

ISSN : 2354 – 6034 (Print)
ISSN : 2599 – 0187 (Online)

Factors Affecting Interest in Revisiting Sharia Hotel

ZakkyFahmaAuliya
IAIN Surakarta
zakkyfahma@gmail.com

This research was conducted due to the phenomenon of a decrease in the stay period of foreign tourists in Indonesia in June 2018 compared to the stay period in June 2017. The independent variables used in this research are the completeness of sharia attributes and hotel image on sharia hotel consumers in Indonesia. The research samples were 100 respondents selected using accidental sampling. The analytical tool used in this research is Smart PLS 3.0. It was found that the completeness of Sharia attributes and hotel image variables influence the interest of revisiting Sharia hotels.

A. Background

Nowadays, Halal tourism starts to become a trend not only in Muslim-majority countries such as Morocco ¹, Tunisia ² and Malaysia ³, but also several countries where Muslims are minorities, such as Thailand ⁴, Japan ⁵, New Zealand ⁶ and even Russia ⁷. Countries with a minority Muslim population are still interested in halal tourism because the world's Muslim population reaches 1.6 billion or 25% of the world's population ⁸, making it an attractive market to run.

The growth of the Muslim population, resulting in an increase in the potential of the Muslim tourist market internationally, was not in line with the increase in the number of researches related to halal tourism⁹. This makes the tourism industry does not really

¹ Carboni and Idrissi Janati, "Halal Tourism de Facto: A Case from Fez."

² Carboni, Perelli, and Sistu, "Is Islamic Tourism a Viable Option for Tunisian Tourism? Insights from Djerba."

³ Henderson, "Halal Food, Certification and Halal Tourism: Insights from Malaysia and Singapore."

⁴ Chookaew et al., "Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country."

⁵ Samori, Md Salleh, and Khalid, "Current Trends on Halal Tourism: Cases on Selected Asian Countries."

⁶ Razzaq, Hall, and Prayag, "The Capacity of New Zealand to Accommodate the Halal Tourism Market - Or Not."

⁷ Gabdrakhmanov et al., "Problems of Development of Halal Tourism in Russia."

⁸ Nirwandar, "Halal Lifestyle In Indonesia."

⁹ El-Gohary, "Halal Tourism, Is It Really Halal?"

understand the needs of Muslim tourists because the guidelines for halal tourism are not universal, but only per region like the guideline to the Gulf of Adaman Thailand ¹⁰. Thus, it is the duty of the tourism industry to know the patterns and the requirement that Muslim tourists visit tourist attractions ¹¹. It is this halal tour that can fully meet the needs of Muslim tourists and be a new market niche ¹².

Several tourist destinations in Indonesia have implemented halal tourism and participated in the 2016 World Halal Tourism Summit in Abu Dhabi ¹³. In fact, there are 12 provinces that become Muslim-friendly tourist destinations. When viewed from the number of Muslim populations in Indonesia and Muslim tourist visits in Indonesia, halal tourism, especially sharia hotels, can be an attraction for domestic and foreign tourists.

It is interesting to find out that tourist visits in Indonesia in June 2018 increased by 15.21% compared to the visits in June 2017. The occupancy rate of starred hotel rooms in Indonesia in June 2018 increased by 1.02% compared to the rate in June 2017. However, it turns out that the average length of stay of foreign guests in Indonesia at five-star hotels in June 2018 decreased by 0.07% decrease compared to that in June 2017 ¹⁴

Some researches done about sharia hotels discuss the actual practice of sharia hotels ¹⁵, concepts and opportunities of sharia hotels ¹⁶, or differentiate the capacity between Islamic hotels and hotels with sharia concepts ¹⁷. This research aims to find out what factors make tourists interested in staying again at sharia hotels in the cities of Indonesia. This research contributes to the knowledge of sharia hotels that have been developed by the previous research

Theoretical Review and Hypothesis Development

1. Interest in Revisiting

¹⁰ Chanin et al., "Guidelines on Halal Tourism Management in the Andaman Sea Coast of Thailand."

¹¹ Jafari and Scott, "Muslim World and Its Tourisms."

¹² Chanin et al., "Guidelines on Halal Tourism Management in the Andaman Sea Coast of Thailand."

¹³ "Indonesia to Participate in World Halal Tourism Summit 2016."

