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KORINT
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İÇİNDEKİLER

GOVERNMENTAL STRATEGY, THE BASIS OF STRATEGIC MANAGEMENT IN THE PUBLIC SECTOR IN ROMANIA	18
FEATURES OF USING QUALITATIVE AND QUANTITATIVE METHODS OF ECONOMIC EVALUATION OF INNOVATIVE ACTIVITIES IN THE CONSTRUCTION INDUSTRY	19
ANALYSIS OF THE MACEDONIAN TRANSLATIONS OF ANTHROPONYMS IN THE LORD OF THE RINGS BY J.R.R. TOLKIEN.....	20
AZERBAIJAN'S "GREEN ZONE" CONCEPT: NEW MODELS IN KARABAKH AND EASTERN ZANGAZUR	21
THE IMPACT OF MASS SPECTROMETRY ON DRUG DEVELOPMENT.....	22
LAW BETWEEN RESISTANCE AND ACCEPTANCE: MOBILIZING SOCIAL CAPITAL TO SUPPORT LONG-TERM COLLECTIVE BENEFIT NORMS	23
RESOURCE EFFICIENT AND CLEANER PRODUCTION: CONCEPTS, CHALLENGES AND PROSPECTS FOR IMPLEMENTATION IN UKRAINE	24
OPPORTUNITIES AND CHALLENGES FOR GLOBAL CLIMATE CHANGE.....	25
TIKTOK ADDICTION BEHAVIOUR AMONG NIGERIAN YOUTHS: A CONCEPTUAL FRAMEWORK	26
DEVELOPMENT OF DETECTOR FOR STRESS (POLYGRAPH) : SMALL DEVICE.....	27
DEVELOPMENT OF IOT-BASED HEALTH MONITORING SYSTEM FOR EARLY DETECTION OF ABNORMALITIES	28
THE MODERATING ROLE OF VOLUNTEERING IN THE RELATIONSHIP BETWEEN SELF-ESTEEM AND SELF-EFFICACY	29
BRIDGING THE GAP: AWARENESS OF MUSLIM FRIENDLY TOURISM AND HOSPITALITY ASSURANCE AND RECOGNITION (MFAR) IN PAGO HUB.....	30
THE ROLE OF THE APPLICATION OF MODERN EDUCATIONAL TECHNOLOGIES IN UNIVERSITIES IN INCREASING THE QUALITY OF TEACHING	31
UNIVERSITY STUDENTS PERCEPTIONS ON REFLECTIVE TEACHING: A CASE STUDY	32
STATISTICAL ASSESSMENT OF ENVIRONMENTAL RISKS OF THE SPREAD OF CONSTRUCTION DUST IN RESIDENTIAL AREAS.....	33
THE ROLE OF TECHNOLOGY IN THE LEARNING AUTHONOMY PROCESS.....	34
NEEDS ASSESSMENT STUDY FOR THE PROPOSED BACHELOR OF DIGITAL BUSINESS WITH HONOURS PROGRAMME.....	35
ALIGNING EDUCATION WITH INDUSTRY: THE CASE FOR A DIPLOMA IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN MALAYSIAN POLYTECHNICS.....	36
DEVELOPMENT OF ELECTRO SOCKS MASSAGE DEVICE FOR SEPAK TAKRAW ATHLETES USING ELECTRICAL MUSCLE STIMULATION (EMS)	37
ELECTRO SOCKS MASSAGE	38
INTERACTIVE WELDING ANGLE DETECTOR	39

