



Research Themes for

ISLAMIC TOURISM

*DIY Umrah, Religious Tourism, Spiritual
Tourism and Muslim Friendly Hotel*



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Research Themes for Islamic Tourism

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DEDICATION

This book is dedicated to YOU, the seeker of knowledge, educator,
and all readers who find this piece of academic work is benefiting your life.

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PREFACE

The intent of this book is to give you some insights on current research on Islamic Tourism in Malaysia. Its demonstration an empirical research trend in Islamic Tourism among the tourist in Malaysia. The research topic cover on DIY Umrah, Religious Tourism, Muslim Friendly Tourism, Spiritual Tourism and Hospitality.

The readers of this book will acquire a good understanding of the Islamic tourism products, trend and tourist need as well as relevant information on Muslim Friendly Tourism and religious tourism practices. Hence, this book also sheds light on contemporary developments in Islamic Tourism.

Chapter 1 focus on the do-it-yourself (DIY) Umrah preferences among the young generation. There is a significant rise of backpacking and solo travelers as young Muslim combine their adventurous spirits with the technological era they have been brought up in, where there is a gold rush for tech innovation as the next opportunity of the Umrah market will be in the evolution of the digital space. The study is unique due to the focus on the youth preference as a potential young Muslim traveler towards a DIY Umrah guide and mobile application to provide them a platform to access their suppressed demands and increase new visitors for Islamic Tourism.

Chapter 2 examine the current level intention of Muslims in Malaysia on pilgrimage during the pandemic Covid19 and to investigate the significant relationship between security and monetary towards pilgrimage intention of Muslims in Malaysia. Due to the virus itself easily transmitted from one person to another and from a place to another place it had causes serious threat to tourism activities

including religious tourism side. Chapter 3 discovers the spiritual expectations and experiences of pilgrims during their Umrah pilgrimage and providing description briefly on pilgrimage ambience as well as its meaning to an individual participant travelling from Malaysia.

Chapter 4 identify the level of tourist's satisfaction in a Muslim friendly hotel. Satisfaction is derived from the expectation and their perception towards some product. Satisfaction is very important which is act as a tool to measure some element in hospitality. The researcher wants to emphasize the hotel attributes that connect with the tourist's satisfaction in a Muslim friendly hotel. Also, the researcher makes the Muslim friendly hotel as an indicator since Muslim tourists have chosen in this research to collect the data.

Chapter 5 describe on several issues have arisen in the Halal industry such as inappropriate hygienic practices at the premises and the expiration of the Halal logo certificate which has confused the consumers whether to eat at the premises or not. Halal logo certificate problems occur when countless kinds of Halal logo are existing in the industry, and this has led to confusion among Muslim youths to identify which one is the actual Halal logo certified by JAKIM. This confusion will not only affect their daily routine in selecting Halal food but also their food selection when they are travelling. Thus, the research aims to identify the significant relationship between religious belief, health reason, and Halal logo certificate towards Halal food selection among Malaysian Muslim youths while travelling.

In sum this book was written by academics for researchers, undergraduate, postgraduate students, and scholars as it provides a thorough literature review on various relevant topic in Mosque Tourism.