¹⁴ bps, "Jumlah Kunjungan Wisman Ke Indonesia Juni 2018 Mencapai 1,32 Juta Kunjungan."

¹⁵ Jurattanasan and Jaroenwisan, "The Attribution of Shariah Compliant Hotel in Muslim Countries"; Salleh et al., "The Practice of Shariah-Compliant Hotel in Malaysia."

¹⁶ Saad, Ali, and Abdel-Ati, "SHARIA-COMPLIANT HOTELS IN EGYPT : CONCEPT AND CHALLENGES Badran Nabil ALI Abdel- Aleem Magdy ABDEL-ATI."

¹⁷ Hyrul et al., "DIFFERENCES IN HOTEL ATTRIBUTES : ISLAMIC HOTEL AND SHARIA COMPLIANT HOTEL IN MALAYSIA."

Tourists visit tourist attractions because of push and pull factors. The push factor of tourist visits is the emotional desire while the pull factor is the choice of tourists towards tourist destinations¹⁸.

According to the research conducted by¹⁹, the interest in revisiting can be increased from the experience of consumers. In other words, consumers will be more interested in visiting again when they get a good experience during their visit.²⁰ state that the image of a tourist destination, modern environment as well as the weather and natural atmosphere are important factors of tourists' interest in revisiting.

This contrasts with the result of the research conducted by²¹ which states that the factors of memory, social closeness, a meditation place, deep experience and the desire to shop are the reasons for a revisit. From some of the research results above, it can be concluded that the factor that influences tourists to revisit is the experience factor. The satisfaction factor during the visit becomes the reference²².

Furthermore, we need to pay attention to the research conducted by²³ where the satisfaction of consumers that influences the desire to revisit is due to the quality of room service, overall staff service, cleanliness and comfort of rooms, food and beverage services.

2. Completeness of Sharia Attributes

The Muslim tourist market is an attractive niche market today although the majority of Muslim countries are third world countries due to their financial potentials. Considering the needs of Muslim tourists, tourism must be in accordance with the teachings of Islam²⁴ by designing tour packages or giving attributes to hotels with Islamic concepts and identifying

¹⁸ Hashemi et al., "Influence Factors of Spa and Wellness Tourism on Revisit Intention: The Mediating Role of International Tourist Motivation and Tourist Satisfaction"; Thiumsak and Ruangkanjanases, "Factors Influencing International Visitors to Revisit."

¹⁹ Julaimi and Talib, "International Tourists Revisit Intention : A Case of the United Arab Emirates."

²⁰ Mat Som et al., "Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia."

²¹ Xu and Huang, "Exploring Mainland Chinese Students' Motivations of Re-Visiting Hong Kong as a Familiar Place and Their Links to Student Life Experiences."

²² Kuo and Education, "Tourist Satisfaction and Intention to Revisit Sun Moon Lake"; Um, Chon, and Ro, "Antecedents of Revisit Intention"; Zoghbi-manrique-de-lara, Suárez-acosta, and Aguiar-quintana, "Hotel Guests' Responses to Service Recovery : How Loyalty Influences Guest Behavior."

²³ Emir and Kozak, "Perceived Importance of Attributes on Hotel Guests' Repeat Visit Intentions."

²⁴ Battour, Ismail, and Battor, "The Impact of Destination Attributes on Muslim Tourist's Choice."

the choice of the position and preferences of consumers by understanding a series of advantages or disadvantages that may occur as a basis for positioning²⁵.

²⁶ explain that the implementation of Islamic norms and practices contribute to the satisfaction of Muslim tourists. This means that Muslim tourists will be more comfortable if the sharia attributes are available at the hotel where they stay.

According to ²⁷, there are no formal criteria for attributes of Sharia hotels, but practitioners and industry analysts agree on a set of attributes that characterize them, namely:

1. Not selling alcoholic drinks
2. Only selling halal food
3. The availability of the Koran, prayer rugs, and the direction of Qibla in each room
4. The position of the bed and toilet that not facing the Qibla
5. Barrier in the shower
6. Prayer Room
7. Proper entertainment (no nightclubs or adult television channels)
8. Muslim staff dressed conservatively
9. Separation of male and female recreation facilities
10. Women's floor
11. Guest dress code
12. The use of Islamic banks

²⁸ state that the attribute factor is divided into two, namely physical and non-physical attributes. Physical attributes include the availability of prayer facilities, halal food, the Koran in each room, and sharia-compliant toilets. The non-physical attributes are the availability of separate hotel services between men and women, sharia-compliant television channels, sharia-compliant entertainment facilities/venues, and no human pictures. This is confirmed by the research conducted by ²⁹ that hotel attributes or facilities are important for tourists.

