



UNIVERSITI PUTRA MALAYSIA
CONCEPT OF ISLAMIC TOURISM IN MALAYSIA

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CONCEPT OF ISLAMIC TOURISM IN MALAYSIA

By

SITI ANIS LADERLAH

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfillment of the Requirement for the Degree of Master of Science**

July 2015

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Abstract of thesis presented to the senate of University Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

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By

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July 2015

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Islamic tourism is a new field of study in Malaysia due to the fact that Malaysia is a unique and harmonious country consisting of many races of different faiths. The tourism industry being one of the national economic stimulus, has given the signs for the government to develop the Islamic Tourism Centre (ITC) Malaysia to promote a new strategy of Islamic tourism at the local and international levels. Islamic tourism sector covers a wide range of services; mostly in food and beverage, hospitality and leisure. However, the feature of Islamic tourism differs from the conventional tourism. Therefore, this study will identify the meaning of tourism from the Islamic perspectives from the assured sources, which are the Qur'an and the Sunnah. Definitely, Malaysia is a Muslim-majority country and Islamic tourism has been proclaimed as one of the niche areas because the demand from Muslim travelers is huge. Nevertheless, the understanding on Islamic tourism concept is still vague. Therefore, the objectives of this research are; to explore the meaning of Islamic tourism from the perspective of the Qur'an and the Sunnah, to uncover the classical jurist perception on Islamic tourism and to identify Islamic tourism practices in Malaysia. This study is a qualitative approach and the data is collected from previous literatures and in-depth interviews. This study will give a clear understanding on the concept of Islamic tourism to the public. Generally, Islamic tourism is the way of obedience to the Almighty, where the rules and obligations as the caliph in this world are fulfilled. The concept of Islamic tourism is related to social development, physical development, spiritual development, tourism as Ibadah, educational value, cultural value, religious value, Halal and Haram and ethics. The implementation of Islamic tourism concept is also seen to positive impacts to individuals, society, country and the whole wide world. This study shall be useful to become a guideline and reference to policy makers, service providers, tourists and academicians on Islamic tourism now that the industry has started to bloom in the recent years. Especially that Islamic tourism is much related with the halal concept and Malaysia is now going towards becoming a global halal-hub.

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KONSEP PELANCONGAN ISLAM DI MALAYSIA

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Pelancongan Islam adalah satu bidang pengajian yang baru di Malaysia disebabkan Malaysia adalah sebuah negara yang unik dan harmoni yang terdiri daripada pelbagai kaum dan penganut agama yang berbeza. Industri pelancongan adalah salah satu daripada rangsangan ekonomi negara, telah menggesa kerajaan untuk membangunkan Pusat Pelancongan Islam (ITC) bagi memajukan strategi baru dalam pelancongan Islam di peringkat tempatan dan antarabangsa. Sektor pelancongan Islam meliputi pelbagai perkhidmatan; kebanyakannya dalam bidang makanan dan minuman, hospitaliti dan rekreasi. Walau bagaimanapun, ciri-ciri pelancongan Islam berbeza daripada pelancongan konvensional. Oleh itu, kajian ini akan mengenal pasti makna pelancongan dari perspektif Islam daripada sumber-sumber yang terjamin, iaitu Al-Qur'an dan Sunnah. Yang pasti, Malaysia adalah sebuah negara yang penduduknya majoriti beragama Islam dan pelancongan Islam telah pun diisytiharkan sebagai salah satu daripada bidang khusus kerana permintaan daripada pelancong Islam adalah sangat besar. Walaubagaimanapun, pemahaman konsep pelancongan Islam masih kabur. Oleh itu, objektif kajian ini adalah; untuk meneroka makna pelancongan Islam dari perspektif Al-Quran dan As-Sunnah, dan pandangan ahli undang-undang Islam klasik mengenai pelancongan dan untuk mengenal pasti amalan pelancongan Islam di Malaysia. Kajian ini menggunakan pendekatan kualitatif dan data yang dikumpulkan adalah daripada kajian literatur dan temuduga. Kajian ini akan memberikan kefahaman yang jelas mengenai konsep pelancongan Islam kepada orang ramai. Secara umumnya, pelancongan Islam adalah jalan ketaatan kepada Yang Maha Kuasa, di mana peraturan dan tanggungjawab sebagai khalifah di dunia ini perlu dipenuhi. Konsep pelancongan Islam juga berkaitan dengan pembangunan sosial, pembangunan fizikal, pembangunan rohani, pelancongan, nilai agama pendidikan, nilai budaya, nilai agama, Halal dan Haram dan etika. Pelaksanaan konsep pelancongan Islam juga dilihat akan memberi kesan positif kepada individu, masyarakat, negara dan dunia secara keseluruhan. Kajian ini akan berguna sebagai panduan dan rujukan kepada pembuat dasar, pembekal perkhidmatan, pelancong dan ahli akademik mengenai pelancongan Islam. Sejak kebelakangan ini, industri ini telah mula berkembang. Pelancongan Islam berkait rapat dengan konsep halal dan kini, Malaysia menuju ke arah hab halal global.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

