

Islamic Tourism Destination Image Promotion in Kelantan through Tourism Websites and Tourism Brochures

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ABSTRACT--- *This article describes Kelantan as a state synonym with Islamic character that emphasizes the elements of Islam in all matters of administration including in tourism issues. It is fit with the theme 'develop with Islam'. Information obtained from websites and travel tourism brochures, about destination images displayed as results to generate inventory. Therefore, choosing the image destination that want to appear in the website or travel brochure is very important. Due to this information, travelers can make a decision before travel to a destination. The main objective of this article is to see whether the images featured in the tourism websites and tourism travel pamphlets are parallel to promoting Kelantan tourism as an Islamic tourism. As a result of inventory made between both, shows the destination image does not reflect Islamic element solely. Example, the beauty and nature of the beach can still be displayed as an Islamic characteristic which the visitors can see through attractiveness of God's creation. However, travel promotions agents need to understand that, successful tourism promotions require an exceptional image display for uniqueness and attraction.*

Index Terms:— Destination image, Islamic tourism, Kelantan, travel tourism brochures, tourism websites.

I. INTRODUCTION

Kota Bharu's branding as an Islamic City in 2005 has undergone significant changes made by various quarters, especially the Kota Bharu Municipal Council (MPKB) to be associated with Islamic identity. Tourism is so synonym with promotions. Various forms of tourism image promotions made by each state or country to promote places of interest in their place are no exception of Kelantan. Kelantan has an attractive destination for tourists either local or foreign tourists. It can be clearly illustrated how the role of tourism promotion in forming a destination image. The formation of images reflects the information obtained to learn more about interesting places through sources such as travel agents, travel brochures, travel websites, radios, televisions and so on.

The Kota Baharu Municipal Council (MPKB), is the agency responsible for implementing the administration system referring to Islamic character. The spiritual development of the staff is a priority before these specs are applied to citizens and visitors. Therefore, tazkirah sessions are always held to fill the needs and maintain the MPKB officers in good faith and to develop better understand what

constitutes the core philosophy of administration department. In addition, the second aspect is the appreciation of faith and taqwa in the structure of community life including their beliefs, thoughts, behaviors and practices.

Kota Bharu as the capital of Kelantan with a population of more than 300,000 people and has a land area of 115.64 km² [1]. Kota Bharu as the City of Islam is a strategy to introduce Islamic tourism products for tourists who come to visit the state while enjoying the activities of Islamic concepts. Therefore, the Kota Bharu Municipal Council (MPKB) has outlined some guidance on tourism policy in the state which is in line with the law so that all parties, especially the Islamic community can give full support.

II. LITERATURE REVIEW

Islamic tourism or halal tourism, is a very significant tourism form in Middle Eastern countries. Because of the spending pattern, many countries attract to entertain tourist from Middle East to stay and spend in their countries. In addition, Beach tourism is also very impressive for tourists from Arab countries because the beaches found in countries such as Southeast Asia, Malaysia and Indonesia are not in their place [2]. Tourism that fulfills Islamic law is referred to as Islamic tourism [3]. As an example, it is a tourist spot that makes it easy to find halal food, Islamic entertainment, Muslim clothing, the morality of the general Muslim community and a place with a history of Islamic civilization [4].

Halal terms understood by non-Muslim only relate to meat slaughter or just food related [5]. However, the term halal means something permissible by the *Syarak* and reaches a wider meaning, forming a guide on every aspect of a Muslim's life, encompassing all the means of daily life in terms of administering food, behavior, conversation, human relationships or hospitality. The state of Kelantan also has its own tourist attraction in terms of food and beverage [6]. By 2012, the tourism sector in Kelantan is gaining momentum and is considered serious by the Kelantan government.

Kelantan is also famous for its cultural tourism that can be a factor for tourists to visit the destination. Kelantan is well-known for its proactive state in culture such as dance art and performances of *wayang kulit* and *dikir barat* [6]. Therefore, some researchers agree that culture and tourism

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are inseparable. Starting from the following years, Islamic values have embraced the administration in various fields including tourism, culture, youth affairs, inter-ethnic relations and others [7].

III. METHODOLOGY

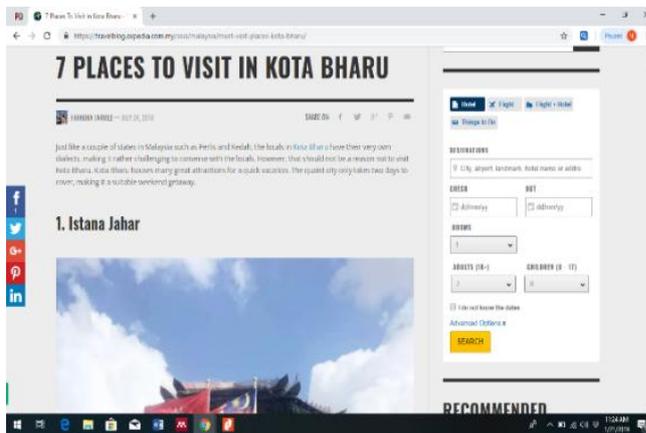
This research is about the promotion method to attract tourists visit Kelantan. A study on travel websites and travel brochures has been done to get the result of the image destination displayed as a collection of survey data information. Some websites as well as travel pamphlets are randomly selected for inventory information.

