Motivating factors of Islamic Tourist's Destination Loyalty: An Empirical Investigation in Malaysia

Muhammad Khalilur Rahman[1]

Abstract

The purpose of this study is to measure the effect of tourist's motivation on Islamic tourist's satisfaction and destination loyalty. A survey instrument (PLS based SEM technique) is used to examine the relationships in the proposed model. The collected primary data (n=198) from different tourist location in Kuala Lumpur is conducted to test the relationship between exogenous and endogenous construct expressed in the proposed structural model. The findings revealed that Islamic attributes and quality of service have significant relationship to Islamic tourist's satisfaction and destination loyalty, while destination attributes has not significant impact on it. Nevertheless, overall Islamic tourist's satisfaction has significant impact on destination loyalty. Concerning the tourists' perception on destination loyalty, the study will contribute a better understanding of Islamic tourist satisfaction towards Malaysia as their preferred and recommended Islamic tourism destination in the different facets.

Introduction

Literature on tourism and destination marketing research is rich with key themes that seek to illustrate why tourist visit and select specific destination(Battour, Ismail, & Battor, 2011). Tourists can be defined as people who visit and stay in places outside their usual location for more than a day and not more than one year for business, leisure and other purpose.

[1]Graduate School of Business, Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia. E-mail: mohdkhalilur@gmail.com

Currently, tourism has become a popular global leisure activity and it is vital for many countries such as Malaysia, Thailand, Lebanon, Egypt, Spain, Greece, due to the large intake of money for business with their goods and services(Ukessays, 2014; Khan, Haque, & Rahman, 2013). This service includes taxicabs, airlines, bus, accommodations, foods, hotels and resorts, amusement parts and shopping malls are available in Malaysia. Tourism industry is always overstated by Islamic attributes especially Islamic belief for its special rules and regulations. The outcomes of Islamic tourism may have a wider pertinence beyond the special circumstances of this country. The population for Islam religion may consist of 30% of the world by 2025 (Ukessays, 2014). Tourism is a major market in Muslim countries such as Morocco, Turkey, Egypt and Malaysia, nevertheless less than 10% of international tourism returns goes to this market.ExpectingIslamic tourism, a novel deal has been prolonged between the Islamic tourism Centre and International Islamic University Malaysia to entice more Muslim tourists to the Asian country in 2014 (OnIslam, 2014).

Currently, Muslim tourists are increasing faster than the global rate. Muslim tourist rate was $126 billion in 2011, and it may forecast to reach $192 billion by 2020 (OnIslam, 2014). Targeting Islamic tourists is an important decision since world population is growing consistently. Muslim population will have 1.5% annual in the next decades where non-Muslims will only have 0.7% growth rate annually(PewResearchCenter, 2011). The following Fig. 1 presents the Muslim as a share of world population.
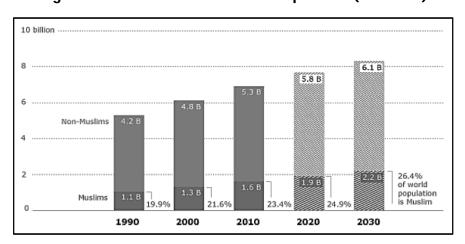
Fig. 1: Muslim as a Share of World Population (1990-2030)

Source: Farahdel(2011) and PewResearchCenter(2011)

Global tourism arrivals in the year between 2009 and 2010, Malaysia ranked 9th position out of the top 10 most visited countries (UNWTO, 2011 cited by Khan et al., 2013). According to Table 1, it shows that tourist arrival in Malaysia is increasing in every year.

Table 1: Tourist Arrival in Malaysia (2000-2013)

Year	Millions)	RM Billion)
2000	10.2 Million Tourists	17.3 Billions
2001	12.7 Million Tourists	24.2 Billions
2002	13.2 Million Tourists	25.8 Billions
2003	10.5 Million Tourists	21.3 Billions
2005	16.4 Million Tourists	29.7 Billions
2006	17.4 Million Tourists	36.3 Billions
2007	20.9 Million Tourists	46.1 Billions
2008	22.0 Million Tourists	49.6 Billions
2009	23.6 Million Tourists	53.4 Billions
2010	24.6 Million Tourists	56.5 Billions
2011	24.7 Million Tourists	58.3 Billions
2012	25.0 Million Tourists	60.5 Billions
2013	25.7 Million Tourists	65.0 Billions

