

MUSLIM TOURISTS' TRAVELING NEEDS: AN UNDERSTANDING FOR NON-MUSLIM DESTINATIONS

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Abstract

One of the new impetuses for world tourism industry is Muslim tourism market. The increased growth of Muslim populations in the world and their wanderlusts for traveling have compelled the world tourism industry to think Muslim/Islamic tourism as a new phenomenon. This research study aims to discover the unique traveling needs of Muslim tourists in non-Muslim destinations. 219 usable questionnaires were analyzed by frequency distribution, mean, and factor analysis in SPSS 20. The study identified six important Muslim traveling needs- Halal food and respectful behavior, Islamic hotel environment, Islamic morality, entertainment and worship, wash room facilities, and destination choice. Halal food and respectful behavior and wash room facilities are the most important needs to Muslim tourists while Islamic hotel environment, Islamic morality and entertainment, and worship are the second most important needs. Choosing destination is the least important factor for Muslim's traveling. Finally, limitations and future research directions are furnished.

Key words: Muslim tourism, Muslim tourists, Halal and Haram, Muslim tourists' need, Factor analysis.

1. Introduction

One UN tourism expert noted that *"today, the business volume of tourism equals or even surpasses those of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries"* (Global Envision, 2015). Tourism industry has seen many efforts for satisfying special needs of different people, like elderly, handicapped people, and gay tourists; accordingly, Muslim tourists must be considered as important segment of tourism industry; their religious needs should be catered and satisfied properly if a country seeks to catch this segment and wants to stay competitive (Weidenfeld, 2006). Over the past several years, the Muslim population is growing at the faster rate than the non-Muslim population (Razalli, Yusoff & Roslan, 2013) and it is expected to become 26.5% (MasterCard-CrescentRating, 2015; National World 2015) or 30% (Ukessays, 2014) of the world's population by 2030. Muslim population will have 1.5% annual in the next decades where non-Muslims will only have 0.7% growth rate annually (Pew Research Center, 2011). Non Muslim majority countries including Spain, Bosnia, India & the UK are aggressively targeting the sector (Dinar Standard, 2015) and some other non-Muslim countries like Australia, Taiwan, Korea, Japan, countries in Europe are specifically catering to do this tourism segment (Korres, 2008). Muslim tourists should not be viewed as homogeneous as other tourists. They have unique traveling needs and demands. Knowledge about Muslim tourists' behavior and needs

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are highly needed for tourism business sectors (tourism policy makers, tour operators, hoteliers, and other stakeholders) to develop, promote, and sell tourism products that suit to the unique needs of this large niche market (Muslim tourists). It is the paramount for tourism industry players to understand the traveling needs and behavior of this segment as one of the new impetuses for world tourism industry.

Therefore, it is the demand of time to create awareness and give better understanding among non-Muslim entrepreneurs about the traveling needs of untapped Muslim segment and create Muslim-friendly destinations. The increased growth of Muslim populations in the world and their wanderlusts for traveling has compelled the researchers to think Muslim/Islamic tourism as a new research phenomenon.

2. Literature Review

Understanding the needs, interests, and behaviors of different tourist markets plays a critical role in attracting them to destinations (Shafaei & Mohamed, 2015). Globally Muslim tourism market is a big market which has a young as well as affluent demographic and this potential niche market is creating new door for travel, tourism, and hospitality industry (Dinar Standard and Crescent rating LLC, 2012). Due to increasing number of Muslim tourists, it is very important for destination marketers to develop tourism products considering Muslim tourists' needs (Battour, Ismail & Battour, 2010). Muslim tourists expressed the highest needs on placement of Qibla stickers or direction point towards Makka city in the hotel room and availability of Halal food or Halal restaurant in the hotel followed by provision of a copy of the Holy Qur'an, prayer mat and prayer time table in the hotel room, bed and toilet positioned not face the Makkah city, banning alcoholic drinks in the hotel room, banning nightclub and inappropriate entertainment at the hotel, segregated swimming pools for men and women, banning of sex channels, and availability of mosques in the public environment (Chookaew, Chanin, Sriprasert & Nimpaya, 2015; Henderson, 2010; Sriprasert, Chainin & Rahman, 2014). Indecency, gambling, eating pork and other Haram foods, drinking alcoholic beverages, and inappropriate clothing and makeup are prohibited (Zamani-Farahani & Anderson, 2010 cited in Namin, 2013; Din, 1989) and Muslims are expected to do their prayers in a clean place and to fast in Ramadan (Hashim et al, 2007 cited in Namin, 2013).

