Role of Halal Tourism Ideology in Shaping Guests' Attitude: A Study on Six Selected Sharia Compliance Hotels in Bangkok, Thailand.

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Role of Halal Tourism Ideology in Shaping Guests' Attitude: A Study on Six Selected Sharia Compliance Hotels in Bangkok, Thailand.

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A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
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Dedicated to my beloved Wife

Mojgan Azizi

for her

Kindness and Patience

تقدیم به همسر مهربانم

مهربانیت را دست لمس نیست

عاشقانه هایم را در انتظار گیسوی باد به دست تو می سپارم

و من و توچه عاشقانه چه زیبا دست در دست هم داریم

این افق ناپیداست و من به پایان امید ندارم

کاش هر اغازی پایانی نداشت...

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ABSTRACT

The influence of religion on tourist movements is an undeniable fact. Today Islam alone embraces over 1.6 billion people across the world as the framework that shapes the behavior of one fifth of the world's total population. Religious tourism, in Islam, *Halal* tourism can effectively contribute to shaping guests' attitude towards the hotel. The Thai hotel industry in particular with one of the most resilient forms of hospitality industry has immense potential to Halal tourism. In order to find research-based solutions and strategies for Halal tourism development in Thailand, this study selected six hotels with potential to develop Halal tourism and services in Bangkok, as the most visited destinations for the Middle-East and other Muslim markets in Thailand. The purposive sampling was applied to select the sample of hotels in order to see to what extent Sharia principles are observed based on different survey questionnaires which were designed to collect information from hotel guests. 325 out of 350 hotel guests returned the questionnaires. Moreover, the content analysis of in-depth interviews conducted with mangers and the data analysis of guests attitudes, revealed that there are positive relationships between the Semi-Halal or Semi-Sharia Compliant Hotels' operations, design and finance and the guests' attitudes resided in selected hotels. The findings also emphasized the great determination of the hotel managers to start working on Halal principles and their contribution to the competitiveness of such hotels in this new niche market in Thailand and ASEAN region. This will add to Thai diversity in competitive market of South East Asia.

KEY WORDS: Religious tourism, halal tourism, guests' attitude, hotel industry, Sharia, Bangkok, Thailand

ACKNOWLEDGEMENTS

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1. Introduction and background

In today's world, globalization and interconnection among countries around the world have made tourism and traveling an essential and routine part of life and life-cycle. In addition to this, tourism in general and traveling in particular have turned into an important source of revenue for many developing countries. Travel expenditures, as Edgell (2006) stated, are a major source of income and employment for many countries. Also global tourism provided employment for more than 222 million people worldwide, or approximately one in every twelve workers, World Travel Tourism Council (2005) projections suggested that tourism industry will generate $ 7.8 trillion by 2015, providing more than 269 million jobs. Edgell (2006) emphasized that it is necessary to realize that the future of tourism depends on its development which is in harmony with concerns for its environment and culture.

On the other hand, tourism as a social phenomenon has evolved out of a history, facts, conditions and circumstances which have contributed to its development. Vukonic (1996) also emphasized that apart from such great factors tourism owes its development to numerous psychosociological motives among which religious motives have a significant place. Vukonic (1996) further stated that the religious attribute, in fact, does not diminish tourism, but on the contrary affirms its basic characteristic. Hitrec (1992 cited in Vukonic, 1996:53), postulated that religious tourism should also be seen as having a role in the conception of a humanist perspective for the future.

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There is an undeniable fact which underlined this idea that religious motives are a complex concept with more than one meaning. This might be due to the fact that such a motive is manifested in tourism in different ways. Lack of adequate consensus and research on religions in the world have shed a screen of doubt on the intensity of religious belief and the way which might help us understand how religious people behave in various aspects of their lives. Vukonic (1996) believed that the reason for this is the fact that religiousness is not an inborn trait; it develops during the process of socialization on the basis of the influence of the social milieu as well as the individual characteristics and the experience of each individual. Further, Vukonic (1996) added that the influence of religion on tourist movements is undeniable and very great.

Many social, political and economic circumstances have led to the collapse of a great number of traditional values and insights in many communities and such a great change has strengthened people's belief in contemplation and in religious beliefs. Although the shortage of exact statistical data and the subjectivity of the issue fail to account for religiousness and its accurate degree of existence, the recorded information came to this conclusion that the great number of the inhabitants of our planet are religious (Vukonic, 1996:55). Today, Islam alone embraces over 1.6 billion people across the world (Zakaria & Abdul-Talib, 2010). Almohaby (2011:97) also stipulated that Islam's the framework shapes the behavior of one fifth of the world population who are engaged in business and other facets of life across around 50 countries, some of which are in control of the world's energy resources, regulates the processes and interactions in areas of the economy and trade.

As one of the global religions, Islam, and most of its followers, the Muslim community, resides in the 57 member countries of the Organization of the Islamic Conference (OIC) as reported by

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OIC (2008). Islamic states and the states which informally practice Islamic principles are mainly scattered in the Middle East region which spreads to the northern Africa and some parts of former Soviet Union known as central Asia as well as to the South and South East Asia where the Muslim population is increasing such as Malaysia, Indonesia and even Thailand. "Muslim life" as Zamani-Farahani & Henderson (2009) pointed out "is directed by the holy book of the Quran and the Sunnah or Hadith containing the sayings and deeds of the Prophet Muhammad recalled by his companions and family" (p.80).

1.2. Statement of the problem

The purpose of this study is to introduce halal tourism and its principle applications in the hospitality industry. It is a competitive advantage for such an industry to be superior to that of the alternative destinations in the region in general and in Bangkok, Thailand in particular within a strategy of model of destination competitiveness introduced by Dwyer and Kim (2003).

In Thailand, tourism is known for its major economic and social significance which contributes to the wealth creation, and as a driver of economic activity; which in turn contributes towards the growth and development of the economy. Thai hospitality products and services appear to be oriented more suitable for tourists hailing from North America and Western Europe. A study is required to be conducted to find out preparation and perspectives of their hospitality in Bangkok from the view point of hotel guests.

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1.3. Research Questions

This crucial issue in the region has led the researcher to ask the following research questions:

RQ1.3.1. Does the use of Halal Principles in hotel's operations have any relationship with guest's attitudes for selected hotels in Bangkok, Thailand?

RQ1.3.2. Does the use of Halal Principles in hotel's design and interiors have any relationship with guest's attitudes towards selected hotels in Bangkok, Thailand?

RQ1.3.3. Does the use of Halal Principles in hotel's financial aspects have any relationship with guest's attitudes towards selected hotels in Bangkok, Thailand?

1.4. Objectives of the Research

The present study aims to find how it will be possible to contribute to the destination competitiveness or competitiveness of hotels if the principles of Halal tourism introduced by Rosenberg and Choufany (2009) are applied to hotel management and by demanding conditions of the integrated Model of Destination Competitiveness introduced by Dwyer & Kim (2003) in situational conditions of Bangkok in Thailand. Such application will see to what extent Halal tourism will lead to the socio-economic prosperity of the national or regional competitiveness while countries such as Malaysia or Indonesia have an upper edge in promoting Halal tourism in the East Asian region.

This crucial issue in the region has led the researcher to set up the following research objectives:

1.4.1. To explore the degree of application of Halal Principles (Sharia-compliant) in selected hotels in Bangkok, Thailand.

1.4.2.To investigate the guests' perceptions and attitudes towards the application of Halal Principles in Thailand hospitality industry.

1.4.3. To study the relationship of Halal Principles in hotel on managing hotels in shaping guests 'attitudes towards hotel located in Bangkok, Thailand.

1.5. Scope of the Research

The present study was going to be conducted in Bangkok, a favorite destination of international tourists who find the hotel industry smoothly running. Also, these tourists keep abreast with the new developments in the South East Asia in general and ASEAN region in particular. The respondents in the study are at least six hotel managers who almost claim officially and their hotels are in line with their guests, especially Muslim guests who expect to have their services in line with Halal principles. The second group is the tourists or hotels' guests both Muslim and non-Muslim who were staying in the selected hotels for more than 2 nights.

1.6. Limitations of the research

This study faces limitations which led to narrowing down the study to certain hotels which comply with the principles of Islam. Therefore, attempts made to find certain hotels were limited to the word-of-mouth, i.e. Regent Hotel in Bangkok and Office of Tourism of Thailand introduced the hotels in this study as the Sharia-compliant hotels or semi-Sharia-compliant hotels (where some of Sharia laws are applied) in situational conditions dominating tourists and hotel affairs in Bangkok, Thailand. The Hotel managers interviewed in this research spared limited hours for interview.

The data collection was conducted from August to September, 2013 in Bangkok as the main location of the study and the location of the hotels in this study. The number of hotels guests was limited to those who stayed within that period of time in their favorite hotels of residence during their stay in Bangkok, Thailand.

1.7. Significance of the Research

The present study was significant mainly for its contribution to situational conditions and destination competitiveness of the hotel industry and hospitality in Thailand.

As it will be described in the integrated model of destination competitiveness (Dwyer & Kim, 2003) i.e. see page 43, the situational conditions are forces in the wider external environment that impact destination competitiveness. Such conditions relate to economic, social, cultural, demographic, environmental, political, legal, governmental regulatory, technological, and competitive trends and events that impact the way firms and other organizations in the destination do business. In other words, situational conditions fall within one of two interactive and interrelated context of organizations operating in the destination- the operating environment and remote environment. The operating context includes private and public sector institutions in a destination which is under the control of TAT and the Halal Standard Institute of Thailand which is working with Islamic Center of Thailand and is one of the leading institutions for introducing halal standards. This might include the hotels, resorts, restaurants, shopping centers as well as other destinations which are looking for the Muslim market development. As it was earlier mentioned, Destination Management are factors which increase the appeal of the core resources and attractions, strengthen the quality and effectiveness of the supporting factors and resources and best adapt to the constraints imposed by the situational conditions. This might

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include destination management organizations, destination marketing management, destination policy, planning and development, human resources development and environmental management. To prove the efficiency of the Islamic principles and halal tourism, Zakaria and Abdul-Talib (2010) attempted to introduce an Islamic market oriented cultural model to illustrate the role of market orientation within an Islamic culture.

Destination Management in the perspective of Halal tourism puts a step forward from traditional destination marketing roles and provides a more holistic and integrated approach to better understand the tourism potential of each destination, and the best methods of maximizing that potential. Destination Management strategies (in case of the present study Hotel Management) if presented in the framework of halal tourism will effectively contribute to the destination competitiveness of the Thai Hotel industry. Thus, Thailand tourism industry in general and Thai hotel industry in particular having great potential for a boom as well as diversity to turn into one of the most resilient forms of hospitality industry should start tapping into the halal tourism. This will be possible if the industry conducts research within the destination hotels, consultation, feedback, planning, and review in terms of Islamic principles.

1.8. Definition of terms

Attitude: is defined as "a complex mental orientation involving beliefs and feelings and values and dispositions to act in certain ways." Webster's Revised Unabridged Dictionary (1913). In modern psychology it is defined as an evaluative, emotional reaction (i.e. the degree of like or dislike associated with the attitudinal object) comprising three components: affect, cognition, and behaviour (Zimbardo & Lieppe, 1991).

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Competiveness: is a relative concept: a firm, industry, region, or tourism destination is more or less competitive in comparison to any other representative or comparative unit. A firm may be more competitive relative to any other firms in terms of having a higher market share, a higher penetration of foreign markets or of displaying lower prices (Jafari, 2003).

Demand Conditions: is described as a part of Integrated model of competitiveness introduced by Dwyer and Kim (2003, p.379). It comprises three main elements of tourism demand-awareness, perception and preferences.

Design and interiors: is a part of Sharia-compliant hotel requirements which account for certain rules or requirement such as " larger function rooms to cater to males and females separately, markers in the room indicating the direction of Mecca, beds and toilets should not be place to face the direction of Mecca, no entertainment venues like night clubs, art in the hotel should not depict female bodies, separate wellness facilities for females and males, separate floors for single mates, single females and families ."(Rosenberg and Chaufany, 2009, p.2).

Destination management: "are those that can enhance the appeal of the core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources and best adapt to the constraints imposed by the situational conditions (Crouch and Ritchie, 1999, p.149)".

Dry hotels: are many brands of hotels described as fully-Sharia-compliant hotels which claim to be purely alcohol free or "dry" hotels (Rosenberg and Choufany, 2009:3).

Financial aspect: is a part of Sharia-compliant hotel requirements which account for certain rules or requirement such as "hotel financed through Islamic financial arrangements , hotel should follow the Zakat principles."(Rosenberg and Chaufany, 2009, p.2).

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Halal: means permissible in Islamic context. It has three levels: Wajib, Mandoob, and Makooh. *Mandoob,* or likeable; preferable but not obligatory. Not performing Mandoob is not a sin. Likeable can be described as the *Supplementary Halal.* Implications: do if possible. Examples include being helpful and going the extra mile (Esposito, 2003).

Haram: means not permissible in Islamic context; all acts condemned explicitly or implicitly by the Islamic religion. Engaging in them or in activities leading to them is a sin (Esposito, 2003).

Ideology: a manner or the content of thinking characteristic of an individual, group, or culture.(On line Merriam Webster Dictionary, 2014).

Islam: is a monotheistic, Abrahamic religion originating with the teachings of the Islamic prophet Mohammad in seventh-century Arabia. The word *Islam* means 'submission', or the total surrender of oneself to God (Allah) (Esposito, 2003).

Makrooh or Makruh, or despised: not preferable, discouraged by religion and usually seen as a last resort. Engaging in *Makrooh* doesn't result in a sin unless it leads to one. The most obvious example of *Makrooh* in Islam is divorce! Although it is Shariah- compliant, it represents the border between compliance and non-compliance. It is loathed by society (Esposito, 2003).

Najis: The word is also in the Koran -- Arabic spelling: *najis*. Specifically, Koran 9:28 says that those practicing *Shirk* -- i.e., *al-Mushrikun* -- are "filthy" (*najasun*).
Then we have Ayatollah al-Sistani, one of the most respected Islamic scholar and clerics of all Shia Islam who, on his official website (http://www.sistani.org/index.php?p=251364&id=48), lists things that are *najis*:

1. Urine
2. Faeces
3. Semen
4. Dead body

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5. Blood

6. Dog

7. Pig

8. Kafir [unbeliever]

9. Alcoholic liquors

10. The sweat of an animal who persistently eats najasat [unclean things]."

Operations: is a part of Sharia-compliant hotel requirements which account for certain rules or requirement such as "no alcohol, Halal food only, Majority of staff of Muslim faith, female staff for single female floors, male staff for single male floors, conservative television service, Koran and prayer mats available in each room."(Rosenberg and Chaufany,2009, p.2).

Organization of Islamic Conference (OIC): The Organization of Islamic Conference, Islamic body. The OIC is an international organization with a permanent delegation to the United Nations. It groups 57 member states, from the Middle East, Africa, Central Asia, the Caucasus, the Balkans, Southeast Asia, South Asia and South America. The official languages of the organization are Arabic, English and French. Thailand is also an observer in this organization from 1998 (Esposito, 2003).

Quran: Also sometimes transliterated as Qur'an, Koran, Alcoran or Al-Qur'an, it is the central religious text of Islam. Muslims believe the Quran to be the book of divine guidance and direction for mankind, and consider the original Arabic text to be the final revelation of God (Esposito, 2003: 256-57).

Riba: is described as 'any excess over the principal amount paid which is charged for the delay in repayment'. Therefore, interest-based profit is not permitted by Islam (Rosenberg and Choufany, 2009:3).

Semi-Sharia compliant hotels: are hotels which try to comply with Sharia laws but not in full scale. Such hotels usually service alcohol upon guests request i.e. it is not publically served in hotel for all guests(Rosenberg and Choufany, 2009:3). See dry hotels.

Sharia: God's eternal and immutable will for humanity, as expressed in the Quran and Muhammad's example (Sunnah), considered binding for all believers; ideal Islamic Law (Esposito, 2003:287-88).

Sharia-Compliant hotels: Hotels applying the Sharia Principles (Henderson, 2010).

Situational Conditions: are forces in the wider external environment that impact upon destination competitiveness. These conditions relate to economic, social, cultural, demographic, environmental, political, legal, governmental regulatory, technological and competitive trends and events that impact on the way firms and other organizations do business (Dwyer and Kim, 2003, p.379).

Supply: in economic terms is a schedule showing the amount of a product that will be made available for purchase at various price level (Jafari, 2003).

Wajib: or duty; obligatory acts. Failure to perform them is a sin. Duty can be described as the core halal, without which a firm can't be seen as Sharia-compliant. Implications: firms must perform Wajib. Examples include being honest and transparent (Esposito, 2003).

Zakat (Zakah) : Almsgiving as an act of worship, the third of the five Pillars of Islam, *Zakat* is an obligatory payment of 2.5 percent of wealth made once a year under Islamic law and is used for charitable and religious purposes (Esposito, 2003).

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CHAPTER 2

Review of the Related Literature

In chapter one general views towards religion and its relation with tourism were discussed. There is no doubt that tourism with religious perspective needs more contemplation and consideration in order to pave the way for researchers and various tourism stakeholders to see how they can take both academic and business competitive advantage out of such inter-connectedness of religion and tourism. For sure, understanding of such relationship will shed more light on the issue if the scholarly previous works and related researches are taken into consideration. Therefore, in the present chapter, the researcher reviews the main ideas and findings related to the role of Islam, tourism and religion, Islam in Southeast Asia, Islamic tourism in ASEAN and Halal hotels.

2.1. The Role of Islam

As it is discussed in the following sections, there are new trends and developments which gradually pinpoint the emergence of the role of Islam in the region, especially in tourism and hospitality industry. The investment and adoption of business practices and financial based planning according to the principles of Islam and Sharia illustrates the potentialities which have been established and are in process of development. Islam as an all pervasive religion in the region and the related societies where culture and religion are interwoven and Sharia law may govern much of what is considered acceptable (Halal) regarding leisure (Zamani-Farahani and

Henderson, 2009). Based on Sharia laws, public displays of affection, shaking hands or any physical contact between members of opposite sex, unmarried couples sharing rooms, gambling, breaking fast in day light within the Holy month of Ramadan, pork consumption, selling and drinking alcohol and dressing in an inappropriate way are prohibited. Discotheques, bars and any other miscellaneous entertainments are deemed against the law of Sharia. Men and women might be segregated at events and sites such as marriage ceremonies and parties. On the other side of this coin, there are certain locals and states such as Thailand and its minority of Muslim population as locals who are more relaxed on enforcement of these requirements. Muslims as tourists are required to adhere to the customary restrictions where possible and abstain from profligate consumption and indulgence (Hashim *etal.* 2007 cited in Zamani-Farahani and Henderson, 2009:81) but some tourism practitioners in non-Muslim countries have taken certain measures to satisfy the needs of Muslim visitors, illustrated by provision of Halal meals and hotel signage pointing to Mecca for prayers as well as information about holy shrines or prayer rooms and mosques. Zamani-Farahani and Henderson (2009) also emphasized on the merits of further research in such areas. Such researcher pointed that the purposes for Islamic tourism might be first the revival of Islamic cultures and the spread of Islamic values; second, economic benefits for Islamic societies; and third the strengthening of Islamic self-confidence, identity and beliefs in the face of negative and tarnished stereotyping in comparison to other cultures and lifestyles (Al-Hamarneh, 2008 cited in Zamani-Farahani and Henderson, 2009: 81).

2.2. Islamic Tourism: Economic power

Islamic Tourism especially in the Middle East and more recently in the South East Asia is changing to a powerful commercial business (Euromonitor,2008; Henderson,2010 and Zailani

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etal. 2011). Halal economy offers opportunities not only to Middle East region but also to other countries and regions where are regarded as tourist destinations to Muslim tourists and business travelers. The population of Muslims with 1.7 billion in almost 100 countries making up to 23% of total global population will ensure that the Islamic tourism cannot be applied to more than just Halal food. Halal economy further applies to medicine, cosmetics and personal care products clothes and services that include banking, finance, hotels, restaurants, and even logistics in addition to the manufacturing, processing and distribution of products.

There is an undeniable fact which underlines this idea that religious motives are a complex concept with more than one meaning. This might be due to the fact that such a motive is manifested in tourism in different ways. Lack of adequate consensus and research about religions in the world have shed a screen of doubt on the intensity of religious belief and the way which might help us understand how religious people are in various aspects of their lives

2.3. Islam in Southeast Asia

Islam emerged in Saudi Arabia and began to spread to other regions of the world including Southeast Asia. Arab traders and missionaries in the 8th century were at work and from 12th century onwards, Islam became more firmly established. Three centuries later the rulers of Malacca embraced Islam. They were key figures who controlled key parts or the Malay Peninsula. Muslim communities now have spread to the 10 countries of the Association of Southeast Asian Nations (ASEAN). The number of Muslim population is very small in Cambodia, Laos, and Vietnam where the religion is associated with Chan ethnic groups (Henderson, 2010). This number in Burma is unspecified while Henderson states it is 5% in Philippine, 4% in Thailand whereas in Brunei 67% of 383000 citizens are Malays and largely

Muslims. The Muslim population in Malaysia with 27.2 million is 60% and in Indonesia with 235 million is 87%. Brunei and Malaysia welcomed Islam as the official religion. Henderson (2010) stipulated that there is a tradition of religious diversity and tolerance practiced openly in the region. Muslim residents as well as Muslim tourists have willingness to be conservative by Western Standards. Such conservation reflects the fact that religion cannot be ignored in policies and planning in many areas including tourism.

Henderson (2010) further argues that the sense of nationhood embraces and celebrates multiple cultural identities which are presented as complementary and components of an overarching national identity, bringing people together and enhancing unity. She emphasized that tourism can be harnessed to social and political as well as economic ends, fostering the sense of unity and consolidating the position of governments. Nevertheless, realities demonstrated contradict the existence of cultural diversity. Such contradiction persists across South Asia and is aggravated by religious unrest. The fears of attacks of such terrorism have tarnished South East Asia's fame and damaged tourism trend like Bali's bombings. This reminds the inevitable role of safety and security as the key foundations for destination development.

2.4. Islamic Tourism in ASEAN

Tourism has played an important role in the economies of ASEAN countries although each exhibits different stages of tourism development. Tourism is acknowledged as central to the economic diversification. International tourism in ASEAN region has the tendency to be a favorable industry for which the respective governments underline pro-tourism policies (Henderson, 2010). Henderson documented the capabilities of major countries in ASEAN region and emphasized on the role of Malaysia and Indonesia as well as Singapore which deal with planning development and promotion. Henderson underscored the underperformance of

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Indonesia. Indonesia as a Muslim dominated ASEAN country suffers from deficiency in infrastructure, health and safety and accommodation that led to a ranking of 80 out of 130 in 2008 tourism competitive index, far below its neighbors.

