

Guideline to Promotion Halal Tourism for Muslim into Sustainable Halal Tourism at Songkhla Province

Jantira Phooma¹, Oraphan Chanin², Suwapus Amphansookko³, Suttaya Somsuk⁴,
Pawana Poomsawai⁵

^{1, 2, 3,4,5,6} Rajamangala University of Technology Srivijaya, Thailand.

Email: ¹ jan_phooma@hotmail.com, ² or_chanin@hotmail.com, ⁵ Pawand_poom@hotmail.com

Abstract

Halal tourism is a famous for Muslim people in the tourism industry. Thus, Thailand government need to develop more halal tourism. This research was aimed 1) to study the demographic character of Muslim tourist at Songkhla province. 2) to study need of halal tourism of Muslim tourist at Songkhla province. 3) to study guideline to promotion halal tourism for Muslim into sustainable halal tourism at Songkhla province. The sample in this study composed of 400 Muslim tourist selected by purposive sampling method. The questionnaires and in-dept interview were returned and collected data analyzed using frequencies, percentage, average, standard deviation, T-test and F-test. Findings of this research were as follows:

The demographic character of Muslim tourist were women, 21-25 years old, Thai nationality single, occupation is student and income 10,000 – 15,000 baht. For need of halal tourism the research found that Muslim tourists demonstrated high needs of Halal Tourism average. The highest needs of Muslim tourists were destination. However, the guideline to promotion halal tourism for Muslim into sustainable halal tourism at Songkhla province the research found as follow: 1) tourist activities which are not against 2) the payer rooms should be provided at destinations. 3) the restaurants should be provided by halal method. 4) the business tourism should be separate restrooms for men and women. 5) Thailand government should be enhanced security measures in the tourist attractions specially at night. 6) or so, should be provide the direction signs to tourist attractions in English.

Index Terms— Halal tourism, Sustainable, Muslim Tourist, Promotion Halal.

1. Introduction

Halal tourism (Halal Tourism) is a new products related to tourism management to needs of Muslims. Halal tourism is starting from the service from the place of origin to the destination such as hotels, transportation, restaurants, recreation. including various entertainment that must not be inconsistent with religious principles It should also facilitate the daily religious practices of Muslims, such as arranging prayer sites, etc. Currently, Halal tourism is a business that has received high attention. This is partly due to the world's Muslim population of more than 1.6 billion or one-fourth of the world's total population. It is estimated that in the next few years (by 2025), the Muslim population will increase to one-third of the world's population. Importantly, these populations, despite modern education, But day by day, he pays more attention to religious teachings[1]

The research of Crescentrating Halal Tourism experts in Singapore with DinarStandard A US company that tracks the Muslim lifestyle market found that in 2011 Muslim tourists worldwide were a niche market with a market capitalization of \$126.1 billion. Demand is forecast to grow by 4.8 percent annually through 2020, compared to the global average of 4%. 3 And the number of Muslims worldwide will increase from the current number of 1.6 billion to 2,200 million in 2030, accounting for 26.4 percent of the world's population. [2]

In addition, Thailand has been a member of the ASEAN Economic Community (AEC), it has resulted in tourists from Muslim countries in Southeast Asia such as Malaysia, Indonesia and Brunei are more likely to travel to the south of Thailand. [3] coupled with Malaysia and Indonesia has cooperated with Thailand in the preparation of a trilateral economic zone development project called "Indonesia – Malaysia – Thailand Growth Triangle" (IMT GT). which has a border with Malaysia.

This project will increase the number of tourists from Malaysia. and Indonesia, the number of tourists traveling to Songkhla province of Thailand [4 from the Department of Tourism found that 17.5% of tourists from Malaysia who travel to the south of Thailand mostly travel to the lower southern region of Thailand. which has Hat Yai as the center However, with the near distance, it is convenient to travel by car. and from the statistics of tourists traveling to Thailand by the Immigration Office And the Department of Tourism found that tourists from Malaysia are the second highest number of tourists visiting Thailand [5]

Songkhla province Thailand will encourage tourists from Muslim countries. Especially Muslim tourists from ASEAN countries, such as Malaysia, Indonesia and Brunei, travel to Songkhla. Then, Songkhla Province should study methods for promoting Halal tourism tourism in order to introduce the halal tourism services of Songkhla to foreign Muslim tourists to travel to Songkhla. They should be study on Halal tourism marketing promotion guidelines for Muslim tourists, this is to enable Thailand to attract Muslim tourists to visit Songkhla. and create competitive advantages in tourism in Songkhla Province and Thailand in the world market

