



**UNIVERSITI TEKNOLOGI MARA**

**MUSLIM TOURIST THINKING: A STUDY ON  
MAQASID SHARIAH HOTEL COMPLIANCE**

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## ABSTRACT

Service industry especially the hotel industry, nowadays face a big issue for increase the percentage intention to stay at their hotel among the Muslim community. It is because, tourism industry in this new era become more bigger and competitive when it involves the industrial revolution era, where all peoples are connected and they tend to find services that meet their demand during their travel time especially the Muslim community. Hence, in this study, the study tries to explore the tourist thinking characteristics about the hotel that try to implement the Maqasid Shariah laws among the Muslim community perception. Therefore, the selected variable which are, Price Acceptance, Attitude towards Islamic Hotel, Muslim Amenities and Lifestyle, and Religious Satisfaction were choose and were treated as independent variable, whereas Intention to Stay was treated as dependent variable. A total of 129 targeted respondents from Kuantan area were participated in this research. The result of Multiple Linear Regression indicated that, Price Acceptance was not significantly influence the dependent variable, whereas other three independent variables were found positively influence the dependent variable. As conclusion, it can be concluded that, the hotel practitioners should focus only these three variables (i.e. Attitude towards Islamic Hotel, Muslim Amenities and Lifestyle, and Religious Satisfaction) for increasing the percentage of intention to stay at their hotel in terms of hotel that compliance Shariah laws.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Introduction**

In Malaysia, there are a lot of place that a tourist can go to spend their holiday either they are Muslims or Non-Muslims peoples. However they are not sure whether there are comfortable during their staying at their destination country and what exactly they hope about their vacation trip. As for the Muslim community, Maqasid Shariah the one that will give a huge benefits or advantages behind the revelation of Islamic Laws. Maqasid Shariah is the basis of all human actions and activities. By applying the concept of Maqasid Shariah in the context of tourism, it also relies on Al-Quran and Sunnah is the guidelines towards devotional acts. This will certainly lead to a society whereby every member will cooperate with each other rather than compete to obtaining the ultimate happiness.

As we know, in Malaysia to create a good environment of tourism there many types of hotel that from the prestige hotel to a budget hotel to stay and also to have a better tourism industry. Basically in our country, mostly of our hotel are conventional hotel. It is because of mostly they provide services that are not follow Shariah compliant, since they are serving alcohol and non-halal food. This will lead a Muslim customer's hesitate to stay in the conventional hotel. Besides that, they are also have a swimming pool and gymnasium that does not separate the gender between men and women. It will make them a little bit uncomfortable to swimming and also go to gymnasium. Supposedly right now Malaysian should have a Shariah compliant hotel to protect the welfare of the Muslim Community when they come to Malaysia.

### **1.2 Background of Study**

The concept of Syariah Compliant was already established in Middle East countries for the past few years. The major factor for this concept is because due to increasing the number of Arab and Muslim as their growing of purchasing power (Henderson, 2010; Stephenson et al, 2010).

The demand for Shariah Compliant hotel is increasing and Middle East is