The form of the Halal hotel business consists of eight elements comprising location, staffs or personnel, refuse, disposal, safety, corporate social responsibility, environmental service, and community relation (Chookaew et al., 2015) and that kind of hotel does not serve alcohol and have separate swimming pools and spa facilities for men and women (Henderson, 2010). Muslims are required to only consume Halal food where the main criteria for meat is that it has been slaughtered in a Halal manner and furthermore, any food which does not use meat or meat based ingredients or alcohol in its preparation is considered permissible to consume and it should also be no risk of Halal food being contaminated with non-Halal food (MasterCard-CrescentRating, 2015). Food section and products which are going to be served in restaurants in a hotel have to be Halal (Mansouri, 2014). Prayer is the first of the five pillars in Islam. Muslims are required to pray five times (early

morning, noon, mid-afternoon, sunset, and evening) a day in specific time frames and not be delayed without a good reason; it is preferable to pray in the Masjid (a Muslim house of worship) for men but not necessary when traveling and at home for women. It is believed that Muslims should be interested in visiting the places that provide facilities for performing their daily prayers on time (Shakona, Backman, Backman, Norman & Duffy, 2015). The prayer could be performed at any clean location and ease of access to prayer facilities in the tourist destination will make Muslim travelers comfortable (MasterCard-CrescentRating, 2015). As a vital aspect for Muslim tourists, a mosque or prayer room should not be ignored by tourism planning (Battour, Ismail & Battor, 2010) and proximity of a mosque or prayer room facilities has a great influence for hotel reservation (Weidenfeld, 2006 cited in Battour et al., 2010).

Ablution (Muslim mandatory washing before performing prayers before prayers) is very important for Muslim followers and they need to clean themselves with water when using the toilet. Some destinations are providing only tissue and some others have adopted a Muslim design for their bathrooms that also provide water facility but Muslim tourists are satisfied with the later (Battour et al., 2010). Muslims follow the traditions of their Prophet Muhammad (SW), who performed istinja (the act of washing the private parts) with water after using toilets and paper or certain rocks are also used to facilitate the process before using water (Salon, 2012). At the time of ablution, Muslims wash the hands; the arms; pass wet hands over the head; and lastly wash the feet; therefore a normal wash hand basin or a bucket and a jug can be served in the toilet or wash rooms (Tai, 2015). Entertainment can pacify the heart and reduce uneasy feeling, difficulties, problems and troubles (Yusuf al-Qardhawi, 2005 cited in Fikri & Tibek, 2014); Islam encourages entertainment and Muslims follow the limits of entertainment set by Allah because to a Muslim it is not the aim but a blessing from Allah The Most Compassionate (Abu Muawiyah Ismail Kandar, 2011 cited in Fikri & Tibek, 2014). Muslim travelers are now looking beyond Muslim-majority countries to satisfy their wanderlust while sticking to their religious obligations; with increasing affluence and easy access to flights, these travelers are making their presence felt in countries such as China, Thailand, and South Korea, apart from traditional favorites Malaysia and Indonesia (SG Travelers, 2012).

Halal has no territory or nation; it can also be practiced by non-Muslim country and it is a centerless and roving quality to be consumed anywhere in the global desert (Mukherjee, 2014). Some tourism practitioners in non-Muslim countries have taken certain measures- provision of Halal meals and hotel signage pointing to Mecca for prayers as well as information about holy shrines or prayer rooms and mosques to satisfy the needs of Muslim visitors (Mansouri, 2014). Muslim friendly tourism development can be traced not limited to Malaysia and Indonesia where Muslim are the majority population but to the non-Muslim countries such as Thailand, Philippine, China and Japan (Anonymous, 2011; Lee, 2010). Islamic tourism grew, not only among Muslim countries and populations, but in non-Muslim countries such Canada, Taiwan, Hong Kong, and Australia where Islamic tourism is being developed large scale (Kamali, 2011). India, Malaysia, Indonesia and the Middle East have introduced a new traveler to New Zealand with specific expectations and needs, the Halal traveler (Tourism New Zealand, 2012).