There is a considerable lack of literature regarding comprehensive and comparable data about the origin of the tourists and the contribution of Islam, but levels of Muslim travel reflects the latest data given by ASEAN for a selection of Organization of Islamic Conference (OIC) countries (ASEAN, 2008). The surprising fact is that OIC nationals are not exclusive adherents of Islam and information about religion is not collected, yet their visitation can be an indication of Islamic tourism (Henderson, 2010:81). The figures in Henderson presented might look misleading because tourists authorities in destinations are interested in expenditure as well as tourists arrival. The South East Asia as a destination concentrates on tourists from Middle East region because of their spending power which might make up for the small number of tourists welcomed there.

Malaysia as a leading destination in South East Asia turned into a key tourist's attraction from Muslim world, especially from the Middle East. Following the terrorist attacks in the US in 2001, fears and preventive measures against Muslims impeded them to travel in the West and redirected Muslim tourists in general and Arabs in particular towards the South East Asia especially Malaysian Mega cities such as Kuala Lumpur with its stimulating shopping Malls and Long Kawi and Penang with their coastal resorts. Henderson (2010) added that Arabs are reported to be lavish spenders with their average spending as much as RM 10000 or 2.800 US Dollars per person who stay twice as long as other tourists frequently travelling in big family groups.

Singapore an ASEAN country has witnessed considerable expansion in tourism from Muslim countries such as the United Arab Emirates, Qatar and Saudi Arabia (Asia travel tips.com, 2006).

Iran has been identified as new market for South East Asia destinations. Henderson (2010) reported 63165 Iranians traveled to Malaysia in 2008; those entering Singapore also rose by 50% in the same year. Henderson also added that the first Iranian charter flights to Indonesia and Singapore started in 2009. Henderson also emphasized on the fact that the trend of Muslim tourism flow is ascending especially in South Asia region where there is a paucity of information about the effects of religion on the decisions and behavior of such travelers.

In addition to this, members of OIC, Brunei, Indonesia, and Malaysia in particular support Islamic Tourism on the belief that it can contribute to peace and "combating Islamophobia". This will reform the distorted images of Islam in non-Islamic countries. This will also respect and encourage the capacity of Islamic tourism to help non-Muslims become familiar with the contribution of Islamic civilization and its legacy to human civilization (OIC, 2008). Such countries try to develop new Islamic tourism products through increased investment and enhanced knowledge of public for travel options. Greater connectivity among relevant parties, application of appropriate machinery, encouragement of partnership between public-private sectors, better transportation coordination and application, internet technology are taken into more consideration.

The Islamic countries in favor of developing Islamic tourism came to this idea that Islamic tourism as a viable product has strong appeal to niche markets. Some OIC members, especially Malaysia, believe that long term objectives are the expansion of tourism worldwide by developing new tourist destinations and strengthening institutional and governmental cooperation and "adjustment of the tourism industries to the fundamental interpretations of Islam including gender segregated and alcohol-free venues as well as Islamically financed and organized tourism" (The New Straits Times, 2008 cited in Henderson 2010:84).

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In terms of marketing, Malaysian Authorities have attempted to provide Muslim-friendly destinations for Middle-East tourists since 1990s (Timothy and Iverson, 2006). The tourism industry in Malaysia has made great efforts to satisfy the particular needs of Middle East tourists who are looking for Sharia-compliant shops, restaurants and hotels. Besides, this country has promoted education and health care destination compatible with Muslims needs apart from leisure and business purposes.

Singapore also has paved the way for Middle East tourists to find their journey comfortable, family friendly to be catered with respect to their religious practices. The Singapore Tourism Board emphasizes that the Middle East region accompanied with Africa has developed an Arabic version of the visit Singapore website and it has its own Area Director for marketing. It is obvious that appreciation of Muslim requirements is communicated in the brochure about halal food. Travel companies have been asked to offer packages for Muslims in different occasions within a year and companies such as Singapore Airlines, Thai Airways, Emirates Holidays, Qatar Airways and Star Cruises were doing the same in the past.

With regard to Islamic Tourism attractions most of the countries in the ASEAN region possess mosques and heritage centers which reflect different aspects of the Islam and its status in their societies. There are different venues for various occasions and celebrations mentioned in Islamic calendar. One example of such product development is Taman Tamadun Islam in Malaysia which is depicted by the operators as the "first and only Islamic Civilization Park" (Henderson, 2010).

Critics of Islamic tourism products believe that tourism products in Islamic areas in South Asia face disappointing quality of the products, their limited appeal, confused purposes, inadequate

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marketing, and poor access to certain resources. There is also the fear of commercializing Islam through Islamic Tourism products.

Apart from economic determinants, it is beneficial to not ignore the sociocultural considerations of Islamic Tourism. Muslim societies directed by Islamic principles feel more confident if their basic religious needs are understood and met without any cultural shock especially if they are about to travel to non Islamic societies such as Thailand in the ASEAN region. Islamic specific attributes are constrained as Henderson (2010) stated and they are more conservative to find an environment that conforms closely to their home. Therefore, countries such as Thailand should reflect less rigid and more pragmatic in conceptualization and operation of Islamic tourism products in the ASEAN since Thailand has been named as the Gate to ASEAN Community. The literature reviewed here reflects the fact that Islamic Tourism has been given a sense of a broad concept open to interpretation and can extend to destinations that have minority, rather than majority, Muslim populations. This will put Thailand in top priority to look at Islamic tourism with more scrutiny.

2.5. Islamic Tourism (Halal Tourism)

Travelling as a part of everyday life has been emanated from the global connectivity. So tourism has turned into an essential source of income for many countries. Halal Tourism is a new brand product in tourism industry. As a result of this fact, there is a necessity for developing halal tourism products and services to cater to this new emerging Muslim market. The term halal which means permissible (Esposito, 2003) but it is not just applied to food. It includes any Sharia compliant products which might range from banking operations or system to cosmetics, vaccines and in this case, tourism and hospitality. This means providing tour

packages and destinations that are particularly designed to satisfy the needs of Muslim and their considerations. Halal tourism as a type of religious or Islamic tourism has association with Middle East countries. This niche market has a great potentiality for halal tourism products and services as there is increasing demand among the Muslims world. This demand goes beyond what is called the Hajj or the annual pilgrimage to Mecca. The Muslims around the world have been travelling to various parts of the world for different purposes of business, leisure, education, as well as medical intentions.

Thus with such a great potential for fast growing type of tourism, countries around the world should start tapping into the unexploited halal tourism by providing a great holiday destination for Muslim families by ensuring that these Muslim travellers are provided with more convenience during their trip and being able to fulfil religious obligations while on holiday (Zailani, Omar and Kopong, 2011). These scholars believe that one way to attract Muslim tourists is by creating tour packages that comply with the Sharia rules which Muslim families abide by. The main point in this regard is that Muslim tourists shouldn't be targeted the same way as non-Muslim tourists. The major differences are to offer services and activities that totally eliminate gambling, eating pork, drinking alcohol, exposing to sexual behaviour or all other related activities. It is really important to provide halal lodging and accommodation for such tourists. This will add to a better experience for Muslim tourists if hotels accommodate to the Muslim tourists' taste and spiritual needs on top of providing a 5-star quality environment of comfort and luxury (Zailani *etal,* 2011). Accommodation is central to the tourists experience and therefore, Sharia-complaint hotels can be regarded as one dimension of Islamic tourism. However, the concept of halal

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accommodation or Sharia-compliant hotel can be defined more broadly to cover all types of services offered for Muslims in hotel industry with halal concept in mind. Some travellers are prepared to tolerate some deviation from Islamic teachings and lower their religious related expectations of service providers such an option is likely to be a practical necessity on occasion. It must also be recalled that Islam does make allowances for those away from home concerning prayers, for instance and fasting within month of Ramadan.

2.6. Halal (Sharia-compliant) Hotels

Halal tourism which is an umbrella term for tourism activities and products include Halal food, Halal Airlines, and Halal or Shariah compliant Hotels. Halal hotels focus on the Halal concepts and the application of such concepts to hotel industry which is also referred to as Islamic Hotels. In order for a hotel to follow or be a Sharia-compliant or halal, it seems essential that most of the existing or even potential facilities such as floors, spa, gym and guest rooms and function rooms be separate for men and women. This might be significantly important at the development stage or process when they are designing floors and their plans of the hotel. Beds and toilets should not be placed in the direction of Mecca (Rosenberg and Choufany, 2009). Neither alcohol nor pork should be served in any of the food and beverage outlets at the hotel and there should be no mini-bar in the rooms (Rosenberg and Choufany, 2009). Food section and products which are going to be served in restaurants in a hotel have to be halal which are produced or even slaughtered in the name of Allah.

Rosenberg and Chaoufany (2009) also believe that the hotel development and the hotel operations should be done and operated and financed through Islamic financial arrangements in order to fully respect the principles of Sharia finance. The attractiveness

of the Sharia-compliant hotel concept is strongly correlated to the growth in Islamic finance in the past few years. The global financial crisis has further increased the attractiveness of Islamic finance, as the sector is less impacted by the crisis than traditional finance sectors. This has meant an increased availability of funds and more opportunities to finance Sharia-compliant projects such as housing complexes and hotels. A number of differences between traditional finance and Islamic finance must be taken into account. First, Islamic finance requires participation in and sharing of profit and potential losses among all of the parties in a financial enterprise. Lenders are therefore focused not only on the collateral but also on the overall feasibility of the project. Islamic finance prohibits riba, which is an 'excess' or 'unjust increment'. *Riba al-nasiah*, one of the principles of riba, is described as 'any excess over the principal amount paid which is charged for the delay in repayment'. Therefore, interest-based profit is not permitted by Islam. Recently, new hotel brands such as De Palma Hotel Ampang in Malaysia (Wan Zulkifli *etal*, 2011) have been created and marketed as being 'Sharia-compliant'. However, various investigations have shown that the overuse of the term has confused those hotels that are merely' dry' (No alcohol at all) with those that are fully Sharia-compliant (Wan Zulkifli *etal*, 2011; Zailan *etal*, 2011). Besides, operational challenges and design constraints have forced some companies to refrain from developing such properties. Many brands described as Sharia-compliant upon their launch have altered their claims and now consider themselves to be purely alcohol-free or ' dry' hotels.

Hotels in Iran and Saudi Arabia are compelled by law to abide by specific regulations (Zamani- Farahani and Henderson, 2009) and Sharia- compliance is not a matter of choice for either hotel operators or guests. Measures such as the banning of alcohol sales

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are also enforced in many other Muslim countries within the Middle East and beyond, either nationally or sub-nationally, so that aspects of the idea have become a practice in many instances. What seems a new trend, however, is heightened commercial interest in fuller compliance and projects in locations where rulings are more flexible or where there is no legal compulsion. The challenges for hotel developers and managers posed by the implementation of Sharia-compliance are compounded if the targeted clientele comprise both Muslims and non-Muslims, endeavours having to be made to satisfy the two groups and avoid any conflicts. In reply to the dilemma, analysts and hoteliers contend that Sharia-compliance does not exclude non-Muslims and may indeed be attractive to them. Alcohol bans, in combination with no-smoking policies, can be turned into a selling point conducive to good health and exposure to Islam in a hotel setting presented as a unique experience of a sort not found in a Westernised milieu (Business Emirates, 2009; Rosenberg and Choufany, 2009)

2.7. Criteria for Halal hotels

Henderson (2010) stated that there wouldn't be any formal criteria for halal or Sharia-compliant hotels but certain criteria in scrutiny of statements made by practitioners and analysts in hotel industry reflected broad agreement on a set of attributes that listed in figure 2.1.

Henderson (2010) stated that there is a lack of consensus as well as some ambiguities in the Sharia law as a whole. She believed that in certain cases there are a number of defining characteristics such as Halal food and no alcohol which are straightforward, but questions of finance and staff demographics are less easily answered. Henderson (2010) also mentioned that there is some confusion about the precise pre-requisites of a Sharia –compliant hotel with various

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range of interpretations which reflect a spectrum of proposed regulatory body to resolve uncertainties and establish minimum standards. However, Henderson (2010) emphasized that most of the stipulations mentioned in Figure.2.1. are commonly accepted and have implications for operations as well as development and financing.

Rosenberg and Choufany (2009) stipulate that they have understanding that a significant number of Westerners have a strong attraction to exploring a different culture when travelling. They pointed out that Sharjah, where they are working, although its hotels are dry, attracts a significant number of European guests who are looking for a more family-friendly and culturally more enriching experience.

Fig.2.1. Attributes of Sharia compliance for hotels

No alcohol to be served or consumed on the premises

Halal food (slaughtered in the name of Allah and excluding all pork products and certain other items)

Quran, prayer mats and arrows including the direction of Mecca in every room

Beds and toilets positioned so as not to face the direction of Mecca

Bidets in bathrooms

Prayer room

Appropriate entertainment (no nightclubs or adult television channels)

Predominantly Muslim staff

Conservative staff dress

Separate recreational facilities for men and women

All female floors

Guest dress code

Islamic funding

Sharia Compliance

Source: Henderson (2010) Sharia-compliant Hotels. *Tourism and Hospitality Journal, 10(3),p.24*

The essence of a Sharia-compliant hotel is the spiritual experience it offers. As such hotels are not especially rooted in religion; they would therefore attract secular families and individuals.

There are different interpretations of the idea of Halal hotel, as no written requirements or classifications for such a hotel class currently exist, except in Saudi Arabia and United Arab Emirates. There is definitely a demand for Sharia-compliant hotels and the opportunities are many in terms of location and size. Rosenberg and Choufany (2009) consider that operators and developers should not shy away from going fully Sharia compliant and local regulation/classification would help the industry tremendously in the long run.

Rosenberg and Choufany (2009) stated Halal hotels and standard hotels are not different except in terms of operation and development. However, such a few differences in terms of operation which need to be taken into account at the planning stage.

The Sharia-compliant hotel requirements as shown in Fig.2.2 emphasized on "operations" which include Halal food served in the hotel where it seems usual part of the international hotels' menus. Based on this description alcohol is not preferably served or not publically served except upon guests' request which make it different from dry hotels (where alcohol serving and consumption are totally prohibited). Moreover, than this, majority of the staff is supposed to be Muslim. In such hotels, one of the requirements was to have separate floors for single females and male staff for single male guests. The entertainment and T.V channels should broadcast conservative services. Besides, on the level of operations, it seems Sharia-compliant to have Koran and prayer mats available in each room.

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Figure 2.2. Sharia-compliant hotel requirements
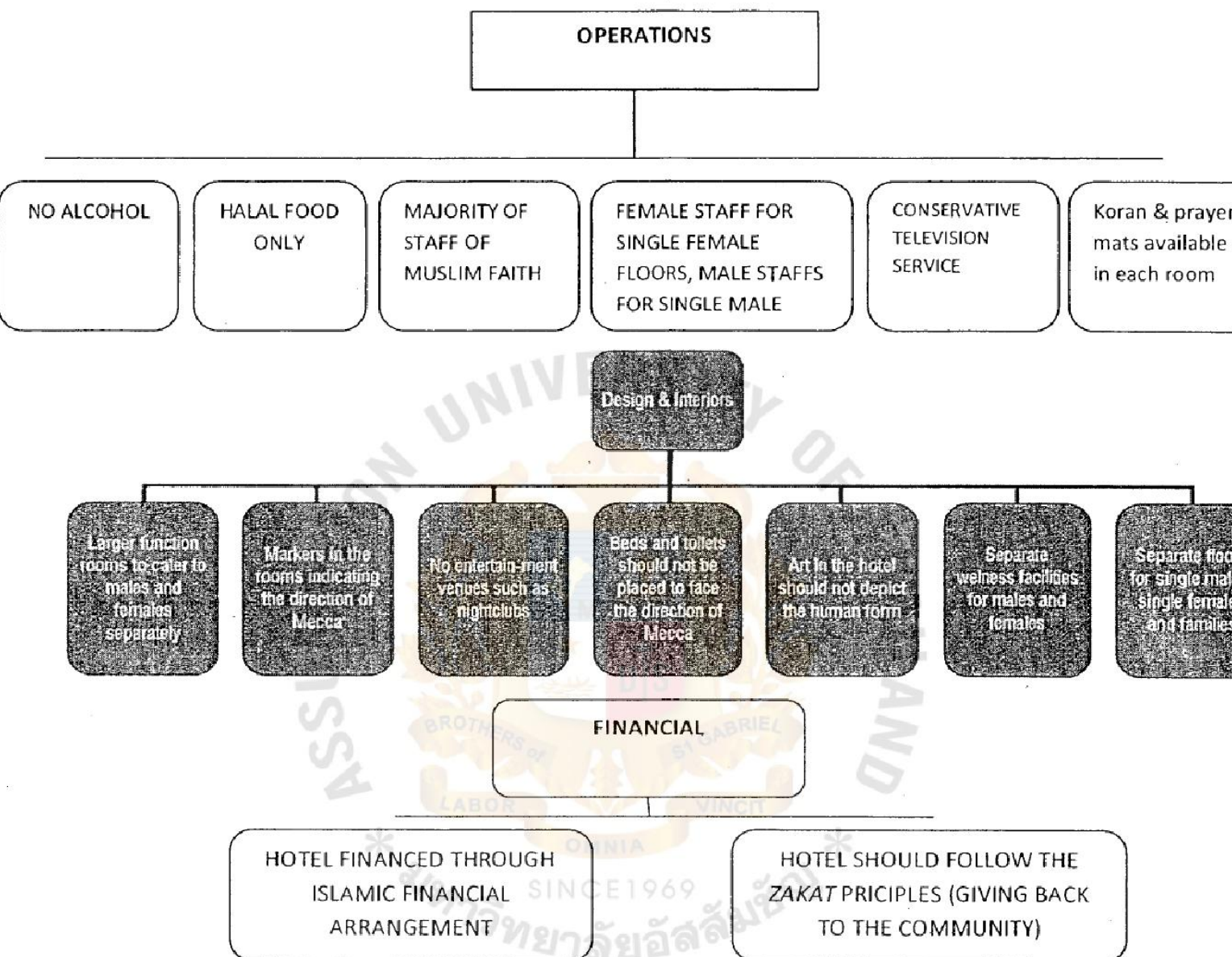
Source: Rosenberg and Choufany (2009).Sharia-compliant hotel requirements. HVS Dubai, p.2.

HVS is the industry's primary source of hotel sales data, research, market studies and educational information relating to the hospitality industry.

Regarding the "design and interior", such hotels should provide larger function rooms for males and females separately i.e. separate wedding hall. Each room should have certain signs to indicate the direction of Mecca. Furthermore, beds and toilets shouldn't face the direction of Mecca and arts and pictures in the hotels shouldn't depict the figures and bodies of females. Separate wellness facilities for males and females are supposed to be designed for males and females. In addition to this, no entertainment events such as night clubs celebrations are to be seen or established. The figure 2.2 also shows the "financial" aspect which emphasized on Islamic financial arrangement as well as hotels' concerns on Zakat principles which are related to its role in giving back to the community. More precisely, it is a part of hotels responsibility to contributes to the development of its social context and its community as well as its stockholders.

Hotel guests especially in Sharia-compliant hotels are curious to know more about their religious concerns while looking to find their favourite type of lodgings and accommodations. In other words, Sharia-compliant hotels, based on Rosenberg and Choufany (2009) framework are supposed to satisfy the needs of their Muslims' customers. Their opinions and satisfaction emanates from *attitudes* of the guests towards their concerns and how such hotels can provide Sharia-compliant services to meet their Muslim needs.

2.8. Attitudes

Psychological theories on attitudes refer to an evaluative, emotional reaction (i.e. the degree of like or dislike associated with the attitudinal object) comprising three components: affect, cognition, and behaviour (Zimbardo & Lieppe, 1991). Most

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definitions include certain reference to an enduring predisposition towards particular aspect of one's environment. Such predisposition can be reflected in the way one thinks, feels and behaves with respect to that aspect. In the following section, the discussion focuses on the structure of attitudes, and certain essential parts of its characteristics.

2.8.1. Structure of Attitude

As it was earlier described, attitudes are conceptualized as being structured of three components (McDougall and Munro, 1994) including cognitive component, affective component and behavioural component. These components are interrelated and described as follow:

2.8.2. Cognitive Component

This component is described as individual's beliefs and knowledge about a particular object, or the manner in which the object is perceived. In simple terms, it is described as individual's beliefs and perceptions towards any object of interest. For instance an individual Muslim tourist might perceive a particular hotel as Halal if pictures of nudity are not publically demonstrated in public places such as lobby or restaurants, etc. Furthermore, the individual may consider the resort or the lodging place as Sharia compliant if alcohol is not served in public or the rooms are designed in a way which shows the direction of Mecca or certain function rooms are assigned to separate male and female guests. Each of these beliefs may be regarded as representing the individual's current knowledge of a characteristic, or attitude of the particular tourist facility. All in all, such beliefs or perceptions constitute the cognitive component of the individual's

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attitude towards that hotel. McDougall and Munro (1994) stated that an individual gains more knowledge about specific object and place and in particular, when that knowledge has been acquired through personal experience (e.g. the individual actually visits the area), the structure of beliefs becomes more established and organized. Besides, certain beliefs about the characteristics of a particular object or place are likely to assume more importance than others. Some conceptualizations of attitudes explicitly incorporate the differences in importance that individuals place on the various beliefs they hold (Ajzen and Fishbein, 1980); for example, *preferences* for vacation destinations have been related to *perceptions* of those destinations through importance ratings (Goodrich,1978). This will be connected to demand condition which put emphasis on *conditions* in which there are three main elements of tourism demand-awareness, perception and preferences. Various means can contribute to awareness such as destination marketing activities. The image of the hotel can affect the perception which may lead to visitation. Dwyer and Kim (2003) believe that actual visitation will depend on the match between tourist *preferences* and *perceived* destination product offerings. They also emphasized that a destination's product or hotels' services must develop in a way that match the evolving consumer preferences, if the destination or hotel is to enhance or even maintain competitiveness.