The research conducted by ³⁰ state that the attributes of a hotel are one of the factors that influence the tourist interest in staying back at the hotel. The result of the research conducted by ³¹ indicates the same. From the above discussion, the hypothesis proposed is:

H₁: The completeness of sharia attributes influences the interest of staying back at Islamic hotels.

²⁵ Kim, Im, and King, "Muslim Travelers in Asia : The Destination Preferences and Brand Perceptions of Malaysian Tourists."

²⁶ Battour and Ismail, "The Role of Destination Attributes in Islamic Tourism."

²⁷ Henderson, "Sharia-Compliant Hotels."

²⁸ Eid and El-gohary, "The Role of Islamic Religiosity on the Relationship between Perceived Value and Tourist Satisfaction."

²⁹ Emir and Kozak, "Perceived Importance of Attributes on Hotel Guests' Repeat Visit Intentions."

³⁰ Emir and Kozak.

³¹ Battour, Ismail, and Battor, "The Impact of Destination Attributes on Muslim Tourist's Choice."

3. Sharia Hotel Image

Speaking of halal tourism, one must know why Muslim tourists want halal tourism as the research conducted by ³² that the guidance of Muslims in everyday life is from the Koran, hadith, and sharia law. Thus, everything must be in accordance with all three, including in the selection of places for vacation. Therefore, Muslim tourists will choose a halal tourist destination. Hence, Malaysia has a branding as a halal tourism country ³³ to attract markets from Muslim tourists. Thus, halal tourism is an appearing opportunity ³⁴ that deserves to be developed.

The concept of sharia hotel image cannot be separated from the concept of sharia tourism. The researches on sharia tourism have been developed by previous researchers, the research on the implementation of halal certificates on food by ³⁵ and Internet and halal tourism marketing by ³⁶, or those trying to break down the concept, practice and future of halal tourism ³⁷.

The concept of sharia hotels that are still relatively new has led to some researchers trying to break down this sharia hotel concept. ³⁸ state that universally accepted sharia hotel standards encourage many hotels in Malaysia to seriously adopt Sharia-based hotels. One of the advantages of adopting sharia-based hotels is the competitive advantage possessed by Sharia Hotels because the demand for halal products and services is increasing although it cannot be denied that not all hotels have implemented the concept maximally.

The concepts of Islamic and sharia hotels are different. Sharia hotels are the hotels that run the concept of sharia hotels as a whole while the concept Islamic hotels is only not selling food or drinks that contain alcohol. Their operations are still using conventional concepts, commonly called dry hotels ³⁹.

In the literature on tourism, tourists' views on tourist attractions or hotels have received the attention of many researchers ⁴⁰, which is one of the predictors in the interest of revisit ⁴¹.

³² Kessler, "Conceptualizing Mosque Tourism: A Central Feature of Islamic and Religious Tourism."

³³ Shafaei and Mohamed, "Malaysia's Branding as an Islamic Tourism Hub: An Assessment."

³⁴ Mohsin, Ramli, and Alkhulayfi, "Halal Tourism: Emerging Opportunities."

³⁵ Ab Talib, Abdul Hamid, and Ai Chin, "Motivations and Limitations in Implementing Halal Food Certification: A Pareto Analysis."

³⁶ AKYOL and KILINÇ, "INTERNET AND HALAL TOURISM MARKETING."

³⁷ Battour and Ismail, "Halal Tourism: Concepts, Practises, Challenges and Future."

³⁸ Salleh et al., "The Practice of Shariah-Compliant Hotel in Malaysia."

³⁹ Henderson, "Sharia-Compliant Hotels"; Hyrul et al., "DIFFERENCES IN HOTEL ATTRIBUTES : ISLAMIC HOTEL AND SHARIA COMPLIANT HOTEL IN MALAYSIA."

