4th ISOT

International Seminar On Tourism

NO : 71/Crt/XI/Sc/4thISOT

CERTIFICATE

This is to certify that :

Juju Zuhriatusobah

Has participated as :

Presenter of

"Sharia-compliant hotel literacy: Profiling the potential sharia-compliant hotel guest"

In the 4th ISOT : Internasional Seminar On Tourism

PROMOTING CREATIVE TOURISM: CURRENT ISSUES IN TOURISM RESEARCH

Organized by Department of Tourism, Universitas Pendidikan Indonesia, on November 4, 2020

Vice Rector of Research, Partnership, and Business

Prof. Dr. H. Adang Suherman, M.A.

Conference Chair,

Dr. Ahmad Hudaiby Galihkusumah S.ST.,M.M.

Host | Co-Host | Media Partner

Promoting Creative Tourism

Current Issues in Tourism Research

EDITED BY
Ahmad Hudaiby Galih Kusumah, Cep Ubad Abdullah, Dewi Turgarini, Mamat Ruhimat, Oce Ridwanudin and Yeni Yuniawati

ROUTLEDGE

PROCEEDINGS OF THE 4TH INTERNATIONAL SEMINAR ON TOURISM (ISOT 2020), NOVEMBER 4–5, 2020, BANDUNG, INDONESIA

Promoting Creative Tourism: Current Issues in Tourism Research

Editors

A.H.G. Kusumah, C.U. Abdullah, D. Turgarini, M. Ruhimat, O. Ridwanudin & Y.Yuniawati
Universitas Pendidikan, Indonesia

CRC Press
Taylor & Francis Group
Boca Raton London New York Leiden

CRC Press is an imprint of the
Taylor & Francis Group, an **informa** business
A BALKEMA BOOK

CRC Press/Balkema is an imprint of the Taylor & Francis Group, an informa business

© 2021 Taylor & Francis Group, London, UK

Typeset by MPS Limited, Chennai, India

All rights reserved. No part of this publication or the information contained herein may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, by photocopying, recording or otherwise, without written prior permission from the publisher.

Although all care is taken to ensure integrity and the quality of this publication and the information herein, no responsibility is assumed by the publishers nor the author for any damage to the property or persons as a result of operation or use of this publication and/or the information contained herein.

Library of Congress Cataloging-in-Publication Data

Applied for

Published by: CRC Press/Balkema
Schipholweg 107C, 2316 XC Leiden, The Netherlands
e-mail: Pub.NL@taylorandfrancis.com
www.routledge.com – www.taylorandfrancis.com

ISBN: 978-0-367-55862-8 (Hbk)
ISBN: 978-0-367-55864-2 (Pbk)
ISBN: 978-1-003-09548-4 (eBook)
DOI: 10.1201/9781003095484
https://doi.org/10.1201/9781003095484

Promoting Creative Tourism: Current Issues in Tourism Research – Kusumah et al. (Eds)
© 2021 Taylor & Francis Group, London, ISBN 978-0-367-55862-8

Table of contents

Preface XIII
Scientific Committee XV
Organizing Committee XVII
Acknowledgements XIX

Community based tourism

Border community perception of their local tourist attraction 3
A. Khosihan, A.R. Pratama & P. Hindayani

Language style and local wisdom in The Travel Documentary Pesona Indonesia: *Tondokku Kondosapata* on TVRI as a medium for tourism promotion 9
S. Hamidah, N.N. Afidah, I. Kurniawaty, H.T. Abdillah & R.H. Nugraha

Community education in developing edutourism values in Geopark Ciletuh 17
D.S. Logayah, M. Ruhimat & R. Arrasyid

Building the character of community tourism village in the preservation of Culture *Ngalaksa* 24
D.M. Nugraha, Supriyono & A. Gumelar

Development strategies for parenting tourism villages based on digital literacy 28
N.N. Afidah, D.M. Nugraha, A. Gumelar, P. Hyangsewu & Y.A. Tantowi

Citizenship education in community development in Indonesia: Reflection of a community development Batik Tourism Village 35
Katiah, A. Dahliyana, Supriyono & V.A. Hadian

Poverty alleviation in tourism destination: A new village-owned enterprise on the southern coast of West Java 41
A.W. Handaru, U. Suhud & S. Mukhtar

Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor 48
S.N.A. Zuhairi, N.H.A. Rahman, S.A. Abas, S.S.M. Sawari, S.A.A. Latif & R.M. Wirakusuma

Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley 56
S.A. Abas, M.A. Nur Afiqah, N.H.A. Rahman, S.S.M. Sawari & G.R. Nurazizah

Rural tourism in Jakarta (Ecotourism in Pesanggrahan Riverbank) 64
E. Maryani, Amin, N. Supriatna & M. Ruhimat

Indonesia's spice route tourism 71
N. Fathiraini, D.P. Novalita, Labibatussolihah & E. Fitriyani

Tarling art: History and tourism potential in Cirebon 77
A. Mulyana & S. Sartika

Tourism and spiritual journey from students' perspective and motivation 82
S.P. Pandia, M.D. Kembara, A. Gumelar & H.T. Abdillah

Cultural tourism: Commercialization or preservation? 89
E. Malihah, S. Komariah, N.F. Utami & E. Prakarsa

Destination management

The crucial attributes for culinary tourism destination based on tourists' perception 95
T. Abdullah, Gitasiswhara & R.S. Nugraha

Border tourism in Indonesia's outer islands: The case of Sebatik Island 102
S.R.P. Wulung, A.K. Yuliawati & M.S.D. Hadian

Visitor satisfaction: The mediating role of crowding perception on environmental characteristics and other visitors' behavior 110
N.A. Zidany, G.R. Nurazizah, F. Rahmafitria & M.H.Y. Johari

Culinary tourism planning and development: A case in Gebang Mekar Cirebon 116
E. Fitriyani, I.I. Pratiwi & A. Suwandi

Tour guides' multilingualism in the city of Bandung, Indonesia: What does the Policy Say? 123
C.U. Abdullah & S.R.P. Wulung

Tourist preferences of activities in the tourist village 128
S. Marhanah & E. Sukriah

The influence of Bandung City image as a fashion city on tourist satisfaction 134
P. Supriatin, S. Marhanah & Rosita

The influence of destination image on revisit intention in Olele Marine Park 138
M.N. Della, N. Wildan & O. Sukirman

Topeng Pedalangan as a tourist attraction in Gunungkidul Regency Special Region of Yogyakarta 146
Kuswarsantyo

Millennial volunteer tourist motivation in West Java Province, Indonesia 152
D.D. Utami, I. Ramadhani, A.P. Ramdhani & N.T. Murtiani

Sacred tombs as attraction of tourism village 159
R. Fedrina, Khrisnamurti, R. Darmawan & U. Suhud

Chinese tourists' perception on Bali Tour Package 166
H. Utami, R. Darmawan, R. Wardhani & U. Suhud

Transformational leadership, perceived organizational support, and workplace spirituality on employee engagement of restaurant employees in Surabaya 174
D.C. Widjaja, R.S.T. Putri & D.E. Febrianto

Destination personality of Labuan Bajo, Indonesia: Local and foreign tourists' perspectives 182
C.G. Chandra & S. Thio

Development of tourist visitor management system in Tajur Kahuripan traditional tourism village 189
A. Agoes & I.N. Agustiani

Projected destination image on Instagram amidst a pandemic: A visual content analysis of Indonesian National DMO 196
W.N. Wan Noordin, V. Sukmayadi & R.M. Wirakusuma

Analysing the factors affecting the purchasing decision of Malaysian batik products 202
U.H. Simin & N.H.A. Rahman

Indonesian mythology as touristic attractiveness: The story of the Queen of the Southern Sea of Java Island 209
M.V. Frolova, M.W. Rizkyanfi & N.S. Wulan

The role of psychographic factors in predicting volunteer tourists' stage of readiness: A case of Australia 216
U. Suhud, A.W. Handaru, M. Allan & B. Wiratama

Turkish destination image and attitude toward Turkish television drama 223
U. Suhud, A.W. Handaru, M. Allan & B. Wiratama

Why do countries allow dark tourism? A review study 230
S. Barua & E.D. Putra

Understanding the motivations and preference on ecotourism development: The case of Gunung Leuser National Park, Indonesia 238
Amrullah, A. Rachmatullah, Nurbaeti, F. Asmaniati & S.P. Djati

Sequential exploratory mixed methods and scale development: Investigating transformational tourism readiness 250
J.K. Sabharwal, S. Goh & K. Thirumaran

Economic benefits of selected resorts in Dasmariñas City, Cavite: Basis for a proposed economic strategy 259
A.R.D. Movido, M.J.L. Tapawan, Q.A.E. Lucero & J.U. Tabuyo