2.8.3. Affective Component

An individual's feelings of like or dislike for a particular object or place constitute the affective component of an attitude (McDougall and Munro, 1994). A person may state his like or dislike towards a particular tourist facility or accommodation which may reflect his or her overall evaluation of the facility or room accommodated him or her. Muslim visitors and guests may state that the lodging and related facilities were too expensive or dirty or that facility was so

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inappropriate for his or her kid or family members. Therefore, altogether the evaluation of specific characteristics associated with a particular object or place will contribute to an overall evaluation (i.e. likes or dislikes) of that object or place. Such a measure of overall evaluation has served as surrogate for a person's attitude.

2.8.4. Behavioral Component

This component of an attitude reflects the action taken or the expressed *intent to act* with respect to a particular object or place (McDougall and Munro, 1994). A behavioral factor is connected to a person's overt actions in relation to the attitude object (Eagly and Chaiken, 1993). In most cases, the behavioral dimension is oriented towards the overall object or place, as opposed to being a specific to a particular characteristic or attribute. McDougall and Munro (1994) in their description stated that it is highly likely that the multifaceted nature of many travel and tourism related activities would contribute to situations in which a person would show behavior related to specific aspects of a facility.

These three components of an attitude are seen to be related in a consistent manner. A person's beliefs about or *perceptions* of a particular attitude object or a place should be consistent with his or her evaluation of that object or place. The behavior exhibited towards that object or place should also be consistent with other element of the attitude structure.

2.8.5. Attitude and its Relationship with Hotel Management for being Competitive

Hotel guests' attitudes and especially positive attitudes and positive thinking are the root of positive life and benefits. Webster's Revised Unabridged Dictionary (1913) defines attitude as "a complex mental orientation involving beliefs and feelings and values and

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dispositions to act in certain ways." In terms of organization management, it is defined that it's a little thing that makes a big difference. Such a difference will lead to more benefits for the organization and hotel industry is not an exception. Therefore, as a good manager, it is the main concern of hotel managers to come up with certain strategies to develop positive attitudes among their hotel guests. Among such hotel guests, Muslims are those who are mainly concerned about their own rituals and religious rights which will lead to more tendencies to choose certain hotels for their accommodations if they have positive attitudes towards such hotels. As it is explained by McDougall and Munro (1994) attitudes would provide information which help in selecting target markets for promotional campaigns and in the positioning of applications because of the insights offered into people's behavior.

In another research related to attitude, Eagly and Chaiken (1993,p.1) defined attitude as" a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour". Forgas (2008) also believed that attitude is an inevitable concept which has been used in social psychology and it is very important if managers in customer relationship try to understand and predict what behaviour customers emit while staying in the hotel. Hansen (2005) believed that customers who have positive attitude towards a product or service are known to be more willing to consider purchasing a product or service. In addition to this, Um and Crompton (1990) explained that the image of place or a company such a hotel is derived from attitudes towards the destination's or hotel's perceived tourism attributes. Assael (1984) stated that attitudes have been illustrated to be a useful predictor of overall preferences but their success in predicting behaviour has not been well definitive.

Therefore, the current research views hotel industry in general and certain selected hotels in Bangkok in particular as a target or main place in a famous tourist destination like Bangkok, Thailand where hotels are in close competition with other competitors not only in Bangkok or Thailand but also in ASEAN region. When a guest selects a hotel for his or her accommodation during his or her stay, the competing hotels will lose their opportunity. This refers to the significance of guests' awareness and familiarity with the hotel and it shows the marketing potential of the hotel management for taking a place in the mental consideration of guests.

2.9. The Necessity for tapping the Muslim Market

The potentialities from wealthy nations of Islamic countries contribute to the increasing numbers of tourists from the Gulf region or West Asia countries. The increasing number of arrivals and income contributed to the economy of the regions in East Asia in general and Thailand in particular (Travel and Tourism Economic Impacts Thailand, 2012) requires better promotion and planning. Most of Muslims travelling to this area have become more Halal conscious who prefer Halal foods or Halal friendly services while staying in the hotels or having vacation in certain destinations. In a case of Arab Muslim tourists they preferred more Muslim destination packages which provide Halal friendly products and services such as Halal foods and facilities in hotels. The other reason for advocating Halal tourism sector is because the West Asia or Middle-East tourists are the major money spenders when they travel to ASEAN region and specifically Thailand. The next reason comes from the global impact of the September 11 terrorist attacks on the United States in 2001. After such an inhumane attack, the policy against the Arabian tourists has become more serious in many countries such as UK, Australia and European Nations. As a

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result of this, countries such as Malaysia, Indonesia, and Brunei have changed into better alternative holiday destinations for Arabs and other Muslim nations.

Religion can affect the consumer behavior. Muhamad and Mizerski (2010) go far to understand this effect based on the religious: affiliation, commitment, knowledge, orientation and commitment. An alternative view suggested that traditionally Muslim consumers have been classified based on a scale of religious observance. Ogilvy Noor (2010) came to this point that culture remains the rate-determining step. Wilson and Liu (2011) emphasized that Islam is a divine standard, which is interpreted by Muslim and therefore subject to the fingerprints of mortals which imbibes it with culture. From this point, Wilson and Liu (2011) conclude that Muslim consumer behavior is largely a cultural construct, which necessitates that marketers should understand Islam through the varied lenses of Muslim consumers, imperfections and all. To do so, it will be really unavoidable phenomenon towards the grouping of Muslims into smaller homogenous segments. This according to Wilson and Liu (2011) separates social sciences marketing insight from Islamic scholastic Sharia based postulations. Arham (2010:154) stated that "the objectives of Islamic Marketing cannot be separated from objectives of the Sharia".

The global market is developing and under constant change. Based on the report published in The Brunei Times, this market is estimated to be worth almost 150 $ bilion (The Brunei Times, 2007) and Halal food industry is also interconnected to grow at a rate of 2.9% .This might be because of nature of Halal products. Drury (2007) stated Halal is natural, safer, healthier, cleaner and greener. In this respect, Islam as a way of life, expects human beings to conserve the environment for several reasons which may be based on the Quranic verses such as" The environment is Allah's creation (ArRad, 13:2-4; 21:79) and Muslims should seek to protect and

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preserve the environment because by doing so they protect Allah's creatures which pray to him and praise Him". This put emphasis on Halal principles which are moving into the mainstream, affecting and changing how business is being done. The emphasis of Halal products in food industry is also linked to religious fervor and beliefs that it is cleaner, healthier and tastier. As Drury (2007) put it sounds as the New Green. The research methodology and analysis conducted in Halal marketing reflects more clarification on the importance of Halal products in food and service industry. Recent researches (Low Kim Cheng,2008; Stephen, Russel, and Edgard, 2010; and Zakaria and Abdul-Talib,2010; Tieman, 2011) also emphasized on the changing nature of skills needed by localized hospitality managers and the industry in general especially to keep pace with dynamic customer demands and increasingly sophisticated market and consumer. In response to increased global competition Zakaria and Abdul-Talib (2010) found that firms need to employ effective international marketing strategies in order to enhance performance especially when exporting Halal products, managers need to comply with Islamic guidelines, practices, and standards that serve as the main criteria by which Muslim's customers' needs and preferences are met. Their conceptual framework integrates market orientation with Islamic cultural values. They emphasized on the need for companies to apply an Islamic market oriented cultural model when they are dealing with Muslim customers.

In a broader sense, Almoharby (2011) tried to provide an account of how Islam regulates the process and interactions in areas of the economy and trade. Almoharby tried to provide insights on business ethics and social responsibility from the perspective of the Islamic religion. The research, Almoharby conducted, rested on the teachings of the holy book of Islam, The Quran, and the teachings of the Prophet of Islam. For Muslims, ethics in business may only be obtained if one has complete faith in God. From the perspective of the Quranic revelations, it is apparent

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that Islam has provided the solution for ethical problems and the religion of Islam teaches about good morals and ethics in a business life.

Further to this, Heidarzadeh Hanzaee and Ramezani (2011) believe that Halal market is fast becoming a new market force and brand identifier and is now moving into the mainstream market, affecting and changing perception on how business should be conducted. They believe that Halal is no longer just purely a religious issue. They postulated that it is in the realm of business and trade, and it is becoming a global symbol for quality assurance and lifestyle choice. Halal products are those that are Sharia complaint which do not involve the use of Haram (prohibited) ingredients, exploitation of labor or environment, and are not harmful or intended for harmful use. They emphasized that the scope of Halal may extend to all type of products consumable for daily life such as cosmetics, pharmaceutical, and services like hotel and food services. Meanwhile, Muslims are stepping onto the social, political and economic arenas. The emergence of certain Halal certification is a sign of assurance in Halal products. Therefore, Halal certificate can play a significant role to assure consumers that the product is Halal compliant.

Zailani, Omar and Kopong (2011) stated their findings based on the fact that performance of the hotel industry is very important contribution to economic growth of the tourism sector. They emphasized that Halal food and accommodations will give an added competitiveness advantage to the hotels attracting the local and foreign tourists, especially those from the Middle East, West Asia and other Islamic countries. They reported that Muslim tourists, especially from the countries in West Asia are Halal sensitive and would rather have more access to Halal products and services in holiday destinations. They randomly conducted an exploratory study to 8 non-certified Halal hotels. It was discovered that most of the managers are not well aware and understood the importance of Halal certification. The findings reflected that such businesses

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would be successful without being certified with Halal hotels as majority of their customers are not Muslims.

In fact, there is no established or well-defined business model for Islamic or Halal hotel either in academic literature or even in practice. There is no academic research based findings on Halal hotel even in Saudi Arabia or even United Arab Emirates. As it was reviewed here, the current practical application of Halal principles is limited to food certification and industry especially in Thailand. This fact should not be ignored by researchers that various aspects of Islamic hotel industry especially its management and operations still remain undiscovered. The increasing number of international as well as Muslim tourists in Thailand as a suitable and attractive destination for such a market create a bright project for this industry, but still requires more contemplation and research to show the opportunities and challenges in the" Land of Smile".

The summary of the various works on halal or Sharia compliant products directly or even indirectly related to tourism and hospitality industry is listed in the following table (Table 2.1.)

Table 2.1. The Summary of various works on Halal or Sharia Compliant products and services

Authors	Title	Findings	Implications
Stephen, Russel, and Edgard (2010)	Islamic hospitality in the UAE: Indigenization of products and human capital	It accounts for the changing nature of hotel skills needed by localized hospitality managers esp. to keep with dynamic customer demands, market and consumer. This study propose ways to educating staff and extend the career development.	This paper has value for under-developed area of academic study: the role of Islamic-based principles & practices of hospitality & way they can develop Islamic management styles, leadership and services. Continued ...

Table 2.1. The Summary of various works on Halal or Sharia Compliant products and services

Zailani, Omar and Kopong (2011)	An exploratory Study on the Factors Influencing the Non-compliance to Halal among Hoteliers in Malaysia	The halal products (such as Halal food)contribution to hotels by giving added competitiveness advantage to the hotels in attracting the local and foreign tourists esp. from Middle East ,West Asia and Islamic countries. Most of the managers do not well-understood the importance of halal certification as one of the influential factors.	The results indicate that the perceived of benefits towards halal certification as one of the influential factors. This will be important for Malaysian Government to enhance the hoteliers understanding on halal certification.
Wan Zulkifli, Ab Rahman,Wahidin Awang, and Cheman (2011)	Developing the Framework for Halal Friendly Tourism in Malaysia	Halal tourism has become a lucrative market either for products or services which are permitted for Muslims . Therefore, there is a need for framework for halal friendly tourism.	The standard framework of halal friendly tourism could be established and practiced in future.
Almoharby (2011)	The current world business meltdown: Islamic religion as a regulator	In view of Muslims ethics in business may not only be obtained if one has complete faith in God. Based on Quran teachings, Islam has given the solution for the ethical problems and Islam teaches about good morals and ethics in life.	The Islamic teachings and Quran solutions can contribute to regulating business dealings.
Heidarzadeh and Ramezani (2011)	Intention to Halal products in the world markets	The paper utilizes necessary religion sources and legal documents. The Muslim consumers are similar to other consumers	Halal certificates play an important role to assure consumers that the product has got the necessary conditions of halal

Table 2.1. The Summary of various works on Halal or Sharia Compliant products and services

Authors	Title	Findings	Interpretation
		segment demanding healthy and quality products which conform to Sharia requirements.	products.
Wilson and Liu (2011)	Shaping the Halal into brand.	The paper found that halal-conscious consumers are risk aversive that discerning and high involvement behavioral traits. Brand managers are still unclear how far they can push more emotionally led brand messages. It presents a halal decision-making paradigm as a base for constructing salient and engaging brands.	The Authors concurs that Islamic principles of halal being the norm and haram as the exception, within the halal paradigm of consumption attached to consumerism.
Zakaria and Abdul-Talib (2010)	Applying Islamic market-oriented cultural model to Sensitize strategies towards global customers, competitors and environment	This study uses an Islamic based view of a market oriented cultural model. This model is adapted from a several market orientation and cultural frameworks.	It emphasized that in global competition, firms needs to be enhance and employ effective international marketing strategies in order to enhance their performance.
Tieman (2011)	The application of Halal in supply chain management: In-depth interviews	The purpose of this paper is to introduce a new framework to optimize the design of halal food supply chains, called the "Halal Supply Chain Model". In this research the main	It shows that halal supply chain management is different from conventional supply chain management, which requires a halal policy and specific design parameters for supply chain objectives, logistics

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Table 2.1. The Summary of various works on Halal or Sharia Compliant products and services

		logistics business processes are defined, which are the determinants for the halal supply chain performance.	control, supply chain network structure, supply chain business processes, supply chain resources and supply chain performance metrics.
Rosenberg and Choufany (2009)	Spritual Lodging –Sharia-Compliant Hotel Concept	Clarifying and introducing criteria for halal accommodation and hotel industry	Sharia_ compliant criteria will have implications for hotel in order to employ such criteria to attract more Muslim tourists.
Henderson (2010)	Sharia-Compliant Hotels.	Certain attributes were introduced for Sharia-compliant hotels	Sharia_ compliant criteria will have implications for hotel in order to employ such criteria to attract more Muslim tourists.
Zamani-Farahani and Henderson (2009)	Islamic tourism and managing tourism Development in Islamic societies: The cases of Iran and Saudi Arabia.	Positive relationship between tourism and Islam is enhanced and emphasized	This positive relationship can contribute to the better development of tourism in Islamic societies.
McDougall and Munro (1994)	Scaling and attitude measurement in travel and tourism research	It provided a review of basic element of scaling and attitude measurement and their potential in tourism research. It also reviewed unique aspect of measuring attitudes in tourism domain.	The points discussed here characteristics of such measurement scale which are necessary for creating an appropriate tool for measuring attitude which is the main concern of the current study.

Table 2.1. The Summary of various works on Halal or Sharia Compliant products and services

Kozak and Baloglu (2011)	Managing and Marketing Tourist Destinations	In their book, the authors introduced and reviewed the background of destination competitiveness. Besides, strategies were introduced for managing destinations and their TQM as well as their benchmarking and destination marketing.	The booked introduced a required strategies which will help researchers to know where the concept came from and how it could be applied in research framework for further studies in the field of tourism and travel.
Pearce (1997)	Competitive Destination Analysis in Southeast Asia	This study was designed to compare a destination's attributes with 8 other similar and competing destinations. He examined attributes such as markets, attractions, air access, accommodations, prices and each destination's strength and weaknesses. The findings showed his destination-based competitive analysis model could measure a destination competitiveness.	Pearce's Model of destination analysis has been used by researchers for measuring destinations success and resources as well as policies and judging the potential performance of competitors.
Um and Crompton (1990)	Attitude Determinants in Tourism Destination Choice	They introduced two approaches to travel destination based on the construct of an evoked set.	The discussion and two approaches had implications for travel destination choice based on attitudes towards each alternative.

Source: Secondary data compiled by researcher (2014) as a part of review of related literature

2.10. Competitiveness

Today, human beings are living in a competitive universe. This might be due to the existing limitation in the world's resources. The emergence of various components of today's industries including tourism industry in general and hotel industry in particular made it more competitive to attract more customers. The economic benefits and profitability in every business, especially tourism related businesses, make it necessary for each to remain competitive. In other words, competitiveness is extensively accepted as the most essential factor determining the long term success of organizations, businesses, industries, regions and countries. Ritchie and Crouch (1993) believed that tourism industry is profitable in long term, and its development and management should be based on a new competitiveness paradigm.

While most studies on competition focus generally on examining the exportation success of goods-producing or manufacturing companies, studies on the service industry including tourism are limited. Accordingly, very little has been known about both the service industry and competition in tourism destinations. Nevertheless, the increasing weight of tourism in industrialized countries of today, counting for 60 to 70 percent of their GNP, has resulted in rising competition in this industry (Kozak and Baloglu, 2011).

The decision of purchasing vacation packages to a destination which is the main pivot in a country's tourism income and economy is based on the information made available to tourists. Tourists are tapping into the wealth of destination material advertised or marketed existing in a destination. Tourism destinations come into competition for attracting more tourists. This will be the base for destination competitiveness. Kozak and Baloglu (2011) reviewed the conceptual frameworks and empirical research on competitiveness and indicated that destination competitiveness can be evaluated from two perspectives: (1) Subjective measures or image and

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perception measures and (2) Objective measures or economic, social, and environmental indicators. The former concentrates on image development for specific destination attributes branding efforts involving functional, affective and symbolic benefits and value propositions, customer-based brand equity measures and positioning strategies. The latter are based on a number of indices and indicators related to economic and social development of a country or place such as infrastructure, safety, purchasing power, human resources, environment quality and technology. Kozak, Baloglu and Bahar (2010) came to this point that both subjective and objective approaches would be taken into consideration to assess the competitiveness of a tourist destination.

Most studies of tourist destination selection and consumer choice behaviour have been related to the investigation of the relationship between attitude toward a vacation destination or the image of the destination and tourist preferences for the place as a tourist destination, as well as satisfaction or dissatisfaction with the destination. Morrison (1989) presents two criteria: objective and subjective. These criteria help tourists decide which destination might have the potential to meet their own criteria best. Whereas objective criteria include prices, locations, physical characteristics of facilities or destination and services, the image of the destination is considered as subjective criteria. Both objective and subjective criteria are significant attributes in forming a destination image. For instance, the level of prices offered by any destination as an objective criterion has become an important attribute for tourists while choosing a destination from alternatives. These arguments also contribute to understanding of how and where one destination is competitive.

The importance of competitive market made it necessary to measure the competitiveness in order

to identify their strengths and weaknesses for developing future strategies. Kozak and Baloglu (2011) listed some reasons for measuring and assessing the factors which affect destination competitiveness. Among these factors, they referred to the everyday increasing knowledge and experience of the tourists when they are empowered by learning the language, use of transportation, booking tickets and hotel rooms and having experiences with the same destination more than once. The other factor is when tourists and tour operators are becoming more concerned about environmental quality of facilities, quality services, and hotels.

These factors usually impose more pressure on destinations and destination organizations in general and hotel and lodging industry in particular. Therefore, destination management should consider their planning, organizing, leading and motivating staff and controlling standards and information. Goodall (1990) pinpointed certain benchmarking study conducted among similar types of hotels and tourist destinations. This allows any destination or destination organizations such as destination hotels not only to evaluate the nature of their competition, but also to identify new market opportunities both by analysing intermediaries who bring more tourists from potential markets and the consumers themselves.

2.11. Hotel Choice, Attitude and Competitiveness

As with every industry and business, hotels in hospitality industry are also in competition with each other. Based on this competition each hotel as a part of industry can be in competition with other similar hotels in one city or other cities and regions on the basis of facilities, assets, human resources, environment attractions and services.

It is so obvious that competitiveness between two tourism organizations, hotels in one city or a region or even in a country changes to comparison made by consumers and guests between

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facilities, attractions, and services standards of other organizations or hotels. Therefore, the choice of a special hotel or service or product is the result of a comparison of its perceived attributes with person's set of preferences.

Tourist destinations are regarded as a significant component of the tourism system (Kozak and Baloglu,2011). Each destination organization and hotel in a tourist destination offers a variety of products and services to attract tourists. However, each tourist has this opportunity and freedom to choose among a set of destinations and hotels. Variety of factors may have an influence on hotel choice. He or she may have different motivations, and preferences for different hotels. As it was earlier explained ,attitude is a predictor of determining a destination or a hotel ,as it is the main concern of the current study, to be selected among alternatives in the awareness set (Goodrich,1977;1978; Majo and Jarvis,1981; Um and Crompton, 1990). Further to this, Sirakaya and Woodside (2005) also stated that attitude towards a destination or a hotel is generally an accepted indicator of whether a potential traveller or guest will select a particular destination or a hotel from his or her awareness set or not.

2.12. Destination Competitiveness Model

Dwyer and Kim (2003) model of destination competitiveness was developed to bring together the main elements of national and firm competitiveness as proposed in the wider literature and the main elements of destination competitiveness as proposed by various tourism researchers especially Crouch and Ritchie. Their model in fact recognizes demand conditions as an essential determinant of destination competitiveness. They also stressed on this point that destination competitiveness is not an ultimate goal of policy making but it plays the role of an intermediate goal towards the economic prosperity of the nation and the region. Dwyer and Kim (2003) proposed their model with

explanation on destination competitiveness by five factors such as resources (created and inherited), destination management, demand conditions, regional conditions and destination competitiveness. Such a model allows one to make comparisons between countries and industries within the domain of tourism and underlined the factors that affect competitiveness. In addition to this it provides alternative policies and strategies of competitiveness for the government and private institutions by determining the strong and weak sides of various tourism destinations (Kozak and Baloglu, 2011). The shortcoming of such a model is the lack of an empirical test estimating the destination competitiveness. Besides, many factors included in this model have a qualitative feature.

The focus of the present study came to be the destination management which refers to factors that increase the appeal of the core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources and best adapt to the constraints imposed by the situational conditions" (Crouch & Ritchie, 1999:149). This includes the activities of destination management organizations, destination marketing management, destination policy, planning and development, human resources development and environmental management (Ritchie & Crouch, 2000). Based on this integrated model, a distinction is made between destination management by the public sector and destination management by the private sector. In public sector activities, as mentioned by Dwyer & Kim (2003), there would be the development of national tourism strategies, marketing by national tourism organization, national and regional man power programmes, environmental protection legislation etc. Under the control of private sector there would be the development of tourism and hospitality industry associations, industry involvement in funding of destination marketing programs, industry training programs, industry adaptation of "green" tourism operations and others mentioned by Dwyer & Kim

(2003:379). For the purpose of the present study, the hospitality industry in general and hotel industry in Bangkok, Thailand in particular came to be investigated for finding more about hotel management in line with Islamic tourism and Sharia-compliant hotels.

