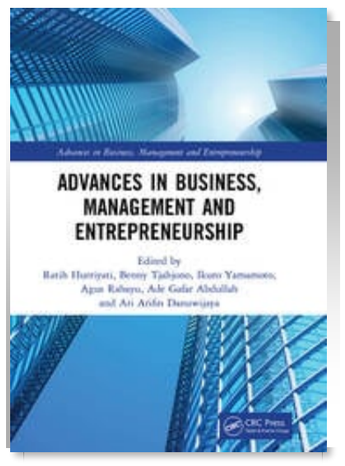

Chapter

The quality of halal tourism destinations: An empirical study of Muslim foreign tourists

By S. Sumaryadi, R. Hurriyati, V. Gaffar, L.A. Wibowo

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ABSTRACT

The purpose of this research is to measure the quality of halal tourism destinations in relation with the tourist's satisfaction. This research used quantitative methods with Muslim foreign tourists as the main respondents who travel in Bandung. The respondents involved were 123 people (n = 123). The data were collected through questionnaires. An exogenous variable in this research is the tourism destination quality, an endogenous variable is the tourist's satisfaction, and a moderating variable is Islamic attributes. Interviews were also conducted with the accelerated halal tourism development team of the tourism ministry to strengthen the understanding of the research findings. The data were analyzed by using Moderation Regression Analysis (MRA). The results provide strong support to the notion that the quality of halal tourism destination products significantly influences the Muslim foreign tourist's satisfaction and the Islamic attributes variable contributes to moderate the quality of the halal tourism destination for the Muslim foreign tourist's satisfaction. Descriptively, tourism destinations have fulfilled the expected quality of Muslim foreign tourists, although it's not optimal yet (68%). Muslim foreign tourists feel satisfied during the visit to Bandung (80%). The value of this research is that it identifies the quality of the tourism destination in a Muslim foreign tourists' perspective. It will contribute to a new model of thematic tourist destinations development, which is halal tourism destination. Other than that, it will also increase the number and variety of research on halal tourism destination and Muslim tourist behavior which is still a handful.

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The quality of halal tourism destinations: An empirical study of Muslim foreign tourists

S. Sumaryadi, R. Hurriyati, V. Gaffar & L.A. Wibowo
Universitas Pendidikan Indonesia, Bandung, Indonesia

ABSTRACT: The purpose of this research is to measure the quality of halal tourism destinations in relation with the tourist's satisfaction. This research used quantitative methods with Muslim foreign tourists as the main respondents who travel in Bandung. The respondents involved were 123 people (n = 123). The data were collected through questionnaires. An exogenous variable in this research is the tourism destination quality, an endogenous variable is the tourist's satisfaction, and a moderating variable is Islamic attributes. Interviews were also conducted with the accelerated halal tourism development team of the tourism ministry to strengthen the understanding of the research findings. The data were analyzed by using Moderation Regression Analysis (MRA). The results provide strong support to the notion that the quality of halal tourism destination products significantly influences the Muslim foreign tourist's satisfaction and the Islamic attributes variable contributes to moderate the quality of the halal tourism destination for the Muslim foreign tourist's satisfaction. Descriptively, tourism destinations have fulfilled the expected quality of Muslim foreign tourists, although it's not optimal yet (68%). Muslim foreign tourists feel satisfied during the visit to Bandung (80%). The value of this research is that it identifies the quality of the tourism destination in a Muslim foreign tourists' perspective. It will contribute to a new model of thematic tourist destinations development, which is halal tourism destination. Other than that, it will also increase the number and variety of research on halal tourism destination and Muslim tourist behavior which is still a handful.

1 INTRODUCTION

Halal tourism is a form of tourism activity that is in line with the Islamic law (shari'ah) to protect or meet the needs of Muslim tourists, but can also provide benefits for non-Muslim tourists (Battour 2017). Islamic values can be applied to developing destinations, resorts, hotels, travel organizers, attractions, restaurants, public facilities, transportation, and others. Developing halal tourism are not restricted to the Muslim countries domain, but can also be developed by non-Muslim countries, as long as they follow the Islamic values in the development. (Battour & Ismail 2015).

The word 'Halal' is defined as "something which is permissible, with respect to which there is no restriction, and performs according to the law of God" (Battour & Ismail 2015). The term 'halal' means 'allowed' according to the teachings of Islam. Thus, halal tourism as the definition of 'halal' above is an activity in the field of tourism that is 'allowed' according to Islamic teachings (Battour & Ismail 2015). Halal tourism is not merely about religious tourism (Shakiry 2006) and the motivation to enjoy 'Islamic culture' (Henderson 2009), but also has a broader meaning as a kind of tourism activities in accordance with Islamic teachings, which include the behavior, dress code, ethics, products and services, food, and other things that are not contrary to Islamic values.