⁴⁰ Battour, Ismail, and Battor, "The Impact of Destination Attributes on Muslim Tourist's Choice"; Chew and Jahari, "Destination Image as a Mediator between Perceived Risks and Revisit Intention: A Case of Post-Disaster Japan"; Kim, Im, and King, "Muslim Travelers in Asia: The Destination Preferences and Brand Perceptions of Malaysian Tourists"; Nassar, Mostafa, and Reisinger, "Factors Influencing Travel to Islamic Destinations: An Empirical

According to ⁴², consumers' views of tourism purposes or others are influenced by cognitive, affective and conative factors. Meanwhile, ⁴³ state that the image of a place is related to the attitude of tourists towards the product. In other words, the view of tourists towards the image of a hotel is represented by the effects of trust, ideas and impressions that they get during their visit. This means that past consumer visits become their basis in assessing the hotel.

The research conducted by ⁴⁴ states that the image of a tourist destination is very important to build a desire to revisit. This is reinforced by the research conducted by ⁴⁵ who conducted his research at Boutique Hotel Penang, Malaysia. From the discussion above, the hypothesis proposed is:

H₂: The image of Islamic hotels influences the interest of tourists to stay back.

Research Method

This research uses quantitative research methods to examine the effect of hotel image and the completeness of sharia attribute variables on the tourist interest in revisiting sharia hotels in Indonesia. The population were all tourists who had stayed at sharia hotels throughout Indonesia. The number of samples in this research was 100.

The data used in this research are primary data sourced from the opinions of subjects (people) individually. The primary data were obtained through distributing questionnaires to respondents.

The scale in this research uses an interval of 1 to 10. The smaller the number is, the respondents disagree more with the questionnaire question. The quantitative data were analyzed using the Smart PLS 3.0 program with the Convergent Validity Test and the Construct Reliability and Validity Tests to test whether the indicators on this variable are valid and reliable. R Square test is to test the accuracy of the research model while the T test is to test the hypothesis in this research.

Analysis of Kuwaiti Nationals"; Reza Jalilvand and Samiei, "The Impact of Electronic Word of Mouth on a Tourism Destination Choice."

⁴¹ Stylos et al., "Destination Images, Holistic Images and Personal Normative Beliefs: Predictors of Intention to Revisit a Destination."

⁴² Stylos et al., "Linking the Dots among Destination Images, Place Attachment, and Revisit Intentions: A Study among British and Russian Tourists."

⁴³ Julaimi and Talib, "International Tourists Revisit Intention : A Case of the United Arab Emirates."

⁴⁴ Mat Som et al., "Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia."

⁴⁵ Goh, "Investigating Revisit Intentions for the Boutique Hotels of Penang-A UNESCO World Heritage Site."

Result and Discussion

Convergent Validity Test

Table 1.
Convergent Validity Test

Indicator	Completeness of Sharia Attributes	Indicator	Hotel Image	Indicator	Interest in Staying Back in Sharia Hotel
X1	0.712	X8	0.744	X13	0.774
X2	0.734	X9	0.817	X14	0.853
X3	0.859	X10	0.936	X15	0.795
X4	0.927	X11	0.838	X16	0.808
X5	0.921	X12	0.927	X17	0.925
X6	0.858			X18	0.739
X7	0.919			X19	0.836

Source: data processed. 2018

Convergent validity test is a test to see whether the indicators in this research are valid in measuring the variables. The cut-off in this test is ≥ 0.6 . When looking at the results of the convergent validity test in Table 1, it is known that all indicators in this research have values above 0.6, so they are valid.

Construct Reliability and Validity Tests

Table 2.
Construct Reliability and Validity Tests

	AVE
Hotel Image	0.731
Completeness of Sharia Attributes	0.724

Source: data processed. 2018

Construct Reliability and Validity Tests are the test conducted to see the reliability of the variables in the research. To see whether the variables in this research are reliable or not, we look at the value of AVE. The cut-off in the AVE value is ≥ 0.5 . Referring to the AVE result in the above research, all variables in this research are reliable.

R-Square Test

Table 3.
R-Square Test

	R-Square
Interest in Staying Back in Sharia Hotel	0.132

Source: data processed. 2018

The accuracy test of the model in this research used the R-square test. In this research, the R-Square value is 0.132 or 13.2%. This means that the model in this research totally influences the interest of staying back at Sharia hotels by 13.2% and 86.8% is influenced by the external variables.

Table 4
T Test

	T Stat	P Value
Hotel Image	2.076	0.038
Completeness of Sharia Attributes	2.259	0.024

In testing the hypothesis, it is known that the image of the hotel influences the interest in staying back at sharia hotels with a P Value of 0.038. This result corroborates the result of the research conducted by Julaimi&Talib (2016); J. (Sunny) Kim *et al.* (2017); Styloset *al.*, (2017); Thiumsak&Ruangkanjanases, (2016) that the variable of completeness of sharia attributes influences interest in staying back at sharia hotels with a P value of 0.024.

