

UNIVERSITI TEKNOLOGI MARA

**INTEGRATING WAQF CONCEPT
WITHIN THE TOURISM
SUSTAINABILITY FRAMEWORK:
THE STAKEHOLDERS
PERSPECTIVES**

**MOHAMMED `IZZUDDIN BIN
ISMAIL**

MSc

December 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


Name of Student : Mohammed `Izzuddin bin Ismail

Student I.D. No. : 2019373255

Programme : Master of Science (Business Management) – BA750

Faculty : Business Management

Thesis Title : Integrating Waqf Concept within the Tourism
Sustainability Framework: The Stakeholders
Perspectives

Signature of Student : 

Date : December 2021

ABSTRACT

The purpose of this study is to observe the moderating effect of waqf contribution towards the economic pillar in the sustainability of the tourism industry in Malaysia. It examines the economic, socio-cultural, environmental, and transversal pillars contributing to the tourism industry's sustainability. The proposed model has assimilated pillars of tourism industry sustainability, sustainable development theory and waqf underlying model. This study empirically tested 150 respondents by using Partial Least Square – Structural Equation Modelling (PLS-SEM) method. The findings reveal that the model can explain 83% of the variance in the sustainability of the tourism industry. The result indicates that the economic, socio-cultural, environmental, and transversal pillars directly determine the sustainability of this industry. This study also found that the waqf contribution significantly moderates the economic pillar and tourism industry sustainability. Another possibility in enhancing the body of knowledge, a qualitative research design through the focus group discussion technique should be conducted to be more impactful. Future research can address an assessment of the waqf contribution programs among related parties in the tourism and waqf sector that should be carried out. Future research may also conduct in-depth studies on the role of sustainable pillars on tourism industry's sustainability during and after global crises, such as COVID-19.

ACKNOWLEDGEMENT

“In the name of Allah, the Most Gracious and the Most Merciful.”

Firstly, I would like to express my deepest gratitude to Allah S.W.T for the strength, peace of mind, good health, and ability granted to complete this thesis. Secondly, my appreciation goes to my main supervisor, Professor Ts. Dr. Shafinar binti Ismail, for her valuable guidance and moral support throughout completing this thesis. Driven by her worthy thoughts, guidance, and constructive comments, the thesis could be completed on time.

Not to forget, a million thanks to my co-supervisor, Professor Dr. Salehuddin bin Zahari who assisted me with endless support to complete the thesis.

I would also like to express my gratitude, especially to my parents and my family for supporting me throughout this study.

Thank you, Alhamdulillah.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xiii
CHAPTER ONE INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem statement	4
1.3 Research Objectives	5
1.4 Research Questions	6
1.5 Scope of the Study	6
1.6 Limitation of Study	6
1.7 Significance of the Study and Research Contribution	6
1.7.1 Literature	6
1.7.2 Methodology	7
1.7.3 Policy Maker	7
1.8 Definitions of Terms	7
CHAPTER TWO LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Tourism in Malaysia's Economy	9
2.3 Sustainability of Tourism Industry	10
2.3.1 Economic Pillar	13
2.3.1.1 Tourism Satisfaction and Seasonality	15
2.3.1.2 Supply Chain	16
2.3.1.3 Business Development	17