Islamic tourism or Muslim tourism niche market is a new segment in world tourism industry. This topic has got the attention from academic researchers. Research on Muslims' travel behavior and their traveling needs is very limited. It is very novice. Although the relationship between tourism and religion has been thoroughly addressed in tourism research literature (Weidenfeld & Ron, 2008; Chattopadhyay, 2006; Digance, 2003; Erik, 2003; Fleischer, 2000; Joseph and Kavoori, 2001; Poria et al., 2003; Richard and Priya, 2005 cited in Shakona et al., 2015; and Shafaei & Mohamed, 2015), there remains a lack of research study in the area of Muslim tourists' needs and behavior in non-Muslim destinations. It is important to better understand the leisure and travel behavior of this under-investigated group.

3. Purpose

This research is exploratory type of research. This research paper aims to discover the unique traveling needs of Muslim tourists by investigating the influence of Islamic teachings on Muslim traveling behavior.

4. Research Method

4.1 Questionnaire development and collection

A 32-item self-administered questionnaire were sent to the Muslim tourists (Chinese and foreign tourists) who visited China in 2015 using convenience and snowball sampling techniques. Respondents were briefed through personal visit, telephone calls, and email alerts by the researchers as to filling the questionnaire. A total of 470 questionnaires were delivered through personal visit, social media, and email attachments. The items of the questionnaire were measured on a 5-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree). A higher score indicates a greater need or demand of a respondent.

4.2 Analysis of data

Before going for the analysis, each questionnaire was carefully checked, edited, and coded to choose usable questionnaires. In order to analyze data, the raw data from questionnaire were entered into Microsoft excel and this excel file was transferred into SPSS 20.0 data editor for generating required statistical analysis. 'Strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree' were coded as 1, 2, 3, 4, and 5 for Likert scale respectively in SPSS. The followings are the statistical method used in analyzing the questionnaires' data.

Statistical Method	
Method	Explanation of the method
Frequency distribution	Tabular summary of data showing the number (frequency) of items in each of several non-overlapping classes (Anderson, 2007).
Mean	Measure of central location computed by summing the data values and dividing by the number of observations (Anderson, 2007).
Factor analysis	This is a multivariate statistical technique that gives meaning to a set of variables or seeks to group things together. (Zikmund & Babin, 2007)
Cronbach's alpha	It is the measure of scale reliability (Field, 2009).

4.3 Reliability and Adequacy of the Constructs

The Cronbach's alpha reliability, Spearman-Brown and Guttman split-half coefficients reliability tests were applied on the 32-item measure of Muslim tourists' needs and the coefficients were 0.944, 0.889 and 0.889 respectively (Table-1). According to Clark and Watson, 1995; Nunnally, 1967 and Nunnally, 1978' criteria, the construct is acceptable and adequate for analysis.

Table 1: Reliability and Adequacy of the Constructs

Total Number of Items	32
Cronbach's Alpha	0.944
Spearman-Brown	Equal Length
Coefficient	Unequal Length
Guttman Split-Half Coefficient	0.889

4.4 Test for Factorability

A KMO score of more than 0.9, 0.8, 0.7, 0.6, and 0.5 indicates marvelous, meritorious, middling, mediocre, and miserable respectively (George & Mallery, 2011). In the table 4.4, the calculated KMO score is 0.915 ('superb' according to Field, 2009 'marvelous' according to George & Mallery, 2011) and Bartlett's test of Sphericity (highly significant, $p < 0.001$) finds that sample adequacy is appropriate for factor analysis. The anti-image correlation matrix was also applied. Inspection of the anti-image correction matrix reveals that all measures of sampling adequacy are well above the acceptable level of 0.5 (Field, 2009). All measures in anti-image correlation matrix are ranging from .799 to .946. Therefore, there is no reservation to go for factor analysis.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.915
Bartlett's Test of Sphericity	Approx. Chi-Square	3979.984
	Df	496
	Sig.	.000