Management Implication

The image of the hotel that has in the view of consumers to have an influence on the creation of an interest in returning to stay at Sharia hotels. Managerial ability in improving the image of Sharia hotels is an important thing to do. The creation of a good Sharia hotel image, begins with the ability of staff to provide the best quality of service to consumers. In addition, the role of management in creating advertisements or other promotions will be very useful for improving the image of Sharia hotels.

Completeness of Sharia attributes, for consumers who stay at Sharia hotels, is very important. Where, one of the objectives of Sharia hotel consumers to stay at the hotel is also due to the expectation from consumers that in Sharia hotels, Shariah attributes must be fulfilled, such as the prayer room close to access, definitely halal food, and not selling alcoholic drinks.

Conclusion

In this study, the results obtained that the image of a Sharia hotel is something that is very important for consumers of Sharia hotels. Where Sharia hotel consumers are looking for will consider staying in a hotel that is indeed servicing the principles of service. The same thing,

namely the completeness of Sharia attributes is also one of the reasons why consumers want to stay overnight at a Sharia hotel.

References

- Ab Talib, Mohamed Syazwan, Abu Bakar Abdul Hamid, and Thoo Ai Chin. "Motivations and Limitations in Implementing Halal Food Certification: A Pareto Analysis." *British Food Journal* 117, no. 11 (2015): 2664–2705. <https://doi.org/10.1108/BFJ-02-2015-0055>.
- AKYOL, Mevlüt, and Özgür KILINÇ. "INTERNET AND HALAL TOURISM MARKETING." *Internet and Halal Tourism Marketing** 9 (2014): 171–86.
- Battour, Mohamed, and Mohd Nazari Ismail. "Halal Tourism: Concepts, Practises, Challenges and Future." *Tourism Management Perspectives* 19 (2016): 150–54. <https://doi.org/10.1016/j.tmp.2015.12.008>.
- . "The Role of Destination Attributes in Islamic Tourism." *SHS Web of Conferences* 12 (2014): 556–64. <https://doi.org/10.1051/shsconf/20141201077>.
- Battour, Mohamed, Mohd Nazari Ismail, and Moustafa Battor. "The Impact of Destination Attributes on Muslim Tourist's Choice." *International Journal of Tourism Research* 13, no. 6 (2011): 527–40. <https://doi.org/10.1002/jtr.824>.
- bps. "Jumlah Kunjungan Wisman Ke Indonesia Juni 2018 Mencapai 1,32 Juta Kunjungan," 2018.
- Carboni, Michele, and M'hammed Idrissi Janati. "Halal Tourism de Facto: A Case from Fez." *Tourism Management Perspectives* 19 (2016): 155–59. <https://doi.org/10.1016/j.tmp.2015.12.007>.
- Carboni, Michele, Carlo Perelli, and Giovanni Sistu. "Is Islamic Tourism a Viable Option for Tunisian Tourism? Insights from Djerba." *Tourism Management Perspectives* 11 (2014): 1–9. <https://doi.org/10.1016/j.tmp.2014.02.002>.
- Chanin, Oraphan, Piangpis Sriprasert, Hamzah Abd Rahman, and Mohd Sobri Don. "Guidelines on Halal Tourism Management in the Andaman Sea Coast of Thailand." *Journal of Economics, Business and Management* 3, no. 8 (2015): 791–94. <https://doi.org/10.7763/JOEBM.2015.V3.287>.
- Chew, Elaine Yin Teng, and Siti Aqilah Jahari. "Destination Image as a Mediator between Perceived Risks and Revisit Intention: A Case of Post-Disaster Japan." *Tourism Management* 40 (2014): 382–93. <https://doi.org/10.1016/j.tourman.2013.07.008>.
- Chookaew, Sureerat, Oraphan Chanin, Jirapa Charatarawat, Pingpis Sriprasert, and Sudarat Nimpaya. "Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country." *Journal of Economics, Business and Management* 3, no. 7 (2015): 739–41. <https://doi.org/10.7763/JOEBM.2015.V3.277>.
- Eid, Riyad, and Hatem El-gohary. "The Role of Islamic Religiosity on the Relationship between Perceived Value and Tourist Satisfaction." *Tourism Management* 46 (2015): 477–88. <https://doi.org/10.1016/j.tourman.2014.08.003>.
- El-Gohary, Hatem. "Halal Tourism, Is It Really Halal?" *Tourism Management Perspectives* 19 (2016): 124–30. <https://doi.org/10.1016/j.tmp.2015.12.013>.
- Emir, Oktay, and Metin Kozak. "Perceived Importance of Attributes on Hotel Guests' Repeat Visit Intentions." *Tourism* 59, no. 2 (2011): 131–43.