To be more precise, it is possible to refer to elaboration made by Buhalis (2000) where the destinations are not often seen just as the geographical regions integrated services to tourists rather are composed of combination of tourism products or places with certain attractions or properties or places of accommodations that may be appealing to the tourists. So a proposed tourist destination may be a country, a continent, city, town, an island or even hotels in a well-known tourist destination.

From another perspective, Kozak and Baloglu (2011) explained competitiveness is influenced by the supply side (controllable), demand side (uncontrollable), tour operator operations and external factors. The accessibility of supply side makes a distinction between one destination and the other one. This is important in maintaining competitive advantage. Yet the demand side and tour operators if the holiday is sold via tour operators have been underestimated. The type of pull- and-push factors or motives driving tourists toward a particular destination will be of help to shape the type of attractiveness the destination has. In other words, a destination and in terms of the current study hotels in Bangkok may have all the supply based elements but tourists in general or hotel guests in particular only want sunbathing or Sharia-compliant services or more family based safe type of lodging for family members or their kids.

The tourism system, as Kozak and Baloglu (2011) introduced , includes accommodation facilities and services, tourist attraction sites, restaurants, entertainment, transportation, and local inhabitants on the supply side and customers (visitors, guests and travel agencies) on the demand side.

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Kozak and Baloglu (2011) summarized different models of destination competitiveness in tourism and later concluded that the absence of an empirical test in the determination of destination competitiveness is a common lack among such models of destination competitiveness.

2.13. Conclusion

It is believed that Islam as one of the world's major religion extends to the domain of tourism where it can contribute to determining demand for Muslim travelers and the direction of their domestic and international tourists flows (Henderson, 2010).The power of this religion even has effects on formal policy making and industry operations in countries where state institutions and value system are closely connected to Islam or where significant number of citizens are Muslims. Muslims have different needs in terms of tourism marketing. Modern marketing is based on human needs (Schiffman and Kanuk, 2000). Needs are the basic element of tourism and hospitality industry. These needs are so special and vary from person to person. The success of this industry especially in hospitality lies in acquiring more knowledge and information about the needs of consumers demanding for services. Successful service providers and suppliers define their markets in terms of the needs they believe to satisfy, rather than in terms of the products they sell. Religious influence upon behavior is found in areas such as attachment of the parents, clothing styles, eating and drinking, using cosmetics, viewing social and political issues and controlling sexual behavior (Levin, 1994).

In terms of destination competitiveness, the related literature indicated that a full competitive destination analysis has not received widespread recognition in tourism study. Among various models presented for such competitiveness, the Dwyer and Kim(2003) integrated model was

reviewed to account for preparation of test or tool in the form of various application of Islamic tourism principles which might contribute the competitiveness of hotels in Bangkok, Thailand where the absence of such principles and their applications for the Muslim market in Thai tourism and hospitality industry was felt. This niche market in tourism industry would let the Thai tourism industry be competitive in comparison with that of Malaysian, Indonesian as well as the Brunei type of Islamic tourism.

Halal hotels are a main part of Halal or Islamic tourism which provides the Halal services to the Muslim travelers. This type of hotel is not only limited to serve Halal food and beverages but the operation and development of the hotel would also be managed based on Islamic principles. There are various interpretations of such Islamic principles though some are basically crystal clear to all managers. Scholars and managers working in the field of the hotel industry presented certain criteria for evaluation of their degree of halal or Sharia compliance in this industry. Such criteria are the bases of understanding for more research and exploration in this industry for more and better quality which contribute to the destination competitiveness of Thailand hotel industry in the region of ASEAN.

CHAPTER 3

RESEARCH FRAMEWORKS

For a tourist destination like Thailand which is located in ASEAN region, it is important to achieve competitive advantage for its tourism industry in general and hotel industry in particular. Any destination must ensure that its total appeal and the tourist experience offered must be superior to that of the alternative destinations open to potential visitors especially the Muslim ones. Destination competitiveness would appear to be linked to the ability of a destination to deliver and provide goods and services that perform better than other destinations in the region on various aspects of tourism and hospitality considered to be important by tourists. A large number of variables appear to be linked to the notion of destination competitiveness.

3.1. Theoretical Framework

Hospitality management includes multiple tasks related to managing resources and tourists behaviors and interactions with the environment and local communities in ways which are effective, efficient and sustainable (Page, 2007). All kinds of enterprises and non-profit organizations use strategic management to manage their resources (Clarke & Chen, 2007). They also emphasized that such organizations as well as hotels apply knowledge and skills gained from functional subjects such as marketing, human resource management, accounting and finance. This contributes to the strategic planning. In other words, strategic management as

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Wheelen and Hunger cited in Clarke & Chen (2007: 203) defined it as" a set of managerial decisions and actions that determines the long-run performance of a corporation". Clarke and Chen (2007) also believed that it is key to modern enterprises' survival and development. They asserted that the attainment of an appropriate match between an organization's environment and its strategy, structure, resources and operations leave positive effects on the organization performance. As a result of this performance, the organization will contribute to the prosperity of the destination. According to Clarke & Chen (2007) when there is a harmony between a company's distinctive competencies and factors critical for success within its industry, there the competitive advantages. To achieve competitive advantage for its tourism industry, Dwyer and Kim (2003) stated that any destination must ensure that its overall appeal and tourist experience offered must be superior to that of the alternative destinations open to potential visitors. This by nature will result in the destination's overall competitiveness.

Needless to say that all parts in destination management would result in success when a qualified and competent management runs the destination. Such a management will be effective if it has the capacity to set the standards or goals for the destinations to emulate or surpass and to ensure the ability to deliver the promise. This unequivocally leads to competitiveness of the destination. Dwyer and Kim (2003) argued that it is complex concept and multi-dimensional. They regarded the notion of competitiveness central to human development, growth and improved quality of life (Newall, 1992 cited in Dwyer & Kim, 2003:372). Dwyer and Kim (2003) believed that the notion of the competitiveness for a company means the creation of new growth options that create value for shareholders. For a society, they believe improved competitiveness can be translated into new jobs and better living conditions by which wealth is created as the engine of economic growth and a main source of innovation. They also went further to explain that the

ultimate objective of competitiveness is to maintain and increase the revenue of its people normally crystallized in the standard of living of the country.

According to Dwyer and Kim (2003) destination competitiveness is connected to the ability of a destination to deliver goods and services that perform better than other destination on those aspects of the tourism experience considered to be important by tourists.

The work undertaken by researchers such as Ritchie & Crouch (2000) introduced a detail conceptual model of destination competitiveness. According to this model a destination in tourism industry must be sustainable in addition to be economically, environmentally, socially as well as politically developed. They concentrated all their focus on this fact that the yardstick which can reflect and assess the destination competitiveness is its long term economic prosperity. Thus the most competitive destination is the one which can effectively contribute to the creation of sustainable well being for its residents.

In their review on the work of Ritchie and Crouch(2000), Dwyer and Kim (2003) claimed that none of the models of destination competitiveness that have been proposed are entirely satisfactory because such models do not provide a comprehensive treatment of various issues on the notion of the competitiveness that are being introduced in the literature. They developed their own model of destination competitiveness which brings together the major elements of national and company competitiveness. Such an integrative model (see Fig 3.1) contains many variables which were identified by Ritchie and Crouch (2000) but differs in some important respects which will be discussed here briefly.

Fig.3. 1. An Integrated Model of Destination Competitiveness
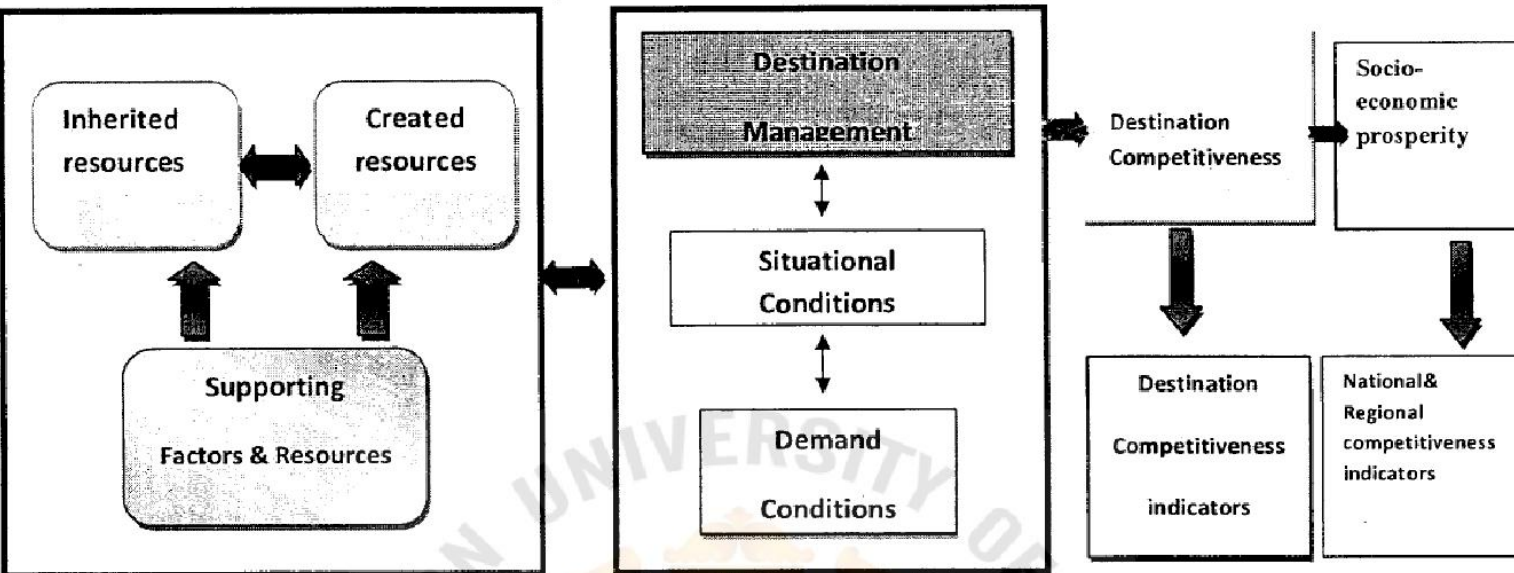
Source: Dwyer, L. & Kim, C.(2003). Integrated model of destination competitiveness. *Journal of Tourism Studies 6(5),*369.

According to this model the main elements of national and firm competitiveness are brought together (Dwyer & Kim, 2003). These researchers claimed that their model contains many variables and categories introduced by Crouch and Ritchie (1995 and 1999) and Ritchie and Crouch (2000) in their comprehensive framework, but it is different in certain aspects. Their model in fact recognizes demand conditions as an essential determinant of destination competitiveness. They also stressed on this point that destination competitiveness is not an ultimate goal of policy making but it plays the role of an intermediate goal towards the economic prosperity of the nation and the region.

As it is demonstrated in Fig.3.2. The *resources category* is divided into two types: *endowed* or *inherited* and *created* resources. This category also includes supporting factors and resources which all together grouped into a larger box. Such a large box provides the various

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characteristics of a destination that make it attractive to visit and the foundations upon which such an industry is established. As a whole it makes the base for destination competitiveness. The second box is *situational conditions* which include two sub sectors in the model the *destination management* and *demand conditions* which in turn are the main focus of this study. As Dwyer and Kim (2003: 379) pointed out the situational conditions are forces in the wider external environment that impact upon destination competitiveness. Such conditions relate to economic, social, cultural, demographic, environmental, political, legal, governmental regulatory, technological, and competitive trends and events that impact on the way firms and other organizations in the destination do business and present both opportunities and threats to their operations (David, 2001 cited in Dwyer & Kim, 2003: 379). As was demonstrated in their model, this category or situational condition falls within one of two interactive and interrelated context of organizations operating in the destination- the operating environment and remote environment. The operating context includes private and public sector institutions in a destination, whereas the remote environment is "those forces and events outside the destination that constrain the strategic options of organization managers but over which management have no control (Tribe, 1999 cited in Dwyer & Kim, 2003: 379).

Destination Management factors are " factors which increase the appeal of the core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources and best adapt to the constraints imposed by the situational conditions" (Crouch & Ritchie, 1999:149). This includes the activities of destination management organizations, destination marketing management, destination policy, planning and development, human resources development and environmental management (Ritchie & Crouch, 2000). According to the integrated model, a distinction is made between destination management by the public sector and

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destination management by the private sector. In public sector activities, as mentioned by Dwyer & Kim (2003), there would be the development of national tourism strategies, marketing by National Tourism Organization, national and regional man power programmes, environmental protection legislation etc. Under the control of private sector there would be the development of tourism and hospitality industry associations, industry involvement in funding of destination marketing programs, industry training programs, industry adaptation of "green" tourism operations and others mentioned by Dwyer and Kim (2003:379).

In simple terms, tourism demand or demand conditions in view of Dwyer and Kim (2003) are affected by three categories as Bull (1995) stated. These categories are (1) factors in the tourist generating area (2) factors in the destination area (3) link variables. As Kozak and Baloglu(2011) explained the level of personal disposable income, holiday entitlements, value of currency, tax policy and controls on tourism spending are the main factors for the potential *demand* in tourist generating countries. Next, general price level, degree of supply competition, quality of tourism products and *services* in hotel industry (the main concern of the study) and economic regulation for travelers are listed as the *internal factors* in the destination countries. Finally, comparative prices between countries of origin and destinations, promotional effort by destination countries in their tourist generating counterparts, exchange rates and time and the cost of travel are among the common link variables for both categories. The determinants of destination competitiveness evolve around these three categories between *supply* and *demand.*

In harmony with the above mentioned background and referring to Porter's(1985) approach in the context of destination competitiveness analysis, it is possible to analyze the demand side or the bargaining power of customers and hotel guests in the current study. As Kozak and Baloglu (2011) believed customers are becoming more sophisticated and looking for higher standards in

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quality, innovation and responsiveness as a consequence of developments in IT, increase in mobility, and increase in the spread of word-of-mouth communication. Recent developments in such communications and hearing about others' experiences give people access to all the information they need to learn about other places in the world and travelling. Better tourist mobility made it easy for tourists to have access to short and long distance destinations. All these factors elevate *tourist expectations* to look for type of holiday, and accommodations as well as services which match their *beliefs, opinions, and attitudes*. This means tourist and guests will have higher bargaining power to demand and choose what they are more *aware* of, *prefer* and when met, they *perceive* it.

The integrated model also takes *demand conditions* into consideration. Demand based on this model includes three main elements of tourism demand-awareness, perception and preferences. Various means can contribute to awareness such as destination marketing activities, destination and hotels websites, word of mouth of the previous visitors. The image of the organization and its environment can affect the perception which may lead to visitation. This was also emphasized in Um and Crompton (1990) study which explained that the image or how the services of a hotel in a destination are perceived is derived from tourists' and *guests' attitudes* towards the destination's or hotel's perceived attributes. Dwyer and Kim (2003) believe that actual visitation will depend on the match between tourist preferences and perceived destination product offerings. They also emphasized this fact that a destination's product must develop in a way that matches the evolving consumer preferences, if the destination or destination organization such as a hotel is to enhance or even maintain competitiveness. These factors will influence the affective and cognitive components (two important components of attitude)of visitors in building destination image.

Potential visitors and tourists will be likely to choose destinations or hotels where any or all these *variables* are well matched with what the destination or organization offers (Kozak and Baloglu, 2011). Tourist are expected to mentally categorize destinations and destination organizations based on their own perceptions, and preferences which will lead to forming their beliefs, and opinions and the end result will create positive or negative attitude towards such destinations, organizations or the products and services they offer. Such attitudes either positive or negative though has its deep root in bargaining power of customers will also impact bargaining power of supplier.

Destinations and destination organizations such as hotels are curious about their customers and guests expectations, perceptions and preferences. Increasing their capabilities and communications with tour operators, IT experts, and their human resources, destination management and hotel managers can enhance their competitiveness. This will increase their bargaining power.

Kozak and Baloglu (2011) confessed that tourists are more experienced and knowledgeable, e.g language, use of transportation, booking travel and hotels as well as having experiences with the same destination more than once. They are also becoming more concerned about the environment, quality of facilities and destinations. These appear to impose more pressures on tourist destinations to remain in competition. Destination management factors can enhance the appeal of core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources and best adapt to the constraints imposed by *situational conditions* (Crouch and Ritchie, 1999). Kozak and Baloglu (2011) also believe that destination management should be familiar with and *aware of* various activities and principles which might help them in planning, organizing, leading, motivating staff and controlling standards and information to

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enhance their bargain power among similar competitors. This will not only allow them to evaluate the nature of its competition, but also to identify new market opportunities (Goodall, 1990) both by analyzing intermediaries who bring more tourists from old or potential markets and the consumers themselves.

3.2. Conceptual Framework

The conceptual framework (Figure 3.2.) presents a basic introduction of the situation and the content of the present study. It elaborates the applicable principles of Halal principles as independent variables and their significance of their impacts on dependent variables such as *hotel management* and their functions. Therefore, independent variables are variables that are applied and manipulated by the researcher to find out whether such application would facilitate and positively impacts on the hotel competitiveness and can create competitive advantage in hotel industry in Bangkok, Thailand.

3.2.1. Research Variables

3.2.1.1. Independent Variables

The application of Halal principles or Sharia-compliant principles in destination management presented by Dwyer and Kim (2003) integrated model led to the creation of a frame work which reflects the impact of such principles on destination's hotel industry which will lead to destination competitiveness. This introduces the fact that such Halal principles are the independent variables in the present study.

In other words, a great market such as Muslim tourists *prefer* and *like* to travel to a destination and stay in a hotel where their religious beliefs, opinions and needs are met with high standards. Therefore, they try to find out more about such ideal place through reliable sources and communications such as tour operators and agencies, word-of-mouth, and hotel websites. Based

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Fig.3.2. The conceptual framework for the study

| Hotel as part of Destination Management SUPPLY | Part 1 In-depth interview with 6 hotel managers |

INDEPENDENT VARIABLES

Sharia-compliant hotel requirements

| Operations | Design and Interiors | Financial Aspects |

APPLICATION

DEPENDENT VARIABLE

Situational conditions (social, political, cultural and physical... context)

| DEMAND (Muslim Needs) Demand Conditions | Part 2 Hotel Guest Survey |

| Part3 Hotel Guest Attitud e Survey |

MOT (Moment of Truth)

Guest's Attitudes towards Halal Practices in Selected Hotels

In

Bangkok

Source: Adapted and modified by Researcher (2014) from Dwyer and Kim (2003) "Integrated Model of Destination competitiveness p.378 and Rosenberg and Choufany (2009)" Sharia Compliant Hotels concept" p.2.

on the above framework, these niche tourists are in search for a type of destination and accommodation which can *supply* such places, products, facilities, and services to satisfy their

on the above framework, these niche tourists are in search for a type of destination and accommodation which can *supply* such places, products, facilities, and services to satisfy their *demands* which are based on their religious beliefs and opinions. Therefore, the supply part of the frame work which is on destination or hotel management side is totally concerned about the demands of their Muslim guests who come into contact with the destination or the hotel when they stay there for more than 2 nights. Such guests arrive at their preferred hotels with certain expectations which originated from their sources of information. It means they are aware that their needs and beliefs if not thoroughly are almost met and satisfied in such destination and places of lodging. The *moment of truth* is when they experience the destination by staying in a hotel while they gradually are in process of evaluating and making comparison between their expectations and their perceived attributes with the guests' set of preferences (See Ajzen and Fishbein, 1980; Majo and Jarvis, 1981). Gradually, the guests become aware of and familiar with the differences existing between their preferred and expected standards and principles as Muslims and perceived facilitators (Um and Crompton, 1990). This signifies the importance of guests' awareness and familiarity with the hotel and shows the marketing potential of the hotel management for taking a place in the *mental consideration* of guests (Kozak and Baloglu, 2011). This will lead to guests' evaluation and comparison for their choice of hotel. In fact, attitudes of the guests are formed when they compare their experience with those offered ones by the hotel and its management. Therefore, the destination management or more precisely, the hotel management should consider their operations, hotel designs and financial aspects and standards. Therefore, each manager needs to know the hotel performance under Sharia- compliant principles or criteria which would affect both repeat visits and the nature of word-of-mouth communication to others considering a first time visit. As Kozak and Baloglu (2011) stipulated

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the experience level of guests or tourists is a determinant of the intention to revisit. They said familiarity has positive impact on the likelihood of revisiting a destination and a hotel. It means the experience of Halal hotel will lead to future behavior of return.

Table 3.1. Independent Variables and their operationalization(Part 2)

Halal principles	Conceptual Definition	Operationalization for this study	Statements related to each variable	Scale of measurement
Operations in Hotel	Any operations done based on Islamic principles within the framework of Sharia(i.e. basic architecture of the building .food & beverage preparation, housekeeping, washing and cleaning)	The criteria for assessing and evaluating the hotel standards according to the Sharia compliant principles	1-6	Interval
Design & Interior	The general & specific structure of the rooms and kitchen as well as furniture in the hotel	The design and direction of rooms and furniture of the hotel should be in direction of Mecca.	7-13	Interval
Financial Aspects	The financial operation and computation of all incomes earnings and expenses within the framework of Sharia.	The basic financial analysis and computation which is received and spent according to Sharia laws; considering the Riba and Zakat in earnings and expenditure	14-15	Interval

3.2.1.2. Dependent Variables and their Operationalization

The variables which are affected by the independent variables are the intermediate part of the Dwyer and Kim's theoretical model which is presented in this study's conceptual framework

which includes hotel (destination) management, situational conditions and demand conditions which are contributing to the destination or hotels competitiveness in this study when the Halal principles are applied by the hotel policy and development as its integrated part of their operation. The dependent variables in the present study could be briefly discussed here.

3.2.1.2.1. Guest's Attitudes towards Halal Practices

This part of dependent variable (measured as part 3 of the questionnaire) comprises three main elements of tourism demand such as awareness, perception and preferences.

