

**THE IMPACT OF ISLAMIC ATTRIBUTES OF DESTINATION AND
RELIGIOSITY ON MUSLIM TOURISTS' SATISFACTION**

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RELIGIOSITY ON MUSLIM TOURISTS' SATISFACTION**

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By

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ABSTRACT

The aim of this study is to study the impact of Islamic attributes of destination and religiosity on overall Muslims tourists' satisfaction. The main concern of this paper is to emphasize the importance of Islamic religiousness and how it affects on tourists satisfaction, and Islamic Attribute of Destination factors. Muslim tourists' demand for Islam attributes learning in advertising directed at potential clients is a substantial weakness in some countries' considered tourism. Tourism satisfaction in modern countries and Islamic culture has received great concentration from researchers. The key to determine tourism incentive is to see holiday travel as a satisfier of the needs and wants. Religiosity has become an important target area in the business human beings so it has become imperative for Islamic tourism to have insights about faith of Muslims tourists for their well-being. Overall, fairly moderate evidence questionnaires of religiosity are applicable to most religions of the world. On the basis of this site of study authors have developed researches for Islamic destination to develop a scale that can gauge Islamic religiosity in more objective terms. The study also investigate the need to measure Islamist religiosity as Muslims make a larger chunk of international tourism; On other hands that to accomplish full fruits of globalization Islamists population cannot be neglected that from business world. So in order to manage diversity in hospitality factors, understanding the religious orientations can furnish fruitful contributions for the success of the hospitality organization. International hospitality should take into account Islamic religiosity as a major factor while planning to diversify their businesses to Muslim world.

DECLARATION

I declare that the thesis is my original work except for the quotations and citations, which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at University Malaya or at any other institution.

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Date:

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This learning journey gave me a lot of experiences. As a foreign student studying abroad leaving my family friends and job, it was not easy to complete this thesis without support from my sisters, brothers, lovely friends as well as patient guidance of my supervisor Prof. Dr. Mohammed Nazari bin Ismail.

My experience in Malaysia enabled me not only to know another culture but to adopt the most beautiful attitudes most of Malaysians have, to always smile, be patient and be more organized.

I would like to dedicate this work and the successful completion of my Master in Management course to my parents who have passed away. They have been my sources of encouragement to be an educated, knowledgeable and modest person.

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PREFACE

Tourism has become a popular global leisure time activity. Moreover tourism and religion share a close relationship in which the former motivates travel and is a source of assorted visitors. The move to achieve global marketing has challenges and threats between individuals and organizations. Almost a decade has gone by that the face of religion was changed. Attractions although religion and religiosity are well-known factors for influencing behaviors in different social settings, there are very limited research that explores the links between them and visitation patterns of tourists are found between tourists based on their religious affiliation and religiosity.

The main concern for this study is to analyze and prove that the findings might reveal that the tourists' religiosity has different effects on those with different religious affiliations. There are some arguments proving that the understanding the relationship of the tourist's perception of a destination and the meaning he or she attaches to it is the actual relationships between a tourist's religion and strength of religious belief. The topic on the implications for the theoretical investigation of heritage tourism and tourism management are discussed in this study. The incident which took place in 2001, the World Trade Center disaster and current situation in the Middle East highlights that religion plays a key role in the world.

Although religion is plays a vital role in the happenings in the world, yet it may not be the only factor of importance in the understanding some conflicts among nations and in people's daily activities. There is much literature to propose that religion is a fundamental component of our culture and is linked to many aspects of our life and behavior.

In these demanding and competitive surroundings, tourism and hospitality industries are competing in attracting new tourists and finding ways to improve the industry. Thus the provision of religious aspects in the hospitality product could prove valuable and integrate part of the customer orientation. This study is aimed at highlighting the important relationship between Islamic religion and tourism and to increase the satisfaction of Muslims tourists.

Religion is the cognition, beliefs, feelings, actions and individual experiences as expressed in relation to that person's system. The person's system may include a church group, religious sect, or a religious organization to which they belong (Hood et al., 1996; Paloutzian, 1996. p.8). This paper is aimed at exploring the relationship between the level of religiosity of Muslims tourist and how it affects satisfaction, motivation and destination loyalty. In addition, this study investigates the performance of the hospitality industries in Malaysia and how is meets their needs and expectations. Upon completing this study, the researcher also found the findings that the most important push and pull factors perceived by Islam tourists are "satisfaction value" and

“religious”. Hence within this study, it shows and proves the relationship between push and pull factors.

In this study, chapter one describes the objectives of this research is to understand both push and pull factors for Muslim tourism and the relationship between the two Satisfaction for Islam tourists and background of the study. The findings indicate two push factors (Religiosity and satisfaction) and one pull factor (The Islam attributes). This study is more on the Islamic religion and international tourism, with the example of Saudi Arabia & Yemen as a case study to show the possibilities and problems that comes when two of these aspects occur. Some researcher’s observations are made about the conflicts, difficulties of the relationship, between tourist demands such as motivation, satisfaction and destination loyalty and also the religious practices.

Chapter two describes how the concept of Religiosity and Satisfaction has been recognized as one of the more important determines in the impact of Islam attribution of destination to tourists’, Push and pull factors tourism research, Islam and Destination attribute, Religiosity, Measurement of religiosity, Importance of religion, Religion and tourism, Religion and tourists satisfaction and Satisfaction construct,

Chapter three explains the research methodology, data collection and type of data collection that was carried out in this study. The instrument used for this study is explained in this chapter.

The analysis and the findings are explained in chapter four. The statement and facts are proven with quantitative data analysis to understand the both push and pull factors Islamic attribute of destination for domestic tourism and the relationship between the two religiosity and satisfaction for Muslim tourists.

In chapter five, the recommendation and conclusion on findings found on chapter four is explained. In addition, the researcher also provides suggestions for future research within this area of study.

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LIST OF ABBREVIATIONS

UNWTO	United Nation World Tourism Organization
PAS	The Pan –Malaysian Islamic Party
PLS	Partial Least Square
ODBC	Open Database Connectivity
SPSS	Statistical Package for Social Sciences
OTS	Overall Tourist Satisfaction
IAD	Islamic Attributes of Destination
EFA	Exploratory Factor Analysis
VIF	Variance Inflating Factor
AVE	Average Variance Extracted
REL	Religiosity