

Muslim-friendly Tourism and Tourism Attractiveness Improving Revisit Intention Muslim Gen-Z

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Abstract— International travel is expected to reach pre-pandemic levels in 2024, following a robust 2023. The rise in the global Muslim population is driving halal tourism. The current study sought to investigate the relationship between tourism that is Muslim-friendly and tourism attractiveness to revisit intention, as mediated by visitor satisfaction. This study population is Gen-Z, this study used PLS-SEM to analyze the suggested conceptual framework. The influence of tourist attractiveness on tourism satisfaction is demonstrated by the study's findings. Additionally, this study demonstrated empirically that visitation pleasure significantly influences the propensity to return. Furthermore, the association between tourism attractiveness and intention to revisit is mediated by satisfaction with tourism.

Index Terms— Muslim-friendly tourism, Tourism Attractiveness, revisit intention.

I. INTRODUCTION

International tourism is expected to regain approximately 90% of its pre-pandemic levels by the end of the year. According to the most recent data from the World Tourism Organization (UNWTO), a projected 975 million visitors went abroad between January and September 2023, a 38% increase over the same month in 2022. According to the most recent UNWTO global Tourism Barometer, global locations received 22% more foreign tourists in the third quarter of 2023 than in the same time the previous year, suggesting a robust summer in the Northern Hemisphere. International visitor arrivals increased to 91% of pre-pandemic levels in the third quarter, and 92% in July, the strongest month since the pandemic began. Overall, tourism increased by 87% from pre-pandemic levels between January and September 2023. This puts the industry on track to recover approximately 90% by the end of the year. International tourist receipts might reach USD 1.4 trillion in 2023, accounting for 93% of the USD 1.5 trillion collected by destinations in 2019.

Sharia has become a global economic trend, as well as a tourist attraction worth selling. Including food and drinks, financial, and leisure items. As a new lifestyle trend, several nations are beginning to provide Muslim-friendly vacation options. Even nations that do not have a Muslim majority, such as Japan, Australia, Thailand, and New Zealand, classify tourism as a Sharia commodity.

Tourism has become an essential aspect of the global society, providing opportunity to discover different cultures, landscapes, and experiences. In the midst of the tourist industry's fast growth, one area that is gaining traction is "Muslim-friendly tourism." In a more interconnected and varied world, Muslim-friendly tourism is emerging in response to the rising requirements of millions of Muslim travelers worldwide. Muslim-friendly tourism is a concept that promotes attempts to align the tourist experience with Islamic religious values, beliefs,

and practices (Kulshrestha and Lata, 2022). It addresses a wide range of issues, including prayer-friendly accommodations, halal-compliant cuisine, and conveniently accessible worship spaces (Lata & Kumar, 2022). In recent years, the trend of Muslim-friendly tourism has risen significantly, opening up new commercial prospects for the tourism sector and fostering intercultural understanding. However, in order to comprehend and expand on this notion, we must look deeper into how Muslim travelers see their destinations, how they may better understand and service their requirements, and their influence on local communities and the tourism industry as a whole.

In 2022, the worldwide Muslim population will surpass 2 billion people, accounting for 25% of the entire world population. By 2030, the overall worldwide Muslim population is predicted to reach 2.7 billion people, or 27% of the world's population.

With 230 million Muslim tourists likely to visit the US and US\$ 225 billion in expenditure by 2028, the Muslim tourism sector is predicted to grow rapidly in the future. Muslim travelers arrive in Asia at a higher rate than those from Europe, Africa, the Americas, and Oceania.

Indonesia is the nation with the highest Muslim population worldwide, according to figures from the World Population Review for 2021. The number of Muslims in Indonesia is estimated to be 231 million. This is the complete set of data.

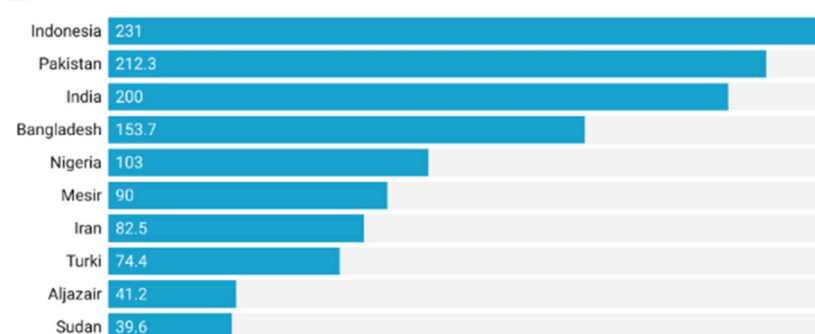


Chart: Aulia Mutiara Hatia Putri • Source: World Population Review 2021 • Created with Datawrapper

Figure 1 Countries with the largest muslim population

According to Mastercard and CrescentRating's Global Muslim Travel Index (GMTI) 2023, Indonesia is the world's most Muslim-friendly travel destination. With an index score of 73 points apiece, Malaysia and Indonesia are ranked similarly.