Table3.2. Operationalization of dependent variables

Concepts of Demand	Operational Definition	Operationalization	Questions related to concepts Part 3	Scale of Measurement
Awareness	How tourists are aware that such a hotel can satisfy or meet their needs	It can be generated by various means including hotel marketing actitivities	17, 19, 20, 24, 25, 32	Interval
Perception	The moment when guests are in contact with hotel" the moment- of-truth	The image projected can influence perception in consequence affect visitation	18,21,29, 31,35	Interval
Preference	The match between tourists preferences and perceived hotel product offerings	The hotel occupation will depend on the match between guests preferences and perceived product offered by hotel	16, 22, 23, 26, 27, 28, 30, 33, 34	Interval

Awareness comes from various means or marketing tools including destination marketing or hotel marketing activities based on Halal principles. When hotel guests come into contact with the hotel and services it offers, they become aware of the differences through comparison made between what they were told and expected and what they actually experience and perceive while spending more than two nights in their hotel of residence. The image projected by such Halal principles application influences perception and hence affects hotel occupancy and guests' attitude. The occupancy will depend on the match between tourists or Muslims and even non-Muslim guests preferences and perceived hotel product and service offerings. This category consists of three elements of *awareness, perception* and *preference* which are the main concern in attitude formation and contribute to what they believe.

In this category, awareness deals with how tourists are aware (through MOT, tour operator communications, hotel web site and other means) that such a hotel can satisfy or meet their needs. Perception deals with the moment when guests are in contact with destination or hotel staff "the *moment- of- truth*". Preference refers to the match between tourist preferences and perceived hotel product offerings. It means the hotel products must develop in a way that matches the evolving consumer preferences if it is to enhance or *maintain competitiveness*. Therefore, the attitudes of hotel guests or customers will be measured based on these elements. The statements in the questionnaire on customers' attitudes are constructed based on these elements as listed in table 3.2.

3.2.2. Invisible Variables

3.2.2.1. Situational Conditions

This invisible variable includes forces in the wider environment that define the limit, or influence the potential of destination competitiveness or hotel competitiveness. These forces will be able to moderate, modify or mitigate hotel competitiveness by filtering the impact of the other groups of elements and thus may be positive or negative in their influence on competitiveness. Such conditions are forces in the external or outer environment that influence a hotel's competitiveness. The situational conditions are those which are related to social, cultural, demographic, environmental, political, legal, governmental regulatory, technological and competitive trends and events that influence the way hotels or firms in Bangkok, Thailand do business and present dominating factors in Bangkok business conditions in particular and Thailand in general, the situational conditions in this study are regarded as moderating variables of the study.

3.3. Statement of Hypotheses

Following the precise explanation of various variables in previous section, it is essential to come up with the following hypotheses:

H 0 1: The operations in the hotel (Halal Principles) are not significantly related to guests' attitudes towards Sharia-Compliant hotels in Bangkok, Thailand

H a 1: The operations in the hotel (Halal Principles) are significantly related to guests' attitudes towards Sharia-Compliant hotels in Bangkok, Thailand

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H 0 2: The Design and Interior in the hotel (Halal Principles) are not significantly related to guests' attitudes towards Sharia-compliant hotels in Bangkok, Thailand

H a 2: The Design and Interior in the hotel (Halal Principles) are significantly related to guests' attitudes towards Sharia-Compliant hotels in Bangkok, Thailand

H 0 3: The Financial aspects in the hotel (Halal Principles) are not significantly related to guests' attitudes towards selected hotels in Bangkok, Thailand

H a 3: The Financial aspects in the hotel (Halal Principles) are significantly related to guests' attitudes toward selected hotels in Bangkok, Thailand

3.4. Conclusion

The presentation of the theoretical framework here paved the way for the clear emergence of the research conceptual framework required for this study. The description of the conceptual framework demonstrates the relationship between a mix of variables involved in this study. The Halal principles of Islamic tourism in hotel industry in Bangkok hotel section play the role of independent variables whereas the dependent variables comprise from destination or hotel management, demand conditions and situational conditions which would contribute to the hotel competitiveness of Thai hotel industry.

CHAPTER 4

RESEARCH METHODOLOGY

In order to find research-based answers to the research questions presented in chapter one, the researcher plans to select six hotels with potentialities to develop halal tourism and services in Bangkok as the most visited destinations for the Middle-East and other Muslim market in Thailand. Therefore, the research methodology and procedure for the present research is as follow:

4.1. Research Methods

4.1.1. Qualitative Method

4.1.1.1. In-depth interview

The purposive sampling was carried out to meet with international leading Sharia and Halal principles based on which the interview questions were designed to be administered to the managerial positions in each hotel. Since the sample size is small with maximum six hotels, it was possible to conduct *in-depth personal interview* of an average of 45 minutes duration. The interview was conducted in English which was not a problem for the managers since they are highly educated in their field. The interviews were voice recorded to allow the researcher to transcribe and better analyze the results of the in-depth interview. A structured interview (Part 1) was chosen to ensure that the interviewer is asking the right questions and minimize possible suggested responses by the interviewer.

4.1.1.1.1. Procedure

Kvale (1996) gave the details of in-depth interview in seven stages: thematizing, designing, interviewing, transcribing, analyzing, verifying, and reporting which will be carried out by the researcher to follow the basics of interview administration.

Stage 1: Thematizing. In this stage, the purpose of the interviews is clarified. Therefore, the researcher is using the interview for planning an operation. Regarding this point, the researcher wants to use in-depth interviews as part of the rules application process by interviewing key members of the target audience and/or influential stakeholders, in the present case, hotel managers. When the researcher decided on his general purpose, then he pinpoints the key information he wanted to gather through the in-depth interview process and keeps the records on factsheets for interview.

Stage 2: Designing. At this stage questions were designed in a way to elicit the required information through the interview process. An interview guide that included the key topics and questions would be the researcher's formalized plan for collecting information. The interview guide was designed to help the interviewer focus on topics that are important to explore, maintain consistency across interviews with different respondents, and stay on track during the interview process. Such a guide is based on Halal criteria used by managers to comply with Halal principles.

The three basic parts of the interview guide are as follows:

1. The *facesheet*, is a part of interview used to record the time, date, and place of the interview, special conditions or circumstances that might affect the interview, and demographic information about the respondent being interviewed.

2. The *interview questions*, which are typed on the left side of the page, along with a blank space on the right side of the page for written observations and hints.

3. The *post-interview comment sheet*, is a place to write notes after the interview; such notes should include feelings, interpretations, and other comments that are provoked during the interview.

Stage 3: Interviewing. In the beginning of the interview, it is important to make introductions, explain the purpose of the study, and put the respondent at ease. Since the researcher planned to audio record the session, the researcher obtained the respondent's permission and test the equipment to make sure it is working properly. The main responsibility is to listen and observe as the researcher guided the respondent through a conversation until all of the important issues on the interview guide were explored.

Stage 4: Transcribing. Transcribing involved creating a verbatim text of each interview by writing out each question and response using the audio recording. The interviewer's side notes were included in the transcription, and properly labeled in a separate column or category.

Stage 5: Analyzing. Analyzing involves re-reading the interview transcripts to identify themes emerging from the respondents' answers .The researcher used the topics and questions to organize the analysis, in essence,synthesizing the answers to the questions was proposed. If the

interviews raise more questions than they answer, then more interviews may be necessary to properly examine the issue at hand.

Stage 6: Verifying. Verifying involves checking the credibility of the information gathered and a method called triangulation is commonly used to achieve this purpose. Triangulation involves using multiple perspectives to interpret a single set of information (see table 5.1). For example, a study that uses triangulation to examine the application of certain principles required researcher to interview groups of participants: managers. The summary of the data collection and the details of data analysis as well as the interpretation of the data are presented in the next chapter.

4.1.2. Quantitative Methods

4.1.2.1. Research Method

In terms of quantitative research, the second part (Part 2) is a questionnaire in Likert scale format to measure the guest's view on their hotels' degree of Halal or Sharia-compliance. This part includes 15 statements on the impact of Halal principles application on hotel managing issues. Part 3 questionnaire is also in likert scale format. This quantitative (part 3) questionnaire is designed to see what the perceptions and attitudes of tourists are regarding the Halal services they are served during their stay in the hotel of their residence. The Cronbach's formula will be applied to both part 2 and part 3 in order to measure the internal consistency of the both instruments. For this purpose, two hotels with similar characteristics would be selected and the data collected from them were used to determine the degree of internal consistency of the both parts.

4.1.2.2. Population

Based on the purposive sampling made in selecting Sharia compliant hotels in Bangkok, the population of the second part of the study from which the data were collected is the number of Muslim as well as non-Muslim guests who are staying in these six hotels. It was arranged with the hotel management to distribute the questionnaire among those guests who are going to leave the hotel at the end of their stay in Bangkok or those who have been in these for more than 2 nights and they might stay longer. The distribution of the questionnaire was done from 15 August 2013 to 15 September 2013.

4.1.2.3. Sample

To encourage the guests to participate in the study, small gifts were given along with the questionnaire for the guests as a token of appreciation for their time. The receptionists at check out desk as well as two more staff were duly remunerated based on the time schedule to help the guests fill out the questionnaires. The questionnaires were in English language for those who could answer the questionnaire in English whereas for the ones who spoke Arabic and needed help, the staff who could speak Arabic and Thai helped the sample of population to answer the questionnaire. Table 4.1. shows the sample of hotels and respondents participated in the study in Bangkok.

Table 4.1. Sample of hotels and respondents participated in the study in Bangkok

Selected Hotels In Bangkok	Types of hotel guests	No. of Respondents	No. of valid Qs Collected For the study
Four Seasons Hotel Bangkok	Muslims = 38 non-Muslims=44	82	77
Amari Watergate Hotel	Muslims = 30 non-Muslims=36	66	62
Grand Diamond Suites Hotel	Muslims=38 non-Muslims=23	61	58
Amari Boulevard Bangkok	Muslims=39 non-Muslims=12	51	46
Grace hotel Bangkok	Muslims= 42 non-Muslims=8	50	46
Zenith Hotel	Muslims= 33 non-Muslims=7	40	36
Total	M= 229 Non-M=121	350	325

4.1.2.4. Sampling procedure

The sampling procedure involves two phases. First, the hotels for the purpose of this study were selected based on purposive sampling which is a non-probable procedure in the qualitative aspect of the present study. Then from all guests accommodated in these selected hotels, those who felt content to fill out the forms and answer the questionnaires were randomly selected in the study. The only condition required was to stay in the selected hotels for at least 2 nights to use the minimum facilities of the hotels they stayed in such as accommodation, room cleanliness, room decorations and structures, room service facilities, food and beverages and the financial services for check in and check out as well as hotel staff image, behavior and treatment while serving the guests.

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The respondents who were going to participate in this study were divided in two groups: the managers and directors who were responsible and totally aware of their hotels' operations and potentialities. Their responses are the source of data for reflecting the degree of Sharia compliance in their hotel operations. Consequently their information and data reflected if the application of Halal principles in their hotels was a contribution to their competitiveness in the region or not. For the purpose of this study such hotels and also their managers were selected based on purposive sampling. The purposive sampling also is known as judgmental sampling because it involves the researcher making a decision about who and what study units will be involved (Veal, 1997:139). Accordingly, the researcher used his knowledge and also the Halal criteria or Sharia-compliant criteria which were claimed by the hotels as well as the hotel's popularity among Muslim tourists in Bangkok city. The area in Bangkok is known as Sukhumvit, Nana area and other areas such as Pratunam where purposive selected hotels such as Amari Watergate, Grand Diamond, and Asia hotels are located. The main reason behind such sampling is the closeness of fit to criteria associated with the study focus. The second group of respondents was guests, both Muslims and non-Muslims , were chosen to stay in such lodgings. Therefore, a questionnaire was designed to see what the perceptions and attitudes of tourists are regarding the Halal services they have been served during their stay in the hotel of their residence. The questionnaire was administered by the researcher and some help from receptionists who were guided to hand in the questionnaire and more details in order to convince tourist.

The Likert scale format of the questionnaire accounts for the certain numerical value added to the each item. This means the total value for each positive attitude towards the services received is equal to 5 for strongly agreed items, 4 for agree, 3 for neither agree nor disagree, 2 for disagree and 1 for strongly disagree. This is calculated for quantifying the degree of positive attitudes of

the hotel guests towards the hotel and the services offered whereas the other questionnaire also in likert scale accounts for the degree halal compliance applied by each hotel.

Then quantitative data collected by both questionnaires was put into the Pearson Product Moment Correlation formula through SPSS package application to account for the existing correlation between the degrees of halal compliance of the hotels with the positive attitudes of their guests towards such hotels. Moreover, the researcher spoke both English and some little Arabic while dealing with the tourists. Such a collected data were tabulated and analyzed in the next chapter for more interpretation and discussion.

4.2. Research instrument

The research instrument for measuring the attitudes of the guests who stayed in a Sharia-compliant or Halal hotel is a questionnaire survey. As attitude was previously reviewed (McDougail and Munro, 1994), measurement of an individual's general attitude toward destination organizations or hotels would likely have to incorporate a variety of related beliefs, feelings, and behaviors. The items are constructed and used to reflect guests' beliefs and opinions, likes or dislikes of the guests as well as their future intention to react towards the products and services offered by hotel in terms of certain principles such as operation principles, design principles and financial principles. Moreover, items were to reflect the attitudes which are closely linked to a person's underlying value system of guests who reflect the intensity of their feelings (affective component) by choosing the appropriate box assigned to each item (McDougail and Munro, 1994).The number of statements are 20 in Likert scale with easy and comprehensible wording to avoid any misunderstanding or confusion. The data collected by this questionnaire was analyzed by applying SPSS software.

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4.3. Primary and secondary data collection

The source of the data collected is the attitudes of the guests who are for first time offered Halal products or services based on Sharia law. Therefore, the primary source of data collection was taken into the consideration while the research was in process from 15th August to October 15th,2013 in Bangkok. The secondary data came from various sources such related hotel websites, Thai Hotels Associations, and Tourism Authority of Thailand websites as well as academic research journal articles. The profile of Hotels in the study are shown in Table 4.2.

Table.4.2. Profile of Hotels in Bangkok

Hotels in Bangkok	Number of Stars	Location	Number of rooms and suits	Types of customers
Four Seasons Hotel Bangkok	5	155 Rajadamri Road, Bangkok, 10330, Thailand	354	Muslims and non-Muslims
Amari Watergate Hotel	5	847 Petchaburi Rd.,Pratunam	569	Muslims and non-Muslims
Grand Diamond Suites hotel	4	888/1 Ratchatavee	171	Muslims and non-Muslims
Amari Boulevard Bangkok	4	2 Soi 5 Sukhumvit Road Bangkok 10110	638	Muslims and non-Muslims
Zenith Sukhumvit Hotel Bangkok	3	Soi 5 Sukhumvit Road Bangkok 10110	160	Muslims and non-Muslims
Grace Hotel Bangkok		Soi 5 Sukhumvit Road Bangkok	500	Muslims and non-Muslims

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4.4. Pretest

Although the questions and statements in both questionnaires as well as the interview questions were reviewed by the advisor, a pilot study of the questions was carried out to check the reliability and the validity of the items and the questions in similar hotels such as Interrplace Hotel and Grace Hotel. This helped the researcher to find out more on the reaction of both managers and guests in reviewing and better understanding of the effectiveness of the instruments used in the present study. Self-administered questionnaires were distributed to 96 people who stayed in selected hotels in Bangkok. The researcher conveyed the benefits of the research study with the authorities of the selected hotels and tried to ask for their permission to distribute the questionnaires among the hotel guests within the premises of the selected hotels. This was conducted on 20 July to 25 September 2013. The collected data were assessed through SPSS package for analysis and better interpretation of the data. Therefore, Cronbach's formula is applied to the results or data collected in pilot study in order to measure the internal consistency of the statements or items in both Questionnaires used in this study.

4.5. Statistical treatment of the data

Analysis on the responses returned from the samples was tabulated below. Such a conducted pre-testing contributes to the identification and elimination of problematic items which might lead to respondents' misunderstanding and whether or not the statements mean the same thing to all respondents in wording and meaning of the language. Therefore the pre-tested questionnaires were distributed among 96 hotel guests. The data collected were coded and analyzed using SPSS program software to calculate the consistency or reliability of the instruments. The reliability was

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carried out by using the Cronbach's Coefficient Alpha Scale. The analysis of the data are displayed in the following table (table 4.3).

The analysis shown in table 4.3, reflects the degree of consistency of the items used in questionnaires where the Alpha for items related to operation level is 0.82. Meanwhile, the Alpha for items related to design and interior is 0.761 and for financial aspects is 0.74 respectively. The Alpha for Guest's attitudes items is 0.84 which reflects that the questionnaire is reliable and meets the research objectives.

Table 4.3. Reliability of the items in pre-testing the instrument of the study

Items related to	Numbers of items	Reliability Coefficient Alpha
Operation level	1-6	0.82
Design & Interior	7-13	0.76
Financial Aspects	14-15	0.74
Guests' Attitudes	16-35	0.84

A face to face in depth interview was conducted to see if the managers were aware of such Islamic principles for the purpose of this study. To be ethical, they were informed that they would be recorded on the video camera on their will, if they were not comfortable with camera recording, their voice would be recorded on a voice or tape recorder for data analysis or content analysis which was going to be done based on the comments of the advisors. Each interview would normally be, of course with the satisfaction of the interviewees, taken almost 20-45 minutes. The questions were pre-designed to see to what extent the management was aware of the role of halal principles and their applications in various parts or sectors of their hotels. It is also crucial to mention that the hotels were selected on certain criteria. First their claim or preferences in application of the halal principles in their business sectors or their specialties in

preparing their services which are in line with Islamic principles with respect to the fact that Thailand although in ASEAN region is regarded as a gate, it is almost less attentive to the competitiveness of the tourism in comparison with Malaysia, Indonesia and Singapore as the active members in ASEAN. Secondly, their willingness to participate in the study (this was done through special correspondence with the office of Graduate school and comments of the director of the program).

Table 4.4. The hypotheses and statistical tests to be employed in the study

No	Hypothesis Statement	Statistical Tests to be employed	Items related to each hypothesis
1.	H 0 1: The operations in the hotel (Halal Principles) are not related to guests' attitudes towards Sharia-compliant hotels in Bangkok, Thailand H a 1: The operations in the hotel (Halal Principles) are related to guests' attitudes towards Sharia compliant hotels in Bangkok, Thailand	Pearson Product Moment Correlation	1-6
2.	H 0 2: The design and interior in the hotel (Halal Principles) are not related to guests' attitudes towards Sharia compliant hotels in Bangkok, Thailand H a 2: The design and interior in the hotel (Halal Principles) are related to guests' attitudes towards Sharia compliant hotels in Bangkok, Thailand	Pearson Product Moment Correlation	7-13
3.	H 0 3: The financial aspects in the hotel (Halal Principles) are not related to guests' attitudes towards selected hotels in Bangkok, Thailand H a 3: The financial aspects in the hotel (Halal Principles are related to guests' attitudes towards selected hotels in Bangkok, Thailand	Pearson Product Moment Correlation	14-15

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Thirdly, the feasibility and practicality of the study in Bangkok introduced by the director of the program and the office of Graduate School. This means within the domain of the study, Bangkok area was emphasized as the capital of such a gateway to ASEAN community.

4.6. Conclusion

When the research questions were brought to attention, the researcher wanted to gather rich data about the concepts and issues related to these questions, in-depth interviews can be a valuable tool to guide the work. The in-depth interviews with managers provide the structure to ensure that these conversations were both well-organized and well-suited to the research purpose. In addition to this, a questionnaire was designed to be administered to the guests to collect quantitative data from the guests who stayed for at least two nights. The selected hotel managers were also interviewed and Audio-taped (only one of them agreed) for collecting qualitative data.

CHAPTER 5

PRESENTATION OF DATA

AND

CRITICAL DISCUSSION OF RESULTS

This chapter concentrates on the presentation and analysis of the data as well as findings of the present study. In precise terms, the chapter consists of two parts. The first part is dedicated to data summary in which all the findings and information from the data collected from managers and hotel guests participated in this study. The second part would illustrate the hypotheses testing results involving independent and dependent variables.

5.1. Presentation of Data

The data collection was carried out based on the steps described in chapter four. Chapter five classifies and presents the data for better interpretation which leads to qualitative as well as quantitative reasonable information. This assisted the researcher to explain answers to the research questions in the current study. The following parts cover the specific information related to the variables which will lead to the discussion and interpretation of the obtained data.

5.1.1. Profile of Selected Hotels in Bangkok

Some part of the data collected for the purpose of this research came from the selected hotels in Bangkok. Table 5.1.shows the specifications of hotels located in Bangkok.

Table 5.1. Sample Profile of Hotels selected for this study in Bangkok

Selected Hotels in Bangkok	Number of Stars	Location	Number of rooms and suits	Types of hotel guests	No. of Respondents	No. of valid Qs Collected For the study
1.Four Seasons Hotel Bangkok	5	155 Rajadamri Road, Bangkok, 10330, Thailand	354	Muslims = 38 non-Muslims=44	82	77
2.Amari Watergate Hotel	5	847 Petchaburi Rd.,Pratunam	569	Muslims = 30 non-Muslims=36	66	62
3.Grand Diamond Suites hotel	4	888/1 Ratchatavee	171	Muslims=38 non-Muslims=23	61	58
4.Amari Boulevard Bangkok	4	2 Soi 5 Sukhumvir Road Bangkok 10110	638	Muslims=39 non-Muslims=12	51	46
5.Grace Hotel Bangkok	3	soi Sukhumvit 3(Nana) Sukhumvit Rd. Wattana, Bangkok	500	Muslims= 42 non-Muslims=8	50	46
6.Zenith Hotel	4	6/28-29 soi Sukhumvit 3(Nana) Sukhumvit Rd. Wattana, Bangkok	160	Muslims= 33 non-Muslims=7	40	36
Total				M= 229 Non-M=121	350	325

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These hotels were selected based on purposive sampling which signifies six hotels located in the heart of business area in Bangkok especially in the vicinity of Arab area where most of the hotel guests come from Middle East.

Table 5.1. Reflects hotels which claim or expected to provide Halal services for their guests who might be Muslims or non-Muslims from the religious point of view.

5.1.2. Sample Profile of Hotel Managers in this Study

Table 5.2. Specifications of the hotel managers participated in this study

Selected Hotels in Bangkok	Education	Years of Experience	Position	Knowledge on Halal principles	Religion	Gender	Age
Grand Diamond Suite Hotel	Bachelor of Hotel Management	2 years	Assistant Executive director	Low	Buddhism	Female	25-35
Amari Watergate	Master of Hospitality	15	Director, Sales & Marketing	Average	Buddhism	Male	35-45
Amari Bouledvard Bangkok	*	*	*	*	*	*	*
Grace Hotel	Bachelor in Accounting	25 years	Front desk Manager	Low	Buddhism	Female	35-45
Fourseasons Hotel Bangkok	*	*	*	*	*	*	*
Zenith Sukhumvit Hotel Bangkok	Bachelor in English	30 years	Director of Sales	Low	Buddhism	Male	45-50

*Although were officially asked for interview in the hotel, they were unwilling to reply researcher's e-mails and request.

