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AN INSIGHT OF NEED ANALYSIS IN ARABIC FOR ISLAMIC TOURISM IN KUALA LUMPUR CITY CENTRE BASED ON NAQLI AND AQLI MODEL

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ABSTRACT

Malaysia is among popular destination among Islamic tourists all over the world due to its Islamic environment and society. According to Tourism Malaysia, Malaysia has been chosen as the world's top destination for Muslim travellers for three consecutive years in recent surveys conducted by Singapore's Crescent Rating and the United States' Dinar Standard. Hence, this study is conducted to explore needs analysis in Arabic for Islamic Tourism through an integration of Naqli and Aqli model which is a combination between revealed and conventional knowledge. This study was implemented in Kuala Lumpur city centre as it is the center of tourists among selected purposive sampling of 30 respondents of the Arab tourists. The main findings of this study can be viewed from various aspects; Among the main factors of Saudi tourist attractions to Malaysia is lawful and Sharia-compliant hotels, facilities and products. From the perspective of Arabic language use, there are some deficiencies and loopholes that can be fixed. Yet from the aspect of the tourists' needs suggestions pertaining to the use of Arabic language were identified. While in terms of the necessities for Arabic for Islamic Tourism learning module, the topics need to be appropriate and more emphasis should be focused on communication aspect.

Contribution/ Originality: This study contributes to existing literature by identifying five major components of Islamic tourism that should be considered in developing the Islamic tourism industry in Malaysia.

1. INTRODUCTION

Malaysia is an undiscovered country that provides Islamic tourism package. Muslim tourists, especially those from the Middle East, choose Malaysia as a priority for their tourism destinations during summer holidays. The number of Arab tourists to Malaysia is increasing every year, especially after the September 11, 2001 attack. Looking at this scenario, the Malaysian government through the Ministry of Tourism and supported by other agencies have initiated the efforts to attract more Arab tourists to Malaysia as their major tourism destination. Since Muslim tourists were facing somewhat restrictions to travel to the USA and some European countries after crisis of 9/11, Muslim countries increasingly becoming popular destinations as Muslim tourists search for new and

safer destinations. According to Standard and Crescent (2012) the Muslim tourists' expenditure growth rate is expected to be at 4.79% per year on average for the year 2012 until 2020. In 2015, Malaysia was ranked in the first place with 83.8% score among the top 10 OIC and Non-OIC Islamic tourism destinations based on (Ruzanna, 2011).

As it is clear from the terminology, Islamic tourism is mainly targeting people with Islamic beliefs and environments in particular. Halal tourism, Syariah Tourism and Muslim-friendly tourism are the most common terms, which are used alternatively. However, none of these terminologies has a universally understood definition (Crescent, 2015) .

According to Akyol and Kilinc (2014) there are 5 major components of Islamic tourism as the followings:

"a) Halal Hotels: Some of the main indicators of an Islamic hotel include: No alcohol, gambling etc.; Halal food only; Quran, prayer mats and arrows indicating the direction of Mecca in every room; Beds and toilets positioned so as not to face the direction of Mecca; Prayer rooms; Conservative staff dress; Islamic funding; Separate recreational facilities for men and women.

b) Halal Transport (Airlines): Major indicators for halal transport include: cleanliness; nonalcoholic drinks; and publications which are coherent with Islam.

c) Halal Food Premises: Foods that served in a restaurant have to be halal. All animals must be slaughtered according to Islamic principles. No alcoholic drinks should be served in the premise.

d) Halal Tour Packages: The content of the tour packages must be based on an Islamic themed. The Islamic tour packages include visits to the mosques, Islamic monuments and promote and event during the Ramadan.

e) Halal Finance: The financial resources of the hotel, restaurant, travel agency and the airlines have to be fit with Islamic principles. In general, Islamic finance requires participation in sharing the profit and loss among of all parties who involved in this finance enterprise. Islamic finance also prohibits interest."

