

# Does Islamic Attributes Matter to All Age Group of Muslim Tourists in Their Preferences of Destination?

Rohani Mohd, Anizah Zainuddin, Shereen Noranee, Marziah Mokhtar, Badrul Hisham Kamaruddin

**Abstract:** Muslims make up one of the largest tourist markets in the world. Unfortunately, the literature reviews related to the Islamic perspective on tourism were limited. Therefore, the study's main aim is to examine the moderating effect of age on the relationship between Islamic attributes and the Muslims' preferences for tourist destination. 100 questionnaires were collected from 100 Muslim tourists in Klang Valley using convenient sampling technique from various age groups. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), SmartPLS 3.0. Three aspects of Islamic attributes identified were the concern on the availability of halal food, the halal certification logo, and the hotel accommodation facilities for Muslims. The findings showed that Islamic attributes were found to be positively and moderately related to preferences for Muslims' choice of destination. Age was found to moderate the effect of Islamic attributes and preferences for destination of Muslim tourists, where older age group tourists showed more concern for Islamic matters than the younger ages in choosing their destination for tourism. The findings also revealed that age moderate the relationship moderately. Thus, tourism agencies should pay attention to age differences in terms of their concern on Islamic matters when choosing their destination.  
**Index Terms:** Keywords: Muslim Tourists, Islamic Attributes, Age, Preferences

## I. INTRODUCTION

It is the fact that Muslims have to follow Islamic teachings in every decision of their life. This has been proven by Shah Alam, Mohd and Kamaruddin (2011) that muslim consumers take Islam as their way of life, where their purchase decision is moderated by how strong is their commitment for Islam. Similarly in tourism, Muslim tourists have to decide and choose the destinations that follow the Islamic principles rooted from Quran and Hadith. Literature review on tourism have proven that Muslim tourists were given concern on Islamic attributes when choosing a place for tourism (Khan et al., 2013; Weidenfield and Ron, 2008; Rahman, 2014 & Kamaruddin

& Ismail, 2012).

[2]Availability and easy to access Halal food is considered to

be one of the most important attributes that influenced Muslim tourists to travel to a certain destination (Khan et al, 2013; Rahman, 2014) and it has become a compulsory attribute for committed Muslim tourists (Weidenfield and Ron, 2008; Kamaruddin and Ismail 2012). Another Islamic attributes studied were the facilities with Islamic compliance provided by hotels (Battour et al, 2010; Samori and Rahman, 2013; Matsui, 2015). Even though the studies provided some insights on the [1]Muslim tourists' preferences, the Islamic attributes of the availability of halal food, the certification of halal logo, and the facilities of hotel accommodation were studied in isolation. Thus, the measurement for Islamic attributes of previous research may not comprehensively cover every aspects of its concept. For instance, Battour et al. (2010) and Samori and Rahman (2013) studied Islamic attributes in terms of hotels' facilities of prayer mats, Qiblah direction indicated in the room and halal meal served. Khan et al. (2013) and Rahman (2014) studied on the availability of halal food and its certification. The wide coverage of Islamic attributes aspects are important to be constructed as that would affect the bias in the interpretation of Islamic attributes where the level of attributes will be understood by just halal attribution, meaning by considering just this as Islamic attributes would consider high level of Islamic attributions, that would certainly be misleading.

In most research of Islamic tourism, the investigation was made on the influence of religiosity, Islamic concerns and or Islamic attributes on Muslim preferences or satisfactions for the tourism. These are good to explain the model of Muslim tourists' behaviors. However, they were from different gender and age groups which are known to be different in terms of their thinking and perceptions. Even though religious attributes are important factors that explain behaviors and preferences of Muslims consumers, thus can be regarded as a preferable segmentation variable in Islamic tourism, the traditional segmentation of age and gender may still be important. It is interesting to identify how demographic variables such as age would affect the influence of religious attributes on preference for tourism

**Revised Manuscript Received on December 22, 2018**

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destination. This is because religious belief and understanding of a person would be different by different age group. This implies the moderating role of age in the level of concern for Islamic attributes which affect their decisions. Therefore, the main purpose of the present study is to identify the moderating role of age on the relationship between Islamic attributes and Muslim tourists' preferences for destination..