The GMTI compares the index to 138 nations that are popular travel destinations for Muslims. Four primary characteristics are used by the index to evaluate destinations: environment, services, communication, and accessibility.

The Central Java province administration encourages Muslim-friendly tourism, as evidenced by Governor of Central Java Regulation No. 40 of 2023 Concerning Muslim-Friendly Tourism in the Framework of Economic Development. That tourism development in Central Java must be carried out by exploring the potential of culture, traditional nobility, attention to quality and environmental sustainability, visitor safety and comfort, in the form of tourism that is organized, directed, and integrated. The development of Muslim-friendly tourism strives to meet market demands, safeguard consumers, and give additional services to Muslim visitors, all of which benefit Central Java's economic development. Academics have not paid much attention to studying halal tourism and Gen-Z tourist. This provides an opportunity to halal tourism and Generation Z traveler. Prior studies in the tourism industry recommend investigating various factors that influence Gen-Z's interest in traveling to a destination, including the availability of Muslim-friendly facilities (Nasar et.al, 2015).

Many research have investigated Muslim-friendly tourism (Hanafiah & Hamdan, 2021; Iskandar & Iskandar, 2023; Santoso et al., 2021) but few have connected Muslim-friendly tourism with sustainability. Muslim-Friendly Sustainable Geo-Tourism (MFS-GT) is the answer, since it upholds Islamic ideals while also including sustainability elements such as environmental considerations, community engagement, and socioeconomic factors. The study adds value to the MFT sector, especially natural tourism sites. This conclusion is essential for creating the Islamic environment in geotourism locations (Saffinee, 2022).

Indonesia is a country full with natural beauty. The Kebumen Geopark tourism region is one of the tourist sites with breathtaking natural beauty. Geopark Kebumen, located in the region of Central Java, has become a popular destination for travelers interested in seeing Indonesia's natural beauties.

Geopark Kebumen is a tourist destination surrounded by spectacular natural environment. Geopark Kebumen offers an exceptional natural tourism experience, with a mix of hills, woods, rivers, and beaches. Visitors may enjoy nature's beauty and quiet while exploring the region's different attractions. Beautiful beaches like Ayah, Nampu, and Menganti are among the most popular attractions. These beaches not only have smooth white sand and crystal blue sea water, but they are also great places to see stunning sunsets. In addition, there are several beautiful waterfalls, such as the Ayah waterfall, which is a popular tourist site. Figure 1: Countries with the largest Muslim populations

II. LITERATURE REVIEW

A. Muslim-friendly Tourism and Tourism Satisfaction

Muslim friendly tourism is a tourist concept that incorporates Islamic ideals. Some studies refer to it as halal tourism (Battour & Ismail, 2016). (Al-Qaradawi, 2013) defines halal as something that is either permissible or banned. Halal tourism is tourism management that adheres to Islamic principles (Battour et al., 2018). According to prior research, halal or Muslim-friendly tourism includes numerous characteristics, including Islamic facilities, halal cuisine, halal culture, and alcohol/gambling-free options (Battour & Ismail, 2016; Carboni & Janati, 2016; Wardi et al., 2018). Muslim-friendly tourism includes four characteristics: Islamic facilities, Islamic morals in general, halal, and the prohibition of gambling and alcohol (Battour et al., 2014). First, Islamic amenities include worship areas for tourism enterprises, such as prayer rooms and Qibla directions in hotel rooms. Second, the halal concept is concerned with the provision of halal food, halal kitchens, and halal facilities in tourist accommodations (Battour et al., 2018). Third, Islamic culture or general morality refers to tourists' adherence to common Islamic norms, such as the ban on prostitution in tourist areas. Finally, the prohibition of gambling and alcohol implies that there will be no alcohol or gambling in tourist destinations. Halal tourism is also linked to other variables such as religion and contentment.

H1: Muslim-friendly tourism has a significant effect on tourism satisfaction.