2. THE IMPORTANCE OF ARABIC IN ISLAMIC TOURISM IN MALAYSIA

Based on Mastercard-Crescent Rating Global Muslim Travel Index (GMTI) in 2019, Malaysia shares the top spot with Indonesia in the Fast Growing Muslim Travel Market. Reflecting on this issue, the current researchers felt that there is a need for a model for analyzing Arabic language requirements for Islamic tourism in Malaysia especially in the city of Kuala Lumpur due to the fact that the main medium used by Arabian tourists is Arabic language. This preparation is crucial for ensuring the best and customer-friendly services, especially to Arab tourists. Looking at this scenario the Malaysian government through the Ministry of Tourism in cooperation with other agencies need to attract more Arab tourists to keep Malaysia as their Islamic tourism destination.

The studies for developing Arabic language module for supporting Islamic tourism are still on expanding mode. In a study by Abdul (2005) the researcher has developed an Arabic module for pilgrims but limited to Hajj and Umrah around Haramain holy places only without involving available Islamic tourism places in Malaysia. This research was conducted using survey distribution method to respondents in order to get their input on the analysis of Arab language requirements for Islamic tourism. From this point of view, the researchers feel the need for Arabic language analysis model for Islamic tourism so that it can meet the requirements of the integration of Naqli and Aqli for different tourism purposes.

As such, the study on the (*necessities*) of Arab tourists choosing Kuala Lumpur as a Muslim tourists destination need to be analyzed.

The researchers also analyze the perception of Arab tourists about their shortcomings (*lacks*) and wants (*wants*) for the use of Arabic as the language of Islamic tourism in Kuala Lumpur. Through this study, the Arabic language tourism model of Islam was built as a contributing to the development of the Islamic tourism industry in Malaysia.

3. RELATED LITERATURE REVIEW

Among related studies conducted on the general scope of Arabic language for tourism in Malaysia is the study by Nurul (2015) in her thesis *"at-Tahaddiyat al-Lati Yuwaajihuha Tolabah al-Kuliyyah al-Jami'iyah al-Islamiyyah al-'Alamiyyah Bi Selanjur* (KUIS) *Fi Ta'alum al-Lughah al-'Arabiah Li Aghrad Siyahiyah : Dirasah Midaniah"* – *The Challenges Faced by Students at KUIS in Learning Arabic for Tourism Purpose, A Case Study*, the researcher states that Arabic Language for Tourism (BAUTP) at the International Islamic University College (KUIS) is a compulsory subject to Graduate students Bachelor's Degree who majoring in Arabic as a Second Language. This study discusses the challenges faced by the students when studying Arabic Language for Tourism in KUIS. It also anayses the causes of these challenges.

For this study, the researcher used Qualitative method in semi-structured interview sessions. The interviews were conducted on 19 students of Islamic Academic Center (AI) at KUIS who took the Arabic Language for Tourism. The respondents were divided into 3 groups, each group consisted of 6-7 students. The data collection process was carried out and the data were analyzed using the ATLAS.ti software 7.1.4. However, this study did not include Arabic Language for Islamic Tourism; BAUTP because based on the observation and experience of researchers, the aspect of Islamic tourism was not part of subject's proforma.

While Mohd (2015) in his study *"Tahlil Al-Hajat Al-Lughawiyyah Al-Syai'eah fi Mawaqif Al-Tawasul Al-Syafahi bi Al-Lughah Al-Arabiyyah li Saiqi Al-Taksi Al-Maliziyyin bi Matar Kuala Lumbur Al-Duwali (KLIA)"* analyzes Arabic language requirements for Malaysian taxi drivers in KLIA Malaysia that were listed on the Ambassador Tourism Taxi program. He focused on their verbal communication with Arab passengers aka Arab tourists. Hutchinson and Waters theory was adapted to analyze Arabic language requirements for Malaysian taxi drivers, consisting 3 elements; 1) *necessities* for identifying situations where verbal communication occurs, 2) *lacks* for identifying Arabic vocabulary and phrases they need for communication, 3) *wants* for identifying learning medium favored by taxi drivers.