Various hotels selected for the purpose of the study in Bangkok include hotels rated as 5, 4, and 3 stars located in the heart of Bangkok, where most of foreign tourists are expected to be seen or accommodated, being commercial and shopping hubs popular among international tourists such as IT Center, Platinum Shopping centers and Central World Plaza. The area is also famous for

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Middle-east travelers who came to Bangkok for business or meetings. The other place which has the popularity for Middle-east travelers is Sukhumvit Soi 3,Na Na area where most of tourists prefer to have their meals which are served in the various Eastern and Middle-Eastern cuisines.

The qualitative aspect of the study went on with the interview with hotel managers, most of whom appear unwilling to have their voice recorded. Each interview took almost 20-45 minutes. The summary of the information related to the managers participated in the interview is shown in table 5.2. The data collected from the interview reflected the fact that most of the managers hardly know anything about Halal Hotel industry but the only exception was the director, Sales and marketing manager of Amari Watergate hotel who had some basic concept about the Islamic aspect of tourism and some information about the Halal Hotel or Sharia-compliant hotels in general. The managers who participated in the interview were all Buddhists and believe in Buddhism. Therefore, it was quite natural not to have information about Islam and Halal hotel products and didn't have any training on halal tourism. Table 5.2, also reflects the fact that all the responsible managers have their education up to Bachelor degree except Amari Watergate manager who holds master in Hotel industry. The age of the managers ranged between 25-50. The range of the related experience in their field of interest ranged from 2-30 years. The reason was the manager who was the youngest with the least years of experience in the field was in charge of family business and she had recent honored bachelor in hospitality from Switzerland. She was the one who warmly welcomed the idea of Halal Hotel and agreed to apply more principles of Halal Hotels industry to her hotel though she confessed she followed certain principles such as providing correct direction of Mecca for Muslims to say their prayers and provided separate Sauna and Massage rooms for ladies.

The overall understanding from the recorded interviews shown that managers who are mainly responsible for performing sales and marketing and serving their guests were almost either unaware of their Muslim guests' needs or had little information on Halal principles and religious requirements. As a result they are not well aware of the Halal contribution to their hotel marketing and competitive advantage. Therefore, they need to take it into more consideration and apply it to different levels of operation, interior and design of their hotels as well as their financial aspects.

5.1.3. Profile of Hotel Guests

5.1.3.1 Frequency distribution of the length of stay of the hotel guests

Table 5.3, shows the number of guests and the length of their stay in selected hotels in Bangkok. Most of the guests who stayed longer than 2 nights in their hotel of residence were taken into consideration for the purpose of the study. This means the total number of guests who responded to the questionnaires is 350 and 25 of them stayed less than 2 nights which indicates that there is less probability that 25 guests used various services provided by the hotels. Therefore, the valid number of guests or respondents who participated in this study came to be 325.

Table 5.3. Frequency of the length of stay distribution of the respondents

Length of stay in hotel	Frequency of length of stay				Remarks
	Frequency	Percent	Valid percent	Cumulative percent	
1-night	25	7.15	7.15	7.15	Not Valid
2-5 nights	220	62.90	62.90	70.0	Valid
6-7 nights	75	21.50	21.50	91.55	Valid
More than 7 nights	30	8.50	8.50	100	Valid
Total	350	100	100		350- 25=325

The frequency of the length of stay of the respondents' distribution is shown in Figure 5.1 which clearly shows the majority of respondents belonged to those who were staying more than 2 nights which reflect the fact that hotel guests had enough time to see the hotel facilities and try to enjoy their stay based on their own criteria and understanding.

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Figure 5.1. shows the frequency of the length of stay in selected hotels in Bangkok
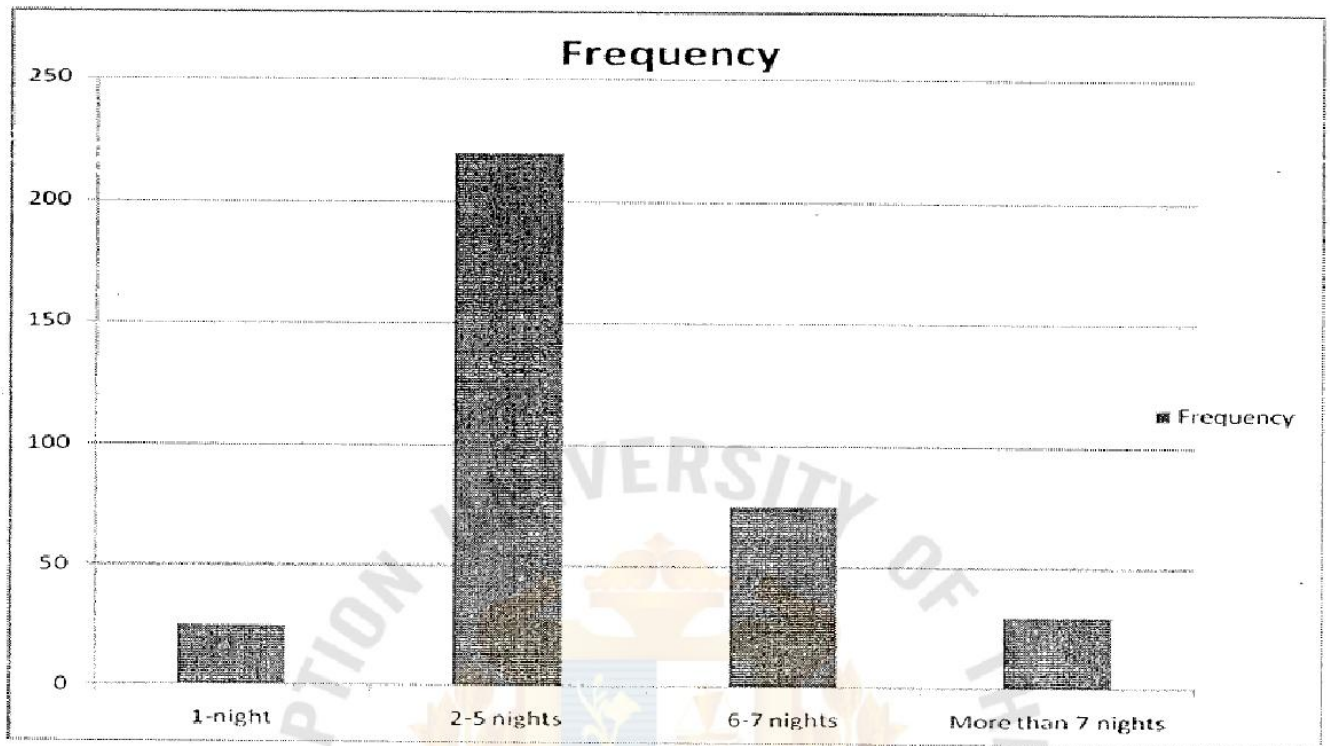
The guests who stayed in their hotel of residence for "more than 2 nights" are 220 or 62.90% from among the whole respondents. Almost 75 or 21.50% of guests stayed for "more than 5-7 nights "while 30 respondents or 8.50% stayed in their hotels for" more than 7 nights", respectively.

5.1.3.2. Purpose of visit

The respondents who participated in this study came to stay in their hotel of residence in Bangkok for different reasons. Table 5.4, Shows the various purposes for which the guests traveled to Bangkok.

Table 5.4. Frequency of guests purpose for staying in Bangkok

Purpose of visit	Frequency	Percent	Valid percent	Cumulative percent
Business	78	24.00	24.00	24
Meeting & Events	98	30.15	30.15	54.14
Relaxation /leisure	87	26.80	26.80	80
Health & Fitness/ wellness	42	12.95	12.95	93
Other...	20	7	7	100
Total	325	100	100	

Figure 5.2. The frequency of guests' purpose for staying in Bangkok
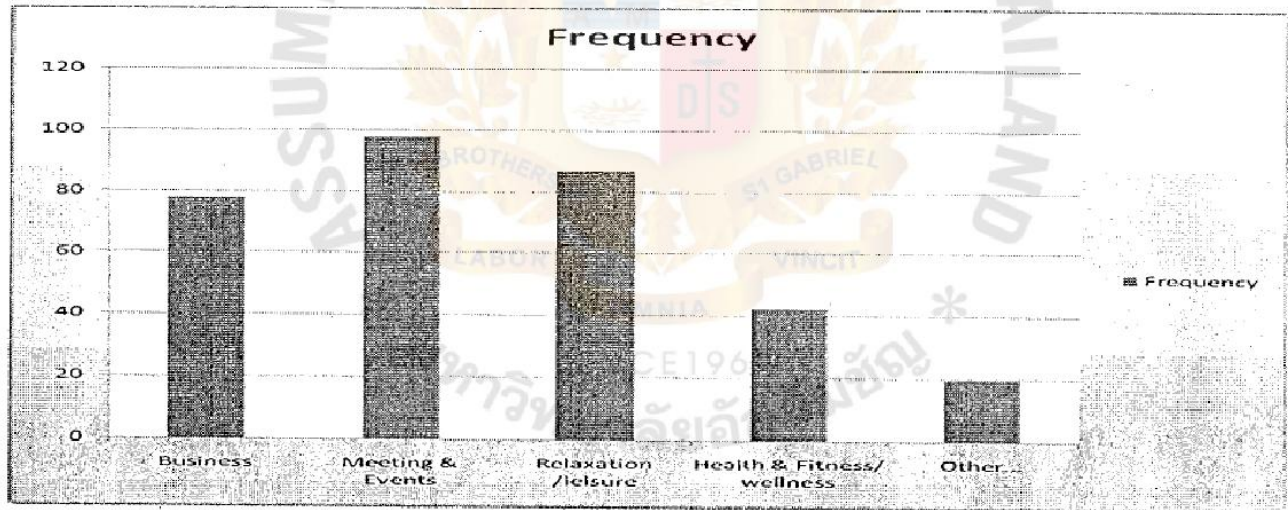
Data in table 5.4. reflected that majority of the hotel guests came to stay in these hotels for the purpose of "event and meeting" which is 30.15 percent, 26.80 percent came to have "relaxation and leisure" whereas 24 percent of the hotel guests came to Bangkok for the "business" purpose. Besides, more than 12 percent came to stay in the selected hotels for the purpose of "health,

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fitness and wellness" purpose. The rest of guests who made up to 7 percent of the sample has "other" purposes for their trips to Bangkok.

5.1.3.3. The Guests' Family Members Frequency

One of the main points in hotel and lodging industry is the number of guests who plan to stay in the hotels. This means the more the number of guests, the more economic benefits for the hotel of residence. Therefore, table 5.5 shows the number of guests and people accompanying them to stay in the selected hotels for this study.

Table 5.5. Frequency of the guest's family members and friends staying in the selected hotels

People accompanying the guests	Frequency	Percent	Valid percent	Cumulative Percent
Alone	74	22.78	22.78	22.78
With friends or groups	105	32.30	32.30	55.08
With family(couples)	64	19.69	19.69	74.77
With family & children	82	24.23	24.23	100
Total	325			

The figure 5.3 demonstrates that more than 32 percent of the guests have their "friends" and or they came with "group" to stay in Bangkok. In addition to this, more than 24 percent of the guests are with their "family" including "children and wives" while around 20 percent are "couples" and more than 22 percent are "alone".

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Figure 5.3. Frequency of the guest's family members and friends staying in the selected hotels
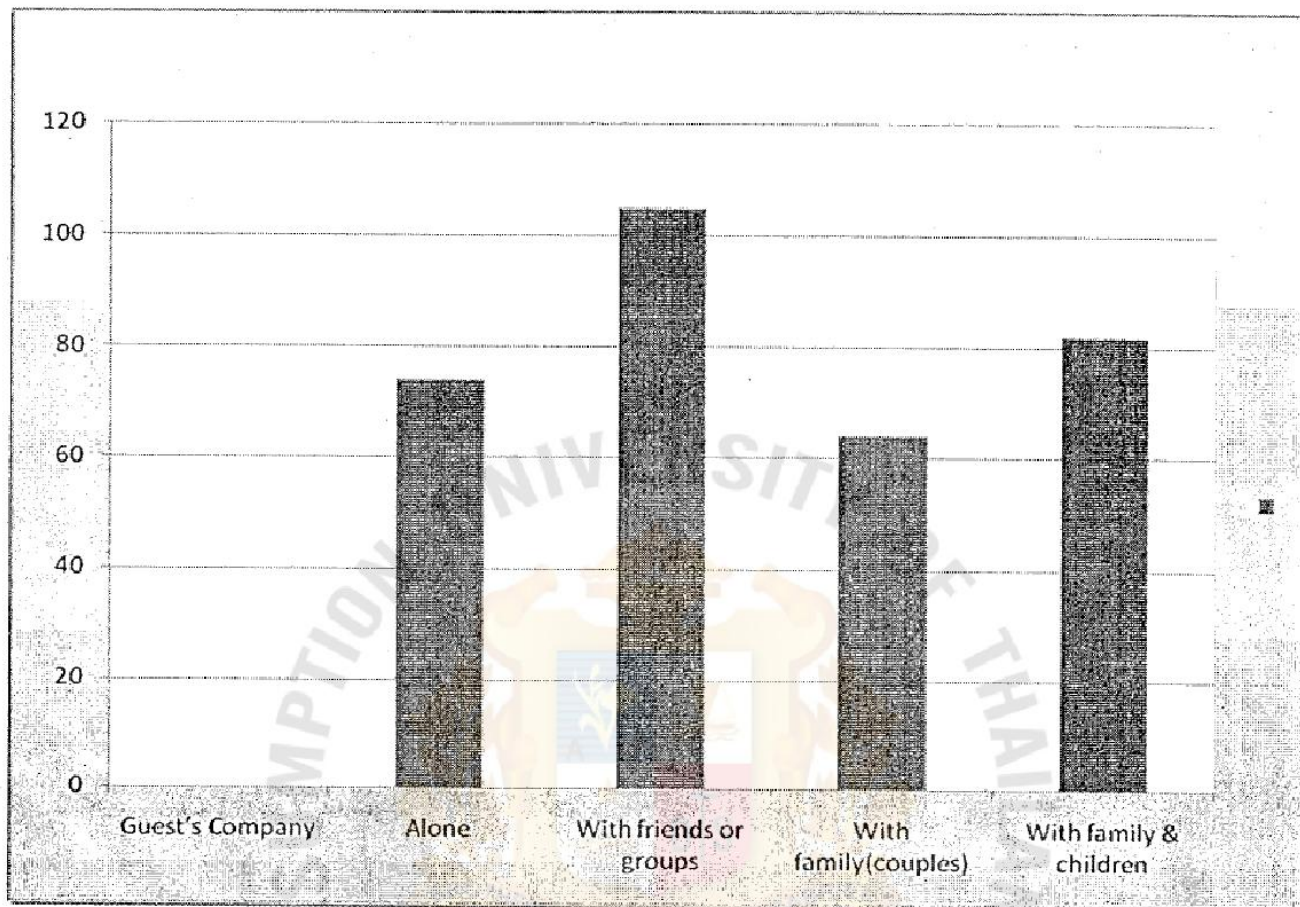
The frequency of the number of hotel guests with their companies reflect the fact that such hotels did create a kind of safe, comfortable and enjoyable environment for their guests especially those who enjoyed their stay in Bangkok with their families and family members either as couples or with their kids.

5.1.3.4. Frequency of Guests' Religions and Nationalities

Since the focus of the study is on Halal aspects of hotel and hospitality, the religions of the people who participated in this study were divided into two major groups: Muslims and Non-Muslims (who may have their faith in Buddhism, Christianity, Hindu and others). Table 5.6

illustrates the frequency of the guests' religions. In precise terms, the nationality of the participants(see table 5.6) were mostly from countries such as Iran, Iraq, Turkey, Afghanistan, Pakistan, Saudi Arabia, United Arab Emirates, Qatar and north of Africa which were classified under the title of Middle-east for preventing unnecessary expansion of the table and saving space. Countries such as UK, France and Germany, Russia, Spain were brought together under the title of Europe while countries such as Thailand, China, Singapore, Malaysia, Indonesia and Vietnam were grouped under the title of Asia.

Table 5.6. Frequency of the guests' religions

Religions	Frequency	Percent	Valid percent	Cumulative Percent
Muslims	229	70	70.	70.
Non-Muslims	121	30	30.	100

Figure 5.4. Frequency of the guests' religions

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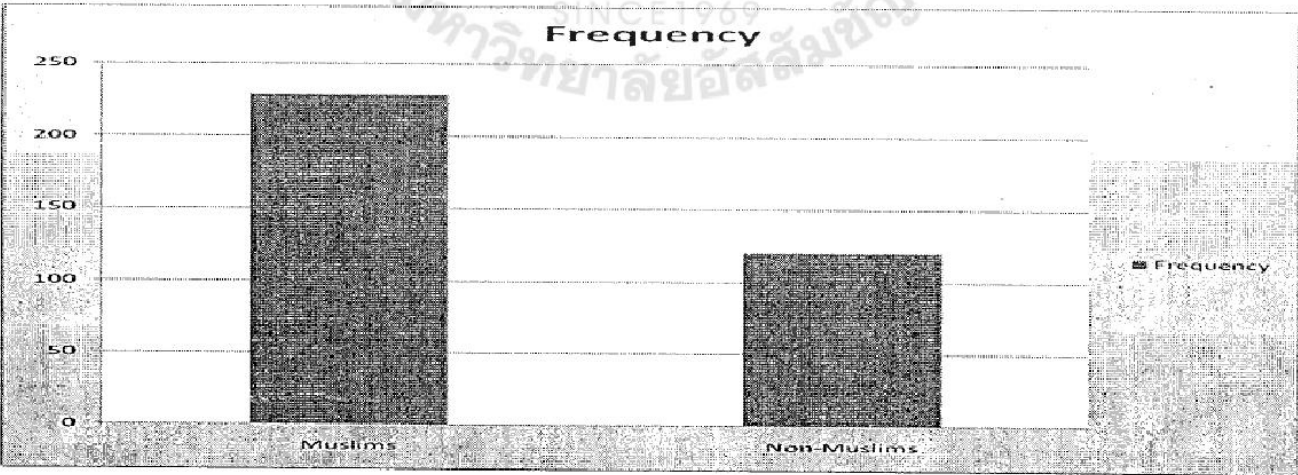
Table 5.7. Frequency of the guests' nationalities

Nationalities	Frequency	Percent	Valid percent	Cumulative Percent
Middle-East	110	33.85	33.85	141.56
Asia	103	31.70	31.70	173.26
America	52	16	16	189.26
Europe	80	24.62	24.62	213.88
Others	5	1.54	1.54	215.42

Figure 5.5. Frequency of the guests' nationalities
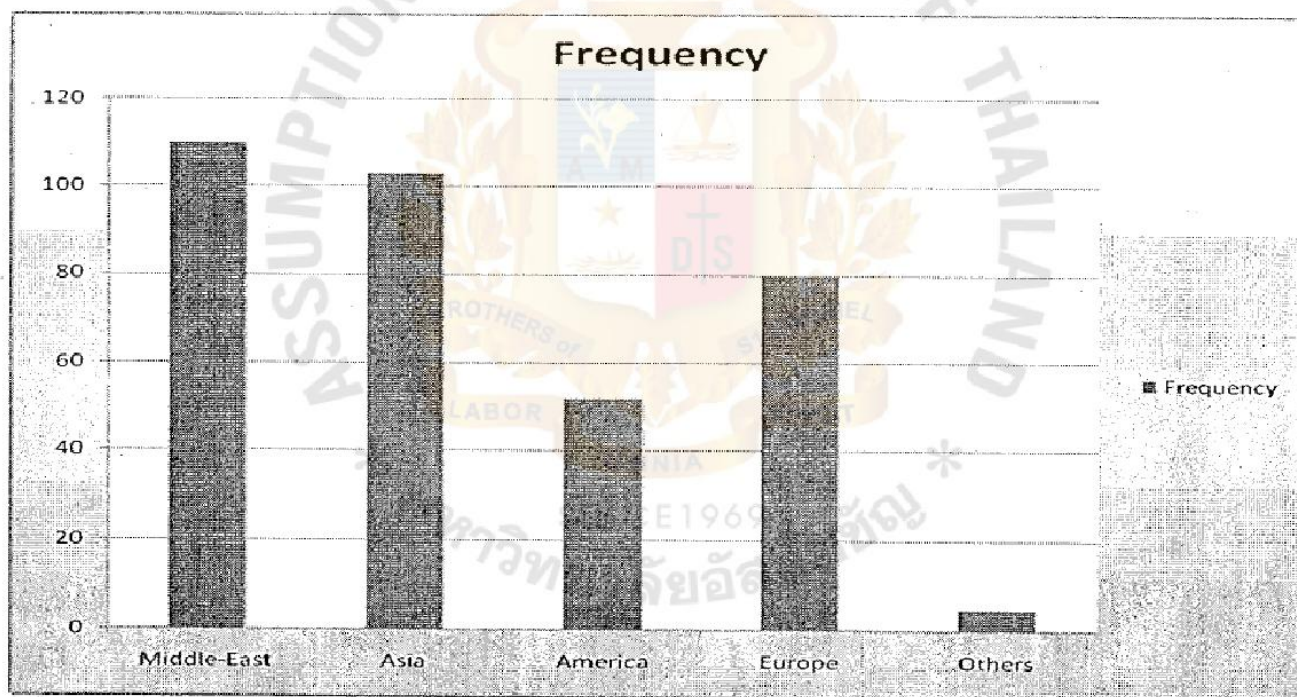
The frequency and cumulative frequency for religion and nationality of the participant reflect the fact that the sample consists mostly of Muslim hotel guests who resided in the selected hotels for this study whereas other religions hotel guests were found interested to express their attitudes toward the application of Halal principles in their place of accommodations during their stay in

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Bangkok. More interestingly, the table reflected the fact that these hotel guests come from called Middle-East which is an untouched market for the Thai travel industry as well as hospitality. Asian countries were ranked second in their frequency of traveling and their accommodations in Bangkok.