There are four basic things that Muslim tourists need in their daily life when participating in tourism activities, which are:

1. The need of water for cleanup, much better with segregation services
2. The needs of facilities for worship, much better with segregation services
3. The needs of halal food
4. The needs for tourism activities that fit with Islamic values, such as no element of pornography, immorality, and shirk. (Bahardeen 2013)

In the development of halal tourism, Islamic factors influence destination choices and tourism product preferences (Weidenfeld & Ron 2008), (RWahman 2014). Nevertheless, Battour et al. (2010) state that research on the relationship between religion, behavior, and choice of tourist destinations is still limited, especially considering the Islamic factors. The available research is mostly about religious tourism needs rather than the needs of Muslim tourists.

Morrison (2013) states that destination management is the coordination and integration of all elements of the destination mix in a region based on the destination strategy. In the context of halal tourism, the halal tourism destination is an environment which contributes to tourism destination quality in the perspective of Muslim tourists. Thus, a halal tourism destination can be interpreted as a destination that serves/meets the needs of

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Muslim tourists. All components of product destinations must be aligned and able to provide quality in services for Muslim tourists. The conditions of destination products, including the presence of physical products (tourist attraction, facilities, accessibility, facilities and infrastructure), programs (events, festivals, activities), tour packages, and people (Morrison, 2013), must fit with the criteria of Muslim-friendly tourists.

In managing a tourism destination, it is required to develop products that fit the market needs. Developed themes can be cultural, natural, manmade, or some specific theme base on trends or destination strengths and characteristics, such as halal tourism. The ability to provide destination products for the Muslim market, will be a key success factor for developing halal tourism destinations.

Requirements for achieving the target is the quality of tourism destination products in applying islamic values/attributes in order to create a positive experience (Battour & Ismail 2014, Rahman et al. 2017), the linkage between the attributes of halal tourism destinations (Battour & Ismail: 2014, Battour et al. 2017), satisfaction (Battour & Ismail, 2014), tourists loyalty and effective strategies. (Namin 2013).

The ability to create compatibility between destination products and Muslim market needs (Battour et al. 2010, 2011), will be a key factor for halal tourism destinations quality. Shakona et al. (2015), Eid & El-Gohary (2014) and Sriprasert et al. (2014) emphasize the importance of fulfilment of the Muslim tourists' needs for destination products to create tourist satisfaction and tourist loyalty.

In line with the fast-growing number of Muslim travelers, halal tourism is a solution to cater their core needs. In halal tourism, destinations and facilities must be able to fulfill the various faith-based needs, such as prayer facilities, shari'ah-compatible toilets, and halal food (Battour et al. 2011, Weidenfeld & Ron 2008, Shakona et al. 2015). Fulfillment of the needs of Muslim tourists are a form of extended services in order to improve the quality of the travel experience.

As a global trend, halal tourism today is increasing rapidly, with a growth of 6% per year projected to 2020 (the number of world Muslim tourists is projected to reach 156 million in 2020, with a total of spendings up to US$220 billion; GMTI 2017 Mastercard Crescentrating 2017). This means that many countries, both Islamic and non-Islamic countries, develop halal tourism progressively to attract the Muslim travel market. Indonesia has also established halal tourism as one of the leading themes of tourism destination development. In 2017, Indonesia was in the third rank as a halal-friendly holiday destination in the world after Malaysia and the United Arab Emirates (WEF index year 2017). As one of Indonesia's main halal tourism destination, West Java must contribute in achieving the target of 5 million Muslim foreign tourists and rank 1st in the GMTI (Global Muslim Travel Index) in 2019.

As a new theme for developing tourism destinations in Indonesia, Indonesia, with the largest Muslim population in the world, has a potential to become a world halal tourism destination (Tourism Minister of Indonesia, 2016). However, at this moment, the halal tourism development in Indonesia is still facing major challenges, namely the readiness of halal tourism destination products. The condition of tourism destination products has not been able to function optimally to meet the specific needs of Muslim tourists yet. (Sofyan, Chair of the Accelerated Halal Tourism Development Team of Tourism Ministry, 2016).

Based on the background of the research above, the problems are formulated as follows:

1. How is the tourism destination quality/TDQ?
2. How is the tourist's satisfaction/TS?
3. How is the influence of TDQ and Islamic Attributes/IA to TS?
4. How is the influence of TDQ to TS with IA as a moderating variable?

The purpose of this research is to measure the quality of halal tourism destinations in relation with the tourist's satisfaction with Islamic attributes as moderating variable.

2 METHOD

This research used quantitative methods with Muslim foreign tourists as the main respondents who travel in Bandung. The respondents involved were 123 people (n = 123). The data were collected through question-naires. An exogenous variable in this research is the tourism destination quality, an endogenous variable is the tourist's satisfaction, and a moderating variable is Islamic attributes. Interviews were also conducted with the accelerated halal tourism development team of the tourism ministry to strengthen the understanding of the research findings. The analysis used is Moderation Regression Analysis (MRA).

