



Competitiveness of Sharia Tourism Destination

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ABSTRACT

This study emphasizes that one concrete step in effort to develop sharia tourism is to pay attention to actual factors affecting the purpose of traveling in sharia tourism destinations in Malang. The study results showed that between motivation, cognitive goals, and service quality showed a relationship. Therefore, students would naturally intend to visit sharia tourism destinations. When tourism is needed by students in accordance with purpose of doing sharia tourism, then fulfilling this need will lead a tourist to bring up his attitude of loyalty to sharia tourism. Customer loyalty is very important for companies to maintain continuity of their business and activities. There is a fulfillment of tourists need if it is associated with sharia tourism destinations. This will increase the intention to visit sharia tourism destinations.

Keywords: competitive advantage, Islamic Tourism.

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INTRODUCTION

Tourism industry is becoming a more competitive market. Understanding the needs and behavior of Muslim tourists are most important things for tourism businesses that to develop and promote suitable products for this market. Tourism industrial sectors are growing so rapidly, it even becomes a supporting sector of global economy (Shafaei & Mohamed, 2014). The travelling need today has become a priority for every human being in self-actualization process with aim to increase knowledge, experience and eliminating boredom from a busy routine every day. One things concerned is sharia tourism as one alternative tours.

This study emphasizes that one concrete step in effort to develop sharia tourism is to pay attention to actual factors affecting the purpose of traveling in sharia tourism destinations in Malang. After knowing the determining factors, purpose of sharia tourism development is to attract Muslim and non-Muslim tourists from domestic and abroad and also to encourage the growth of sharia business entity. In addition, this study purpose is to see the consistency of previous research and enhance several previous studies with different approaches, objects and analytical methods. This renewal

was done with intention to provide additional empirical evidence regarding any factors affecting the purpose of tourism trips in sharia tourism destinations in Malang. It has not even been explored through ethical and religious values approaches.

Islamic tourism has characteristics that flexible, simple and maintains the balance (Othman et al., 2015). Islamic tourism is flexible because it is not suitable for certain purposes but travelling done does not conflict with Islamic law. Secondly, Islam encourages Muslims to visit places and relatives. Third, Islam is a simple religion because it reduces human burdens. Finally, tourism in Islam is the balance of life in present and hereafter and can affect happiness in world and in hereafter simultaneously. The tourism success in a country requires a balance between goals and existing elements used to create value in Islamic tourism as a consistent way to develop tourism and to promote Islamic values throughout the world.

THEORETICAL REVIEW

Sharia Tourism

Sharia tourism is an activity supported by various facilities and services provided by community, businessmen, government, and local governments to fulfil sharia requirements (Kemenpar, 2012). The sharia concept does not conflict with Islamic values and ethics in relation to *halal* (kosher) and *haram* (forbidden) concepts in Islam. Sofyan (2012) defined Islamic tourism broadly than religious tourism, namely tourism based on Islamic sharia values. World Tourism Organization recommended that sharia travel consumers are not only Muslims but also non-Muslims who want to enjoy local wisdom. There are seven general criteria for sharia tourism. First, it has an orientation to generate benefit. Second, it has an orientation to enlightenment, refreshment, and calmness. Third, it avoids polytheism and reconciliation. Fourth, it is free from immorality. Fifth, it maintains security and comfort. Sixth, it maintains environmental sustainability. Seventh, it respects socio-cultural values and local wisdom. Halal tourism is a new concept of tourism. This is not religious tourism such as Umrah and performing the Hajj. Halal tourism is tourism that serves holidays, by adjusting the holiday style according to needs and requests of Muslim travelers. "In this case, hotels with sharia principles do not serve alcoholic beverages and have separate swimming pools and spa facilities for men and women (Wuryasti, 2013).

Travel Destinations and the Affecting Factors

Cooper et al (2003) explained that tourism development framework must include the following main components: objects and attractions, accessibility, amenities, ancillary services and institutions. Some supporting factors to determine tourism destinations are motivation from purpose of travel, service quality, affective and cognitive goals, lifestyle and current development trends (Nassar, et al., 2015). Crouch & Ritchie (2006) identified several competitiveness attributes to determine the tourist destinations, including: physiographic and climate, market relations, culture and history, security, lifestyle, cost, accessibility, image, location and infrastructure.

METHODOLOGY

Sharia tourism destination is a tourism which comes from nature, culture, or artificial framed by Islamic values where its activities are supported by various facilities and services provided by community, businessmen, government, and local governments to fulfil sharia / Islamic requirements.