Source: Khan et al. (2013) and MalaysiaTourism Industry (2014)

Tourism industry in Malaysia has become one of the vital service sector that earning revenue in developing country's economy. Malaysia's tourism industry received RM65.44 billion tourists in 2013, exceeding the initial target of RM65 billion. Tourism Minister Datuk Seri Mohamed Nazri Aziz said that tourism was the 6th largest contributor to the economy moving up one spot compared to 2012. It contributed RM51.5 billion to Gross National Income in 2013. He added that 8.1% growth from RM 60.56 billion in 2012 represents an expansion of about RM 4.89 billion in foreign income (Malaysia Tourism Industry, 2014). Islamic tourism is a major product in Malaysia (Laderlah, Rahman, Awang, & Man, 2011). The ministry of tourism has appointed the department of Islamic Development of Malaysia (JAKIM) to promote Islamic tourism. Malaysia is a duty-free and affordable luxury shopping destination and top-of-mind destination for business and leisure. The ASEAN market remains the major contributors with 19.1 million tourist arrivals, on behalf of a 74.3% share of the overall tourist arrival to Malaysia. There are 57 Islamic countries and the Governing body Organization of the Islamic Conference (OIC) is trying to increase relationship between Muslim countries, since Islamic tourism is a major market in Muslim countries.

The Objective of the Research

The purpose of this study is to measure the motivating factors that influence destination loyalty among Islamic tourists. Thousands of Islamic tourists in every year travel to Malaysia visiting their preferred destinations. Although, Islamic tourism is conducted by many researchers in several countries such as Iran, Malaysia, Palestine and Saudi Arabia(Farahani& Henderson, 2010) but Malaysia's acceptability as preferred Islamic tourism destination is yet to be achieved in the region. There remains a gap to cover the factors that influence Islamic tourists to visit Malaysia as their preferred Islamic tourism destination. The primary objective of this research is:

i) to identify the motivational factorsthat influence Islamic tourists' satisfaction and revisit intention.
ii) to recommend and formulate strategies to develop the Islamic tourism industry in Malaysia.

Literature Review

Concept of Islamic Tourist

Islamic tourists abide the guidance of Allah swt and Prophet Muhammad (peace be upon him). Islamic tourists are interested to explore Islamic knowledge on Islamic shariah, culture, heritage, arts, Islamic history, spiritual etc. (Islamic Tourism Center, 2012).In Islam, the activity of travelling is considered as '*ibadah*and *da'wah'*(Laderlah et al., 2011). Tourism may become an 'Ibadah' if the intention of travel is for Allha's blessing. 'Dawah' means to preach human being into a novel way.Islamic tourism has many benefits and it helps tourists to reduce boring, anxiety, tension and rest their mind, as well as souls from any dilemmas. Islamic tourist can gain knowledge and information by thinking the beauty of Allah's (swt) creations (Al-Hamarneh& Steiner, 2004). All living things in this world are made from water (Al-Quran 21:30). Islam is a way of human life and it is a religious, iman, ihsan and Islam. Tourist should think about the beginning of the creations. Muslim should visit the historical places to learn the history of past generations. Islamic tourism is flexible and it allows Islamic tourists to shopping, sports, medical etc.

Islamic Attributes

Islamic tourists could be guided by observing Islamic teachings in tourism activities(Battour, Ismail, & Battor, 2011) in the success of the destination loyalty. Islamic attributes of tourists satisfaction and destination loyalty is vital and it is based for tailoring halal tourist's packages. Islamic tourists are well-ordered to follow Islamic schooling which directly and indirectly impact on their decision concerning tourism plan. In Islam, Islamic tourist should visit to different locations to praise the beauty, greatness and creation of Allah (swt). Based on the guideline of the Holy Al-Qur'an practices, Islamic tourist should be hospitable and generous toward travelers (Farahdel, 2011). Tourism and Islam is very important issue, therefore there a need for a comprehensive research on Islamic attributes and its effect on the motivational factors and Islamic tourist's satisfaction as well as destination loyalty. In terms of targeting Islamic tourists, tourism industry in Malaysia should focus the Islamic attributes available for the tourists to keep them satisfied. The study Henderson (2003) stated that some Muslim countries are liberal to receive more tourists into their countries.