The study used a qualitative approach, where group focus interviews with 6 experience taxi drivers from Airport Limo (M) Sdn Bhd were conducted. The data were analyzed using ATLAS. ti 7.1.4. program. The findings show that the needs for Arabic verbal communication are very clear in 24 situations classified in 2 major key functions; namely social communication (such as salaam and greetings) and career communications (such as provision of services and assistance). However, significant Arabic weaknesses was clearly observable in the big gap between what they know and what they need for their work realities. Thus, the study found that there were 6 learning media favored by the participants for studying Arabic vocabularies and phrases deemed necssary for with their psychological and career needs.

Meanwhile, Mohammad (2013) in his study on the Arabic language teaching module on IPT Tourism Malaysia was devoted to a study on the effectiveness of the teaching Arabic Language Model for Tourism in institutions of higher learning in Malaysia. The sample of the study consisted of 126 students in three IPTs namely USIM, UiTM, and KUIS which offered the subject of Arabic Language for Tourism. They consisted of 30 male students and 96 female students. This study discvered that the percentage of attitudes and motivation towards the teaching Arabic Language for Tourism was high; it was almost 90%. Respondents also were found to have good consensus on the effectiveness of Arabic Language Model for Tourism with minimum mean score = 3.63 and Sd. = 0.65. More than 85% of respondents agreed that the Arabic Language Model for Tourism was applied in the field of tourism in the tourism sector. The instruments reliability coefficient was high yeilded by Cronbach alpha measurement for attitude and motivation towards the Arabic Language Model for Tourism was 0.96. Thus, this study is necessary for anaysing students' attitudes and motivation towards acquisition of Arabic language for Islamic tourism in Malaysia so as to add value into the existing IPT Arabic Language Model for Tourism.

Further studies were conducted by Zalika (2013) entitled *"Ta'lim Al-Arabiyyah li Aghradh Siyahiyyah fi Maliziyya: Tahlil Al-Hajat wa Tasmim Wihdah Dirasiyyah"* Zalika (2013) focused on Arabic language teaching

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features for tourism purposes. This study also examined the language requirements for academic member of Arabic Language applicable with tourism industry practitioners. This study also discusses the development of the Arabic language teaching module for tourism purposes. This study successfully introduced the teaching module for Arabic Tourism course suitable for the current needs of students and practitioners in Malaysia tourism industry. The researcher presented the latest concepts of Arabic language teaching for tourism purposes, language requirements for Arabic language learning for tourism purposes and integrated curriculum in the construction of Arabic language modules for tourism purposes. However, this study did not address Arabic language learning needs for students in the Islamic tourism sector. Islamic tourism products such as halal food, religious tourism and and the like can strengthen Arabic language module for existing tourism.

More researchers such as Ruzanna (2011) also explained conceptual issues if tourism from education point of view. Ruzanna (2011) in his study titled Education Tourism: analyzed Conceptual and Potential Overview of tourism in Malaysia education. She asserted that tourism education is becoming more popular among international students at all levels. Malaysia's needed to reform the academic calendar of tertiary institutions according to international standards that enabled the country to target of 150000 international students to Malaysian institutes of higher learning by 2015. Malaysia has become famous as a priority destination for tertiary education. It is driven by more than 600 institutions of higher learning including both private and public institutions right from pre-university levels to high degrees. Foreign students who come to Malaysian are not only after quality education, but they also take this opportunity to recognize Malaysian traditions and cultures that manufest the concept of "Malaysia Truly Asia". However, this study does not discuss Islamic tourism products because the study focused on the fast-paced tourism education factor in Malaysia.

In his study of Arab tourists' perceptions and service providers to the use of Arabic language in information and communication at the Kuala Lumpur International Airport (KLIA), Sulaiman (2008) illustrated the perception of Arab tourists and field servers at Kuala Lumpur International Airport on the use of Arabic language in communication. The study found that most Arab tourists were satisfied with the common information facilities such as Arabic language instruction provided at KLIA. However, the Arabic printed materials such as pamphlets, brochures are very little ; there is a need for more Arab guide facilities for tourists. In addition, the tour guide services such as (Ambasador among USIM students) have not been really satisfactory due to lack of personnels and lack of exposure to specific tourist terms. Therefore, the study on the development of Arabic guidebooks for Tourist Guides should be done to meet the needs of the tourism sector, especially the Islamic Tourism.