IV. RESULTS AND DISCUSSION

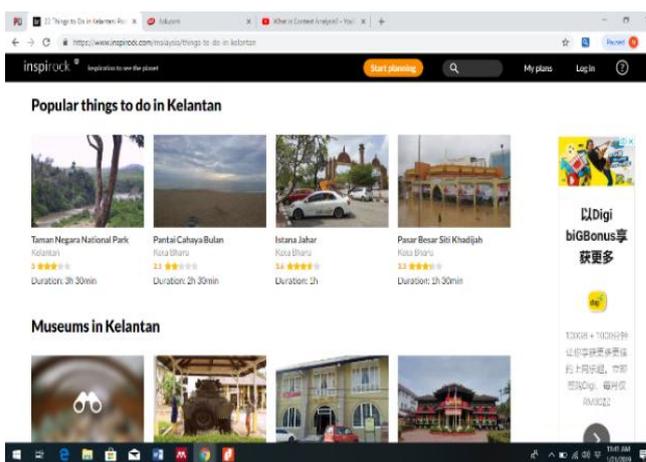
There are five travel websites and five travel brochures have been analyzed to get travel images that are often displayed for tourism promotion purposes in Kelantan. Reference sources taken from the website as shown in Table 1 as follow.

Table 1: An inventory analysis of the Kelantan state tourism website

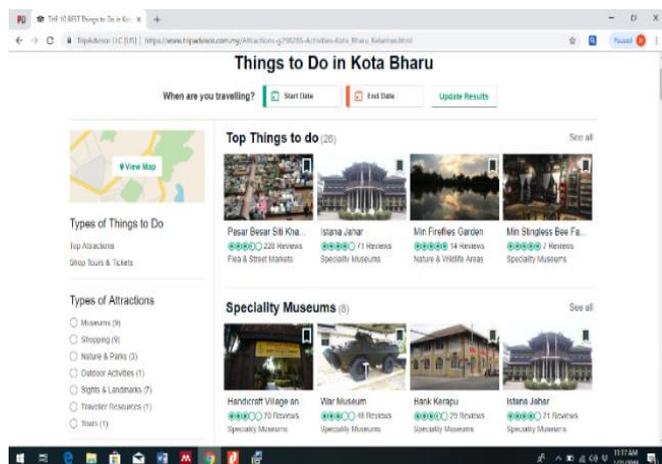
1	https://www.tripadvisor.com.my/Attractions-g298285-Activities-Kota_Bharu_Kelantan.html
2	https://travelblog.expedia.com.my/asia/malaysia/must-visit-places-kota-bharu/
3	https://www.inspirock.com/malaysia/things-to-do-in-kelantan
4	https://www.skyscanner.net/trip/kota-bharu-malaysia/things-to-do
5	https://iwandered.net/why-you-should-visit-kota-bharu-in-kelantan/



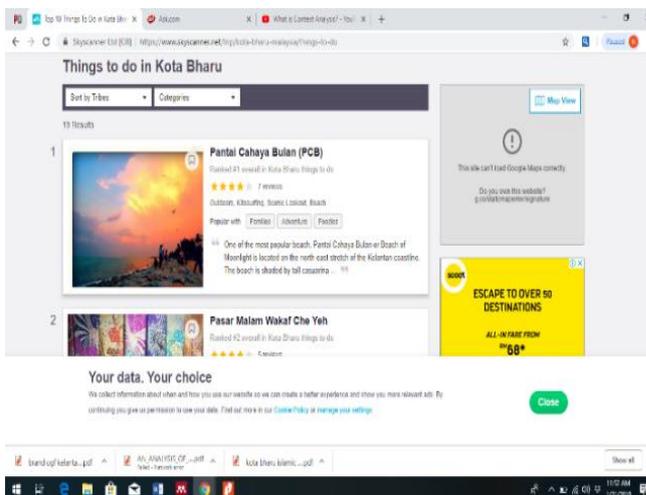
<https://travelblog.expedia.com.my/asia/malaysia/must-visit-places-kota-bharu/>



<https://www.inspirock.com/malaysia/things-to-do-in-kelantan>



https://www.tripadvisor.com.my/Attractions-g298285-Activities-Kota_Bharu_Kelantan.html