Malaysia is considered as being moderate to accept tourist from different countries and satisfy their needs. In contrast, Iran is strict to received tourist; they have strong Islamic attributes manage the tourism industry (Farahdel, 2011).Islamic attributes are those factors that include to Muslim's needs such as providing Islamic dress code (Zamani-Farahani& Henderson, 2010), halal food and halal drinks(Hashim et al., 2007) and availability of prayer's facilities (Battour, 2010). Islamic attributes in Muslim country can attract Islamic tourist.

H1: Islamic attributes has positive impact on tourist's satisfaction and destination loyalty.

Destination Attributes

Tourist's destination attributes positively influence on tourist's satisfaction and destination loyalty(Khan et al., 2013). Destination attributes is an essential tool to achieve tourist's satisfaction and revisit intention. Destination attributes can make positive image to raise tourists to revisit destination. Strong destination image provides competitive advantages over competitors.

Destination attributes influences tourist's satisfaction and decision making process. If the tourists have positive perception on destination attributes, they will willingly revisit destination (Bonn, Joseph & Dai, 2005).A better destination attributes provides mental satisfaction and destination loyalty. Destination image is an important antecedent for tourist's satisfaction and revisit intention (Mohamad, Ali&Ghani, 2011). The main success of destination attributes depends on the level of tourist's satisfaction and destination loyalty. Tourist's destination attributes consists with climate, historical sights, sunshine, scenic beauty, beaches, snow, cultural events, recreational opportunities, benefit experience, rest and relaxation, self-esteem, prestige, health and fitness, adventure, social interaction, benefits, interests, and accessibility marketed image (Battour et al., 2011). Thus, the following hypothesis is proposed:

H2: Destination attributes has positive impact on tourist's satisfaction and destination loyalty.

Quality of Service

Tourism Industry begins to consider customer satisfaction and destination loyalty that compete in the world tourism market. Many tourism organizations influence the products and services consumption.

Travelers have initial expectation regarding the quality of services provided in a specific destination (Akma&Kieti, 2003). High quality service can make tourist's satisfaction (Zabkar, Brencic&Dmitrovic, 2010). Quality service is the customer's judgment and it is the key tool of business industry. Every tourism industry should concern to improve quality service. By improving quality service, tourism industry can satisfy tourists and increase destination loyalty.Service quality is the tourist's evaluation of expected service. If tourism industry is failed to provide quality service customer will switch to another destination (Sparks & Westgate, 2002).

H3: Quality service has positive impact on tourist's satisfaction and destination loyalty.

Tourist's Satisfaction and Destination Loyalty

Tourist satisfaction is essential for tourism industry to receive more tourists and earning foreign revenue.Tourism industryis concerned to consider tourist satisfaction as it influences the destination loyalty (Kozak, 2002).The successful tourism marketers will depend on how they achieve satisfaction. Achieving tourist's satisfaction is considered as a milestone for stakeholders in the tourism industry. Tourist's satisfaction can make tourist's positive word of mouth and publicity for a destination loyalty. Tourist's destination loyalty has impact on financial status of suppliers in tourism industry. Satisfaction is regarded as an emotional response that followed by the cognitive response such as quality of services and tourist's experienced (Zabkar et al., 2010). Tourist's satisfaction can be triggered based on cognitive side of tourism activities such as tourist's expectation, tourist's perceived value and destination image.If tourist gets well service from tourism industry then tourists consider revisiting destination. Based on this literature the following hypothesis is tested:

H4: Tourist's satisfaction has significant relationship with destination loyalty.

Based on the background and extent literature review of the study the following conceptual model is generated (Fig. 2).
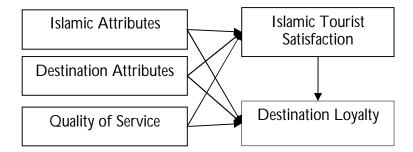
Fig. 2: Conceptual Model

Methodology

Research Design

Partial Least Squares (PLS) based structural equation modeling technique is used to estimate the structural model. PLS is developed by Professor Herman Wold in 1982(Bontis, Booker, &Serenko, 2007; Morales, 2011). PLS is well suited to this study as the constructs are measured by a single item, data tend to be distributed non-normally and PLS provides accurate estimates of interaction effects (Booker & Serenko, 2007).The target population of this study was international tourists. A six-part self-administered survey focused on Islamic attributes, destination attributes, quality of service, tourist's satisfaction, destination loyalty and demographic variables of the respondents. Respondent's perceptions on destination loyalty were assessed in this survey. The last part posed questions on respondent's background including age, gender, marital status, income, education, and occupation.