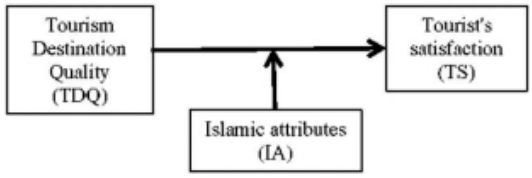

Figure 1. Research framework.

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3 RESULTS AND DISCUSSION

The profile of respondents in this research is dominated by tourists from Malaysia (77.2%) and followed by Saudi Arabia (12.2%); age ranges from 25–44 years (70.7%); traveling in group with family (48.8%) and friends (39%); main purpose of the visit being recreation (42.3%) and leisure (39.8%) which visited shopping, natural, and culinary attractions (26.9%; 24,2%; 21,1%). Most of them chose Bandung Airport (74.7%) as airport entry, and the rest (25.3%) chose Jakarta because of "cheaper flights."

Table 1. Respondents' profile (n = 123).

	Profile	%
Gender	Female	57.7
	Male	42.3
Age	35–44	37.4
	25–34	33.3
	18–24	19.5
	45–54	6.5
	55–64	2.4
	Younger than 18	0.8
Marital Status	Married	60.2
	Single	39.8
Country Residence	Malaysia	77.2
	Saudi Arabia	12.2
	UAE	3.3
	Singapore	2.4
	Tiongkok	0.8
	India	0.8
	Morroco	0.8
	Pakistan	0.8
	Germany	0.8
	Russia	0.8
	Australia	0.8
Degree	Under Graduate	44.7
	Master Degree	41.5
	Bachelor	8.9
	Diploma	4.1
	Doctoral Degree	0.8
	Student	23.6
Profession	Business Owner	22
	Job Holder	19.5
	Housewife	13.8
	Academician	10.6
	Retiree	4.1
	Government	2.4
	Private Sector	2.4
	Executive	1.6

(*Continued*)

Table 1. (Cont.)

	Profile	%
Travel Frequency to Bandung (in the last 2 years)	First Time	54.5
	Second Time	27.6
	More than 3 Times	13
	Third Time	4.9
Whom do you go with	Family	48.8
	Friends	39
	Group Tour	10.6
	Alone	1.6
Airport Entry in In-donesia and Reason for chos-ing "Jakarta" as Airport Entry	Bandung	74.7
	Jakarta	25.3
	Cheaper flight	58.3
	Comfortable	8.3
	Explore Jakarta	8.3
	For job	8.3
	Simple	8.3
	Visit another destination	8.3
Main Purpose of Visit	Recreation	42.3
	Leisure	39.8
	Family Visit	7.3
	Business	7.3
	Education	1.6
	Shopping	0.8
	Volunteer	0.8
Visited Attractions in Bandung	Shopping	26.9
	Natural Attractions	24.2
	Culinary	21.1
	Cultural Attractions	17.2
	Heritage Site	7.6
	Floating Market	1.8
	Farmhouse	0.9
	Lembang	0.3

Based on the perception of Muslim foreign tourists to TDQ, the respondents score of TDQ is equal to 3.5 (in scale of 5) (= Median 45/number of questions 13), with "mode > median > mean." It is negative when the level of TDQ tends to be in the positive scale and the distribution of TDQ score tends to be on the right side of the curve. Descriptively, tourism destinations have fulfilled the expected quality of Muslim foreign tourists, although it's not optimal yet (68%). High scores on TDQ are given by respondents to the physical product (quality of tourist attraction, quality of hotel, quality of restaurant), the packages (halal packages availability), and the community (local hospitality people, local culture and lifestyle that support halal tourism); while the average score is for the program (halal events and festivals, programs of activities with specific interest) and price for halal tourism packages.

The respondents' score of IA is equal to 3.7 (in scale of 5) (median 30/number of questions 8), with

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'mode > median > Mean'. This means negative skewness, that the level of IA tends to be in the positive scale and the distribution of IA score tends to be on the right side of the curve. Islamic attributes have fulfilled the expectation of Muslim foreign tourists, although it is not optimal yet (75%). High scores on IA are given by respondents to the quality of prayer facilities, availability of halal food, and availability of the qibla direction in the hotel room; while an average score is for the availability of a copy of the holy Qur'an in the hotel room, the availability of shari'ah-compatible toilets, the availability of segregated services, the availability of shari'ah-compatible television channels, and the availability of art that does not depict human forms.

Based on the perception of Muslim foreign tourists to TS, respondent score of TS is equal to 4.0 (in scale of 5) (Median 40/number of questions 10), with "mode > median > mean." It means negative skewness, that the level of TS tends to be in the positive scale and the distribution of TS score tends to be on the right side of the curve. Descriptively, Muslim foreign tourists feel satisfied during the visit in Bandung (80%).