- Gabdrakhmanov, N.K., N.M. Biktimirov, M.V. Rozhko, and L.V. Khafizova. "Problems of Development of Halal Tourism in Russia." *Journal of Organizational Culture, Communications and Conflict* 20, no. Special Is (2016): 88–94.
- Goh, Yen-nee. "Investigating Revisit Intentions for the Boutique Hotels of Penang-A UNESCO World Heritage Site." *Asian Social Science* 11, no. 4 (2015): 126–34.
<https://doi.org/10.5539/ass.v11n4p126>.
- Hashemi, S M, J Jusoh, S Kiumarsi, and Shno Mohammadi. "Influence Factors of Spa and Wellness Tourism on Revisit Intention: The Mediating Role of International Tourist Motivation and Tourist Satisfaction." *Journal of Research -GRANTHAALAYAH* 3, no. 7 (2015): 1–11.
- Henderson, Joan C. "Halal Food, Certification and Halal Tourism: Insights from Malaysia and Singapore." *Tourism Management Perspectives* 19 (2016): 160–64.
<https://doi.org/10.1016/j.tmp.2015.12.006>.
- Henderson, Joan C. "Sharia-Compliant Hotels." *Tourism and Hospitality Research* 10, no. 3 (2010): 246–54. <https://doi.org/10.1057/thr.2010.3>.
- Hyrul, Mohd, Abu Karim, Rozila Ahmad, and Noor Azimin Zainol. "DIFFERENCES IN HOTEL ATTRIBUTES : ISLAMIC HOTEL AND SHARIA COMPLIANT HOTEL IN MALAYSIA." *Journal of Global Business and Social Entrepreneurship* 1, no. 2 (2017): 157–69.
- www.indonesia.travel. "Indonesia to Participate in World Halal Tourism Summit 2016," 2016.
<http://www.indonesia.travel/en/post/indonesia-to-participate-in-world-halal-tourism-summit-2016>.
- Jafari, Jafar, and Noel Scott. "Muslim World and Its Tourisms." *Annals of Tourism Research* 44, no. 1 (2014): 1–19. <https://doi.org/10.1016/j.annals.2013.08.011>.
- Julaimi, Abdul Rahim, and Salim Abdul Talib. "International Tourists Revisit Intention : A Case of the United Arab Emirates." *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 2016, 35–42.
- Jurattanasan, Aomarun, and Kaedsiri Jaroenwisana. "The Attribution of Shariah Compliant Hotel in Muslim Countries." *Review of Integrative Business & Economics Research* 3 (2014): 39–44.
- Kessler, Kristel. "Conceptualizing Mosque Tourism: A Central Feature of Islamic and Religious Tourism." *International Journal of Religious Tourism and Pilgrimage* 3, no. 2 (2015): 23.
- Kim, Seongseop Sam, Holly Hyunjung Im, and Brian E M King. "Muslim Travelers in Asia : The Destination Preferences and Brand Perceptions of Malaysian Tourists." *Journal of Vacation Marketing* 21, no. 1 (2015): 3–21. <https://doi.org/10.1177/1356766714549648>.
- Kuo, Chin-tsai, and Physical Education. "Tourist Satisfaction and Intention to Revisit Sun Moon Lake," no. 1995 (2001).
- Mat Som, Ahmad Puad, Azizan Marzuki, Maryam Yousefi, and Ala`a Nimer AbuKhalifeh. "Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia." *International Journal of Marketing Studies* 4, no. 4 (2012): 39–50.
<https://doi.org/10.5539/ijms.v4n4p39>.