Survey Instrument

A self-administered survey questionnaire is developed to measure the Islamic tourist's satisfaction and destination loyalty in Malaysia. The original sample of the study is 350 participants from Asia, Europe, America, Africa and Middle-East in Kuala Lumpur at the location of Masjid Jamek, Masjid India, Putrajaya Mosque, KL Sentral, International Islamic University Malaysia and Suriya KLCC. This survey conducted convenient sampling method. Data is collected from different tourist location in Malaysia between October 2013 and January 2014. In this study, 5-point likert scale is used to understand the level of agreement and disagreement of tourists.

Response Rate

Participants were asked about the purpose of the research as well as ask to answer the questionnaire. A total of 198 completed valid cases are received for data analysis representing 56.57% ofresponse rate.The response rate was also considered acceptable compared to other similar studies. The study Dzuraidah (2010) managed to receive response rate of 24.4%, while Lin and Ho (2008) received 153 completed questionnaires out of 500 questionnaires which lead to response rate of 30.6% during the survey on the green innovations adoption among the logistics service providers in Taiwan. Therefore, the response rate of 56.57% obtained from this study is still considered acceptable.

Data Analysis

Demographic Profile

A total of 198 respondents in which male respondent (74%) is greater than female (26%). The overall 33% respondents were age between 25 to 35 years old which followed by 29% (21-34 years old), 18.7% (36-50 years old), 10.3% (51-60 years old), 5.3% (below 20 years old) and3.7% (above 60 years old). In terms of marital status, 53% was married followed by 36% single and 11% others. Most of participants declared to earn less than 65.8% (70, 000 USD) per annum.In terms of country of residence, 46% respondents were Middle-East, which followed by 21% of Asia, 14% of America, 11.8% of Europe and 7.2% of Africa. By looking at the academic majoring, the highest percentage (51%) was under Graduate followed by 31.4% of Master degree, 12% of 'o' level or equivalent, 5.6% of 'A' level or equivalent and 6% ofdoctoral degree.Professions of majority respondents were business owner (39.3%) followed by 26.7% of job holder, 19% of students, 6% of academician, 3.5% of retire, 2.4% of housewife and other 3.1%.The results of travel characteristics revealed that 55.8% of respondents visited Malaysia for the second time which followed by first time (25.2%) and more than three times (20%). Interms of visiting locations, most of the participants (68%) were visited national mosque of Malaysia (Masjid Negara)and Putrajaya Mosque and rest (32%) of the respondents were visited Putrajaya Mosque.

Table 2: Path Coefficient

Hypothesis	Relationship	Original Sample	Std. Deviation	T Statistics
H1a	IA -> ITS	0.3442	0.0943	3.6500**
H1b	IA -> DL	0.6217	0.0965	6.4424**
H2a	DA -> ITS	0.1969	0.2521	0.7812
H2b	DA -> DL	-0.0300	0.1165	0.2576
H3a	QS -> ITS	0.3757	0.0971	3.8692**
H3b	QS -> DL	0.3832	0.0779	4.9191**
H4	ITS -> DL	0.2436	0.0789	3.0874**

Footnote: Significant level *$p<0.05$, **$p<0.01$

Table 2 illustrates the results of hypothesis relationship between the constructs. Islamic attributes has significant relationship to Islamic tourist's satisfaction and destination loyalty at p<0.01. Therefore, H1a and H1b are accepted.Although, destination attributes has positive impact on Islamic tourist's satisfaction but it does not have significant relationship with destination loyalty and tourist's satisfaction, therefore, H2a and H2b are not accepted. Quality of service has significant relationship with Islamic tourist's satisfaction and destination loyalty, therefore, H3a and H3b are supported at p<0.01. Finally, Islamic tourist's satisfaction has significant impact on destination loyalty. Therefore, H4 is accepted at p<0.01.