B. Tourism Attractiveness and Tourism Satisfaction

According to (Basiya & Rozak, 2012), the appeal of tourist attractions is the primary reason for travelers to come. Furthermore, Song and Witt divide tourism destinations into five categories (Song & Witt, 2012): natural tourist attractions, tourist attractions in the form of building architecture, particularly managed tourist attractions, cultural tourist attractions, and social tourist attractions. (Yoeti, 2002) defines a tourist attraction as something that draws tourists to a certain location. According to (Yoeti, 2002), a tourist attraction must have three elements: 1) something to see (something that can be seen), such as the beauty/uniqueness of nature, historical buildings, art/local culture; 2) something to do (something that can be done), such as a canoe ride, trying traditional food, dancing with local dancers, and others; and 3) something to buy (something that can be purchased), to meet the needs of tourists for shopping.

H2: Tourism Attractiveness has a significant effect on tourism satisfaction.

C. Muslim-friendly Tourism and Revisit Intention

(Rosales et al., 2017) found that Muslim-friendly amenities had a favorable and substantial influence on visitors' desire in revisiting. (Graedel et al., 2015). Thus, it is believed that the greater the number of Muslim-friendly amenities, the greater the likelihood of returning to visit, and vice versa. (Hanafiah, 2022).

H3: Muslim-friendly has a significant effect on revisit intention.

D. Tourism Attractiveness and Revisit Intention

According to Republic of Indonesia Law Number 10 of 2009, a tourist attraction is defined as anything that has originality, beauty, and worth in the form of a variety of natural resources, culture, and man-made items that is the aim or purpose of tourist visits. According to (Hermawan, 2017) findings, the presence of tourist attractions has a favorable and substantial impact on satisfaction. Increasing tourism attractiveness would boost tourist satisfaction. This is also consistent with (Marpaung, 2019) research, which found that attraction has a direct and significant impact on tourist satisfaction. This indicates that the more appealing the tourist destination, the more satisfied the tourists will be. (Yoeti Oka, 2006) defines a tourist attraction as something that attracts travelers to a certain location. According to (Marpaung, 2019), the presence of tourist attractions has a direct and considerable impact on the interest of returning visitors. This suggests that the more appealing the tourist destination, the more people are likely to return.

H4: Tourism Attractiveness has a significant effect on revisit intention.

E. Tourism Satisfaction and Revisit Intention

According to (Gremler & Brown, 1997), visitor satisfaction is a visitor's evaluation of a product or service in terms of whether it matched the visitor's requirements and expectations. (Febrini et al., 2019) found that consumer happiness has a favorable and substantial influence on repurchase interest. This indicates that the more satisfied consumers are, the more likely they are to repurchase. This is consistent with (Marpaung, 2019) research, which found that tourist satisfaction had a direct and significant impact on their desire to return. This indicates that the higher the degree of tourist satisfaction, the more tourists would want to return again.

H5: Tourism satisfaction has a significant effect on revisit intention.

According to (Marpaung, 2019) research, there is an indirect influence of tourism attraction on the interest of returning visitors. This impact is mediated by the intervening variable of visitor satisfaction, which promotes tourist attractiveness and re-visit interest.

H6: Tourism satisfaction mediates the relationship between Muslim-friendly tourism and revisit intention.

H7: Tourism satisfaction mediates the relationship between Tourism Attractiveness and revisit intention.

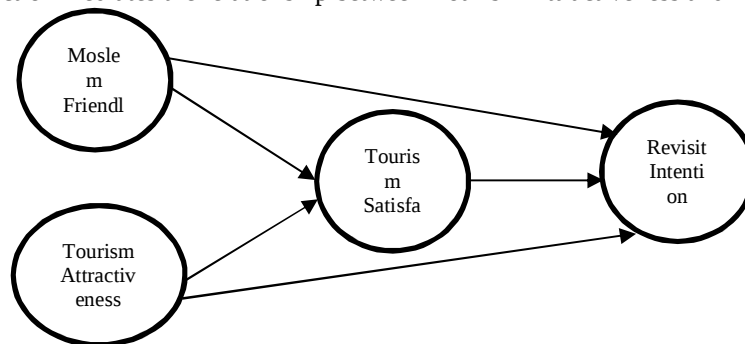


Figure 2 Empirical Picture

III. METHODOLOGY

The population in this research consists of visitors who visit Menganti Beach. Menganti Beach had 484. 455 visitors in 2021. In this study, respondents were selected using the purposive sample approach, with the criteria being Gen-Z who visit to the Menganti beach during the previous year. The research data is collected using a Google Form. This implies that everybody who meets the eligibility requirements and completes the questionnaire for this study is included in the sample.