5. Findings and Discussion

5.1 Characteristics of Respondents

A total of 470 questionnaires were distributed with the expectation of receiving at least 300 usable surveys. Out of the 470 questionnaires distributed, 230 were returned, but only 219 questionnaires were usable for analysis. These represent a return rate of around 47%. 9 usable questionnaires were collected through e-mail, 85 through sojump.com, and 125 through personal visit. Table 3 shows that above 18 age group represented 45.2% ($n = 99$) of the sample. This group was followed by those aged above 25 years (26-35). This group represented 37.0% ($n = 81$) of the

sample while the respondents in the above 35 years (36-45) and above 45 years (46-55) age groups made up 11% (n=24) and 5.5% (n=12) of the sample respectively. The age groups, above 55 years (56-65) and above 65 (66-above) accounted for 0.9% (n=2) and 0.5% (n=1) of the total respondents. In terms of level of education, most of the respondents in the sample were bachelor degree holders. This education group represented the 39.7% (n=87) of the total respondent. This group was followed by Master education group which represented 19.2% (n=42) of the total respondents. The secondary and PhD or other education groups made up 15.5% (n=34) and 12.8% (n=28) of the respondents respectively while primary (or less) education group is the smallest representative education group (7.8%, n=17). From gender and Marital context, it is seen that 62.1%, 36.1% and 1.8% of total respondents are single, married and widowed and 65.8% and 34.2% are male and female respectively. Occupation variables state that the highest number (n=130, 59.4% of respondents are students and rest of them are public servant, private employees, businessman and housewife. From table 3, it is also revealed that 219 respondents were from 23 countries. The highest number of respondents were from China which represented more than half of the respondents (52.1%, n=115). This is followed by Pakistan which represented 11.4% (n=25) of the total respondents. 10.5% (n=23) and 9.1% (20) respondents were from Bangladesh and Indonesia respectively. 9 (4.1%) respondents were from many other countries.

Table 3: Socio-demographic variables

Socio-demographic variables	Frequency	Percent
Age		
Above 18 (19-25)	99	45.2%
Above 25 (26-35)	81	37.0%
Above 35 (36-45)	24	11.0%
Above 45 (46-55)	12	5.5%
Above 55 (56-65)	2	.9%
Above 65 (66-Above)	1	.5%
Total	219	100.0%
Level of Education		
Primary (or less)	17	7.8%
Secondary	34	15.5%
Intermediate	11	5.0%
Bachelor	87	39.7%
Master	42	19.2%
PhD or others	28	12.8%
Total	219	100.0%
Occupation		
Public servant	18	8.2%
Private sector	13	5.9%
Businessman	24	11.0%
Housewife	21	9.6%
Student	130	59.4%
Other	13	5.9%
Total	219	100.0%

Marital Status		
Single	136	62.1%
Married	79	36.1%
Widowed	4	1.8%
Total	219	100.0%
Religiousness		
Mildly religious	46	21.0%
Religious	135	61.6%
Very religious	38	17.4%
Total	219	100.0%
Gender		
Male	144	65.8%
Female	75	34.2%
Total	219	100.0%
Country		
China	114	52.1%
Pakistan	25	11.4%
Bangladesh	23	10.5%
Indonesia	20	9.1%
Sudan	9	4.1%
Egypt	4	1.8%
Palestine	4	1.8%
India	2	.9%
Mauritania	2	.9%
Morocco	2	.9%
Yemen	2	.9%
Afghanistan	1	.5%
Algeria	1	.5%
Congo	1	.5%
Jordan	1	.5%
Kyrgyzstan	1	.5%
Niger	1	.5%
Somalia	1	.5%
South Africa	1	.5%
Syria	1	.5%
Tajikistan	1	.5%
Tunisian	1	.5%
Turkmenistan	1	.5%
Total	219	100.0%

5.2 Principal Component Analysis (PCA)

In this research, Principal Component Analysis (PCA) has been conducted on 32 items with orthogonal rotation (varimax). From the results of the commonality, one item “visiting natural attractions = 0.396” was ruled out owing to low commonality. Kaiser, (1974) suggests that items with factor loading and commonalities of less than

0.40 should be removed from the final factor structure. 0.5 as a significant factor loading was used for loading the items under component. After elimination of that item factor analysis was rerun to get eigenvalues for each component in the data. The study extracted six need factors (annexure-1) with eigenvalues over Kaiser's criterion of 1 and in combination explained 63.42% of the total variance (Table 4).

