CHAPTER I
INTRODUCTION

I. Background

The phenomenon of religion tourism has attracted the focus research among practioners (Vukonic, 2002). M. Battour & Ismail (2016) researched there are unique attributes derived from the religion that impact on their consumption experiences. One of the subtype of religion tourism is Halal tourism (Bon & Hussain, 2010). The growing interest in Halal tourism could be attributed partly to the growth of Muslim travellers (Battour & Ismail, 2016). Al-Qaradawi (1999) found the provision of Islamic entertainment to be the most important factor influencing Muslim travellers in making visit intention. As Dinar Standard (2011) reported that 71% of the respondent mentioned that the acknowledgement of Muslim Holiday (Halal Tourism) appeared to be beneficial for business sector on destination countries to have loyal consumers.

The growth of Muslim travel market has been recognised as an important research in academic literature (Battour et al., 2014). According to Elaziz & Kurt (2017) show that the Muslim travel market is the fastest growing segment of tourism in the world, with a reported 6% growth rate per anum, growing double global tourism growth rate. According to Pew Research Centre (2015) it might affect the development of tourism as data shown about 1.6 billion muslim followers which accounts for 23% of world population. According to McCabe (2005) the desire of experience far away from home among travellers has increased due to the surplus income and holidays among travellers. The Islamic tourism is a new tourism destination in the world today, leading to urge the

tourism indsutry to attract the Muslim tourist (Bhuiyan, Siwar, Ismail, Islam, & Ehsan, 2011).

The growth of Halal tourism has made shari'a compliant to become an important factor in order to achieve satisfaction and tend the intention to revisit the destination. As agreed by Khalil (2010), the idea of integrating Halal concept in the area of tourism was introduced by the hoteliers after recognizing the success, popularity, and acceptance of Shari'a law. Hoteliers in some countries have started the initiative to provide Muslim tourist who seeks for Halal tourism which includes the unique customization in accordance to the Islamic beliefs (Mohsin, Ramli, & Alkhulayfi, 2016). Since the Shari'a law for Muslim tourist is important when they travel to countries in which Islam as minority, the business sector had to focus to make them more comfortable. Alserhan (2012) emphasises the need for hoteliers to identify the religious attributes that influence Muslim travellers experience and return intentions in non-OIC countries.

Reported by MasterCard (2015), the leading destinations from 81 non-OIC (Organisation of Islamic Cooperation) locations, the top ten non-OIC destinations are Singapore, Thailand, United Kingdom, South Africa, France, Belgium, Hong Kong, USA, Spain, and Taiwan. Other non-OIC Countries such us Australia, Japan, South Korea, and China have also developed Halal Tourism form Muslim travelers. Some destinations such as New Zealand, are also promoted their countries to Halal Tourist. It is important for hospitality and travel providers in non-OIC Countries to have better understanding in regards of accommodation,

food, and beverages to attract the large number of Muslim traveller to their country.

Despite the rise of Halal tourism, there is less focus on gender based muslim traveller. In fact, there is a tendency that the needs between male and female to be different in several activities based on Shari'a Islam. Moreover, male and female has different motives in tourism activities (Funk, Toohey, & Bruun, 2007). Female is more likely to travel for cultural experiences, family, and prestige; while male is tend to travel for sport and adventure (Uysal, McGehee, & Loker-Murphy, 1996). United Nations Entity for Gender Equality and the Employment of Women (2011) said that tourism provides better opportunities for female participation in the workforce, entrepreneurship, and leadership than other sectors of the economy.

In relation to the magnitude growth of Muslim traveller, the safety of female muslim requires more attention. Previous study of the gender aspects of leisure space, they found that female were reluctant to go into certain public places (Green, Hebron, & Woodward, 1987). Cockburn-wootten et al (2006) stated that danger and security are important factors for female tourist. Reported by Poynting et al. (2004) female had experienced racism, abuse or violence since 11/9 tragedy more than male as much as 71.5%.

