

THE CONCERN OF COVID-19 AND ISLAMISATION: AN IMPLICATION OF RELIGIOUS ATTITUDE FOR THE DEVELOPMENT OF TOURISM SECTOR IN MALAYSIA

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Tourists amid the COVID-19 outbreak are anticipated to have a heightened awareness of hygiene and safety. As with many other sectors, this pandemic hits the tourism business hard for inappropriate reasons. Given the circumstances, this research aims to identify how a religious attitude helps to develop Malaysia's tourism sector. Muslims and non-Muslims are attracted to Malaysia's numerous exciting tourist destinations. The tourism business is vital to the economies of several Southeast Asian countries; therefore, this research hence focuses on Malaysia, one of the region's rising tourist hotspots. Based on the approach of non-probability purposive sampling, 300 tourists were selected to participate in the research. The acquired data were processed using SPSS for fundamental analysis and SEM-AMOS for evaluating hypotheses. In order to restore tourism in Malaysia, the findings of this research give a mechanism, valuable guidelines for practitioners and academics, and an in-depth understanding of visitors' expectations aligned with religious worldviews.

Keywords: COVID-19, Tourism, Religious Attitude, SEM-AMOS