- Mohsin, Asad, Noriah Ramli, and Bader Abdulaziz Alkhulayfi. "Halal Tourism: Emerging Opportunities." *Tourism Management Perspectives* 19 (2016): 137–43.
<https://doi.org/10.1016/j.tmp.2015.12.010>.
- Nassar, Mohamed A., Mohamed M Mostafa, and Yvette Reisinger. "Factors Influencing Travel to Islamic Destinations: An Empirical Analysis of Kuwaiti Nationals." *International Journal of Culture, Tourism and Hospitality Research* 9, no. 1 (2015): 36–53.
<https://doi.org/10.1108/IJCTHR-10-2014-0088>.
- Nirwandar, Sapta. "Halal Lifestyle In Indonesia." *UNWTO Seminar*. Brunei Darussalam, November 2015.
- Razzaq, Serrin, C. Michael Hall, and Girish Prayag. "The Capacity of New Zealand to Accommodate the Halal Tourism Market - Or Not." *Tourism Management Perspectives* 18 (2016): 92–97. <https://doi.org/10.1016/j.tmp.2016.01.008>.
- Reza Jalilvand, Mohammad, and Neda Samiei. "The Impact of Electronic Word of Mouth on a Tourism Destination Choice." *Internet Research* 22, no. 5 (2012): 591–612.
<https://doi.org/10.1108/10662241211271563>.
- Saad, Hesham Ezzat, Badran Nabil Ali, and Abdel- aleem Magdy Abdel-Ati. "SHARIA-COMPLIANT HOTELS IN EGYPT : CONCEPT AND CHALLENGES Badran Nabil ALI Abdel- Aleem Magdy ABDEL-ATI." *Advances in Hospitality and Tourism Research (AHTR)* 2, no. 1 (2014): 1–15.
- Salleh, Nor Zafir, Abu Bakar, Abdul Hamid, Noor Hazarina Hashim, and Siti Zaleha Omain. "The Practice of Shariah-Compliant Hotel in Malaysia." *International Journal of Trade, Economics and Finance* 5, no. 1 (2014). <https://doi.org/10.7763/IJTEF.2014.V5.335>.
- Samori, Zakiah, Nor Zafir Md Salleh, and Mohammad Mahyuddin Khalid. "Current Trends on Halal Tourism: Cases on Selected Asian Countries." *Tourism Management Perspectives* 19 (2016): 131–36. <https://doi.org/10.1016/j.tmp.2015.12.011>.
- Shafaei, Fatemeh, and Badaruddin Mohamed. "Malaysia's Branding as an Islamic Tourism Hub: An Assessment." *Malaysia Journal of Society and Space* 11, no. 1 (2015): 97–106.
- Stylos, Nikolaos, Victoria Bellou, Andreas Andronikidis, and Chris A. Vassiliadis. "Linking the Dots among Destination Images, Place Attachment, and Revisit Intentions: A Study among British and Russian Tourists." *Tourism Management* 60 (2017): 15–29.
<https://doi.org/10.1016/j.tourman.2016.11.006>.
- Stylos, Nikolaos, Chris A. Vassiliadis, Victoria Bellou, and Andreas Andronikidis. "Destination Images, Holistic Images and Personal Normative Beliefs: Predictors of Intention to Revisit a Destination." *Tourism Management* 53 (2016): 40–60.
<https://doi.org/10.1016/j.tourman.2015.09.006>.
- Thiumsak, Tun, and Athapol Ruangkanjanases. "Factors Influencing International Visitors to Revisit." *Journal of Economics, Business and Management* 4, no. 3 (2016).
<https://doi.org/10.7763/JOEBM.2016.V4.394>.
- Um, Seoho, Kaye Chon, and Young Hee Ro. "Antecedents of Revisit Intention." *Annals of Tourism Research* 33, no. 4 (2006): 1141–58.
<https://doi.org/10.1016/j.annals.2006.06.003>.
- Xu, Jing, and Songshan Huang. "Exploring Mainland Chinese Students' Motivations of Re-Visiting Hong Kong as a Familiar Place and Their Links to Student Life Experiences."

Journal of Destination Marketing and Management, 2016.

<https://doi.org/10.1016/j.jdmm.2016.08.004>.

Zoghbi-manrique-de-lara, Pablo, Miguel A Suárez-acosta, and Teresa Aguiar-quintana. "Hotel Guests ' Responses to Service Recovery : How Loyalty Influences Guest Behavior."

Cornell Hospitality Quarterly 55, no. 2 (2014): 152–64.

<https://doi.org/10.1177/1938965513513348>.