Based on previous related review, although studies on the use of Arabic language in the context of tourism have been conducted by scholars, studies on the use of Arabic language in Islamic tourism through Naqli and Aqli Integration model is important to produce a language module that is user-friendly to Arabic native speakers and Syariah compliant environment.

4. OBJECTIVES

This study aims to develop an Arabic Language Analysis Model for Islamic Tourism using Naqli and Aqli Integration. The study also aims at implemneting the Model within the city of Kuala Lumpur and its neighbouring ereas. The study further aims at evaluating the effectiveness of Arabic Language Analysis Model for Islamic Tourism around the city of Kuala Lumpur.

5. METHODOLOGY

The purpose of this study is to identify the form of Arabic Language Analysis Model for Islamic Tourism according to Naqli and Aqli Integration. This study was implemented in Kuala Lumpur city centre as it is the center of tourists among selected purposive sampling of 30 respondents of the Arab tourists who answered

questionnaire on the Arabic Language Analysis Model for Islamic Tourism. The information received from the respondents was analyzed using the SPSS 16.0 . The data was presented in form of frequency, particle and mean.

6. RESULTS AND FINDINGS

Scope 1: Perception on Arabic Language Use in the Islamic Tourism Sector.

Table-1. There is no Arabic signboards for Arabic tourist facilities.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
4%	4%	20%	52%	20%

Source: Survey results of this study.

Table 1 describes respondents' perceptions on the factor: (no Arabic signboards for Arab tourist facilities). The majority of respondents, 52% agree and 20% agree with this statement. While 20% are uncertain whether the Arabic signboards exist or not. 4% of respondents disagree and 4% of respondents disagree with this statement.

Table-2. Traders are not proficient in Arabic.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
8%	4%	4%	36%	48%

Source: Survey results of this study.

Table 2 describes respondents' perceptions on the factor: (traders are not proficient in Arabic); 36% of respondents agree and 48% others agree that traders are not proficient in Arabic and have problem. Whereas 4% are uncertain about this statement. But 4% of respondents stated they did not agree and the other 8% thought they disagreed about this dealer's factor.

Table-3. No Arabic announcement at the shopping mall and transport station.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
4%	12%	8%	28%	48%

Source: Survey results of this study.

Table 3 describes respondents' perceptions on the factor: (No Arabic Announcement at the shopping mall and transport station). Based on these findings, the majority of respondents (48%) agree and 28% of respondents agree that the announcement at the shopping center and the transportation station is no Arabic language. While 12% of respondents disagree and 4% others disagree with this statement. But 8% of respondents are unsure about this statement.

Table-4. Public transport drivers don't communicate in Arabic.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
4%	8%	4%	48%	36%

Source: Survey results of this study.

Table 4 describes respondents' perceptions on the factor: (Public transport drivers do not use Arabic).The above information states that public transport drivers not using Arabic are also contributing to problems in Islamic tourism. The majority of responses to 48% of respondents agree and 36% agree on this statement. Whereas 4% are uncertain about this statement. Yet 8% of respondents disagree and the remaining 4% strongly disagree with this statement.

Table-5. Unavailable Arabic food menu in the restaurant.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
4%	8%	36%	24%	28%

Source: Survey results of this study.

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Table 5 describes respondents' perceptions on the factor: (No Arabic food menu in the restaurant). The majority of respondents, at least 36%, are unsure about this statement. While 24% of respondents agree with this statement and 28% of respondents agree with it. However, 8% of respondents disagree and 4% strongly disagree with this statement.

Table-6. Less information about Arabic on Malaysian websites.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	16%	16%	40%	28%

Source: Survey results of this study.

Table 6 describes respondents' perceptions on the factor: (Less information about Arabic on Malaysian websites). Based on the table above, information shows the problem of lacking Arabic language information about Malaysia on the internet. The majority of respondents, 40% agree and 28% of respondents strongly agree with this statement. While 16% others disagree and 16% are not sure whether this is a problem or not.

Table-7. Institutions of higher education don't use Arabic language.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
12%	24%	44%	20%	0%

Source: Survey results of this study.