Analysis of the influence of TDQ and IA on TS can be seen in Table 3.

From the coefficients table, the regression equation is obtained as follows:

$$Y = 12.603 + 0.346Xi + 0.4X2 \quad (1)$$

Table 2. The tourism destination quality/TDQ, Islamic attributes/IA, and tourist's satisfaction/TS.

		TDQ	IA	TS
N	Valid	123	123	123
	Missing	0	0	0
Mean		44.6098	29.7236	39.9512
Median		45.0000	30.0000	40.0000
Mode		48.00	32.00	40.00
Skewness		-.987	-.854	-1.051
Std. Error of Skewness		.218	.218	.218
Kurtosis		3.088	4.565	4.566
Std. Error of Kurtosis		.433	.433	.433

Table 3. Coefficients.

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
l (Constant)	12.603	2.774		4.543	.000
TDQ	.346	.071	.432	4.904	.000
IA	.400	.113	.312	3.539	.001

a. Dependent Variable: TS

Table 4. Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,676a	.457	.448	4.08786

a. Predictors: (Constant), IA, TDQ

From the equation, it is concluded that the variable IA shows a greater positive coefficient to TS than TDQ.

The model summary table (Table 4) shows the correlation coefficient (R) and the coefficient of determination (R Square) variable TDQ and IA to TS.

Overall, TDQ and IA variables have an influence of 45.7% to TS.

The influence of TDQ to TS with IA as a moderating variable is shown in Table 5.

From the coefficients table (Table 5), the regression equation is obtained as follows:

$$Y = -20.37 + 0.701Xi + 0.952X2 - 0.013XL2 \quad (2)$$

From the equation, it is concluded that variable IA shows a greater positive coefficient to TS than TDQ. Each coefficient has a significance level of $P < 0.05$; which is TDQ is 0.000, IA is 0.001, and TDQ*IA is 0.28. It means that the existence of IA strengthens the influence of TDQ to TS.

Table 5. Coefficients.

	UnstandardizedCoefficients		Standardized Coefficients		
Model	B	Std.E	Beta	t	Sig.
1 (Constant)	-2.037	7.113		-.286	.775
TDQ	.701	.174	.874	4.037	.000
IA	.952	.271	.741	3.509	.001
TDQ*IA	-.013	.006	-.804	-2.229	.028

a. Dependent Variable: TS.

Table 6. Coefficient of determination TDQ*IA, IA, to TS.

No.	Predictor Variables	R	R Square
1	TDQ, IA	0,675	0,457
2	TDQ*IA, TDQ, IA	0,692	0,479

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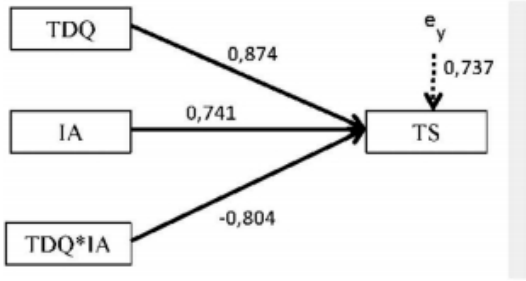

Figure 2. Result model.

The influence of TDQ to TS with IA as a moderating variable is able to increase the score of TDQ (2.2%)

The findings are formulated in the result model in Figure 2.

From Figure 2, we obtained information on the direct influence of predictor variables (TDQ, IA, TDQ* IA) on TS, namely TDQ 76.39%; IA 54.91%; and TDQ*IA 64.64%.

4 CONCLUSION

Based on the results of the discussion on the analysis of TDQ, TS, and the influence of TDQ & IA to TS, as well as the influence of TDQ to TS with IA as a moderating variable, it can be concluded that the tourism destination quality significantly influences the Muslim foreign tourist's satisfaction, and the Islamic attributes variable contributes to moderate the quality of a halal tourism destination to the Muslim foreign tourist's satisfaction.

Descriptively, tourism destinations have fulfilled the expected quality of Muslim foreign tourists, although it's not optimal yet (68%). Muslim foreign tourists feel satisfied during their visit to Bandung (80%).

The implication of this research is the need for special attention from all stakeholders. The government, through the tourism ministry, must continue to accelerate in improving the quality of halal tourism destinations. The socialization and certification of the tourism industry is also very important to ensure the standardization of products and services that are in accordance with Islamic values.

Allowing for the limitations of the research, this is expected to encourage further research in halal tourism, especially in the field of halal destination products, Muslim tourist preference and the satisfaction, which is relatively limited.

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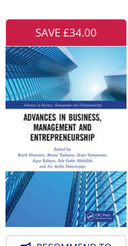

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