5.1.3.5 Frequency of Guests' knowledge and Information about the Hotels

It is so important for the marketing managers as well as hotel authorities to see how their guests acquired information or any knowledge on their hotels and the facilities as well as services they provide for them. This will help them to know their strength, weaknesses and opportunities as well as their threats which might impede or facilitate their improvement. Table 5.8. Shows

Table 5.8. Frequency of the guests' knowledge of the Hotel

Knowing Hotels by	Frequency	Percent	Valid percent	Cumulative Percent
Advertising on TV	62	19.5	19.50	19.50
Travel Agencies &Brochures	103	31.70	31.70	51.2
Internet & Websites	95	29.24	29.24	80.00
Word of Mouth	50	15.38	15.38	95.35
Others	15	4.65	4.65	100

how the selected hotels' guests knew about their hotels. The table demonstrates that 19.5 percent of the guests believed that they knew about the hotel and its brand on" TV show" such as CNN, Travel channel, etc. More than 30 percent of the guest knew about their selected hotels through certain "agencies and travel brochures" provided by such agencies. The "Internet" as well as "hotel websites" recorded 29.24 percent of the total participants knew about their selected hotels through internet. More than 15 percent of the hotel guests claimed they acquired knowledge from their "friends "and those who were satisfied with their hotel services "word of mouth". The rest of the guests made up 15 percent of the participant who had learned about the hotels through "other "means of advertising.

Figure 5.6. Frequency of the guests' knowledge of the hotel
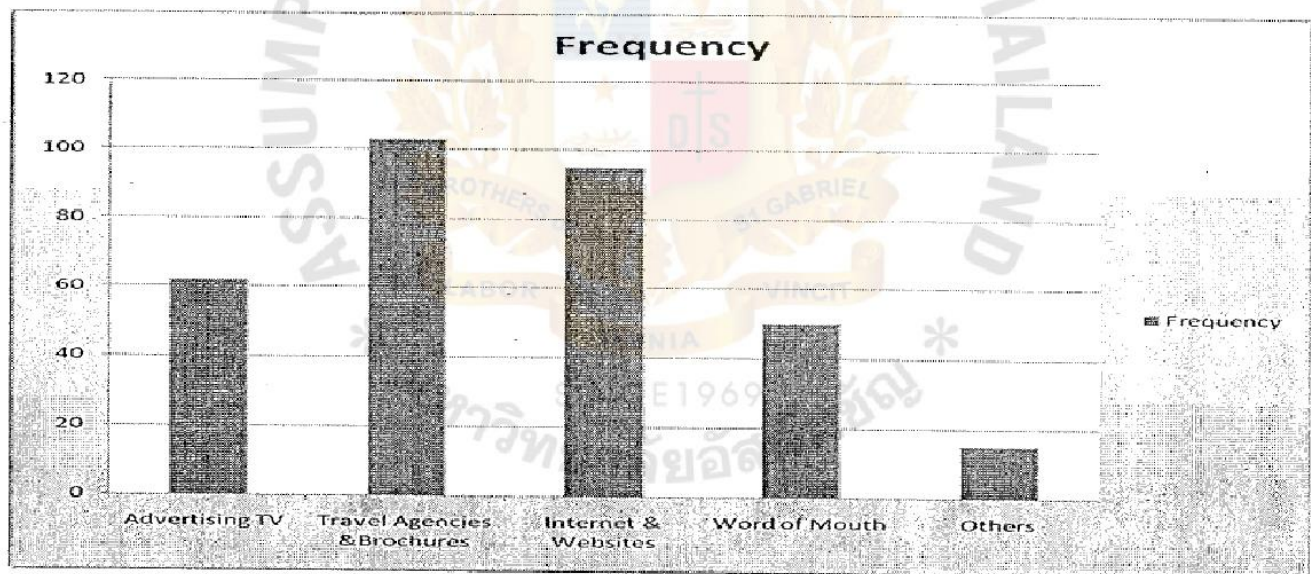
5.2. Perceived Halal Compliance in selected hotels

This part of the data analysis is devoted to selected hotels degree of Halal Compliance based on the data collected from 325 guests in Bangkok. As it was discussed earlier in chapter 3, the

Table 5.9. The relevant data of the hotel guests on the degree of Hotel Halal compliance in selected hotels, Bangkok (N=325)

	Statement expressing the degree of halal-compliance of the hotel	Minimum	Maximum	Mean	Std Deviation
Operation	1. I see alcohol is served in this hotel.	1	5	3.156	1.220
	2. I see Halal food is served in this hotel.	1	5	4.089	0.994
	3. I see majority of staff working in this hotel are Muslims or observe Islamic dress code.	1	5	3.286	1.133
	4. I have observed Separate female staff for female floors.	1	5	3.323	1.058
	5. I have seen morally appropriate satellite channels are set in rooms.	1	5	3.843	1.078
	6. I found that Koran and prayer mats are available in all rooms.	1	5	4.184	0.713
Design & Interior	7. I see separate (female and male) function rooms(wedding rooms, celebration rooms,.....) in this hotel.	1	5	3.758	1.065
	8. I saw my room has markers in the room indicating the direction of Mecca.	1	5	3.92	0.757
	9. I feel good that there is no entertainment venues such as night Club, discos or Casinos in this hotel.	1	5	4.12	0.672
	10.I see beds and toilets are placed to face the Direction of Mecca.	1	5	3.987	0.671
	11. The Art (photos, pictures, posters ,portraits and statuettes) in this hotel doesn't depict the human body.	1	5	4.110	0.693
	12. I see there are separate gyms, wellness facilities, for males and females.	1	5	3.929	0.617
	13. I feel good that there are separate floors for single males, single females and families in this hotel.	1	5	4.19	0.533
Financial aspect	14. I feel content that this hotel finance is done based on Islamic financial arrangement.	1	5	3.212	0.956
	15. Hotel should follow the Zakat principles (giving back to the community).	1	5	3.509	0.874

independent variable is the application of Halal principles reflected in the degree of Halal compliance of the selected hotels and their relationship with the guests' attitudes towards the services provided by all hotels in Bangkok will reflect whether such application of principles has any relationship with the attitudes of the guests residing in such a hotel. Such a data is shown in the following table (table 5.9).

5.2.1. Operations

Table 5.9 shows guests reflected their observation about the Halal compliance of the hotel where they stayed for more than 2 nights. The calculated mean score 3.156 illustrates that these hotels serve alcoholic. This means although such hotels are in the heart of the Arab area in Bangkok and mostly these hotels claim they can provide Halal services. Alcoholic drinks are still served upon guests' request. In simple terms, they are not dry hotels. In other words, it might be possible to call them semi-halal compliant hotels. This means they provide Halal services as well as other usual hotel services to all their guests. The table also emphasizes this fact that most of the hotels provide Halal food and beverages (4.089). It means guests found the hotel of their residence safe and reliable place which provides Halal food and beverages. In addition to this, most of these hotels provide safe morally appropriate TV satellite channels (3.843). They mostly provide Koran and prayer mats in each room (4.184).

5.2.2. Design and Interior

Most of these hotels are located in vicinity of shopping centers where most family driven guests found it easy to enjoy shopping and they mostly expressed their happiness that there are no entertainment venues such as night Clubs, discos or Casinos in their hotels (4.120). The only exception was the Grace Hotel where a night disco made the attraction appealing for the single

guests to stay. The interesting point about selected hotels in this study is that most of the rooms and interior design of the rooms do not match Islamic principles, for instance some guests recognized that toilets and beds are not set based on Halal criteria (3. 987). Besides, hotels didn't have any specific strategy for separating the floors and even the staff for providing services for Muslim guests' especially family groups (3.929). The hotels where the guests could use special facilities such as gyms or even function rooms mostly fail to account for Halal principles but some believed that the Sauna room and Massage room were separated for male and female guests (4.190).

5.2.3. Financial Aspect

Regarding the financial aspects taken into consideration, mostly it was observed that guests do not have any information whether hotels follow Islamic finance into consideration when guests are paying for the services. Based on data collected from interview with hotel managers, most of the staff working in the selected hotels were non-Muslims. This means few Muslim staff are working in such hotels.In addition to what was mentioned above, Table 5.10, indicates that guests in selected hotels found their hotels enjoyable to spend their time in such hotels(3.806), which might be due to the match between what they expect and what they receive. The guests mostly were happy if they were informed that the rooms are cleaned based on Islamic principles which reflect the fact that most of the hotels managers were not aware of the Islamic principles that might be applied in terms of cleanliness (3.523). Managers were rarely aware of such principles as indicated in the interview though they emphasized on purity and standard hygienic cleanliness required for each room (refer to the term Najis in definition of terms).

5.3. Guests' Attitude towards the Services Received While Staying in Selected Hotels

The guests' attitudes towards their accommodations are reflected in table 5.8. The tables points out that they mostly enjoy their stay in the selected hotels. The mean sore of 3.677 shows that they almost found what they expected to find in such hotels. The interesting point is that most guests didn't have any information whether the place of their accommodation is cleaned based on Islamic Sharia law or Halal principles. The concept of cleanliness and purity might be a point of consideration for both Muslims and non-Muslims.

The term Najis is used in Sharia to reflect not only hygienic cleanliness is required, but it also should be pure (Taharat) or not Najis. The mean score of 3.461 indicates that each room in some rooms of the hotels are available, for instance in Grand Diamond Suite Hotel each room has the direction towards Mecca and in Grace Hotel there is a Mosque on the first floor with certain facilities for Muslim guests to say their prayers. More specifically, the hotels could not provide enough information to their guests to find their required facilities to perform their religious virtues.

The mean scores of 3.310 and 3.258 reflect that most of the hotels guests sampled found the information and got their knowledge about their hotels from travel agencies rather than hotel websites. Those who came to know their hotels through hotel websites rarely saw any information related to Halal products. There was only one case such as Zenith Sukhumvit Hotel which mentioned Halal cuisines in its website.

Table 5.10. Summary of the data regarding the attitudes of the guests in selected hotels (N=325)

Guests' attitudes towards the services received in this hotel	Minimum	Maximum	Mean	Std.
16. My stay in this hotel was enjoyable because the services matched with my expectations.	1	5	3.806	0.787
17. In my hotel I like the cleanliness which is done based on Islamic virtues.	1	5	3.523	0.664
18. I like my hotel rooms which are equipped with prayer mat or other Islamic items such as Koran	1	5	3.461	0.704
19. I feel happy that I found my hotel based on website information	1	5	3.310	0.642
20. I felt happy when the hotel website and advertising were based on Halal principles and Islamic virtues.	1	5	3.258	0.629
21. I like I see Halal principles used in this hotel are good for family and children.	1	5	3.413	0.579
22. I feel comfortable and secure in this hotel .	1	5	3.772	0.596
23. The price and cost was fair and I like that feel it matches the quality I received.	1	5	3.584	0.505
24. I liked that all details and price list were clearly explained and mentioned as I expected.	1	5	3.504	0.558
25. I like this hotel because the services I received matched with my religious beliefs.	1	5	3.535	0.708
26. As a guest in this hotel I would like prefer to drink non- alchoholic drinks during my stay so I feel happy to stay in this hotel	1	5	3.772	0.687
27. It is important for me and my accompanies not to see or encounter nudity and sexy views or naked guests in hotel	1	5	3.864	0.598
28. I feel happy to see that there are separate sections or parts for male and female guests.	1	5	4.144	0.633
29. I believe the hotel that I stay in is environmentally friendly and cares for good social behaviors.(CSR)	1	5	4.095	0.538
30. The food and beverages I consumed were as I expected.	1	5	4.036	0.513
31. I feel more comfortable where I see Islamic dress code of staff in hotel.	1	5	4.043	0.570
32. I'm happy I found the services and quality in line with what the hotel advertises.	1	5	3.790	0.470
33. I will be glad to choose this hotel again for my next stay in Bangkok.	1	5	3.766	0.539
34. I like to recommend this hotel to other guests and customers.	1	5	3.818	0.533
35. I have totally positive feelings towards this hotel.	1	5	3.747	0.462

5.4. Hypotheses Testing

After careful analysis of the descriptive data, hypothesis testing was calculated. In more precise terms it shows whether the hypotheses formed for the present study would be confirmed or

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rejected based on the collected data. In order to find a research based response for the confirmation or reject of the hypothesis, it is essential to know the level of significance of the study which is the probability of rejecting null hypothesis when it is true. The significant level determines probability level of 0.05 or 0.01- that is to be considered too low to warrant support of null hypothesis. If the probability of occurrence of the observed data is smaller than the level of significance, then the data suggests the null hypothesis should be rejected (Zikmund, 2003).

The present study has three hypotheses. The Pearson's Correlation Coefficient was used to test the hypotheses.

5.3.1. Hypothesis 1

The first hypothesis formed for the study is:

H1 o: The operations in the hotel (Halal Principles) are not significantly related to guests'
   attitudes towards Sharia-Compliant hotels in Bangkok, Thailand

H1 a: The operations in the hotel (Halal Principles) are significantly related to guests' attitudes
   towards Sharia-Compliant hotels in Bangkok, Thailand

As it is displayed in table 5.11, the Correlation analysis came out to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected. The hypothesis is found to be statistically supported as the correlation results indicated that there is a positive relationship between the application of Halal principles and the guests' attitudes towards the hotel of their residence. The coefficient of correlation emphasized here that there is positive strong relationship (.625) between the operations in the hotels (being Halal compliant) and the guests' attitudes towards these hotels.

5.11. Pearson's Correlation Coefficient for Hypothesis 1

Correlations

		Operation	Attitudes
Operation	Pearson Correlation	1	.625**
	Sig. (2-tailed)		.000
	N	325	325
Attitude	Pearson Correlation	.625**	1
	Sig. (2-tailed)	.000	
	N	325	325

**. Correlation is significant at the 0.01 level (2-tailed)

5.3.2. Hypothesis 2

The second hypothesis formed for this study tried to find the correlation between design and interior of the hotel of residence with the attitudes of the hotel guests. Therefore the following hypothesis was set.

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H2 o: The Design and Interior in the hotel (Halal Principles) are not significantly related to

guests' attitudes towards Sharia-compliant hotels in Bangkok, Thailand

H2 a: The Design and Interior in the hotel (Halal Principles) are significantly related to guests'

attitudes towards Sharia-Compliant hotels in Bangkok, Thailand

As it is shown in table 5.12 the correlation coefficient analysis for this hypothesis is 0.000 which

is less than 0.05. This means there is a positive relationship between the design and the interior

of the hotel and the attitudes of the guests in such hotels. In other words, there is enough

evidence to show that there is a relationship between the two variables. In other words, the

coefficient correlation .830 shows that there is an obviously strong positive relationship between

the design and interior of the hotels and the guests' attitudes towards the selected hotels in

Bangkok.

able 5.12 Pearson's Correlation Coefficient for hypothesis 2

Correlations

		Design	Attitudes
Design	Pearson Correlation	1	.830**
	Sig. (2-tailed)		.000
	N	325	325
Attitude	Pearson Correlation	.830**	1
	Sig. (2-tailed)	.000	
	N	325	325

**. Correlation is significant at the 0.01 level (2-tailed)

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5.3.3. Hypothesis 3

The third hypothesis formed for this study tried to find the correlation between financial aspects of the hotel of residence with the attitudes of the hotel guests. Therefore the following hypothesis was set.

H3. o: The Financial aspects in the hotel (Halal Principles) are not significantly related to guests' attitudes towards selected hotels in Bangkok, Thailand

H3 a: The Financial aspects in the hotel (Halal Principles) are significantly related to guests' attitudes towards selected hotels in Bangkok, Thailand.

Table 5.13. Pearson's Correlation Coefficient for hypothesis 3

Correlations

		Financial State	Attitudes
Financial State	Pearson Correlation	1	.467**
	Sig. (2-tailed)		.000
	N	325	325
Attitude	Pearson Correlation	.467**	1
	Sig. (2-tailed)	.000	
	N	325	325

**. Correlation is significant at the 0.01 level (2-tailed)

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Therefore the above hypothesis was formed as seen Table 5.13, which shows the correlation Coefficient Analysis with the significance value of which is 0.000 indicating less than 0.05. Therefore, the null hypothesis is rejected. This means that the hypothesis result is statistically supported as the correlation result demonstrates a positive relationship between the financial aspects of the hotels and the guests' attitudes towards such services. In other words, the coefficient of correlation 0.467 shows that there is positive moderate relationship between the financial state of the hotels and the guests' attitudes towards the selected hotels in Bangkok.

CHAPTER 6

SUMMARY FINDINGS, CONCLUSIONS

AND RECOMMENDATIONS

The present chapter presents the summary of the study and conclusion of the research results along with recommendations and suggestions for further research.

6.1. Summary of Findings

6.1.1. Sample profiles

Table.6.1. Summary of data related to managers interviewed for the study

Demographic characteristics	Five Star Hotel	Four Star Hotel	Three Star Hotel
Education	Master in Hotel management	Bachelor Degree	Bachelor Degree
Years of Experience	15	2-15	15
Knowledge of Halal	Average	Low	Low
Religion	Buddhism	Buddhism	Buddhism

Among the managers who welcomed the idea of direct interview with researcher 4 hotels from among 6 selected hotels for the study participated in the first phase of the study and mostly didn't show willingness to have their voices recorded except one. The careful thematizing and

analysis from the interview with the managers are tabulated in table 6.1. As it is shown in table 6.1, the knowledge of the managers who participated in the interview almost showed less considerable information regarding the application of the Halal principles in hotel operation, design and financial aspects of Sharia-compliant hotels, though most of them had considerable years of experience in their relevant areas of operations. Moreover, they are all believers of Buddhism. The interesting fact is that all managers were enthusiastic to have more information regarding Halal principles and how they can take advantages out of such competitive advantage for the sake of their hotels. It is unfortunate that most of the information regarding Islamic rules and their relevant implications and applications in management was so limited and low. Most of their understanding from Sharia-compliant hotels was limited to their general understanding of Halal food and beverages which was mostly encouraged by the Islamic Center of Thailand whose willingness to conduct academic research on Halal or Sharia-compliant hotel industry was great but no real actions or serious measures were taken by such a financially and socially affluent group in Bangkok, Thailand.

6.1.2. Sample Profile of Hotel Guests

The total number of respondents in present study is 350 from which 25 were deducted and the participant number made up to be 325. Table 6.2 shows the summary of demographic characteristics of the respondents.

Table 6.2. Summary of respondents' demographic characteristics

Demographic characteristics	Percentage
Length of stay in the hotel	63 % more than 2 nights
Purpose of trip to Bangkok	Meetings/Events 30% Relaxation 26% Business 24% Health/fitness 13%
Guests' Company staying in Hotels	Group/Friends 32% Family 42% Alone 22%
Religions (Muslims /Non-Muslims)	Muslims 70% Non-Muslims 30%
Nationalities of the guests	Middle-east 33% Asia 31% American & European 24%
Guests' knowledge and information about the hotels	Travel Agencies 31% Internet & Websites 30% Advertising 19% Word of Mouth 15%

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As it is shown in table 6.2, more than 62% of the hotel guests participated in the study stayed more than 2 nights in their hotel of residence to express their perception of Halal principles application in the mentioned hotels. In addition to this, more than 30% of the guests came to Bangkok for meetings and events, 26% for the purpose of relaxation and leisure, and 24% of guests came to do business while more than 13% of the hotel guests visited Bangkok for health and fitness. The number of guests who came with their families is 42% while 32% came with groups or their friends and finally 22% of the guest travelled alone to Bangkok. Table 6.2 also reflects the country of the origin of the guests who mostly came from Middle East 33% and guests who came from other parts of Asia especially Malaysia, Singapore, China and Indonesia make 31% of the total number of guests. Moreover, 24% of the guests came from America and Europe. The last part of the table shows how the guests knew about their hotels of residence where 31% of them got the information from travel agencies and travel brochures. Almost more than 30 % learned about their hotels from Internet and websites. Besides, advertising as well as word of mouth each were allocated 19% and 15% respectively for attracting guests to their hotels.

6.1.3. Hypotheses Testing Results

The current study was conducted to find the correlation between different criteria of Halal principles and the attitudes of the guests who stayed more than 2 nights in their hotels of residence. Out of 350 participants who took the questionnaires 325 were given to data analysis process due to their length of their stay which was less than 2 nights. The Pearson's Product Moment Correlation Coefficient was applied to test the hypotheses. Table 6.3. is the summary of the results collected from such Correlation Coefficient application.

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Table 6.3. Summary of hypotheses testing results

No	Hypothesis Statement	Statistical test employed	Hypothesis Testing Results
1.	H1 0: The operations in the hotel (Halal Principles) are not significantly related to guests' attitudes towards Sharia-compliant hotels in Bangkok, Thailand.	Pearson's Product Moment Correlation 0.625** (Positive Relationship)	Rejected
2.	H2 0: The design and interior in the hotel (Halal Principles) are not significantly related to guests' attitudes towards Sharia compliant hotels in Bangkok, Thailand.	Pearson's Product Moment Correlation 0.830** (Strong Positive Relationship)	Rejected
3.	H3 0: The financial aspects in the hotel (Halal Principles) are not significantly related to guests' attitudes towards selected hotels in Bangkok, Thailand.	Pearson's Product Moment Correlation 0.467** (positive Relationship)	Rejected

6.2. Discussion and Conclusions

Careful data collection, data analysis and the obtained results put great emphasis on the fact that Islamic tourism and Halal principles are totally new concepts for Thai hospitality and the hotel industry. This is an undeniable fact that Thai tourism industry should not turn its face away from Halal hotel industry as a source of income and benefits. The results gained by this study reveal that the *Thai hotel management* is interested enthusiastically to find more markets to sell their

hotels in the study as the managers declared in their interviews do not have any training for Islamic finance. This seems really advisable that Thailand, as the observer member of OIC which emphasizes on Islamic Banking, where the Islamic Bank of Thailand is running all the banking operations based on Sharia law encourages the manager for more training on such aspect of hotel management. This requires active role of such Banking system to help the development of Islamic finance for business such as hotel and lodging organizations. Despite such a strong potential, all the hotels in the study consider their financial affairs slightly based on Islamic finance. This indicates that a positive relationship between the hotel financial state and the attitude of the guests towards the selected hotels is quite moderate. The financial department of such hotels can find it useful to present publically that guests' financial affairs are done based on Halal principles. This might work as a useful tool for marketing tool and advantage for hotels in Bangkok.