Table 7 describes respondents' perceptions on the factor: (Institutions of Higher Education do not use Arabic language). The findings show that 44% of respondents are unsure that institutions of higher learning do not use Arabic language. 20% of respondents agree on this statement. While 24% of respondents disagree and 12% others disagree with this statement. This is because Arabic is among the languages used in institutions of higher learning today.

Table-8. International level meetings in companies or government sectors do not use Arabic.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
4%	4%	36%	40%	16%

Source: Survey results of this study.

Table 8 describes respondents' perceptions on the factor: (International level meetings in companies or government sectors do not use Arabic).The above information states that 40% agree and 16% respondents strongly agree that international level meetings in companies or government sectors do not use Arabic as a constraint in the Islamic tourism sector. While 36% of respondents are not sure of the position of this meeting. However 4% of the respondents disagree and the remaining 4% strongly disagree with this statement.

Table-9. Tourist sites do not provide information in Arabic.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	12.5%	25%	45.8%	16.7%

Source: Survey results of this study.

Table 9 describes respondents' perceptions on the factor: (Tourist sites do not provide information in Arabic).The findings of this study showed that 45.8% of respondents agreed and 16.7% agreed that tourism places did not provide information in Arabic. This makes it difficult for them to get the right information. While 25% of respondents are uncertain about this problem. 12.5% of respondents did not agree with this information.

Table-10. Less information about exhibitions or tourism festivals in Arabic.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	16.7%	33.3%	25%	25%

Source: Survey results of this study.

Table 10 describes respondents' perceptions on the factor: (Less information about exhibitions or tourism festivals in Arabic).The above analysis shows that less information about exhibitions or tourism festivals in Arabic is a problem for Arab tourists. The majority of respondents, 25% of respondents agreed and 25% agree with this statement. While 33.3% is uncertain about this statement. Yet, 16.7% did not agree with this statement.

Scope 2: Tourist Willingness to Use Arabic as Islamic Tourism Language

Table-11. Signage language should be provided in Arabic for the convenience of Arab tourists.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	12.5%	50%	37.5%

Source: Survey results of this study.

Table 11 describes respondents' perceptions on the factor: (signage language should be provided in Arabic for the convenience of Arab tourists). It shows the need for Arab tourists to provide signboards in Arabic for the convenience of Arab tourists. The majority of respondents, 50% agree and 37.5% agree with this statement. While 12.5% of respondents are unsure whether they are helping or not in upholding Islamic tourism. But no one disagrees with this statement.

Table-12. Traders need to be proficient in speaking Arabic for tourism and business.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	20.8%	41.7%	37.5%

Source: Survey results of this study.

Table 12 describes respondents' perceptions on the factor: (Traders need to be proficient in speaking Arabic for Tourism and business).The above Table 12 that 41.7% of respondents stated their agreement that traders should be proficient to speak using the Arabic language and tourism business. Even 37.5% of the respondents strongly agree with this opinion. Only 20% are uncertain about this and no respondents disagree with this.

Table-13. Announcement at shopping center / public transport should use Arabic as third language.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	25%	20%	25%

Source: Survey results of this study.

The Table 13 shows the proper steps taken to strengthen Islamic tourism ie creating announcements in shopping centers / public transport using Arabic as the third language. About 50% of respondents agree and 25% agree with this statement. While 25% of respondents are unsure about this proposal and no respondents disagree with this.

Table-14. Tour agency should provide tour guide to experts in standard Arabic and business Arabic.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	8.3%	45.8%	45.8%

Source: Survey results of this study.

Table 14 describes respondents' perceptions on the factor: (Tour agency should provide tour guide to experts in Standard Arabic and Business Arabic). The above information refers to the suggestion that tourist agency should provide the tour guide sevices to exparts in Standard Arabic and Business Arabic. A total of 45.8% of respondents agreed and 45.8% of respondents strongly agreed on this statement. Only 8.3% are uncertain about this.

Table-15. The food menu should be provided in Arabic to attract Arab tourists.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	12%	52%	36%

Source: Survey results of this study.

Table 15 describes respondents' perceptions on the factor: (The food menu should be provided in Arabic to attract Arab tourists). From the data obtained, 52% of respondents agreed that the food menu should be provided in Arabic to attract Arab tourists, while 36% agree with this fact. Only 12% of respondents answered unsure about the importance of this matter. Analysis also found that no direct respondents disagreed.