ABIM	- Angkatan Belia Islam Malaysia
AFTA	- Asean Free Trade Area
ASEAN	- Association of Southeast Asian Nations
COMCEC	- Committee for Economic and Commercial Corporation
DNA	- Deoxyribonucleic acid - genetic
HDC	- Halal Development Corporation
IHI	- International Halal Integrity Alliance's
ITC	- Islamic Tourism Centre
MAIWP	- Majlis Agama Islam Wilayah Persekutuan
MICE	- Meetings, Incentives, Conventions and Exhibitions
MTPB	- Malaysia Tourism Promotion Board
OIC	- Organization of Islamic Committee
PAS	- Parti Islam Se-Malaysia
PATA	- Pacific Area Travel Association
RMK 10	- Rancangan Malaysia ke-10
SARS	- Severe Acute Respiratory Syndrome
TDC	- Tourism Development Corporation
UK	- United Kingdom
UNCTAD	- United Nations Conference on Trade and Development
UNWTO	- United Nation World Tourism Organization
USA	- United States of America
WITF	- World Islamic Tourism Forum
WTO	- World Tourism Organization

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides background information about Islamic tourism and it also discusses the issue of Islamic tourism. In the final section, the chapter presents the objective and significance of this study.

1.2 Research Background

The tourism industry has become one of the most important sources of revenue for economic development in many countries, including Malaysia. The revenue from the tourism industry has been increasing year by year since 2001. The tourism industry also is a worldwide sector because it cooperates with several sectors such as transportation, food and beverage, accommodation, and service sectors. Moreover, tourism has many forms, due to its characteristic and concentration such as sport tourism, agriculture tourism and religious tourism.

As there is already demand from Muslim travelers who want to spend their holidays according to Islamic principles, the Malaysian government has initiated a new product of tourism which suits the Muslim needs known as Islamic tourism. The Minister of Tourism and Culture has announced that Malaysia promotes Islamic tourism to tap the Chinese Muslim market as the statistics shows that the number of Chinese Muslim tourists to Malaysia has gone up from 50,000 in 2005 to 94,000 in 2008 (Bernama, 2009). Moreover, many Arab tourists like to visit Malaysia, especially after the September 11, 2001 tragedy.

Hence, Islamic tourism has a significant role in stimulating the national economy of Malaysia, but no one is certain on the definite description of Islamic tourism. The knowledge and understanding of Islamic tourism is still vague or unclear. Therefore, the objective of this study is to explore the Islamic tourism concept; the meaning from the Qur'an, from the Sunnah of the Prophet Muhammad and from the Islamic classical manuals. A specific research design is formed to achieve this objective. This study uses the qualitative method, while the data collected includes provisions of Islamic law based on the Qur'an, the Sunnah of the Prophet Muhammad S.A.W and the Islamic classical manuals.