Table 4: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	Variance %	Cumulative %
1	12.003	38.719	38.719	12.003	38.719	38.719
2	2.673	8.621	47.340	2.673	8.621	47.340
3	1.584	5.108	52.448	1.584	5.108	52.448
4	1.206	3.889	56.337	1.206	3.889	56.337
5	1.168	3.767	60.104	1.168	3.767	60.104
6	1.027	3.312	63.416	1.027	3.312	63.416

Need Factor-1: The first factor labeled “Halal food and respectful behavior” comprised eight items such as slaughtering animals; not to eat carrion, blood, pig's meat; prohibiting to eat dogs, lions, tigers, owls, eagles, and other carnivores' meat; Halal signage; Halal food at the tourism sites; hotel and restaurant staffs' respectful behavior; food ingredients, processing, and packaging; and Halal kitchen. Food related need is a crucial form of needs in traveling. Food need is a complex behavior with religious, cultural, social, psychological, and sensory acceptance factors identified by many research studies. In this research, this factor explained 38.72% of the total variance with an eigenvalue of 12.00. It is seen that all eight items had factor loading of over 0.515 (annexure-1), indicating a strong correlation among the items and the factor grouping to which they belong. It had a reliability Cronbach's alpha of 0.89, with a factor mean of 4.445. This factor goes in line with the findings of Islam & Kärkkäinen, 2013; Farahdel, 2011; Alsawafi, 2013; Tama & Voon, 2014; Rahman, 2014; Said et al., 2014; Alam & Sayuti, 2011; Mak et al., 2012, Battour & Ismail, 2014, and Shakona et al., 2015.

Need Factor-2: The second factor was named “Islamic hotel environment” which contained seven items such as segregated swimming pools and gym, qibla sticker/direction point, a copy of the Holy Qur'an, No alcoholic drinks, No prostitution, Islamic dress code policy for Muslim female staff in hotel and ablution facility in hotel. With an eigenvalue of 2.673, this factor captured 8.621% of the total variance. The reliability Cronbach's alpha of this factor is 0.87 with factor mean 3.871. The factor loading indicate that there have a strong correlation between the items and the factor grouping to which they belong. This is one of the essential needs for Muslim travelers and they expect hotel environment will meet their Islamic requirements. The findings of Farahdel, 2011; Alsawafi, 2013; Samori & Sabtu, 2014; Battour & Ismail, 2014; Rahman, 2014; and Shakona et al., 2015 also explored this dimension.

Need Factor-3: The third factor which is “Islamic morality” included four items such as allowing Islamic dress code, no discotheques and bars, segregated areas for women at beach destination, and safety for woman. This factor accounted for 5.108% of the total variance, with an eigenvalue of 1.584. The reliability Cronbach's alpha and mean of this factor are 0.71 and 3.97 respectively. All four items had factor loading of over 0.50 (annexure-1), indicating a good correlation between the items and the factor grouping to which they belong. This factor was also portrayed in the findings of Alsawafi, 2013; Battour & Ismail, 2014; Shakona et al., 2015; and Battour, Battor & Bhatti, 2013.

Need Factor-4: The fourth Muslim traveling need factor, labeled “entertainment and worship”, comprise three items. These are TV channel, availability of mosques in traveling sites, and prayer facilities/room at tourism sites, airport, shopping malls, hotels, conference halls, parks, etc. This need factor represented 3.889% of the total variance, with an eigenvalue of 1.206. With a factor mean of 3.71, it had a reliability Cronbach's alpha coefficient of 0.73. Factor loading of above 0.590 (annexure-1) indicates a strong correlation between the items and the factor grouping to which they belong. Farahdel, 2011; Alsawafi, 2013; Battour & Ismail, 2014; Battour et al., 2013; Zamani-Farahani & Musa, 2012; and Shakona et al., 2015 opined the same in this respect.

Need Factor-5: Three items such as water supply, cleaning vessel in the toilet, toilets positioned not to be face the direction of Mecca are grouped under the name of Muslim traveling need factor, “wash room facilities”. A good correlation was found between the items and the factor grouping to which they belong. The three items had a factor loading of over 0.520 (annexure-1). This factor explained 3.767% of total variance, with an eigenvalue of 1.168. The reliability of this factor was 0.76 with factor mean 4.213. The findings of (Tai, 2015 and Yusof & Muhammad, 2013) supported this dimension.

Need Factor-6: The sixth factor was labeled “destination choice”. It included only one item. This factor accounted for 3.312 of the total variance, with an eigenvalue of 1.027. Factor mean of this item is 2.50.