Tourism development and the well-being of local people: Findings from Lembang, West Java, Indonesia 272
E. Sukriah

The effect of individual and destination accessibility on willingness to visit: Nature-based tourism destination 278
I. Wirajaya, F. Rahmafitria, G.R. Nurazizah & A. Jamin

Push and pull factors in visiting a remote nature-based destination 284
R. Ameliana, L. Somantri, F. Rahmafitria & F.A. Karim

Can marine debris pollution cause the loss of tourism revenue in Indonesia? An empirical study 289
P. Hindayani, A. Khosihan & A.R. Pratama

How risky is liveaboard diving in Indonesia? An empirical investigation on the divers' perceived risk and oceanic geomorphology 297
R.M. Wirakusuma, M. Lück, H. Schänzel, M.A. Widiawaty, G.P. Pramulatsih, M. Dede & E. Dasipah

Challenges in sustainable design practices through the lenses of local event organizers 305
M. Intason

Rural tourism: The state-of-the-art 311
A.H.G. Kusumah

Hand sign method in playing *angklung* as tourists' involvement in creative tourism: A case study on *Saung Angklung Udjo* 316
N. Riana & K. Fajri

Potential of domestic tourist loyalty in Indonesia: A spatial analysis 321
A.R. Pratama, A. Khosihan & P. Hindayani

Tourism and education

The tourism academic traveler 331
A.H.G. Kusumah, Khrisnamurti & M. Kristanti

Competency development problems in tourism and hospitality students' internship in Indonesia 337
Rosita

Integrative teaching materials for Indonesian Speakers of Other Languages based on Sundanese gastronomy text 342
M.W. Rizkyanfi, Syihabuddin, F.N. Utorodewo, V.S. Damaianti & D. Turgarini

CIPP model: Curriculum evaluation of the Indonesian gastronomy courses 353
W. Priantini, I. Abdulhak, D. Wahyudin & A.H.G. Kusumah

Situation analysis of tourism education in the city of Bandung 360
A. Suwandi, E. Fitriyani, N. Fajria & S.R.P. Wulung

Analysis of online learning during the Covid-19 pandemic in tourism education 365
A. Suwandi, E. Fitriyani & A. Gumelar

Development of a friendly character and working characters for tourism guide practices of SMK's students in Bali 369
R. Munawar & M. Rahmat

Edutourism: Learning to be the Indonesian society 375
R.W.A. Rozak, A. Kosasih, M.D. Kembara, N. Budiyanti & V.A. Hadian

Interculture language learning: Literacy level determines the development of tourist numbers in Indonesia? 383
D. Hadianto, V.S. Damaianti, Y. Mulyati, A. Sastromiharjo & N. Budiyanti

CATC implementation to strengthen the industrial-based tourism competency of vocational schools 390
D. Sunarja & O.D. Maharani

An exploratory study on Singapore Polytechnic Hospitality and Tourism students' perception toward the use of virtual learning environments (E-learning) 397
J.M. Pang

The challenge in disruptive times in tourism education: Toward a redesigned curriculum for new normal from conventional to creative tourism 405
P.R.M. Tayko & Foedjiawati

The suitability of TOEFL-ITP as a tourism industry employment requirement for Indonesian university graduates 412
G. Ginanjar & M.W. Rizkyanfi

Tourism gastronomy

Canna fettucine: Commodifying culinary Italian Indonesian 421
S.S. Wachyuni, K. Wiweka & R.M. Wirakusuma

The Salapan Cinyusu (Nona Helix) as a "creativepreneurship" support model for gastronomy tourism in Bandung city 429
D. Turgarini

The effect of gastronomic festival attributes on behavioral intention at Wisata Kuliner Tjeplak Purwakarta 438
Rr.M. Vania T., Gitasiswhara & Y. Yuniawati

Culinary experience toward behavioral intention (Survey of consumer fusion food on street food in Bandung city) 446
M.R. Perdana, L.A. Wibowo & Gitasiswhara

Implications of food delivery services for recognition of traditional foods by millennials in Bandung 453
A. Sudono

Gastronomy tourism as a media to strengthen national identity 457
R. Fitria, A. Supriatna, K.A. Hakam, S. Nurbayani & Warlim

Digitalization activities in gastronomy tourism 464
D. Turgarini, I.I. Pratiwi & T.K. Priyambodo