## II. LITERATURE REVIEW

The literature review on Islamic attributes were limited that our review was based on any research paper that focused on Islamic perceived values, Islamic considerations and choices. The search was made on research articles that were available in 2000 – 2018.

### A. Independent Variable: Islamic Attributes

In the hospitality and tourism industry, Islamic attributes refers to the attributes or characteristics of things or necessities like food, accommodation, places, people that must be in accordance to Islam. Islamic religious characteristics are bound to be very important considerations when a Muslim decides to travel abroad. A Muslims have to follow Islamic teachings which can impact directly and indirectly on decisions concerning leisure and travel plans (Zamani-Farahani and Henderson, 2010). For instance, The biggest difference between Muslim and non-Muslim is 5 daily prayers. Where ever they go, they are still obligated to pray regardless of places and difficulty with some exceptionals where prayers can be shorten into thrice a day, instead of 5 where certain prayers can be merged or jama'. Since this is the case, their concern is to be given them clean room to pray and the right information of time for praying. This would not be a problem if the destination is to the muslim countries. Most of the time Muslim tourists prefer to travel to non-Muslim countries because Muslim countries were usually involved in wars and undeveloped (Din, 1989; Laderlah et al., 2011). Among the Islamic attributes studied were halal food, halal logo, and accommodation.

2.1 Sub Heading (if any)

2.2 Sub heading (if any)

Paragraph text/ Tables Figures etc.

## III. METHODOLOGY/MATERIALS

3.1 Sub Heading (if any)

Paragraph text/ Tables Figures etc.

### 1) 4 Results and Findings

Paragraph text/ Tables Figures etc.

4.1 Sub Heading (if any)

Paragraph text/ Tables Figures etc.

## IV. CONCLUSION

Muslims make up one of the largest tourist markets in the world. Unfortunately, the literature reviews related to the Islamic perspective on tourism were limited. Therefore, the study's main aim is to examine the moderating effect of age on the relationship between Islamic attributes and the Muslims' preferences for tourist destination. 100

questionnaires were collected from 100 Muslim tourists in Klang Valley using convenient sampling technique from various age groups. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), SmartPLS 3.0. Three aspects of Islamic attributes identified were the concern on the availability of halal food, the halal certification logo, and the hotel accommodation facilities for Muslims. The findings showed that Islamic attributes were found to be positively and moderately related to preferences for Muslims' choice of destination. Age was found to moderate the effect of Islamic attributes and preferences for destination of Muslim tourists, where older age group tourists showed more concern for Islamic matters than the younger ages in choosing their destination for tourism. The findings also revealed that age moderate the relationship moderately. Thus, tourism agencies should pay attention to age differences in terms of their concern on Islamic matters when choosing their destination.

## ACKNOWLEDGEMENT:

We would like to thank our student, Ain for her assistant to collect the data for the study.

## V. REFERENCES AND NOTES

All referencing styles are allowed. However, authors must use ENDNOTE or any other software for Referencing. Preferred Style is APA for Humanities and Social Sciences. **Manual referencing is not allowed.** In case of manual referencing, the process of publication can be delayed.

### Sample of Table format

Table I: Model for Paper

Variables	Observations	Mean	Median	Maximum	Minimum
ROA	-	-	-	-	-
OPM	-	-	-	-	-
CR	-	-	-	-	-
Asset	-	-	-	-	-
Turnover	-	-	-	-	-
Gearing	-	-	-	-	-
Total	-	-	-	-	-

### Sample of Figure

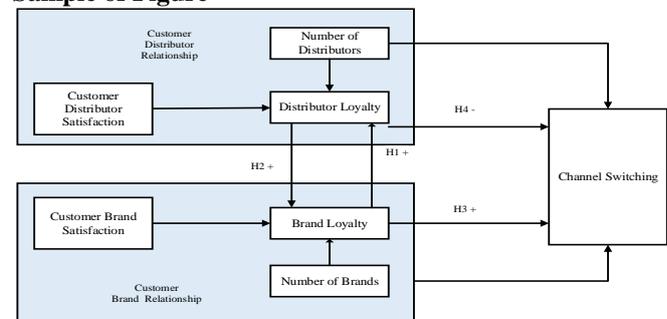


Fig. 1. Model for Paper



**Note: Tables and Figures should be adjusted within paragraphs text.**

### REFERENCES

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