<https://www.skyscanner.net/trip/kota-bharu-malaysia/things-to-do>

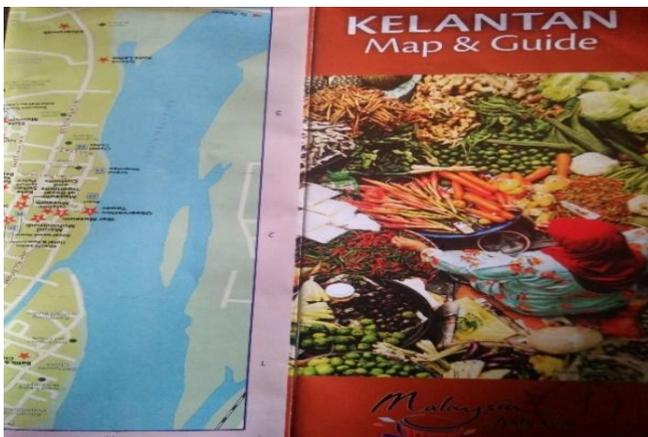
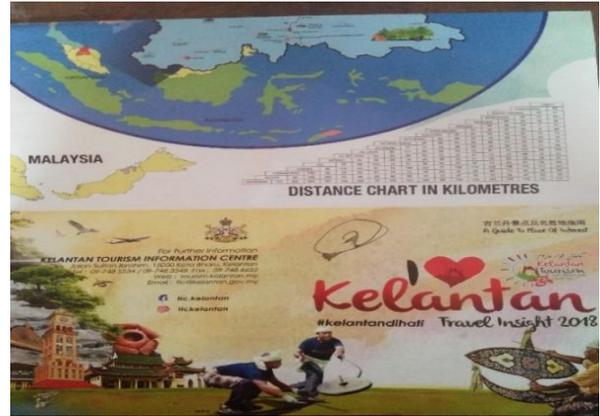


<https://iwandered.net/why-you-should-visit-kota-bharu-in-kelantan/>

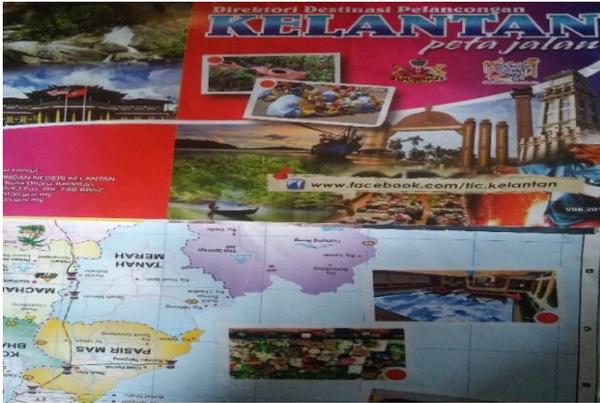
The next analysis is Table 2 which shows the five travel pamphlets taken from the travel agency as well as the Tourist Information Center in the State of Kelantan. The brochures have featured images and partly displays the Kota Bharu district maps and maps throughout Kelantan. The images shown are interesting places or historical places to visit when visiting the State of Kelantan.

Table 2: An inventory analysis of Kelantan travel tourism brochures

No.	Tourism Brochures	Sources
1	Kelantan Map and Guide	Tourism Malaysia
2	Kelantan Tourism Destination Directories (Road map)	Pusat Penerangan Pelancongan
3	Kelantan	Tourism Information Centre
4	I Love Kelantan #Kelantan dihati Travel Insight 2018	Tourism Information Centre
5	Pembangunan Pelancongan (Kelantan Sejahtera Untuk Islam)	Pusat Penerangan Pelancongan



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Based on both inventories analyzed from travel websites and travel tourism brochures, the pictures displayed in promoting Kelantan are more or less the same as those that symbolize Kelantan's identity. Since a lot of image displayed, the study is divided into three categories namely places of worship, historical heritage sites and shopping centers.

Table 3: An inventory analysis of worship images display (Tourism websites and tourism brochures)

Places of Worship (Tourism Websites)	1	2	3	4	5	Total
Muhammadi Mosque	/				/	2
Kampung Laut Mosque						0
Beijing Mosque						0
Wat Phothivihan	/			/		2
Wat Mai Suwankiri	/					1

Places of Worship (Tourism Brochures)	1	2	3	4	5	Total
Muhammadi Mosque	/		/	/	/	4
Kampung Laut Mosque	/			/	/	3
Beijing Mosque				/	/	2
Wat Phothivihan	/			/	/	3
Wat Mai Suwankiri	/					1

Table 3 shows the places of worship that are featured in the travel site as well as travel brochures. The Muhammadiyah Mosque shows the highest exposure between the two. While different from the second place on the travel

site is Wat Phothivihan, and for travel brochures are Kampung Laut Mosque and Wat Phothivihan respectively of three displays. Next is followed by the Beijing Mosque and Wat Mai Suwankiri.