Table3: Discriminant Validity (AVE Square Root)

Characteristics	DL	IA	ITS	QS	DA
Destination Loyalty (DL)	**0.8837**	0	0	0	0
Islamic Attributes (IA)	0.7932	**0.8321**	0	0	0
Islamic Tourist's Satisfaction (ITS)	0.7312	0.7871	**0.8096**	0	0
Quality of Service (QS)	0.7275	0.7438	0.8061	**0.8655**	0
Destination Attributes (DA)	0.7023	0.7361	0.7624	0.7764	**0.9085**

Table 3 presents the discriminant validity. The square root of the AVE for constructs destination loyalty (0.8837), Islamic attributes (0.8321), Islamic tourist's satisfaction (0.8096), quality of service (0.8655) and destination attributes (0.9085) are higher than the correlation of these constructs with other latent variables in the path model. The study Hair, Hult, Ringle and Sarstedt (2014) stated that the square root of the AVE of each construct should be higher than any other construct in the model.
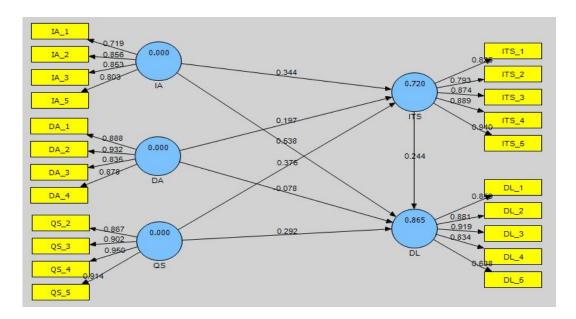
Fig. 3: Structural Model

Footnote: IA= Islamic Attributes, DA= Destination Attributes, QS= Quality of Service, ITS= Islamic Tourist's Satisfaction, DL= Destination Loyalty

Structural Model

The structural model (Fig. 3) presents the first and second order constructs. The findings R-square value of Islamic tourist's satisfaction is 0.720 proposing that 72% of the variance in tourist's satisfaction can be explained by Islamic attributes, destination attributes and quality of service. Furthermore, the R-square value of destination loyalty is 0.865 proposing that 86.5% of the variance in destination loyalty can be explained by the Islamic tourist's satisfaction, Islamic tourist's attributes, destination attributes and quality of serve.

Table 4: Results Summary for Reflective Structural Model

Characteristics	Items	Loading	AVE	CR
Islamic Attributes (Cronbach's Alpha=0.824)			0.656	0.883
Availability of mosque and a copy of Al-Qur'an	IA_1	0.7192		
Availability of prayer facilities at tourism sites	IA_2	0.8555		
Placement of Qibla stickers in hotel room	IA_3	0.8530		
Availability of halal food at tourism sites	IA_5	0.8032		
Destination Attributes(Cronbach's Alpha=0.907)			0.781	0.934
Country with pleasant weather and climate	DA_1	0.8876		
Modern and advanced country	DA_2	0.9320		
Convenient transportation	DA_3	0.8350		
Rich in mega diversity of natural resources	DA_4	0.8776		
Quality of Services(Cronbach's Alpha=0.930)			0.826	0.950
Transport facilities of tourist places are avaiable	QS_2	0.8666		
The staff of tourists locations are willing to help tourists	QS_3	0.9017		
Tourist destination in Malaysia are clean and organized	QS_4	0.9503		
High quality restaurants service facilities	QS_5	0.9138		
Tourist's Satisfaction(Cronbach's Alpha=0.916)			0.750	0.937
To have enjoyable time with my travel companions	ITS_1	0.8254		
To enhance communication with local community	ITS_2	0.7928		
Compared to my last visit to Malaysia, I stay longer period in the current visit.	ITS_3	0.8737		
To fulfill my dream of visiting a foreign land/country	ITS_4	0.8886		
To satisfy the desire to be somewhere else	ITS_5	0.9396		
Destination Loyalty(Cronbach's Alpha=0.886)			0.693	0.917
I am willing to return to Malaysia in the future	DL_1	0.8593		
I am willing to recommend Malaysia to family and friends as a holiday destination.	DL_2	0.8807		
I have wonderful image of Malaysia as a holiday destination.	DL_3	0.9192		
I feel I am very loyal to Malaysia as a destination choice.	DL_4	0.8342		
I always return to the same destinations that I previously visited in Malaysia.	DL_5	0.6385		

Table 4 shows the summary for reflective structural model. To develop convergent validity, AVE should be higher than 0.50 (Hair et al., 2014). In this study, AVE value range between 0.656 and 0.826 which achieved the recommended level 0.50. Moreover, to establish internal consistency, CR should be higher than 0.70 (Hair et al., 2014). Furthermore, CR value of this research ranges between 0.883 and 0.950 which are higher than the recommended value of 0.70. Thus, the findings suggest that all reflective constructs have high level of internal consistence.