The Halal Industry has become a big market in Malaysia even though it is still in the early stage of development. Its demands are highly encouraging in the world as people look at the qualities and safety in their lifestyle (The Halal Journal, 2008). Usually, people view halal as a product that can be touched and tasted. On the other hand, halal does not only covers tangible products, but it is also related to services (hdglobal.com). Basically, when one talks about Islam, it is not distant with the Halal concept because it is greatly related to the principles of Islam.

Islam is the official religion in Malaysia under Malaysian Constitution. Nowadays, many sectors or institutions in Malaysia have taken up Islamic principles in their scheme because the Islamic branding influences marketing, which always affects positively. For instance, Malaysia strives to promote the banking industry through the implementation of *Shariah* law. Then, the existence of the Islamic banking system in

Malaysia has been achieved successfully. Today, the Islamic banking system is recognized and accepted in the world as a whole. Thus, the tourism industry is also interested to do so and looks forward to develop the tourism industry with the *Shariah* compliance services. Moreover, Malaysia is a member of the Organization of Islamic Countries (OIC).

The tourism industry started in Malaysia since 1960's. In the beginning, tourism was not seen as an important industry like the agricultural industry, which was introduced by the colonists, who started the rubber plantations and the tin mining industry. After several years, the government realized the significance of the tourism industry towards the economy and started to develop the tourism industry in the early 1970's. Then, the number of tourists had been rapidly increasing and encouraging year by year. On 10th August 1972, the Tourist Development Corporation of Malaysia (TDC) was established by the Act of Parliament as an agency under the former Ministry of Trade and Industry. TDC is a national organization that coordinates the activities of the tourism industry both in public or private sectors and promotes domestic tourism and international tourism. Moreover, TDC assists in the development of Malaysia's holiday resorts and travel destinations for tourists and it is empowered to develop tourist enterprises at local and international levels. In addition, TDC had created awareness of the facilities and attractions for tourists. TDC states into Tourist Business Regulations Act in 1984 to ensure quality services are rendered to prevent mismanagement among the agents and protect consumers from deceitful enterprises. TDC offices were set up locally and internationally in order to promote tourism at local and international level. In addition, TDC can supervise closely the tourists' enterprises, services and activities. Furthermore, TDC represents regional and international tourists' organizations, such as Pacific Area Travel Association (PATA), World Tourism Organization (WTO), Asian Association of Convention and Visitor Bureau, ASEAN Committee on Trade and Tourism and ASEAN Promotion Centre for Trade, Investment and Tourism (Malaysia 1985 Official Year Book). On 20th May 1987, the government transferred TDC from the Ministry of Trade to the Ministry of Culture, Arts and Tourism (corporate.tourism.gov.my).

In May 1992, the Tourist Development Corporation of Malaysia (TDC) 1972 was replaced by the Malaysia Tourism Promotion Board Act 1992 (MTPB). Now, MTPB is known as Tourism Malaysia. The function of MTPB 1992 is different from TDC 1972 whereby MTPB's development was no longer used by TDC. MTPB was structured to concentrate on resources specifically towards promoting tourism in Malaysia locally and internationally (Malaysia Tourism Promotion Board, 1997).

A various strategies have been used by MTPB to promote Malaysia in local and international level. The themes that have been used are shown below:

Table 1: Advertising Themes of Tourism Malaysia from 1987 to 1997

Year	International Market	Domestic Market
1987	Only Malaysia	This Is Where I Really Want To Be
1988	Fascinating Malaysia	To Know Malaysia Is To Love Malaysia
1989	Fascinating Malaysia	Fascinating Malaysia
1990	Visit Malaysia Year 1990	Visit Malaysia Year 1990
1991-1993	Fascinating Malaysia- Naturally	Fascinating Malaysia- Naturally
1994	Visit Malaysia Year Naturally More in	Visit Malaysia Year Naturally More in

1995-1997	1994 Malaysia Fascinating Destination	1994 Malaysia Fascinating Destination
(Source: Malaysia Tourism Promotion Book, 1997)		

The strategy of the MTPB in promoting Malaysia at the international level is successful (as shown in the Table 2) and Malaysia ranks second as a tourist destination in the Committee for Economic and Commercial Cooperation (COMCEC) Region.