Table 4: An inventory analysis of heritage image display (Tourism websites and tourism brochures)

Heritage Lot (Tourism Websites)	1	2	3	4	5	Total
Islam Museum	/				/	2
Royal (Istana Batu) Museum	/				/	2
State Museum	/					1
Adat Istiadat (Istana Jahar) Museum	/	/	/		/	4
War (Bank Kerapu) Museum	/	/	/			3
Heritage Lot (Tourism Brochures)	1	2	3	4	5	Total
Islam Museum		/	/			2
Royal (Istana Batu) Museum	/	/	/	/	/	5
State Museum	/	/	/	/	/	5
Adat Istiadat (Istana Jahar) Museum	/	/	/	/	/	5
War (Bank Kerapu) Museum	/	/	/		/	4

Table 4 shows the inventory of historical sightseeing images in the tourism websites as well as tourist brochures. Adat Istiadat Museum is the highest and followed by the War Museum, and next is the Museum of Islam and the Royal Museum and lastly is the State museum. There is a slight difference with travel pamphlets featuring more frequently, Royal Museums, State Museums and Adat Istiadat Museums. Next is War Museum and the least is Museum of Islam. The similarity shown between both is that the Museum of Islam has less exposure between the two.



Table 5: Inventory Analysis on shopping image display (Tourism website and travel brochures)

Shopping Sites (Tourism Websites)	1	2	3	4	5	Total
Pengkalan Kubor				/		1
Rantau Panjang			/	/		2
Wakaf Che Yeh				/		1

Siti Khadijah Market	/	/		/	/	4
Bazar Tok Guru						0
Shopping Sites (Tourism Brochures)	1	2	3	4	5	Total
Pengkalan Kubor	/	/		/	/	4
Rantau Panjang	/	/		/	/	4
Wakaf Che Yeh	/			/	/	3
Siti Khadijah Market	/	/	/	/	/	5
Bazar Tok Guru			/	/	/	3

Table 5 shows inventory on image display in travel websites and travel brochures on shopping sites to promote tourism in the state of Kelantan. There is an equality between the two, the Siti Khadijah Market, which is the highest display of travel websites, there are four out of five websites featuring the image. While for travel brochures, all five travel pamphlets illustrated the image of the Great Market of Siti Khadijah. For the second most visited display web site is Rantau Panjang, followed by Pengkalan Kubor and Wakaf Che Yeh. There is a slight difference with travel pamphlets that often display the image of Pengkalan Kubur and Rantau Panjang which is four brochures and followed by Wakaf Che Yeh and Tok Guru Bazar.

Table 6: The highest image of attractions in Kelantan (Tourist websites and travel brochures)

No	Attraction in Kelantan	Total Image
1	Siti Khadijah Market	9
2	Adat Istiadat Museum	9
3	War Museum	7
4	Royal Museum	7
5	Muhammadi Mosque	6
6	Rantau Panjang	6
7	Pengkalan Kubur	5
8	Watt Phothivihan	5
9	Wakaf Che Yeh	4

10	Kampung Laut Mosque	3
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Table 6 shows a total of 10 places in Kelantan which have the highest exposure shown in travel websites and travel brochures as tourist attraction promotional to Kelantan. The overall results of the details can be explained about the top and most synonymous image and become the state icon of Kelantan is the Great Market of Siti Khadijah and the Museum of Adat Istiadat or better known as Istana Jahar. Next to the top five after the highest is War Museum, Royal Museum, Muhammadi Mosque and famous shopping sites, Rantau Panjang and Pengkalan Kubor. This shows that Kelantan is more popular with the museums available in the state and become popular displays have been shown.

Although the state of Kelantan is well-known for its Islamic state and Kota Bharu city is considered as an Islamic City, there is no Islamic character in either the tourism website or the tourism brochures. According to the above table, the highest display that can symbolize Islam is the Muhammadiyah Mosque. However, there are still few who are showing Islamic characteristics compared to other things that are more shown in attraction to Kelantan.

V. CONCLUSION

In conclusion, from the inventory analysis shows that while promoting Kelantan in the website and travel brochures still retain its Islamic characteristics. This is because this element of Islamic religion does not necessarily reflect the characteristics of such a mosque but the Museums, shores, old buildings can still reveal the characteristics of Islam there. For example, the Islamic Museum or other museums illustrate the religious values contained therein. In addition, views of nature such as the beauty of the beach can remind the greatness of God who created it can also be categorized as Islamic tourism.

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