The determinants of intention to visit sharia tourism destinations in Malang City use the variables below: Motivation (X1). It is one important factor to affect a tourist's decision making (Battour et al., 2011). Motivation is represented by several indicators, including: Spending leisure time, Recreation, Doing business trips, Education, Increasing faith, Shopping, status and prestige; Cognitive goals (X2). It reflects the knowledge of tourists, appreciation, trust, memory and their awareness on tourism destinations. The cognitive goal are represented by several indicators, including: Appreciating God's gifts, Fulfilling expectations, Increasing interest in history and religion, Increasing interest in learning new things, Encouraging thinking about preserving cultural heritage and Increasing positive images in self; Affective goals (X3). After they perceive the tourist destinations, they are required to feel it. The affective goal are represented by several indicators, including: Enabling my goals to be fulfilled, Making me captivated by a tourist destination, Making me motivated to do something, Making me more grateful, Adding my faith, Making me humble; Service quality (X4). If the perceived service is suitable with the expectation, then the service quality is perceived as good and satisfying. Service quality is represented by several indicators, including: Accommodation, Access to emergency services, Quality of physical services, Easy and fast access to information, Professional knowledge of employees, Recommend to others if satisfied with service

The samples are students at 3 Islamic Universities in Malang, including the State Islamic University of Maulana Malik Ibrahim Malang, Malang Islamic University, and Raden Rahmat University. The reason to choose samples from students is to see their intentions to visit sharia tourism. Today phenomenon shows many young generations have started to leave the tradition. Respondents are 150 students selected by convenience random sampling.

RESEARCH RESULTS

Effect of Motivation on Intention to Visit Sharia tourism destination

The intention to visit a sharia tourism destination will provide good motivation and provide interest for tourists travelling in sharia tourist city of Malang. High motivation will also have a high effect on intention to visit sharia tourism destinations. The research results showed that motivation had a positive and significant effect on intention to visit sharia tourism destinations. It is consistent with Nassar et al. (2015); Ali et al. (2015), Battouret al. (2011); Rahman& Musa (2017); and Som et al (2012).

Various psychological and economic motivations will make someone more motivated to take a tourism tour. Tourists visit sharia tourism destination not only for fun but also to enrich religious insights and deepening the spiritual feelings. This is consistent with Rahman and Musa (2017) that adherence to Islam with self-esteem needs, obedience of Islam to relations needs and compliance with Islam with physiological needs have a

significant effect on Islamic tourism objectives in Malaysia. This shows that motivation has a significant effect on intention to visit sharia tourism destinations.

Motivation to visit sharia tourism destination consistent with verse to explains that Islam teaches humans to make a journey a good purpose, to learn verses of Allah's Power, increasing faith, and increasing education. It is consistent with theory of Ibnu Khaldun (1337) in Riyono (2010) and Ali et al. (2015). Motivation is a force to encourage someone to always try to meet their needs and desires. Islamic perspective explains that fulfilment of intention to visit a sharia tourism destination is a form of ethics reflection. Sharia tourism marketing should continue to sell sharia tourism products by continuing to provide knowledge and awareness the importance of sharia tourism to consumers.

The Effect of Cognitive Goals on Intention to visit Sharia tourism destination

The intention to visit sharia tourism destination will provide good cognitive goals and provide special interest for Islamic tourists in Malang city. High cognitive goals with good organization will also have a high effect on intention to visit sharia tourism destinations. The study results show that cognitive goals have a positive and significant effect on intention to visit sharia tourism destinations. It is consistent with Nassar et al. (2015); Razzaq et al. (2016); Farahaniand Henderson (2010); and Somet al. (2012).

The direct relationship between cognitive goals and intention to visit a sharia tourism destination can be interpreted that desire and higher enthusiasm to learn by humans has a significant effect on intention to visit sharia tourism destinations. Various cognitive goals will make someone more motivated to take a tour. This sharia tour aims to seek blessings from God in step of tour he did. This is consistent with Namin (2013) that meeting the expectations of Muslim tourists is not only to provide a cool experience but also to protect existing values and quality of life in accordance with Islamic sharia principles. This shows that cognitive goals have a significant effect on intention to visit sharia tourism destinations.