MUSLIM-FRIENDLY ADVENTURE TOURISM IN MALAYSIA: UNDERSTANDING THE NEEDS AND EXPECTATIONS OF MUSLIM TRAVELERS.....	40
DEVELOPMENT OF WIRELESS IOT-BASED PULSE OXIMETER FOR REMOTE PATIENT CARE	41
DEVELOPMENT of IOT HAND MOVEMENT REHABILITATION TRAINING FOR STROKE PATIENTS.....	42
RULE-BASED HEAD GESTURE RECOGNITION SYSTEM FOR INDEPENDENT WHEELCHAIR.....	43
MEETING FAITH-BASED NEEDS IN TOURISM: THE ROLE OF MOBILE APPLICATIONS FOR MUSLIM TRAVELERS	44
A RESEARCH PROPOSAL ON THE DETERMINANTS INFLUENCING THE USE OF MUSLIM-FRIENDLY TRAVEL ITINERARY APPLICATIONS USING THE TAM MODEL.....	45
SOCIAL COMMUNICATION AMONG ADOLESCENTS IN THE DIGITAL AGE UNDER THE INFLUENCE OF URBAN STYLE. A SOCIO-CULTURAL ANALYSIS	46
A STUDY ON EFFECTIVENESS CLOSED-CIRCUIT CAMERA FOR OFFICE BUILDING	47
THE ROLE OF VIRTUAL REALITY IN SHAPING MOSQUE TOURISM: COGNITIVE AND EMOTIONAL RESPONSES ACROSS GENERATIONS.....	48
A STUDY ON EFFECTIVE COMMUNICATION IN FACILITY MANAGEMENT ORGANIZATION AT PUBLIC HOSPITAL.....	49
STRATEGIC MANAGEMENT OF ENTERPRISE RESOURCE CONSERVATION IN THE CONTEXT OF ENERGY CONSTRAINTS	50
IOT BASED TI-PEN (TECHNOLOGY INSULIN PEN)	51
MAPPING ROADSIDE TREE HAZARD : A SPATIAL SUITABILITY ANALYSIS OF SAMANEA SAMAN ALONG A UNIVERSITY ENTRANCE ROAD	52
SOSYAL BİLGİLER DERSİNDE TARİH KONULARININ ÖĞRETİMİNDE ÇOKLU ORTAM KULLANIMINA İLİŞKİN ÖĞRETMEN GÖRÜŞLERİ: NİTEL BİR ÇALIŞMA	53
TEACHERS' OPINIONS ON THE USE OF MULTIMEDIA IN TEACHING HISTORY TOPICS IN SOCIAL STUDIES LESSON: A QUALITATIVE STUDY	54
SOSYAL BİLGİLER DERSİNDE TARİH KONULARININ ÖĞRETİMİNDE ÇOKLU ORTAM KULLANIMINA İLİŞKİN ÖĞRETMEN GÖRÜŞLERİ: NİTEL BİR ÇALIŞMA	55
TEACHERS' OPINIONS ON THE USE OF MULTIMEDIA IN TEACHING HISTORY TOPICS IN SOCIAL STUDIES LESSON: A QUALITATIVE STUDY	56
SPOR BİLİMLERİ FAKÜLTESİ ÖĞRENCİLERİNİN TİYATRAL ETKİNLİKLER DERSİNDEKİ UYGULAMALARININ FOTOKES METODUYLA DEĞERLENDİRİLMESİ (ERZURUM ÖRNEĞİ).	57
EVALUATION OF THE APPLICATIONS OF SPORTS SCIENCES FACULTY STUDENTS IN THEATRICAL ACTIVITIES COURSE WITH PHOTOVOICE METHOD (ERZURUM EXAMPLE).	58
KAPSAYICI OLARAK ÖZEL HAREKET EĞİTİMİ PROGRAMI ETKİNLİĞİNE KATILAN ÖZEL GEREKSİNİMLİ (ZİHİNSEL, OTİZM VE DOWN SENDROMLU) ÖĞRENCİLERİN FİZİKSEL VE SOSYAL GELİŞİMLERİNİN ARAŞTIRILMASI	59

MUSLIM-FRIENDLY ADVENTURE TOURISM IN MALAYSIA: UNDERSTANDING THE NEEDS AND EXPECTATIONS OF MUSLIM TRAVELERS

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ABSTRACT

The Muslim-friendly tourism sector in Malaysia has seen significant growth, particularly after the COVID-19 pandemic, with the country positioning itself as a leading destination for Muslim travelers. However, the concept of Muslim-friendly tourism has been primarily applied to conventional tourism services, and the absence of a formal standard for adventure tourism has created a gap. This study aims to explore the needs and preferences of Muslim travelers regarding Muslim-friendly adventure tourism in Malaysia. Using a quantitative research approach, data were collected through structured questionnaires distributed to 150 respondents. The results reveal that the most crucial need for Muslim travelers in adventure tourism is access to Halal food and prayer facilities, with 84% of respondents strongly agreeing on their importance. Detailed descriptions of Muslim-friendly amenities and clear information about such options followed closely, with 77.3% and 74.7% of respondents strongly agreeing, respectively. Flexibility in accommodating religious practices, services respecting cultural needs, and gender-segregated facilities also emerged as significant factors. While gender-specific guides were less prioritized, they remained an important consideration for some respondents. These findings underscore the importance of integrating religious and cultural needs into adventure tourism offerings. The study concludes by suggesting that adventure tourism operators in Malaysia should develop standards and certifications to cater to the specific needs of Muslim travelers, thereby strengthening Malaysia's position as a leading Muslim-friendly adventure tourism destination.

Keywords: Muslim-Friendly Tourism, Adventure Tourism, Halal Travel, Tourist Preferences