Table 5: Cross Loading

	DA	DL	IA	ITS	QS
DA_1	**0.8876**	0.7415	0.7472	0.7743	0.6501
DA_2	**0.9320**	0.7730	0.7082	0.7801	0.7146
DA_3	**0.8350**	0.6364	0.7492	0.5582	0.4784
DA_4	**0.8776**	0.6301	0.7346	0.5531	0.6123
DL_1	0.7936	**0.8593**	0.7142	0.7062	0.6677
DL_2	0.7488	**0.8807**	0.7044	0.8543	0.7648
DL_3	0.6878	**0.9192**	0.6908	0.7346	0.7918
DL_4	0.5829	**0.8342**	0.6912	0.6578	0.7168
DL_5	0.4373	**0.6385**	0.5606	0.5183	0.3851
IA_1	0.5144	0.7912	**0.7192**	0.6338	0.6016
IA_2	0.7987	0.8143	**0.8555**	0.6784	0.7334
IA_3	0.7862	0.6425	**0.853**	0.7273	0.6307
IA_5	0.7966	0.5831	**0.8032**	0.5461	0.4609
ITS_1	0.7657	0.7722	0.7749	**0.8254**	0.613
ITS_2	0.4514	0.6067	0.4881	**0.7928**	0.5873
ITS_3	0.6788	0.7329	0.7158	**0.8737**	0.6931
ITS_4	0.6532	0.7259	0.7191	**0.8886**	0.7023
ITS_5	0.7280	0.7918	0.7493	**0.9396**	0.7516
QS_2	0.6405	0.7941	0.7087	0.8108	**0.8666**
QS_3	0.6088	0.7289	0.6789	0.6469	**0.9017**
QS_4	0.6417	0.7432	0.6959	0.6623	**0.9503**
QS_5	0.6545	0.7607	0.6792	0.6804	**0.9138**

Above Table 5 shows the cross loading for each item of constructs. The results show that all items have convergent and discriminant validity. The findings revealed that the loading of items are greater than all of its cross-loadings. The analysis of the cross-loadings support the discriminant validity as the indicator loadsis highest on the constructs (Hair et al., 2014).

Conclusion and Direction of Future Study

The current research study attempts to find the impact of Islamic tourist's satisfaction and destination loyalty Malaysia as tourist's preferred tourism location. For tourist's satisfaction to be effective, it must be able to create destination loyalty amongst Islamic tourists.

Tourist's satisfaction is a critical scale of how well an Islamic tourist's needs and demands are met while destination loyalty is a measure of how likely a tourist revisit destination and engage in relationship tourism activities. The key factors of this study provide the ground to understand what motivates influence tourists regarding destination loyalty. In this paper, Islamic attributes, destination attributes and quality of service as well as tourist's satisfaction are underlined as the major factors for Islamic tourist's destination loyalty in Malaysia. In other words, it seems friendliness of local people,ability to communicate with local people; local varieties of halal foods as well as good value for moneyare the important destination attributes that manifest Malaysia's image as a tourist destination. The past study Chin andQu (2008) found that tourist's experience of quality service and other resources provide by tourism destination could produce repeat visits. For this reason, appropriate marketing plan and strategy should be intensified to further Islamic tourism segment and tourism mangers should promote destination attributes, Islamic attributes and quality of service of Malaysia which affect tourist's destination loyalty.

References

Al-Hamarneh A and Steiner C. (2004). Islamic tourism: rethinking the strategies of tourism development in the Arab world after September 11,2001. Comparative Studies of South Asia, Africa and the Middle East.doi:10.1215/1089201x-24-1-175.

Akma, J. S., &Keiti, D.M. (2003).Measuring tourist satisfaction with Kenya's wildlife safari: A case study of Tsavo West National Park.Tourism Management, 24(1), 73-81.

Battour, M., Ismail, M. N., & Battor, M. (2011). The impact of destination attributes on Muslim tourist's choice. International Journal of Tourism Research, 13(6), 527–540, Doi: 10.1002/jtr.824.