Table 2: Top 10 Tourist Destinations and Tourism Earners in the COMCEC Region

Top 10 Tourist Destinations (2009)			Top 10 Tourism Earners (2009)		
Rank	Country	Arrivals (Millions)	Rank	Country	Receipts (Billions)
1	Turkey	25.5	1	Turkey	21.3
2	Malaysia	23.5	2	Malaysia	15.8
3	Egypt	11.9	3	Egypt	10.8
4	Saudi Arabia	10.9	4	UAE	7.4
5	Morocco	8.3	5	Morocco	6.6
6	UAE	7.2	6	Lebanon	6.4
7	Tunisia	6.9	7	Indonesia	6.3
8	Indonesia	6.3	8	Saudi Arabia	6.0
9	Syria	6.1	9	Jordan	2.9
10	Bahrain	4.7	10	Tunisia	2.7

Source: UNWTO, 2012

In 2004, the Ministry of Culture, Arts and Tourism was split into two ministries which are Ministry of Tourism, and Ministry of Culture, Arts and Heritage. Then, the Ministry of Tourism was created after a new Cabinet was formed on 27th March 2004. The purpose of the Ministry of Tourism is to develop Malaysia into a world-class tourist destination. Moreover, the ministry formulates the national tourism policy in order to achieve the objectives, vision and mission for Malaysian.

The vision of Tourism Malaysia is to make the tourism industry as a primary source of national revenue and a prime contributor to the socio-economic development of the nation. The mission of Tourism Malaysia is to market Malaysia as a premiere destination of excellence of the nation. Therefore, Tourism Malaysia always manages marketing or promotional activities of tourism, and organized together with non-government organization or government agencies local and international level. Tourism Malaysia also suggested to any appropriate Ministry which may encourage the development of the Malaysian tourism industry. The objectives of Tourism Malaysia are to increase foreign tourists' arrivals, to extend the average length of stay of visitors to increase tourism revenue, to stimulate the growth of domestic tourism and to increase the benefits or share obtainable from the Meetings, Incentives, Conventions and Exhibitions (MICE) market (Annual Report Ministry of Tourism Malaysia, 2005).

There are many strategies and programs organized by Tourism Malaysia in order to achieve their targets since 1990 till today. For instance, in mid-2006, the Tourism Minister of Malaysia acknowledged "Malaysia My Second Home" program, which

permits foreigners to retire and reside in Malaysia with their family. In addition, Malaysia promotes the tourism tag line “Malaysia truly Asia” in order to endorse the uniqueness of Malaysia as a multiracial country, with Malay, Chinese, Indian and indigenous groups (Eileen Ng, 7th Feb 2007).

Since 1972 the achievement of Tourism Malaysia has been proven in the world, whereby Malaysia won many awards, as shown below (Malaysia 2010, 2010):