2. Reviews

Needs

Abraham Maslow proposed the theory of human motivation by arranging the need hierarchy according to the desire to be answered. The hierarchy of needs is divided from lowest to highest into 5 levels, namely. [6]

1. Physical needs: These are basic human needs for human existence such as clothing, shelter, food and medicine.
2. Safety and security needs, such as safety from danger Economic stability, working status
3. Social needs (social and belongingness) is the need to participate in society. need love need ownership
4. The need to be praised (esteem on status) is the need for society to praise oneself. people have respect reputation
5. The need for success in life (self-actualization) is the need to achieve all that one's dream of success.

Tourism

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists;

residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure [7]

Wahab (1975) (Rajamangala University of Technology Isan, 2012) has classified tourism into 5 types as follows:

1. Recreation tourism is tourism for the purpose of relaxation and enjoyment. It is a relief from stress from work duties. These tourist activities usually take the form of real relaxation, such as lounging on the beach or sunbathing during the day. Recreational activities during the night, such as drinking, eating, fun and relaxation.
2. Cultural tourism is a form of tourism with the objective of having knowledge or experience in different cultures of that tourist attraction.
3. Health tourism is a form of tourism with the main health objectives. This type of tourism was very popular in the past of the western aristocracy.
4. Sport tourism is travel or tourism with the objective of mainly sports This may be to watch sports or play sports.
5. Conference Tourism is a trip with the purpose of meetings and seminars. But before or after the symposium There may be tourism activities involved, such as traveling to visit important places, etc.

Tourism industry in Thailand - statistics & facts

Thailand is one of the world's famous travel destinations. Thailand is well-known for variety of cultural uniqueness: from food to beautiful landscapes and rich cultural heritage. Thailand started to organize its tourism in the late 1950s. During that time, Thailand had approximately 40 thousand international guests per year. The number of international arrivals per year had since grown to reach millions, and so has the monetary gains from the sector. The tourism receipts from foreign visitors in Thailand had shown gradual increase since 2015 up until 2019. Tourism has also brought opportunities in employment and major business expansions for Thai companies in the tourism sector. There has been over five million people who worked in the tourism industry in Thailand since 2017. [8]

Muslim market and Tourism

According to the data of the Tourism Authority of Thailand in 2013, "Muslims" in the "Middle East" who entered Thailand totaled 476,024 people, with a total expenditure of 29,082.70 million baht, or an expenditure per head of about 610,000 baht/. per/year It reflects that it is a group of people who have great purchasing potential. It is calculated as the average spending per head for services only. Spas in Thailand 3,918.25 baht/trip, even though there is no official Halal logo certifying Thai spa establishments. Therefore, from the number of Middle Eastern tourists with approximately 476,024 hundred thousand people a year come to use "halal spas", about 43.9%, and from a survey of tourists in this group, it was found that "spa" in Thailand ranks among the top activities. Popular [9]

3. MATH

Population and Sampling

The population in this study were collected from Songkhla province, Thailand 446 Muslim tourists were participated for this study. This study was conducted from October 2016 – September 2017.

Instrument

The instrument in this research as follow:

1. The data were collected by using face-to-face structured questionnaire. The questionnaire consisted of second parts. The first part dealt with demographic of the Muslim tourists. The second part included questions of needs of halal for Muslim tourists. The respondents were asked to their needs on a five-point Likert scale (1- lowest capacity to 5 – highest capacity). Content validity of these questionnaire items was evaluated by lecturers from Rajabhat Nakhon Si Thammarat and Rajamangala University of Technology Srivijaya. A pilot test was conducted to assess how well the instrument captured the constructs it was supposed to measure and to test the comprehension of the questionnaire items. The reliability of the measurements in this study was 0.81, which was acceptable based on the Cronbach's alpha.
2. The interview form also used for this study to interview the entrepreneurs, lecturer, government officer that concern with entrepreneurs, and banking officer.

4. Results

Demographic profile1.