Table-16. Tourist brochures should be provided in Arabic for promotional purposes.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	8%	48%	44%

Source: Survey results of this study.

Table 16 describes respondents' perceptions on the factor: (Tourist brochures need to be provided in Arabic for promotional purposes). The above information refers to the analysis of the tourist brochures required in Arabic for promotional purposes. This is evident when the majority of respondents agreed that 48% of respondents agreed and 44% agreed. Only 8% are uncertain about this statement.

Table-17. Arabic language android applications for Islamic tourism should be developed.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	4%	44%	52%

Source: Survey results of this study.

Table 17 describes respondents' perceptions on the factor: (Arabic language android applications for Islamic tourism need to be created) Analysis of findings indicates that the majority of respondents agree that Arabic-speaking android applications for Islamic tourism need to be created. About 52% agree with this view, as well as 44% of respondents agree. Only 4% of respondents are uncertain with this statement.

Scope 3: Proposed Arabic Language Module for Tourism

Table-18. Traders should practice Arabic language training for a wider market.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	12%	60%	28%

Source: Survey results of this study.

Table 18 describes respondents' perceptions on the factor: (Traders need to practice Arabic language training for a wider market). The analysis found that 60% of respondents agreed that traders should undergo Arab language training for a wider market. Even 28% of respondents strongly agree with this statement. Only 12% of respondents are unsure about this suggestion whether it is effective or not to Islamic tourism.

Table-19. Lesson topics in the module should be relevant to the field of Islamic tourism.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	4.2%	37.5%	58.3%

Source: Survey results of this study.

Table 19 describes respondents' perceptions on the factor: (The topics contained in the module should be relevant to the field of Islamic Tourism). Based on the above findings, 58.3% of respondents strongly agree that the topics in the module should be in line with the Islamic Tourism field. It is reinforced with 37.5% more respondents. Only 4.2% of respondents are uncertain.

Table-20. Selected topics in the module should include educational, business, health and vacation tourism.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	4%	40%	56%

Source: Survey results of this study.

Table 20 describes respondents' perceptions on the factor: (The selected topics in the module should include educational tourism, business tourism, health tourism and vacation tourism). An analysis of the study also found that 56% of respondents strongly agree that the selected topics in the module should include education, business tourism, health tourism and vacation tourism. While 40% of respondents agreed on the proposal. Only 4% are not sure of the proposal.

Table-21. Selected topics in the module should cover all the important tourist destinations in Malaysia.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	8%	32%	60%

Source: Survey results of this study.

Table 21 describes respondents' perceptions on the factor: (The selected topics in the module should cover all the most important tourist destinations in Malaysia). From the data obtained, 60% of respondents strongly agree that the selected topics in the module should cover all the most important tourism places in Malaysia. Even 32% of the other respondents agreed with this suggestion. Only 8% of respondents are unsure about the proposal.

Table-22. Arabic language teaching for Islamic tourism should focus on communication skills.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	12%	28%	60%

Source: Survey results of this study.

Table 22 describes respondents' perceptions on the factor: (Arabic Language Teaching for Islamic Tourism should focus on communication skills). Table 22 shows the analysis of Arabic language teaching of Islamic Tourism should focus on communication skills. The majority of respondents, at least 60%, agree with this proposal, as well as 28% of respondents agree on the proposal. Only 12% of respondents are unsure about the proposal.

Table-23. The internet should be used to get latest materials, terms and Islamic tourism language.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	4%	36%	60%

Source: Survey results of this study.

Table 23 describes respondents' perceptions on the factor: (The Internet should be used to get the latest materials, terms and Islamic Tourism language). The above table shows the findings of the study on Internet recommendations used to get the latest materials and the Islamic language. About 60% of respondents agree, and 36% of respondents agree on this proposal. While only 4% of respondents are unsure about this proposal.

Table-24. The content in the Arabic language module for Islamic tourism should cover the appropriate aspects of language, knowledge and socio-culture.

Strongly disagree	Disagree	Not sure	Agree	Strongly agree
0%	0%	4%	32%	64%

Source: Survey results of this study.