The SEM Partial Least Squares 3 (PLS) technique was used to analyze the data. Smart PLS was utilized to investigate the hypotheses and test the suggested model. Smart PLS was chosen because it is a sophisticated statistical approach that can be used to relatively small data. Furthermore, Smart PLS is appropriate for developing causal models that may be utilized to assess hypothesized links in future research (Hair et al., 2019). PLS is a component-based or variant-based structural equation modeling (SEM) technique that transitions from a covariance-based to a variance-based approach. Covariance-based SEM mostly checks causality, whereas PLS is more of a predictive model. PLS is an effective analytical approach since it does not rely on normal distribution assumptions and is suitable for small sample sizes (Hair et al., 2019).

IV. RESULTS AND DISCUSSION

Analyses of the measurement model The discriminant validity, convergent validity, and reliability values were assessed in the measurement model testing to demonstrate the quality of the items employed as variable indicators. The results in Table 2 demonstrate that all items had factor loadings more than 0.7, indicating good dependability. The AVE values were more than 0.5, indicating convergent validity. Furthermore, the composite reliability (CR) score is used to assess convergent validity. The test findings reveal that the CR values varied from 0.882 to 0.921 (Table 1), all above the cut-off value of 0.7. Furthermore, Cronbach's alpha values indicated an adequate degree of reliability for all construct items (Hair et al., 2019) ranging from 70 to 90. (Fornell & Larcker, 1981) criteria is provided in Table 3. The diagonal depicts the square root of the AVE of the construct variables. None of the inter-construct correlations exceeded the square root of the AVEs, indicating discriminant validity. 3.2. Structural Model Analysis Structural model studies examine the interrelationships between variables. The hypothesis testing findings are in Table.

TABLE II ASSESSMENT OF FACTOR LOADINGS, CRONBACH'S ALPHA, COMPOSITE RELIABILITY, AND CONVERGENT VALIDITY

Variables			Loading	CA	CR	AVE
Muslim Friendly Tourism						
MFT1	1.	The design and decoration of the Menganti Beach tourist attraction is Muslim-friendly (for example paintings, drawings, architecture).	0,885			
MFT2	2.	It is easy to find a mosque / prayer room on the Menganti Beach tourist attraction.	0,868			
MFT3	3.	The food and drinks offered at the Menganti Beach tourist attraction are halal, clean, safe and hygienic	0,927	0,925	0,943	0,769
MFT4	4.	The services offered at Menganti Beach tourism are in accordance with Islamic law	0,817			
MFT5	5.	Residents at the Menganti Beach tourist attraction have a good understanding of Islam and Halal rules and practices	0,884			
Tourism Attractiveness						
TA1	1.	I am interested in the natural beauty and neatly arranged tourist attractions on the Menganti beach in Kebumen.	0,867			
TA2	2.	I am interested in observing the phenomenon of natural beauty on the Menganti beach in Kebumen.	0,855	0,887	0,918	0,691
TA3	3.	I will buy food, drinks or souvenirs at Menganti Kebumen beach	0,776			
TA4	4.	Transportation is available around the beaches of Kebumen	0,773			
TA5	5.	There is a place to rest for visitors.	0,878			
Tourism Satisfaction						
TS1	1.	Overall I am satisfied with the Menganti Beach tourist attraction	0,909			
TS2	2.	The beach tourist attraction has changed according to my expectations	0,962	0,883	0,928	0,811
TS3	3.	Menganti Beach tourism has good management compared to other beach tourism.	0,826			
Revisit Intention						
RI1	1.	I am interested in inviting family, relatives or friends to visit Menganti Beach	0,832			
RI2	2.	I intend to recommend it to family, relatives or friends after visiting the Menganti Beach tourist attraction	0,935			
RI3	3.	I am willing to visit the Menganti Beach tourist attraction in the near future	0,762	0,874	0,915	0,729
RI4	4.	I am interested in visiting the Menganti Beach tourist attraction again	0,877			

TABLE III STRUCTURAL MODEL ASSESSMENT

Hypothesis	β	SD	t-stat	p-Values	Result
H1: Muslim-friendly tourism has a significant effect on tourism satisfaction.	0,124	0,153	0,811	0,418	Not Supported
H2: Tourism Attractiveness has a significant effect on tourism satisfaction.	0,748	0,143	5,250	0,000***	Supported
H3: Muslim-friendly has a significant effect on revisit intention.	0,204	0,206	0,993	0,321	Not Supported
H4: Tourism Attractiveness has a significant effect on revisit intention.	0,241	0,211	1,143	0,254	Not Supported
H5: Tourism satisfaction has a significant effect on revisit intention.	0,479	0,214	2,231	0,026*	Supported
<i>Specific Indirect Effect</i>					
H6: Tourism satisfaction mediates the relationship between Muslim-friendly tourism and revisit intention.	0,059	0,091	0,656	0,512	Not Supported
H7: Tourism satisfaction mediates the relationship between Tourism Attractiveness and revisit intention.	0,358	0,166	2,156	0,032*	Supported