Previous study have indicated that food is potential to enhance the sustainability of tourism destination (Rand, Heath, Alberts, & Marketing, 2003). Since the high number of Muslim traveller and their insistence using only Halal food products, its availability has become an important issue in relation to their

travel choice (Bon & Hussain, 2010). Agreed by Khan, Haque, & Rahman (2013), the availability of and the ease of access to halal food is considered to be the one of the most important factor influencing Muslim to choose a particular destination. Battour et al. (2014) found that accessibility of halal food plays an important role in Muslim tourist's choice of destinations. Another line of work which has traditionally been used in studying cross cultural behaviours in tourism lies in the original formulation of culture shock an its evolution into culture confusion (Hottola, 2004; Oberg, 1960). As Scott & Jafari (2010) stated that the Muslims in South East Asia countries have fewer restrictions on their public life compared to Muslims from Middle Eastern nations. Agreed by Timothy & Olsen (2006) contend that the Islamic dress code is a crucial factor in influencing tourists in regard of their destination selection, because the shari'a law prohibits improper dressing.

The dominant work to date suggests that destinations strive to attract Muslim tourist should attend multiple aspects of the Halal lifestyle which include Food (Halal Restaurant), accommodation preferences (Halal hotels/halal resorts), transportation practices (Halal trips), fashion, shopping, finance, and medical needs (Battour & Ismail, 2016; El-Gohary, 2016; Mayock & Bretherton, 2016). These multiple aspects of Halal lifestyle also has notable differences between female and male based on the shari'a law.

Recently, the Muslim market is a new and fast expanding market, it could be expected that Halal tourism can be competitive in the next coming years. According to Rehman & Shahbaz Shabbir (2010) the religiosity affects the

adoption of new products by the Muslim consumer through influencing their belief on what products they should adopt. Interestingly, despite Muslim comfortability while visiting non-OIC countries, less research have been found about how female Muslim tourist perceived value towards country destination. Therefore, this research is discussing about how female Muslim tourist perceived value that leads to the tourist satisfaction on the non-OIC countries.

1.2 Problem Identification

The problem can be formulated as follows :

1. To what extend Female Muslim Tourist Perceived Value influence Muslim tourist satisfaction in non-OIC countries?

2. To what extend destination experience mediate female Muslim tourist perceived value influence tourist satisfaction in non-OIC countries?

3. To what extend the relationship between female Muslim Perceived Values on Muslim Satisfaction through Destination Experiences in non-OIC countries?

1.3 Objective of the research

The research questions addressed in this study are :

1. To investigate whether the female Muslim tourist perceived value influences Muslim tourist satisfaction;

2. To explore the relationship between female Muslim perceived values, Muslim satisfaction and destination experiences

3. To examine the mediating effects of destination experience on the relationship between female Muslim tourist perceived value with Muslim tourist satisfaction

1.4 Contribution of Research

This thesis contribution to has theoritical and managerial implication, there are:

1. Theoritical implication, this research is benefit to:

   Academia, especially for the Marketing activities in tourism industry of non Islamic countries

   The students of Economic faculty in Andalas University on the influence of female Muslim tourist perceived value towards tourist satisfaction with mediate of destination experience in non-OIC countries.

2. Managerial implication, this research is benefit for:

   Business sector of tourism in destination of non-OIC countries, this application can serve as one of the media that can help developing strategies to increase the number of Muslim tourists to their countries. For the tourism industry players, the results of this study are expected to provide benefits in the form of a theoretical framework. Later, can be used for the new knowledge how to promote the tourism destination in non-OIC countries and as a consideration in doing further research.

1.5 Scope of Research

This research discuss the influence of female Muslim perceived value towards muslim tourist satisfaction and destination experience in non-OIC countries as the mediator.

1.6 Outline of Research

In order to make it easier and make moderate the forwarding of content, this research is divided into six chapters, they are:

CHAPTER I : Introduction

Elaborating on the background of the problem, formulation of the problem, limiting the problem, research objectives, the benefits of research, and systematic thesis.

CHAPTER II : Review of the Literature

This chapter contains description of theoritical variables that include the theories that support and underline the variables used in the research and framework.

CHAPTER III : Research Methods

In this chapter, the author put forward about the object of study, population data and data sources, techniques data collection, operational definitions of variables, data presentation techniques, and data analysis techniques.

CHAPTER IV : Result and Analysis

This chapter contains the characteristic of the respondent, descriptive analysis,data collection and result of the discussion.

CHAPTER V : Conclusion

This chapter contains the conclusion of the research result, research implementation, limit of the research and recommendation.