Table 24 describes respondents' perceptions on the factor: (the Content in the Arabic Language Module for Islamic tourism should cover the appropriate aspects of language, knowledge and socio-culture). The findings in Table 24 above suggest that content suggestions in the Arabic Tourism Arabic module need to cover the appropriate aspects of language, knowledge and socio-culture. 64% of respondents strongly agree with this

suggestion, as well as 32% of respondents agree on this proposal. Only 4% of respondents are unsure about the proposal.

7. DISCUSSION OF RESULTS AND FINDINGS

Scope 1: Perception on Arabic Language Use in the Islamic Tourism Sector

From Table 1 until 10, it is obvious that the perception among Arab tourists towards the use of Arabic language in Kuala Lumpur indicates their extent of agreement of low use of Arabic as communication language for Arab tourists. There are dire needs and efforts that should be enhanced in order to improve extra information in Arabic for Arab tourists at main tourism hotspots such as important signage and signboards, announcements, public transports, traders' outlets, food menus at restaurants, as well as important Malaysian websites.

The respondents are also raising the need of Arabic communication skill among public transport drivers which are seem to be impossible. However, the challenges can be resolved by providing important tourism information in Arabic in public transports such as buses, taxis and monorails. The authorities in Kuala Lumpur city municipality and management should conduct extensive ground to earth site visit and identify the places and facilities that need to be providing the information in Arabic, especially at the Arabic hotspot tourists' sites in Kuala Lumpur.

Scope 2: Tourist Willingness to Use Arabic as Islamic Tourism Language

From Table 11 until 17, the overall findings show the Arab tourists willingness to communicate in Arabic as tourism language and lingua franca. However, the respondents have proposed for the improvement of certain aspects. Their feedback can be divided into 2 major types which are written information and communication skill in Arabic.

Based on the findings, the tourists are suggesting more information in Arabic which is available at various places such as signage, trading outlets, food outlets and restaurants as well as tourism brochure and pamphlets. The respondents are also raising the issues of having announcements in Arabic at public transport stations and ability to speak in Arabic among traders. Some suggestions are seeming difficult to be implemented, however the use of tour guides who are able to communicate in Arabic and the development of tourism tour guide application in mobile phones can resolve the issue of inability of Arabic communication among traders and public transport drivers in Kuala Lumpur.

Scope 3: Proposed Arabic Language Module for Tourism

From Table 18 until 24, the respondents proposed their suggestions towards the characteristics of Arabic language learning module for tourism purpose. Among the proposed learning topics to be included are education, business and trades, healthcare, vacation and tourism destinations. Furthermore, the contents in the module should be relevant to Islamic tourism by using latest and updated terms and contents, integrated with high concentration of communication skill, which covers the aspects of language, knowledge and Malaysian socio-cultural context and environment.

8. CONCLUSION

The tourism field is one of most important factors that drive country's economy. The number of tourists visiting this country is increasing every year, especially from Middle East and other Muslim countries. Tourists are attracted by the Islamic tourism plans offered in Malaysia. The main contributing factor is that Malaysia is a modern and systematic Islamic state that maintain Islamic characteristics such as religious and halal goods and services which attract the attention of Muslim tourists all over the world, especially from the Middle East.

From previous findings and discussions, there are still many and various improvements from various aspects of this Islamic tourism should be done hand in hand by various authorities and parties especially in Kuala Lumpur,

regardless of government or private sectors. Among the main focuses are communication skills among the tourist guides and tourist service providers. As such, it is crystal clear that Arabic language skills are essential to enable them to perform their duties and responsibilities more efficiently due to the fact that most Arab tourists are less fluent in English. In addition, the provision of basic infrastructure and facilities of Arabic written and oral signs and information should be extra added and improved in Kuala Lumpur.

With the proposed development module of Arabic language for Islamic tourism in Naqli and Aqli model, there is a hope that it will help various parties, especially those involved in the tourism sector to strengthen knowledge and communication skills in Arabic for tourism purpose. This module will also be important to advance the Islamic tourism sector and make Malaysia the Islamic tourism industry pioneer in the region and global compass at large.

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