Battour, M. K. (2010). The Impact of Islamic Attributes of Destination on Tourists' Motivation, Satisfaction and Destination Loyalty, University of Malaya, Kuala Lumpur, Malaysia.

Bontis N., Booker L.D, Serenko A. (2007). The mediating effect of organizational reputation on customer loyalty and service recommendation in the banking industry, Proceedings paper, Center of Corporate Reputation, Doi:10.1108/00251740710828681.

Bonn, M.A., Joseph, S.M. & Dai, M. (2005). International versus Domestic Visitors: An Examination of Destination Image Perceptions. Journal of Travel Research, 43: 294-301.

Chi, C.G.Q., &Qu, H. (2008).Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach.Tourism management, 29(4), 624-636.   http://dx.doi.org/10.1016/j.tourman.2007.06.007

Farahani, H.Z. and J.C. Henderson, (2010). Islamic Tourism and Managing Tourism Development in Islamic Societies: The Case of Iran and Saudi Arabia. International Journal of Tourism Research, 12: 79-   89.

Farahdel, F. (2011). Islamic Attributes and its Impact on Muslim Tourists' Satisfaction: A Study of Iran. Master Dessertation, Graduate School of Business, University of Malaya, 1-98.

Hair, J. J., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2014). A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). London: SAGE Publications Ltd.

Hashim, N. H., Murphy, J., &MuhamadHashim, N. (2007a). Islam and online imagery on Malaysian tourist destination websites.Journal of Computer-Mediated Communication, 12(3), 1028-1102.

Henderson, J.C. (2003). Managing Tourism and Islam in Peninsular Malaysia.Tourism Management, 24(4), 447-456.

Islamic Tourism Center. (2012). Developing International Islamic Tour Packages. In I.T. Center (Ed.), Regional Seminers on Islamic Tourism (RESIT) 2012 (pp. 1-4). Kuala Lumpur: Ministry of Tourism, Malaysia & Tourism Malays.

Khan, A. H., Haque, A., & Rahman, M. S. (2013). What Makes Tourists Satisfied? An Empirical Study on Malaysian Islamic Tourist Destination. Middle-East Journal of Scientific Research, 14(12), 1631-1637, Doi: 10.5829/idosi.mejsr.2013.14.12.2250.

Kozak, M. (2002).Comparative Analysis of Tourist Motivations by Nationality and Destinations.Tourism Management, 23(3), 221-232.

Laderlah, S. A., Rahman, S. A., Awang, K., & Man, Y. C. (2011). A Study on Islamic Tourism: A Malaysian Experience. 2011 2nd International Conference on Humanities, Historical and Social Sciences IPEDR.17, 148-189. Singapore: IACSIT Press.

MalaysiaTourismIndustry. (2014, February 28). Malaysia's tourism industry exceeds expectations in 2013. Retrieved from
   http://english.astroawani.com/news/show/malaysias-tourism-industry-exceeds-expectations-in-2013-30982.

Mohamad, M. A., Ali, A.M. and Ghani, A.G. (2011).A Structural Model of Destination Image, Tourists' Satisfaction andDestination Loyalty.International journal of business and management studies, 3(2).

OnIslam (2014, May 10th). Malaysia boosts Islamic tourism effort.Retrieved from http://muslimvillage.com/2014/01/13/48277/malaysia-boots-islamic-tourism-effort/.

PewResearchCenter. (2011). The Future of the Global Muslim Population: Projections for 2010-2030. 1615 L St., NW, Suite 700: Pew Research Center's Forum on Religion & Public Life.

Sparks, R., & Westgate, M. (2002).Broad-based and targeted sponsorship strategies in Canadian women's ice-hockey.International Journal of Sports Marketing and Sponsorship, 4(1), 59-84.

Ukessays. (2014). Islamic Attributes Of Destination On Tourists Motivation. Retrieved from http://www.ukessays.com/essays/tourism/islamic-attributes-of-destination-on-tourists-motivation-tourism-essay.php.

Zamani-Farahani, H., & Henderson, J.C. (2010).Islamic tourism and managing tourism development in Islamic societies: the cases of Iran and Saudi Arabia.International Journal of Tourism Research, 12(1), 79-   89.

Zabkar, V., Brencic, M.M., &Dmitrovic, T. (2010).Modeling perceived quality, visitor satisfaction and behavioral intentions at the destination level.Tourism Management, 31(4), 537-546.