Frequencies relate to demographic profile of the respondents were computed. Results reveal that most tourists are female, which is at 56.1% with the age of between 21 and 25 years old which is at 41%. The respondents work as student accounted for 24.6% with the salary per month from 10,000 – 15,000 bath. The 63.4% of them are single.

Need of Halal Tourists

Table 1 The Average and Standard Deviation of Need of Muslim Tourists

Need of Muslim Tourists	\bar{x}	S.D	Descriptive Level
accommodation	4.17	.75	High
Restaurant	4.28	.70	High
Spa	4.25	.72	High
Destination	4.33	.71	High
Total	4.26	.65033	High

Table 1 shown that Muslim tourists demonstrated high needs of Halal Tourism average (\bar{x} =4.26). The highest needs of Muslim tourists were destination (\bar{x} = 4.326), followed by restaurant (\bar{X} = 4.28), Spa (\bar{x} =4.25). and accommodation (\bar{x} =4.17).

Table 2 comparison of needs of Muslim tourists with the gender of tourists

Needs of Muslim tourists		Need of the sex				Sig
		total	\bar{x}	S.D	t	
Accommodation	M	159	4.24	.69	4.08	.044*
	W	297	4.13	.76		
Restaurant	M	159	4.29	.66	.00	.961
	W	297	4.28	.67		
Spa	M	159	4.25	.67	2.23	.136
	W	297	4.25	.74		
Destination	M	159	4.34	.70	.03	.865
	W	297	4.31	.71		
Total	M	159	4.28	.61	1.02	.314
	W	297	4.24	.66		

* Significant 0.05

M = Men, W = Women

The table 2 showed compares needs of Muslim tourists with the gender of tourists the statistically significant level of 0.05. The study revealed that there were no difference between restaurant, spa and destination with the at the gender significant level of 0.05. Moreover, there were difference between accommodations with gender at the significant level of 0.05.

Table 3: comparison of needs of Muslim tourists with the age of tourists

Variable	SS	df	MS	F	Sig
Accommodation	2.75	5	.55	.97	.43
Restaurant	1.51	5	.30	.67	.65
Spa	2.58	5	.52	1	.42
Destination	2.44	5	.16	.31	.91
Total	1.45	5	.29	.68	.64

The table 3 showed compares needs of Muslim tourists with the age of tourists the statistically significant level of 0.05. The study revealed that there were no difference between accommodation, restaurant, spa and destination with the age at the significant level of 0.05.

Table 4: comparison of needs of Muslim tourists with the nationality of tourists

Variable	SS	df	MS	F	Sig
Accommodation	34.77	2	17.39	35.51	0.00*
Restaurant	22.83	2	11.41	35.51	0.00*
Spa	25.71	2	12.64	28.51	0.00*
Destination	31.63	2	.44	27.36	0.00*
Total	28.28	2	14.14	39.02	0.00*

The table 4 showed compares needs of Muslim tourists with the nationality of tourists the statistically significant level of 0.05. The study revealed that there were difference between accommodation, restaurant, spa and destination with the nationality at the significant level of 0.05.

Table 5: comparison of needs of Muslim tourists with the nationality of tourists

Variable	SS	df	MS	F	Sig
Accommodation	34.77	2	17.39	35.51	0.00*
Restaurant	22.83	2	11.41	35.51	0.00*
Spa	25.71	2	12.64	28.51	0.00*
Destination	31.63	2	.44	27.36	0.00*
Total	28.28	2	14.14	39.02	0.00*

The table 5 showed compares needs of Muslim tourists with the age of tourists the statistically significant level of 0.05. The study revealed that there were difference between accommodation, restaurant, spa and destination with the sex at the significant level of 0.05.

Table 6: comparison of needs of Muslim tourists with the status of tourists

Variable	SS	df	MS	F	Sig
Accommodation	1.09	3	.36	.64	.59
Restaurant	.73	3	.42	.54	.66
Spa	.72	3	.24	.46	.71
Destination	.93	3	.31	.61	.61
Total	.79	3	.26	.62	.60

The table 6 showed compares needs of Muslim tourists with the status of tourists the statistically significant level of 0.05. The study revealed that there were no difference between accommodation, restaurant, spa and destination with the status at the significant level of 0.05.