Table 3: Awards for Tourism Malaysia since 1972-2010

1988	International Trophy, Pasadena Tournament of Roses Parade, USA
1990	Tournament Special Trophy Pasadena Tournament of Roses Parade, USA
1991	International Trophy Pasadena Tournament of Roses Parade, USA Best Business Booth, World Trade Mart, London
1993	Sweepstakes Trophy Pasadena Tournament of Roses Parade, USA
1994	Sapporo Snow Festival Japan
1995	Best Stand, AFTA Holiday and Travel Show, Sydney Successful Meetings magazine readers Pinnacle Award presented to the MTPB New York office for having provided outstanding services to meeting planners Appreciation award presented to the MTPB Seoul office by the Association of Korean Sports For All for its role in promoting sports tourism Best Booth Award at the World Holiday Travel Fair, Johannesburg, South Africa Best Booth Award at the World Tourism Show, Tucson Arizona USA Silver medal, Royal Chelsea Flower Show, UK 2 nd Prize for Malaysia’s float at the Midosuji Parade Osaka Japan
1996	Best Tourism Management Grand Prix Award presented to the MTPB Tokyo office
1997	MTPB’s London office was adjudged the Best Foreign National Tourists office in the UK by the Independent on Sunday newspaper for quality service.
1999	Best Annual Report 1990 Dewan Bahasa and Pustaka
2000	Best Stall Award Travelogue
2001	Tourism Malaysia Sabah Office by Harvey Communication Management Award
2002	2 Bronze Awards Adrian Advertising Awards
2003	1 Gold Awards PATA Awards 1 Silver and 2 Bronze Awards Adrian Advertising Awards
2004	4 Gold Awards Adrian Advertising Awards 1 Bronze Award Malaysia Video Awards
2005	1 Bronze Award EXPO AICHI, NAGOYA Japan
2006	Europe Website, Industry Business Hotel, Environmental Corporate Environmental, Heritage and Culture, Travel Advertisement and Travel Poster by PATA GOLD AWARD Best National Tourism Organization, Pattaya Thailand Best in Travel Agent Category

2007	Best Tourism Destination by American Business Travel Magazine Travel in Las Vegas Gold Award Malaysia Now global on line campaign Silver Award the Time is now. The place is Malaysia 60 min TV Commercial
2010	Award for 2 nd place for Best International Tourism Destination 1 Malaysia Green, 1 Malaysia Clean Campaign 1 Malaysia Contemporary Art Tourism Festival 2010 (MCAT 2010) Malaysian International Shoe Festivals 2010 (MISF 2010) Fabulous Food 1 Malaysia Promotion Malaysia Rail Tourism Incorporating Homestay 1 Malaysia Dance 4 th best-value for money destination by the World Economic Forum's Travel and Tourism Competitiveness Report. 5 th among the Friendliest Countries in the World by HSBC Bank International Expat Explorer Survey Kuala Lumpur as a Must Visit Destination for 2010 by New York Times. (Visitors Malaysia Guide, 22 nd)

Source: Adopted from Tourism Year Book. 2012

In the 10th Malaysia Plan (RMK-10), the Malaysian government targets to attract more tourist arrivals especially from Russia, China and Middle East in 2015. Between 2006 until 2009, the tourism industry income has increased 67.1 percent to RM53.4 billion and the number of tourist arrivals also increased 43.6 percent to 23.6 million. Looking towards a positive achievement, the government planned to increase tourism products, maintain the tourism sites and expand tourism promotion in local and international levels. Therefore, Malaysia targets to be among the top ten ranking in tourism arrivals globally and will provide 2 million jobs from the tourism industry in 2015. Thus, the approaches used to achieve the aims are: encourage the use of different strategies in order to fulfill the needs of tourists like promoting the natural beauty, variety of cultures, family packages improve the tourism products by developing tourism clusters in focus like Langkawi as Geopark and Beach of Pulau Payar and develop new iconic tourism product by private companies and public agencies such as, Malaysia Truly Asia Centre in Kuala Lumpur and Malaysia Legoland at Iskandar Malaysia, Johor. In addition, increase tourism products and activities like parks, shopping, and festivals also will be promoted, stimulated the promotional activities like advertisement and form Tourism Malaysia offices overseas, especially in Russia, India, China and Middle East, introduce the certification system of tourism products and activities in order to maintain the quality, safety and strength (10th Malaysia Plan, 2010).