5.3 Descriptive Statistics for Factors

The mean and standard deviation of every factor found after factor analysis indicates that among the six factors, factor one, “Halal food and respectful behavior” has the highest mean and factor six, “destination choice” has the lowest mean. Halal food and respectful behavior related needs are the most important things to Muslim travelers but non-Muslim destination is not a serious fact to Muslim travelers. Factor five, “wash room facilities” also has mean above 4 and other three factors have mean above 3. This descriptive statistics indicates that Islamic hotel environment, Islamic morality, and entertainment & worship are also important for Muslim travelers but wash room facilities are very important to them.

Table 5: Descriptive Statistics for Factors

Factor	Mean	Standard deviation
Halal food and respectful behavior	4.444	0.847
Islamic hotel environment	3.871	1.064
Islamic morality	3.97	1.013
Entertainment and worship	3.71	1.218
Wash room facilities	4.213	0.860
Destination choice	2.50	1.356

6. Conclusion

Islam is the foundation of public and private life in Muslim nations and it has had profound influences in destination conditions and inbound & outbound tourists and has been influential in determining the content, direction, and implementation of tourism policy. It is expected that Halal tourism industry could be competitive in the coming next years. Deciding to serve any market will depend on the ease with which the destination can address the market and the opportunities versus the cost of doing so. This research has identified that Halal food and respectful behavior, Islamic hotel environment, Islamic morality, entertainment & worship, wash room facilities and destination choice are vital need factors when Muslim tourists travel in non-Muslim destination. Muslim respondents think, Halal food and respectful behavior is the most significant need factor when they travel in non-Muslim destination. It is concluded that if non-Muslim can provide necessary facilities for Muslim tourists, it could exploit this good commercial potentiality. Identification and understanding the Muslim tourists' traveling needs through this research can help non-Muslim destinations design their products and services targeting Muslim tourists.

7. Research Limitations and Future direction

As does any thesis study, certain limitations of this study must be acknowledged. First of all, the study is limited by its sample size and convenience & snowball sampling. These affected the generalization of the findings of the research. Secondly, religiosity is sensitive and private in nature. China is non-Muslim country. The research topic is very sensitive for Muslim respondents in China. This limited the research findings in some extents. Thirdly, language is a very big limitation for doing research in China. It affected the research process. Fourthly, there was a lack of prior studies regarding Muslim tourists in China. Therefore many things of this research could not be compared to and validated by the findings of other researches. This research only represents a first attempt to investigate the topic of Muslim tourists' needs and further research is required to gain more in-depth insights. Furthermore, as this study was conducted only on Sunni Muslims, future study can also include Shiite Muslims in representative samples.

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Annexure-1

Permitted animals should be slaughtered according to Shariah Law.	.797	Halal food and respectful behavior			
Eating carrion; blood; pig's meat is forbidden in Islam.	.785				
I cannot eat dogs, lions, tigers, owls, eagles, and other carnivores' meat	.765				
Halal signage in restaurants or food outlets and food packets is vital.	.707				
Halal food at the tourism sites, airport, and hotels is my traveling need.	.705				
I expect that hotel and restaurant staffs are respectful for Islam.	.627				
I am very concerned about food ingredients, processing, and packaging.	.531				
Halal kitchen in hotels and restaurants is important factor for me.	.518				
Segregated swimming pools and gym for men and women in hotels.		.734	Islamic hotel environment		
Qibla sticker/direction point toward Makkah city must be in hotel room.		.731			
I expect a copy of the Holy Qur'an in my hotel room.		.697			
No alcoholic drinks by the authority at hotel room.		.614			
No prostitution offering in hotels.		.601			
Islamic dress code policy for Muslim female staff in hotel		.549			
There must be ablution facility.		.517			
The destination authority should allow Islamic dress code (e.g. Hijab).			.682	Islamic morality	
I do not like discotheques and bars in hotel entertainment.			.585		
There should be segregated areas for women at beach destination.			.558		
Muslims are concerned about their safety, especially when they travel with a woman wearing a Hijab.			.501		
I want TV channel for entertainment in plane, hotel etc.	Entertainment and worship		.729		
I need availability of mosques in traveling sites.			.606		
Prayer facilities/room at tourism sites, airport, shopping malls, hotels, conference halls, parks, etc are very important for my traveling.			.594		
Water supply in toilets at tourism sites, airport, shopping mall, hotel, parks, etc. is very necessary for my destination selection.	Wash room facilities		.779		
Cleaning vessel in the toilet is very necessary.			.759		
Toilets positioned not to be face the direction of Mecca.			.522		
I am not interested to visit non-Muslim country.	Destination choice				.800