Note: *p<0.05; **p<0.01 ; ***p<0.001

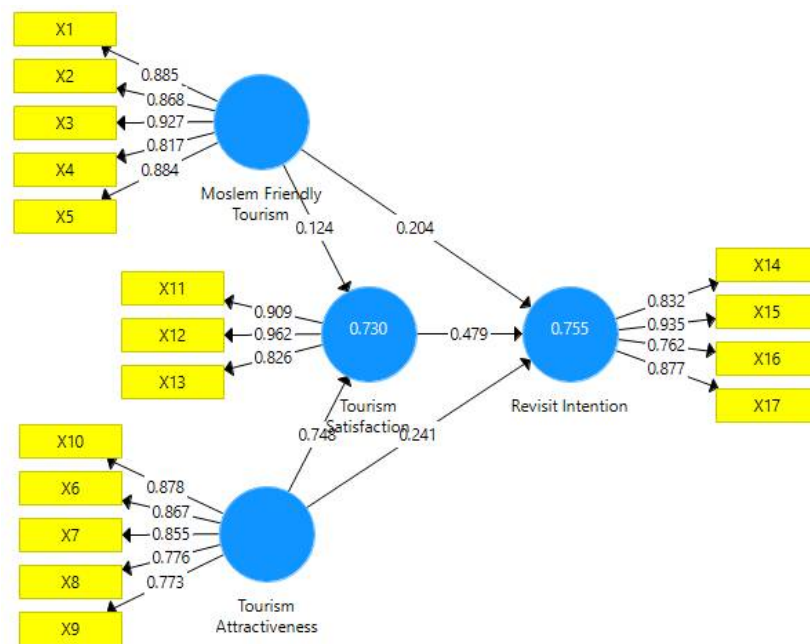


Figure 3 SEM-PLS Evaluation

The hypothesis testing findings provide intriguing information. Hypothesis 1 and Hypothesis 3, which concern Muslim-friendly tourism, are not supported. This implies that Muslim-friendly tourism has no substantial impact on tourist satisfaction or inclination to return. In contrast, Hypothesis 2 and Hypothesis 5 are supported. This suggests that tourist attractiveness has a considerable impact on tourism satisfaction, which in turn influences revisit intention. However, Hypothesis 4, which states that tourism attractiveness has a considerable impact on return intention, is not supported. In terms of indirect effects, Hypothesis 7 is validated, implying that tourist satisfaction mediates the association between tourism attractiveness and revisit intent. However, Hypothesis 6, which states that tourist satisfaction mediates the association between Muslim-friendly tourism and return intention, is not supported.

The findings of this study have various ramifications for the tourist sector, particularly in areas where Muslim-friendly tourism is promoted. The lack of a substantial impact of Muslim-friendly tourism on both tourism satisfaction and desire to return implies that present tactics are not properly addressing Muslim visitors' requirements and expectations. This might be due to a number of causes, including a lack of awareness of Muslim visitors' special needs or a failure to properly express attempts to meet these demands.

Furthermore, the strong influence of tourism attractiveness on tourism satisfaction emphasizes the need of developing and sustaining appealing tourist sites. This might entail a number of methods, including enhancing infrastructure, providing distinctive and interesting activities, and guaranteeing the protection of natural and cultural heritage assets. Tourism satisfaction has a considerable influence on return intention, highlighting the necessity of providing a great visitor experience. This might include providing excellent customer service, ensuring that facilities and services are available and accessible, and responding to any complaints or concerns in a timely and effective manner.

At last, the finding that tourism satisfaction mediates the association between tourism attractiveness and revisit intention implies that increasing the whole visitor experience might positively affect revisit intention. This emphasizes the significance of a holistic approach to tourism management, one that takes into account all aspects of the tourist experience, from location appeal to visitor satisfaction.

In conclusion, while the importance of innovation in business cannot be overstated, our findings imply that in the context of tourism, a focus on the basics - such as tourism attractiveness and visitor satisfaction - may be equally, if not more, significant. Future study might look at these links and how they could alter across different contexts and tourist groups. It would also be helpful to look into how innovation in company methods and tactics might increase tourism appeal and satisfaction, and hence reconsider intention. This might give useful information for tourist operators and governments as they try to manage the continuously changing tourism industry.

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