The development of the Islamic Tourism Centre (ITC) also is one of the approaches taken by the Malaysian government in order to achieve the aims, whereby the number of Muslims in the world is increasing continuously year by year. In Malaysia, Islam is the official religion and Islamic principles are adopted in some of the administration level. The main objective of adopting Islamic principles in the administration is to generate and mold a Malaysian society with a strong identity. There are 11 Islamic values as the basis in the administration, which are trustworthiness, responsibility, sincerity, dedication, moderation, diligence, discipline, cooperation, good behavior and gratitude (Malaysia Tourism Trade & Development Progress, 1990). The opening

ceremony of the ITC was launched in Malacca on 16th March 2009 by Dato' Seri Azalina Dato' Othman¹, the former Minister of Tourism Malaysia. This center was developed to help the Ministry of Tourism Malaysia in undertaking strategic research for tourism policy formulation which may expand into the Islamic tourism sector. Furthermore, ITC also help in understanding tourism issues at national and international levels (Annual Report of Tourism Malaysia, 2010).

Even though ITC is a new organization in Malaysia, since 2009, this center has organized many programs and has won many awards at local and international levels as shown below:

Table 4: ITC Awards 2006-2012

2009	<p>Short Course and International Seminar on Community-based Tourism: Learning from the Homestay Program in Malaysia, collaboration with Universiti Teknologi MARA (UiTM).</p> <p>Short Course and International Seminar on Pro-Poor Tourism: "Strategies for Policy Formulation for Pro-Poor Tourism: Leveraging Tourism for Poverty Alleviation", a collaboration with KDU College, School of Hospitality, Tourism and Culinary Arts</p> <p>International Islamic Tourism & Halal Conference (IISTHAL), as one of the co-organizers along with KHAHZ International Sdn. Bhd and GITC Secretariat Sdn. Bhd.</p>
2010	<p>Short Course and International Seminar on "Linking Culture, Nature and Community Through Eco-tourism", a collaboration with Curtin University Sarawak, Miri</p> <p>Short Course and International Seminar on "How to Successfully Design and Implement Master Plans for Sustainable Tourism Development", a collaboration with Universiti Malaysia Sabah (UMS)</p> <p>Research in Tourism- UITM</p> <p>1st International Islamic Tourism Conference and Travel Mart (ITCM) PWTC, KL 28-31 Oct 2010</p> <p>The International Islamic Tourism Conference on 28-29 Oct</p> <p>The International Islamic Travel Mart on 28-31 Oct</p>
2011	<p>Third Country Seminar on Community-based Tourism/TICAD IV Follow Up, a collaboration with Japan International Cooperation Agency (JICA) under the Third Country Training Programme (TCTP)</p>
2012	<p>3rd National Halal Conference 2012 – 3rd July</p> <p>World Islamic Tourism Mart – 31st May</p> <p>1 Malaysia International Shoe Festival</p>

¹ Dato' Seri Azalina Dato' Othman was the Tourism Minister in the previous Cabinet of Malaysia (18th March 2008 untill 9th April 2009). Before she became a Minister of Tourism, she was the Youth dan Sports Minister (31th March 2004 until 7th March 2008). She is also active in various social organizations such as Malaysian Muslim Lawyer Association, Malaysiam Women Contractors and Construction Organization, Yayasan Pembangunan Malaysia and the Women's Crisis Centre.

Source: Adopted from <http://www.motour.gov.my/>, 2012

Hence, Islamic tourism is seen as an important source in earning Malaysia economic development as long as Malaysia is declared as the best destination for Muslims in the world. As a result, numbers of tourists coming to Malaysia increased every year. Expectantly, the progression of Islamic tourism packages offered in Malaysia which is good for tourists help the growth of Malaysia economic and development.

1.3 Problem Statement

The objectives of the development of tourism industry in Malaysia is to increase foreign exchange earnings, to generate income for the society, to increase employment and offering tourism products and services in the tourism sector. The products of tourism are depending on the demand of the customers. In Islamic tourism concept, the demands from Muslim travelers either in local and international level is highly encouraged. Therefore, Malaysia establish the Islamic Tourism Centre to expand tourism within the Muslim world, develop new tourists' destinations and strengthen cooperation between governments and institutions in Muslim countries. However, the knowledge of Islamic tourism is still not clear, as mentioned by the former Director of ITC Malaysia, Zainuddin Abdul Wahab: "the religious or conservative concept for Islamic tourism has not yet been theoretically articulated..." "I am very keen to see the travel agencies who prepare halal packages to understand the 'halal' implications when planning trips abroad for Muslim travelers. I feel conference and travel marts are timely to educate the travel agencies and related industry players of the importance to not overlook the needs and wants of the Muslim traveler abroad" (The Halal Journal, 2010, p.6).

