



**ISLAMIC TOURISM:
FACTORS THAT INFLUENCE MIDDLE EAST TOURISTS TO CHOOSE MALAYSIA
AS THEIR CHOICE DESTINATION**

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MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
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I, NORFARAHDILLAH BINTI IDRIS

I/C Number: 890514-04-5212

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

DECEMBER 2012

The Head of Program
Faculty of Business Management
University Technology Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM662)

Attached is the project paper titled “ **ISLAMIC TOURISM : FACTORS THAT INFLUENCE MIDDLE EAST TOURISTS TO CHOOSE MALAYSIA AS THEIR CHOICE DESTINATION**” to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

.....

Norfarahdillah Binti Idris

2010178193

BBA (Hons) International Business

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ABSTRACT

Malaysia as an Islamic country is promoting tourism worldwide in order to attract more tourists to visit Malaysia. Islamic tourism is associated with the various aspects of tourism such as religious, spiritual and cultural. Malaysia is a peaceful and harmonious country of various races and religions. Malaysia also a lot of attractive destinations that are situated in every state in Malaysia. This paper is investigating the factors that influence Middle East tourists to choose Malaysia as their choice destination. The data was collected from books, journals, magazines, websites ,questionnaire and documents. Thus, this paper will contribute towards a better understanding about Islamic tourism and Malaysia destinations for tourist.