Cognitive image refers to perception and knowledge of the destination (Graves and Heater, 2010). This can be attributed to basic concept of cognitive goals that perception and knowledge of a sharia tour will drive the student to fulfil the desire to increase knowledge about the sharia tourism scope. Trying to learn and take wisdom in an expected way will create a generation with ability to distinguish between the *haq* (right) and *batil* (wrong). The cognitive goal in Islamic tourism concept is a goal to encourage the spirit of tourists travelling to sharia tourism destinations. This is consistent with Shafeai& Mohamed (2015). Seeing the development of sharia tourist attractions, this principle can be integrated into concept of sharia tourism in Indonesia, especially Malang City. Malang City has various potential attractions for tourists such as marine, agro, museums, culture, religion, and culinary tourisms. This shows that potential of sharia tourism market in Malang is very large and must be utilized maximally to gets a touch by sharia-based tourism planning and development.

Effect of Affective goals on Intention to Visit Sharia tourism destination

The affective goal has a negative effect on intention to visit sharia tourism destinations. The higher affective goals will have an effect on decrease intention to visit sharia tourism destinations. This research result inconsistent with Nassar et al. (2015); Razzaq, et al. (2016), Farahaniand Handerson (2010), and Som et al. (2012) to show that affective

goal have a negative and significant effect on intention to visit sharia tourism destinations.

The negative and significant effect of affective goals on intention to visit a sharia tourism destination is caused by transaction life of a consumer will take into account the expenditure and the results, one of them is experience after visiting a sharia tourism destination. If he feels the needs fulfilled, he will motivated to visit sharia tourism destinations. The field conditions are opposite that someone who has visit sharia tourism destinations are reluctant to visit sharia tourism destinations. The other factors to cause a decrease intention to visit sharia tourism destinations are the attitude when responding to sharia tourism. For example, the tourism cultural is considered the oldest, so adolescents are reluctant to respond positively to cultural tourism (Pearce and Hall,1980).

Whang et al. (2015) explained that visit intentions can focus on visitors feeling at a particular time and place. This concept relates to affective goal of someone intention to visit sharia tourism destination. Chuang and Lin (2007) also explained that consumers with negative emotions will difficult to decide than consumers with positive emotions. This illustrates that affective goals can reduce the intention to visit sharia tourism destinations if negative emotions are used to show feelings and circumstances of a tour. To prevent the negative effect, sharia tourism marketing should continue sell sharia tourism products, by continuing to provide knowledge and awareness the importance of sharia tourism to consumers.

Effect of Service Quality on Intention to Visit Sharia tourism destination

Good service quality will provide a special interest for tourists to visit sharia tourism in Malang. High and well organized service quality will also affect on intention to visit sharia tourism destinations. The research results showed that service quality had a positive and significant effect on intention to visit sharia tourism destinations. The field research results are consistent with Namin (2013); Ali et al. (2015); Battouret al. (2011); Haq& Wong (2010); Haq (2014); and Som et al. (2012).

The service quality affect on intention to visit sharia tourism destination. Customer will compare between expenditure and the service quality. Fundamentally, there are two things related to services, namely customer expectations for expected quality and customer perceptions of service quality received. Loyal customers feel the service received is higher than the expenditure. Consumer loyalty becomes the key to perfection of a company performance.

Various services quality components as complete accommodation, easy access to emergency services, complete quality of physical services, and easy access to information and employee professional knowledge will make a tourist more motivated to take a tour. The sharia tourism has own characteristics compared to other types of tourism namely flexible, simple and able to maintain balance. This is consistent with Othman et al. (2015) that Islamic tourism does not conflict with Islamic law; visits to relatives are a form of Islamic tourism, simple, and able to provide a balance of life in world and hereafter. This shows that cognitive goals have a significant effect on intention to visit sharia tourism destinations. Fulfilling of expected service quality is a form of ethics reflection in business. It is known as the concept of equilibrium to meet

the needs of all members of community (Djakfar, 2012). Sharia tourism destinations in Malang City should make improvements in service quality. This will lead to higher intention to visit sharia tourism destinations in Malang.

CONCLUSION

Motivation, cognitive goals, and service quality show mutual relations and students will naturally intend to visit sharia tourism destinations. Tourism is needed by students in accordance with purpose to visit sharia tourism, fulfilling this need will lead a tourist loyal to sharia tourism. Customer loyalty is very important for companies to maintain continuity of their business and the activities. Consumer loyalty to a product shows the product can meet the consumers. Sharia tourism destinations should fulfil the tourist's needs to increase the intention to visit sharia tourism destinations.

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