In conclusion, it is possible to say that there is positive relationship between operational criteria of Halal principles and the guests' attitudes towards the selected hotels in Bangkok. Meanwhile, there has been a positive relationship, a very strong one, between the design and interior of the selected hotels in Bangkok with the attitudes of the guests resided in such hotels whereas relationship has been found moderately positive between the financial aspect of the selected hotels and the attitudes of the hotel guests in such selected hotels in Bangkok.

6.3. Recommendations

The study conducted here came to an end with the following suggestions and recommendations which might pave the ground for more researches related to Halal hotel industry.

products. As Kozak and Baloglu (2011) emphasized among the most activities that destination management should consider are the planning, organization, leading and /or motivating staff and controlling standards and information. This allows them not only to evaluate the nature of its competition but also to identify new market opportunities (Goodall, 1990). Muslim market as it has been proven is growing to satisfy the needs of the Muslim tourists who have their own religious priorities and standards. Thailand as one of the world favorable destinations for holiday makers and social as well as business travelers possesses enormous, well-prepared infrastructure for ever increasing Muslims as well as non-Muslim tourist's arrivals, cannot ignore such a vast profitable market.

The number of tourists arrivals, amount of annual tourism receipt, level of expenditure per tourist (*affluent Muslim travelers*) and *the length of overnight* stays, the number of guests especially family and group travelers who naturally spend more than single travelers as variables which are regarded as *quantitative performance* of a destination and destination organizations such hotels. The attributes of a destination or a hotel such as socio-economic and socio-demographic profiles of tourists, level of tourist satisfaction, dissatisfaction, likes and dislikes and attitudes (Um and Crompton, 1990), comments and suggestions of tour operators and agencies, destination and hotel websites, quality of staff working, the quality and type of expected services(religious principles and concerns specially based on the Muslim guests requirements (Rosenberg and Choufany,2009) are variables which contribute to *qualitative performance* (Kozak and Baloglu,2011) of a destination. Kozak and Baloglu (2011) also assumed that arriving at a positive or negative attitude of tourists will compare these attributes in terms of their experience in other destinations or hotels. Therefore, this brings into attention that successful hotel managers and marketing system should spend some time to study and consider such religious priorities and

principles. These principles became *certain criteria* for hotels and their managements to follow or apply in their respective hotels. This as it is proven in the current study forms positive attitudes among Muslim and non-Muslim guests. Such a positive attitude will contribute if a competitive analysis or in Pearce (1997)'s words comparative studies are conducted. At the same time, the managers who took into account the qualitative patterns of a destination or their hotels' competitiveness ultimately drive *quantitative performance* whereas hotels contributing to qualitative competitiveness include those attributes or items which holiday makers best "liked" during their vacation or stay in the hotel.

To shed more light on the mentioned facts here, the current study discovered that the concept of Halal or Sharia-compliant (Henderson, 2010) hotels is totally new and needs to be further explored in order to pave the way for better and more competitive hotels emerge especially in Thailand. The guests who came to Bangkok for various purposes found it more convenient and safer to stay in Sharia-compliant hotels where they see no sign of nudity, inappropriate image and behavior.

Based on the findings, the operation of hotel (Rosenberg and Choufany, 2009) focused on the activities which were supposed to satisfy the needs of the guests especially the Muslim ones from the Middle-east i.e. Halal food is a part of cuisine they serve in their restaurants (Mean= 4.089 and SD= 0.994). Alcohol was served but upon the request of the guests who were mostly non-Muslim (Mean= 3.156 and SD= 1.220). Hotels also had only few Muslim staff who observe Islamic dress code (Mean= 3.286 and SD= 1.133).The satellite channels set for the hotel guests are so conservative in the broadcasted programs (Mean= 3.843 and SD= 1.078). Some guest rooms are prepared for Muslims with Koran, prayer mat and a sign to show the direction of

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Mecca (Mean= 4.184 and SD=0.713). The collected data and statistical analysis found that guests who experienced such Semi Sharia-compliant requirements had positive view towards the application of such requirements in their hotel of accommodation. Therefore, the positive correlation (rs = 0.625) between operation done in the hotel and the guests attitudes towards such operations and services. As a result of this, the first research question was answered. In more general terms, it is possible to say that Halal principles, if they are applied properly and appropriately, will shape positive attitudes among the guests to return to the destination or their hotels of residence and have it as their hotel choice. Therefore, Halal principles if applied to the hotel operations will be related to the positive attitudes of the guest to feel happy to spend their time and holiday in the Halal hotels.

In addition to what the Halal operation can do for bringing positive attitudes to guests, the design and interior part of hotel will also make the hotel a more reliable and more convenient place to stay especially when you travel with your family and children. The reason was based on the separate services hotels provide for their Muslim guests such as separate Jacuzzi and Sauna bath for male and female guests (Mean=3.758 and SD= 1.065). The guest mostly were happy to see there is no entertainment venues especially in five star hotels (Mean= 4.120 and SD= 0.672). Muslim guests felt happy to see bed and toilets are not place to face the direction of Mecca (Mean= 3.987 and SD= 0671). The hotel decoration and art portrait and pictures in the rooms and hotels environment don't depict the female body (Mean= 4.110 and SD= 0.693). Moreover, guest felt good to see there are separate floors or sectors for single men and family group guests (Mean= 4.190 and SD= 0.533). In other words, guest who had experienced such facilities and services in the hotel feel happy to have positive attitude towards such application of the Halal

criteria. Therefore, the positive correlation ($rs = 0.830$) was found between the design and interior of the hotel and the guests' attitudes towards such attributes. So, the second research questioned was answered. This means the design of the room and hotel and the total atmosphere of the hotel do not stimulate any female body image or provocation which will affect family morality and this will definitely encourage young and lonely businesswomen travelers to stay longer and safer in such Halal hotels especially when separate floor is allocated to them. This will also bring more revenue to the hotel when Muslim travelers especially from Middle East can find it satisfactory for their kids and wives to rest and spend their time in such hotels. Furthermore, it will be warmly welcomed by Muslim tourists and guests when they see they can freely perform their daily religious prayers or even ceremonies especially on occasions such as Ramadan or other Eids (Islamic Celebrations) performed and participated by Muslims.

The last point to discuss is there is a positive relationship between the financial aspects performed in the hotel based on Halal principles and the positive attitude of the guests. Although it indicated low correlation ($rs = 0.467$), it can emphasize on this point that Muslims need more clarification about the prices offered by the hotel. In real world, the price elasticity of tourism demand can affect tourists attitudes to get courage or discourage to stay in a certain hotel (Kozak and Baloglu, 2011). Porter (1985) also believes cost leadership is one of the two primary objectives for gaining competitiveness. The relative price of a destination or a hotel is declared by management in comparison to some other places where the main destination or hotel attributes are for motivation to travel to or stay in a destination or a hotel. Buhalis and Cooper (1998) stated that value for money is what guides the choice of most tourists. Therefore, value for money and product quality are the main objectives for enhancing competitiveness. In other

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words, the third research question was answered. This also underlines the point that all present hotels in the study as the managers declared in their interviews do not have any training for Islamic finance. This seems really advisable that Thailand, as the observer member of OIC which emphasizes on Islamic Banking, where the Islamic Bank of Thailand is running all the banking operations based on Sharia law encourages the manager for more training on such aspect of hotel management. This requires active role of such Banking system to help the development of Islamic finance for business such as hotel and lodging organizations. Despite such a strong potential, all the hotels in the study consider their financial affairs slightly based on Islamic finance. This indicates that a positive relationship between the hotel financial state and the attitude of the guests towards the selected hotels is quite moderate. The financial department of such hotels can find it useful to present publically that guests' financial affairs are done based on Halal principles. This might work as a useful tool for marketing tool and advantage for hotels in Bangkok.

In conclusion, it is possible to say that there is positive relationship between operational criteria of Halal principles and the guests' attitudes towards the selected hotels in Bangkok. Meanwhile, there has been a positive relationship, a very strong one, between the design and interior of the selected hotels in Bangkok with the attitudes of the guests resided in such hotels whereas relationship has been found moderately positive between the financial aspect of the selected hotels and the attitudes of the hotel guests in such selected hotels in Bangkok.

6.3. Recommendations

The study conducted here came to an end with the following suggestions and recommendations which might pave the ground for more researches related to Halal hotel industry.

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The hotel industry though has strong infrastructure and favorable preparation, it is still young in preparing and accommodating the favorable type of Islamic tourism and Muslim Halal kind of lodging services for both Muslims and non-Muslims ,who based on the current results, find it more positive to be served by Halal or Sharia-compliant principles and related services.

6.3.1. **Recommendation for Hotel Management:** Therefore, based on the finding related to the first research question, hotel operation based on Halal principles can impact creating positive attitudes of the guest so it is advisable for such hotels to prepare more effective marketing research and marketing strategies to enhance their guests awareness of their operations and services offered in such hotels. On the other hand, the findings of the results emphasize on this fact that manager's awareness of such Halal or Sharia Compliant rules concerning their operations, Design and financial aspect of their management. This requires more hard work on the side of Human Resources Management to provide more current knowledge and training for all the effective managers to learn how to deal with Muslim guests and their specific religious needs which proved to be safe and sound for both Muslim and non-Muslim guests residing in such hotels for dominating Middle East and ASEAN market.

6.3.2. **Recommendation for Hotel Environment and Decoration:** the positive relationship between the design and interior of the selected hotels and attitudes of the guests recommends that serving Muslims with their specific needs and requirements put great burden on hotels managers to allocate more time and energy for designing and decorating their hotels based on Islamic law in architecture. Therefore, it is good to follow such principles to give more relaxing situation to hotels guests.

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6.3.3. **Recommendation for Hotel Finance**: There are more recommendations for the financial managers who are responsible for having more transparency for all their guests as well as hotel directors to see all the financial operations go with respecting the customer's rights and expectations. The inevitable role of the Foundation of Islamic Center of Thailand is required to provide more specific and business related financial training for different businesses including the Hotels and hospitality industry in Thailand. This can also be matched with certain coordination and contribution from Islamic Banking of Thailand.

6.3.4. **Recommendation for Re-conceptualizing Halal Services**: The last but not the least is the great Jahad or efforts which is on the side of all Muslims and Islamic organizations in charge in Thailand to re-conceptualize Halal industry and its attributes to provide better definition and explanation for Halal principles and products produced based on such principles in harmony with modern Islamic marketing research and strategies to develop more reliable and cost saving standardization of Islamic Branding and services offered in Thailand as one of the pioneers in hotel industry in Bangkok, Thailand.

6.4. Suggestions for Further Research

The current study focused on the hotel guest's attitudes towards the application of Halal principles in hotels in Bangkok to have more competitive advantage in ASEAN region as the AEC emerges in 2015. There are also more variables that require more investigation in further research in future. Therefore, the following suggestions are made for further research:

1. **Suggestion for Branding**: It seems more necessary to conduct research on Specific Islamic Branding and how it can contribute to the expansion of Islamic marking research in the field of tourism and hotel industry. It is good to develop and generalize Islamic Brands to other products more than food and beverages which are mostly known as Halal in Thailand.

2. **Suggestion for Human Resource Management**: It seems essential to conduct research on the Halal Human Resources management and how it will be possible to investigate the selection, evaluation and training of Muslim staff and more Sharia compliant process to satisfy the need of Sharia compliant hotels in Bangkok.

3. **Suggestion for Islamic Finance**: The role of Islamic Banking which has a longer history in Thailand is undeniable. Therefore, it worth conducting academic research to find various way and strategies that Islamic Banking can develop its financial contribution and training for more transparency for Halal businesses in Bangkok including hotel organizations.

4. **Suggestion for Islamic Marketing**: Islamic marketing has more specifications and ideas to offer to hotel marketing and Halal businesses marketing which can develop Halal or Sharia-compliant tourism and hospitality as a beneficial advantages for competition in ASEAN region. Malaysian Halal Industry is a good example for Thai Islamic Center to have more active role in Halal branding and Halal criteria creation.

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5. **Suggestion for e-marketing:** Fortunately, Halal products and services have more potential to be discovered by both Muslim and non-Muslim tourists electronically. This could be the base for further research in e-marketing and digital marketing for Halal products and services on business websites especially on Hotels' Websites.

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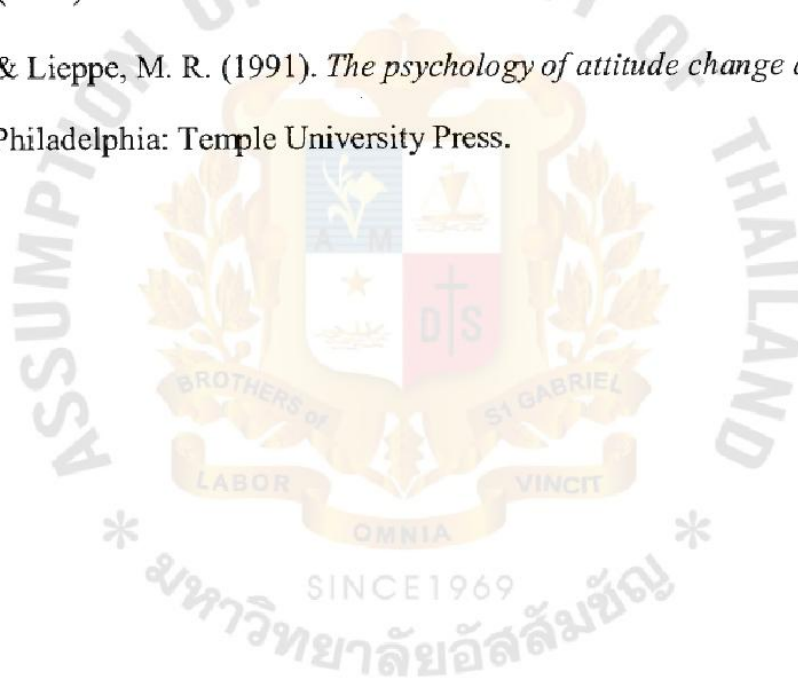
APPENDIX A

FACT SHEET FOR INTERVIEW

Part 1

The name of Hotel: ....   Date: ....

Time to start : ....   Time to finish: ....

The name of interviewee: ....   Position: ....

Years of Experience: ....   Place of Interview: ....

Education : ....

Age: ....

Type of Hotel : Sharia-compliant ☐ Semi- Sharia-compliant ☐ Dry-hotel ☐

Special condition: ....

Thank You for Your Cooperation.

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INTERVIEW QUESTIONS

1. What is Sharia-compliant or Halal hotel? ....

2. Is your hotel Sharia-compliant? Who are most of your customers?

   ....

3. Do you have any Halal certification? ....

4. To what extent do you apply Halal Principles to your policy? ....

   ....

5. Do you believe Halal Principles contribute to your hotel market share/ productivity of your hotel/ transparency of price/ efficiency?..................................

   ....
   ....
   ....
   ....

6. To what extent do you apply the Principles of Halal to your environment?

....

7. To what extent do you apply the principles of Halal to your regulation and legal cases?

....

8. To what extent do you apply the principles of Halal to your planning and development?...
....
....
....

9. To what extent do you apply the principles of Halal to your Human Resources Development(HRD)?...
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....
....

10. How have the Halal principles affected your marketing? Do you have any promotion for your Muslim guests?

....
....
....
....

11. Do you apply Halal principles to the physical structure (Architecture) of your hotel? (Direction towards Mecca/ Prayer room/ separate floors for family/ female guests)

....
....
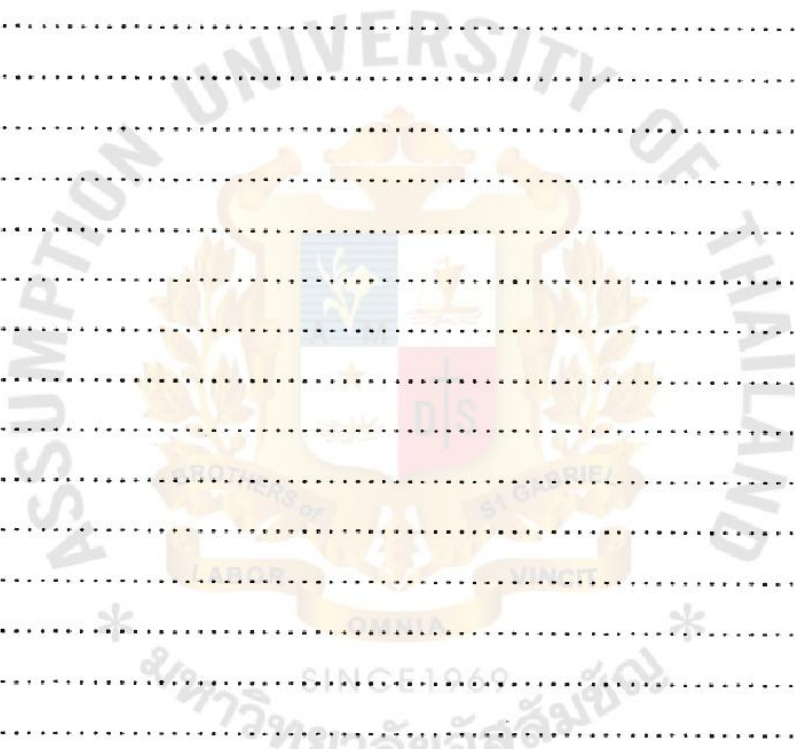
12. Do you believe application of Halal principles resulted in total success of your business or your competitive advantage? ....

13. What do you think about your customers' attitudes towards the services or products you offer? ....

POST INTERVIEW COMMENT SHEET

My observation in this interview: (Knowledge of Halal Principles)

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APPENDIX B

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GENERAL INFORMATION ON CUSTOMER'S ATTITUDE ON HALAL PRACTICES IN THE HOTEL INDUSTRY (Part 2& 3)

Dear Sir/Madam:

As An MBA student of Assumption University of Thailand(ABAC), I want to thank you for your time and kind attention. Please help us better understand your views towards the services our hotel provided for you by completing the survey below.
Thank you for your cooperation

****

1. What is your originality?

   Middle-eastern ☐ Asia ☐ America ☐ Europe ☐ Others ☐

2. Age : 20-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ Above 55 ☐

3. Gender: Female ☐ Male ☐

4. Religion: Muslim ☐ Non-Muslim ☐ Specify if you like..........

5. Your length of stay in this hotel:

   a) 1 night ☐ b) 2-5 nights ☐ c) 6-7 nights ☐ d) More than 7 ☐

6. How did you get to know about our hotel?

   From advertising [ ]   From a travel agency or catalog [ ]   From Internet [ ]
   Word of mouth   [ ]   Other:.....

. Purpose of visit to Bangkok:

   [ ] Business   [ ] Meetings and events   [ ] Relaxation /wellness   [ ] Health & fitness
   [ ] Other

8. I'm in this hotel: with my friends ☐ with my family ☐ with my wife ☐ alone ☐

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Halal Compliance Scale for Hotel

Direction: Please tick (√) the right one box based on your observation and inspection from this hotel.

Halal Principles	Statement expressing the degree of halal-compliance of the hotel	1 Strongly disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly agree
Operations	1. I see alcohol is served in this hotel.	1	2	3	4	5
	2. I see Halal food is served in this hotel.	1	2	3	4	5
	3. I see majority of staff working in this hotel are Muslims or observe Islamic dress code.	1	2	3	4	5
	4. I have observed Separate female staff for female floors.	1	2	3	4	5
	5. I have seen Morally Appropriate satellite channels are set in rooms.	1	2	3	4	5
	6. I found that Koran and prayer mats are available in all rooms.	1	2	3	4	5
Design and Interior	7. I see separate (female and male) function rooms(wedding rooms, celebration rooms,.....) in this hotel.	1	2	3	4	5
	8. I saw my room has markers in the room indicating the direction of Mecca.	1	2	3	4	5
	9. I feel good that there is no entertainment venues such as night Club, discos or Casinos in this hotel.	1	2	3	4	5
	10. I see beds and toilets are not placed to face the Direction of Mecca.	1	2	3	4	5
	11. The Art (photos, pictures, posters ,portraits and statuettes) in this hotel doesn't depict the human body.	1	2	3	4	5
	12. I see there are separate gyms, wellness facilities, for males and females.	1	2	3	4	5
	13. I feel good that there are separate floors for single males, single females and families in this hotel.	1	2	3	4	5
Financial	14. I feel content that this hotel finance is done based on Islamic financial arrangement.	1	2	3	4	5
	15. Hotel should follow the Zakat principles (giving back to the community).	1	2	3	4	5

QUESTIONAIRE ON CUSTOMER'S ATTITUDE

statement for expressing my attitudes towards the services I received in this hotel	1 Strongly disagree	2 disagree	3 Have no idea	4 agree	5 Strongly agree
16. My stay in this hotel was enjoyable because the services matched with my expectations.	1	2	3	4	5
17. In my hotel I like the cleanliness which is done based on Islamic virtues.	1	2	3	4	5
18. I like my hotel rooms which are equipped with prayer mat or other Islamic items such as Koran	1	2	3	4	5
19. I feel happy that I found my hotel based on website information	1	2	3	4	5
20. I felt happy when the hotel website and advertising were based on halal principles and Islamic virtues.	1	2	3	4	5
21. I like I see halal principles used in this hotel are good for family and children.	1	2	3	4	5
22. I feel comfortable and secure in this hotel .	1	2	3	4	5
23. The price and cost were fair and I like that feel it matches the quality I received.	1	2	3	4	5
24. I liked that all details and price list were clearly explained and mentioned as I expected.	1	2	3	4	5
25. I like this hotel because the services I received matched with my religious beliefs.	1	2	3	4	5
26. As a guest in this hotel I would prefer to drink non-alchoholic drinks during my stay so I feel happy to stay in this hotel.	1	2	3	4	5
27. It is important for me and my accompanies not to see or encounter nudity and sexy views or naked guests in hotel	1	2	3	4	5
28. I feel happy to see that there are separate sections or parts for male and female guests.	1	2	3	4	5
29. I believe the hotel that I stay in is environmentally friendly and cares for good social behaviors.(CSR)	1	2	3	4	5
30. The food and beverages I consumed were as I expected.	1	2	3	4	5
31. I feel more comfortable where I see Islamic dress code of staff in hotel.	1	2	3	4	5
32. I'm happy I found the services and quality in line with what the hotel advertises.	1	2	3	4	5
33. I will be glad to choose this hotel again for my next stay in Bangkok.	1	2	3	4	5
34. I like to recommend this hotel to other guests and customers.	1	2	3	4	5
35. I have totally positive feelings towards this hotel.	1	2	3	4	5