islamic attributes of destination for them to attract Muslim tourists for the purpose of achieving better tourist satisfaction. Thus, the following suggestions are generated from the exploratory discussion in this study and they may be useful for tourism operators to keep in mind when offering services/products catering to Muslim needs: (1) Provision of maps, which indicate locations of mosques/prayer facilities at important locations such as tourism information centres, airports, hotels, and parks. Maps should also indicate areas that may be offensive to Muslims (such as red light districts); (2) Provision of prayer timetables at tourism information centres, airports, hotels and parks, etc.

(3) Muslim tourists prefer that no alcoholic drinks be provided in the hotel room refrigerator unless requested. They also prefer that there is no public consumption of alcoholic drinks; (4) Destination marketers need to identify and address the Islamic culture of different nationalities in order to design packages, which satisfy the needs of those nationalities; (5) Banning of adult channels in hotel entertainment. Muslims tourists may not be happy if their children are exposed to such things; (6) Hospitality operators should take into consideration Islamic architecture and design in the hotel design; (7) It is preferable if hotels provide Siwak (natural toothbrush made from the arak tree) for Muslim tourists in their rooms; (8) It is preferable that travel agents choose hotels for Muslims, which are far from red-light districts. Tourist guides should avoid visiting these places on tour programmes; (9) It is recommended that hotels hire female staff who observe Islamic dress codes so as not to cause offence to those Muslims who are religious and prefer to only interact with females who observe such codes; and (10) Allocating female staff for women and male staff for men such as availability of taxis with female drivers' service for female passengers, which satisfies the needs of some Middle Eastern families.

This study identified six important push factors for Muslim tourists in exploratory factor analysis and five factors in confirmatory factor analysis. It is recommended that destination marketers should focus more on these factors in order to satisfy the internal motives of Muslim tourists and enhance their satisfaction.

This study also identified five important pull factors for Muslim tourists in exploratory factor analysis and four factors in confirmatory factor analysis. It is recommended that destination marketers should give more attention to these factors to attract Muslim tourists and increase their satisfaction.

Destination marketers should consider the positive role of overall tourist satisfaction to destination loyalty. This indicates that satisfying Muslim tourists will increase repeat visitation to destinations and encourage these tourists to recommend the destinations to others.

## 5.5    Limitations and Suggestions for Future Research

This study provides some new insights into the impact of tourism motivations on overall tourist satisfaction based on the availability of Islamic attributes of destination; the results reported here, however, should be interpreted in the light of certain limitations that suggest further possibilities for empirical research.

The first limitation concerns the context of the study (Malaysia), which puts constraints on the generalizability of the results to other countries. No claim can be made, therefore, for the generalizability of the findings beyond these contexts. Further research is underway to extend the current work into a number of other countries. However, the use of a country other than Malaysia increases our understanding of Islamic attributes of destination in other contexts and helps to demonstrate the universality and global importance of that concept. Future research that replicates this study in other contexts would be welcome and would further improve our understanding of the significance of the impact that the pull motivation has on overall tourist satisfaction based on the availability of Islamic attributes of destination. Also, future research might investigate distinctive Islamic attributes through comparing specific countries. This research could investigate if there are differences in the types of Islamic attributes that generate satisfaction.

The second limitation related to the qualitative data used. The quantity of data may be limited as the two FGDs and 53 interviews may not be sufficient for the purpose of generalizing the findings. Furthermore, although there are censuses regarding all the attributes proposed among Muslim groups according to Islamic law, other Islamic attributes may be ignored, as there are no participants from other Muslim groups. Moreover, one of the disadvantages of the FGDs in this study is the lack of structure, which may make the results subject to the interviewer's influence. Therefore, there is a need to replicate this study by conducting more interviews, which may help to explore more Islamic attributes; in turn, measures should be improved and revalidated to study Islamic attributes of destination.

The third limitation is related to the selection of the PLS as a method for predicting the relationships in the proposed theoretical model. Therefore, it is recommended to conduct this study by collecting new data and using the structural equation model to confirm these relationships. Furthermore, there is a great need to study other links between the study variables, as this research has not been able to consider all the possible relationships that may exist among the variables. For example, it is possible that Islamic attributes of destination may have a positive impact on destination loyalty. Therefore, a study of such links is poised to add more value to the results of this research work.

Finally, further research also needs to be carried out with other tourism motivation measures (items) similar to this study. Furthermore, areas such as Islamic hospitality, Halal friendly travel, and Halal airlines need to be covered by future research.

## 5.6 Conclusion

Implemented Shariah practices related to the tourism sector are in their early stages, just as Islamic banks were before occupying a considerable market share in the international banking market. Islamic tourism as a business opportunity is expected to become one of the most flexible types of tourism (Chitakasem, 2007). It is expected to attract Muslim and non-Muslim tourists but that may take time. It may be fair to say that ignorance of the needs of Muslim travellers in the area of destination marketing could cause operators to lose considerable profit.

The following points may highlight the expected trends in the Halal tourism market in line with the Islamic attributes of destination:

- It is noticed that many Islamic hotel brands have appeared specifically for the needs of Muslim tourists in the Middle East and this may extend to other Muslim countries and non-Muslim countries (see Appendix F).

- Future growth in Islamic finance, it is expected that this will support Shariah compliant investment in the tourism industry.

- Halal tourism may develop its own Shariah compliant international standards such as being alcohol free, gambling free and offering Halal food and Halal services.

- It is expected that Halal tourism could attract non-Muslim tourists who are looking for a cultural experience.

- International hotels may follow the example of Shariah compliant hotels in the UAE to be able to compete in the Muslim tourist segment.

- Airlines may apply a Halal flying experience, particularly for Hajj and Umrah flights. Services such as Halal menus, in flight calls for prayer, provision of the Holy Qur'an, Halal entertainment and segregated seating arrangements may compose the Halal package (WTM, 2007).

- Destination marketers from Muslim countries may target European Muslims to arrange Hajj or Umrah trips, Halal airlines and visiting Islamic sites.

- Many websites may be launched to arrange Halal friendly tours as in the case of crescent website (http://crescentrating.com/), which was launched in 2010 (see Appendix F).

To close this research report, it is worth reproducing the following quotation:

**"K**nowledge without practice is like a glass eye, all for show, and nothing for use.**"**