It is seen that, there is a need for establishing the new concept of Islamic tourism in Malaysia. There is a high potential market in promoting Islamic tourism and halal products and services to the global. Recently, the Prime Minister, Datuk Seri Najib Tun Razak said, Malaysia is ready to become the world's premiere halal hub offering a complete range of products and services. Indeed, the number of Muslim population in the world is increasing every year (Table 6). Therefore, the tourism industry takes the opportunity to promote Muslim friendly services for tourists to visit Malaysia. For instance, The Halal Industry Research Centre of International Islamic University Malaysia organized International Halal Integrity Alliance's (IHI Alliance) 1st Technical Committee Meeting for Muslim Friendly Hospitality Services Guideline in Kuala Lumpur, Malaysia in November 2010 to discuss and develop a draft standard which provides requirements in managing public services and other components that are offered to Muslim tourists. This meeting also has discussed in-depth about critical areas in developing the standards like the definition, principles, components, process flow, framework and timeline of the module (IHI events, 2010). Secondly, on 5th and 6th of December 2012, University Teknologi MARA organized the 1st International Islamic Tourism Standard Conference at Kuala Lumpur.

Many conferences, programs and studies on Islamic tourism were supported by the government. Nevertheless, the guideline for Islamic tourism in Malaysia is still not published. Besides, the tourism agencies always describe Islamic tourism as Hajj, Umrah and visiting Middle-east countries. It shows that, the understanding of Islamic tourism concept in the society is imperfect.

Furthermore, the tragedy of September 11 influenced the bad impression of non-Muslim towards Islamic countries and it cause Islamphobia in certain country. Thus, the understanding of Islam and Islamic tourism to the non-Muslims also must clear and strong.

The main purpose of developing the concept of Islamic tourism is to respond and answer back the statement of the former Director of ITC. The issue arises when the understanding of Islamic tourism is not clear and there is no specific guideline to identify the concept of Islamic tourism in Malaysia. Hence, there is a need focus to fulfill the gaps arises, so that a clear understanding on the concept of Islamic tourism in Malaysia can be identified. It is very important to find out the basic evidence on tourism and travel theory in the Qur'an and the Sunnah. In addition, many Islamic classical manuals help to explain and advise on tourism issues from many aspects.

1.4 Research Objectives

Hence, this study aims to develop the concept of Islamic tourism according to Islamic laws and develop acceptable criteria and principles on Islamic tourism. The main objective of this study is to explore the concept of Islamic tourism. The specific objectives are:

1. To explore the meaning of Islamic tourism from the perspective of Qur'an and Sunnah
2. To uncover the classical jurist perception on Islamic tourism
3. To identify Islamic tourism practices in Malaysia

1.5 Research Questions

The research questions answered through this study are:

1. What is the meaning of tourism from the Qur'an and Sunnah?
2. What is the implication of tourism from the Islamic classical jurists?
3. What is the practice of Islamic tourism in Malaysia?

1.6 Conclusion

In general, this chapter describes a framework of Islamic tourism. Hereby, it shows the idea, the explanation on the background of the topic, objectives of this study, issues and problems as preparation in understanding of Islamic tourism concept. This concept has interesting potential for promoting others to come to Malaysia and consequently, will help Malaysia to generate incomes further. The preparation of this study should be careful because it provides new knowledge in the development of the tourism industry in Malaysia as an Islamic country. This study should also be a guideline towards tourism planning and policy in the future.

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