Table 7: comparison of needs of Muslim tourists with the occupation of tourists

Variable	SS	df	MS	F	Sig
Accommodation	5.57	5	1.11	1.99	0.78
Restaurant	5.64	5	1.12	2.55	0.27
Spa	3.90	5	.44	1.52	0.18
Destination	4.64	5	.51	1.87	.10
Total	4.64	5	.93	2.22	.05

The table 7 showed compares needs of Muslim tourists with the occupation of tourists the statistically significant level of 0.05. The study revealed that there were no difference between accommodation, restaurant, spa and destination with the occupation at the significant level of 0.05.

Table 8: comparison of needs of Muslim tourists with the income of tourists

Variable	SS	df	MS	F	Sig
Accommodation	10.21	4	2.55	4.67	.001*
Restaurant	7.85	4	1.96	4.51	.001*
Spa	9.98	4	2.50	5.01	.001*
Destination	7.59	4	1.90	3.87	.004*
Total	8.62	4	2.15	5.29	.000*

The table 8 showed compares needs of Muslim tourists with the income of tourists the statistically significant level of 0.05. The study revealed that there were difference between accommodation, restaurant, spa and destination with the income at the significant level of 0.05.

Guideline to promotion Halal tourism for Muslim into sustainable Halal tourism at Songkhla province

Halal tourism for Muslim into sustainable halal tourism at Songkhla province the research found as follow:

- 1) Thailand government should be offered tourist activities which are not against the Islamic obligations.
- 2) The business tourism should be provided payer rooms for Muslim tourists as well as the direction signs to the local mosques either in English or Arabic.
- 3) Thailand government should be provided Halal restaurant in tourist attraction areas
- 4) Hotel and restaurant should be separate restrooms for men and women and provided together with rinse spray hoses in hygienic conditions.
- 5) Thailand government should be enhanced security measures in the tourist attractions especially at night. While providing services, Guides and service staff should maintain discipline and respect Muslim obligations.
- 6) The Thailand government should be provide the direction signs to tourist attractions in English

5. Discussion and Conclusion

Discussion

The research found that different genders of tourists have different needs for halal tourism. which corresponds to Nawee Jaijai and Kanakawadi Phuengphothong; [10] studied the behavior and needs towards domestic tourism of the people of Sisaket Province. They found that different genders have different needs for domestic tourism. The study found the different ages of Muslim tourists have different requirements for halal tourism. which corresponds to Nawee Jaijai and Kanakawadi Phuengphothong; [10] studied the behavior and needs towards domestic tourism of the people of Sisaket Province. They also found that different ages have no different needs for domestic travel. Also, different statuses of Muslim tourists have different requirements for halal tourism. which is inconsistent with Wiyarat Kaew Uthai; [11] This study examined the attitudes

and demands of eco-tourists towards the marketing mix in recreational activities of Thale Noi Waterfowl Park. Phatthalung Province The results showed that Different statuses have different needs, as single, married, widowed and divorced travelers have different travel needs. Single tourists prefer to travel more than married tourists because they want the freedom to spend their free time traveling, and want to experience life.

In addition, the study found that Different occupations of Muslim tourists have different requirements for halal tourism. which corresponds to Layla Rimpeng; [11] studied the subject Demand for the Halal Business Administration Act of Muslim Consumers in Bangkok, the results showed that Different occupations have different requirements for halal administration. Different incomes of Muslim tourists have different halal tourism needs. which corresponds to Layla Rimpeng; 2016 studied the subject Demand for the Halal Business Administration Act of Muslim Consumers in Bangkok The results showed that Different incomes have different halal management needs.

Conclusion

Halal tourism is a new business that been initiates in order to carter Muslim tourist needs when they are traveling away from home in vacation. The initiative for developing halal tourism in Songkhla, Thailand will focus on providing halal services when the Muslim tourists are traveling. Due to the demand from the Muslim market toward Halal services. It is essential for Songkhla province, Thailand to develop a concept for Halal tourism to be enforced by the Government of Thailand. Furthermore, Halal tourism will fulfill the Muslim needs thus, it will become one of the critical niche product for the tourism industry at SongKhla province, Thailand.

However, only a handful study examined needs and guideline promotion Halal tourism for Muslim into sustainable Halal tourism at Songkhla province. Thus, the results from this study provide the fundamental and meaningful information for policy makers and business sectors to effectively develop, promote and deliver products and services that meet the unique demand for this market.

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