

MY SAFAR APPS: SIMPLIFYING MUSLIM TRAVEL EXPERIENCE

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ABSTRACT

When travelling to new countries, Muslim tourists face challenges finding halal products and services. This is especially true in Malaysia, where Muslim-friendly travel apps still need to be improved. While prior research has sought to identify halal products to cater to the needs of Muslims, there has been a noticeable dearth of studies concentrating on the Malaysian context. This study is dedicated to crafting a Muslim-friendly application customised for Muslim tourists venturing into Malaysia. Named "MY SAFAR," this app uniquely focuses on Malaysia as the primary destination and is meticulously designed to cater to the specific requirements of Muslim families adhering to Islamic principles. MY SAFAR is a new Android app that provides comprehensive information on halal tourism in Malaysia. The app includes features such as hotel bookings, trip planning, and access to halal dining options. MY SAFAR is designed to meet the specific needs of Muslim families and is the first app to focus on Malaysia. The primary aim is to streamline the process of travelling within Malaysia by creating an Android application that provides comprehensive information on halal tourism throughout the country. Thus enhance travel experience among Muslim.

INTRODUCTION

- ❖ Technology advancement, especially in the Halal tourism industry, promotes tourists embracing smartphone applications designed to enhance the enjoyment of vacations for Muslims.
- ❖ Several non-Muslim countries have taken steps to create Muslim-friendly apps to boost their tourism businesses. These apps aid travellers in identifying hotels, shopping areas with prayer rooms, and restaurants serving Halal cuisine.

PROBLEM STATEMENT

- ❖ Zainol and Mustafa (2021) found that Muslim tourists were also concerned about finding halal-friendly accommodation and transportation. Zubair Hassan (2021) discussed that Muslim tourists were also interested in learning about Islamic culture and heritage when travelling.
- ❖ According to Stephenson (2014), these apps are valuable tools for Muslim travellers seeking Halal-friendly accommodation options, along with services such as hotels, travel advice, vacation packages, airport guidance, and Halal dining establishments. Non-Muslim countries targeting Muslim travellers must develop their applications to cater to the needs of this specific demographic.
- ❖ Given these developments, the creation of Islamic Tourism Smartphone Apps becomes imperative to meet the growing demands of Muslim travellers.

PRODUCT PITCHING



"MY SAFAR" is a travel application designed with an Islamic theme centred around Malaysia as its primary destination.

SIGNIFICANT OF PRODUCT

It is hope that stakeholder continuously promote and regulate halal tourism in the country. In the future, further empirical research should be conducted to identify other applications that may influence Muslim friendly purchasing inclinations in Malaysia when it comes to halal tourism. This will offer further details on other important independent variables that impact halal purchasing intentions.

RECOMMENDATION

It is anticipated that tourism stakeholders will consistently advocate for and oversee the development of halal tourism in the nation. Moving forward, additional empirical research should be carried out to identify additional factors that might influence the preferences of Muslim-friendly consumers in Malaysia regarding halal tourism. This would provide additional insights into other significant independent variables affecting halal purchase intentions.

CONCLUSION

Creating tourism offerings that align with Islamic principles requires considering numerous tangible and intangible elements. These factors encompass aspects like the availability of halal cuisine, appropriate clothing options, and places for religious worship. Additionally, they involve considerations related to the religious beliefs and gender of hotel personnel, the proximity of entertainment venues, and the freedom to express one's beliefs.