Tape Kareueut Teh Bohay: Students' gastronomic tourism capital Universitas Pendidikan Indonesia 471
Fahrudin, N.N. Afidah, F. Azis, S. Hamidah & M.W. Rizkyanfi

Gastronomy tourism development model on a tourist village 476
C. Ningsih, D. Turgarini, I.I. Pratiwi & R. Fitrianty

Exploring the expectation of youth purchasing intention for street food as gastronomy tourism in Bangsaen, Thailand 482
P. Nakpathom, K. Chinnapha, P. Lakanavisid, M.R. Putra, A. Wongla, A. Kowarattanakul, N. Pangket, P. Thanuthep & S.H. Rui

iDabao during Covid-19: Online-to-offline (O2O) food delivery service and the digitalization of Hawker (street) food during a crisis 491
E. Tan

Hospitality management

Re-examining sensory experience on highland nature-based resort rooms 503
N.H.A. Rahman, R.M. Wirakusuma & E. Dasipah

Consumer's complaint behavior between Indonesian and non-Indonesian in the hotel 509
Y. Machiko, Ivena, M. Kristanti & R. Jokom

Exploring factors influencing homestay operators to participate in the homestay program 516
S. Haminuddin, S.S.M. Sawari & S.A. Abas

Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia 522
M.M. Jamil & N.H.A. Rahman

Sharia-compliant hotel literacy: Profiling the potential Sharia-compliant hotel guest 527
Y. Rahayu & J. Zuhriatusobah

Environment, food, or employee: Identifying factors in authentic dining experience influencing customer satisfaction 534
T. Abdullah, N. Latifah, H.P.D. Setiyorini & R.S. Nugraha

The effect of perceived authenticity on revisit intention of Sundanese restaurants 541
Y. Yuniawati, T. Abdullah & A.S. Sonjaya

The impact of dining experience towards revisit intention at Mujigae Resto, Bandung 547
R. Andari, Gitasiswhara & D.A.T. Putri

Legal and business sustainability of social enterprises restaurants 554
N.B. Le, T. Andrianto & R. Kwong

Restaurant selection of Thai Free Individual Traveler (FIT) by using conjoint analysis approach 564
K. Pitchayadejanant, L. Dembinski, P. Seesavat, P. Yimsiri, S. Amonpon & R. Suprina

Safety and crisis management

Covid-19 and Indonesian super-priority tourism destinations 575
S.R.P. Wulung, Y. Yuniawati & R. Andari

The influence of perceived risk and perceived value toward tourist satisfaction 583
B. Waluya, O. Ridwanudin & Z.S. Zahirah

Hospitality industry crisis: How to survive and recovery in the pandemic of COVID-19 591
E. Fitriyani, D.P. Novalita & Labibatussolihah

From fantasy to reality: Attracting the premium tourists after COVID-19 598
A.R. Pratama, P. Hindayani & A. Khosihan

Travel decision-making amid the pandemic 604
G.R. Nurazizah & Darsiharjo

Tourism industry standard operating procedure adaptation preparing Covid-19 new normal in Indonesia 609
I.I. Pratiwi & A. Mahmudatussa'adah

Assessing tourist motivation on Tionghoa halal food 616
C. Ningsih & H. Taufiq A

Revenge tourism: Trend or impact post-pandemic Covid-19? 623
M.N.A. Abdullah

Spiritual tourism: Study of the experience of fasting on Ramadan during the COVID-19 pandemic in Indonesia 628
E. Firdaus & M. Rahmat

The new era of tourism: Draw up tourism industry after the pandemic 636
S. Nurbayani & F.N. Asyahidda

Tourism and tourism crisis management in the COVID-19 pandemic time 641
E. Edison & T. Kartika

Differences in trust and risk-taking propensity for travelers from Indonesia 645
A. Njo & F. Andreani

The impact of travel constraints on travel intention 652
F. Andreani & A. Njo

The effect of COVID-19 outbreak to the destination choice and the intention to visit the destination among Thai tourists 659
M. Worrachananun & N. Srisuksai

The impacts of COVID-19 at Karangsong Mangrove Centre 664
D.J. Prihadi, Z. Guanghai, Khrisnamurti & H. Nuraeni

Impacts of COVID-19 on national security in Indonesia and the alternative of national policy solutions 669
A.M. Fawzi, A.T. Nugraha & A.G. Subakti

Covid-19, technology and tourism: The future of virtual tour? 675
T. Andrianto, A.H.G. Kusumah, N.A. Md Rashid, A.G. Buja & M.A. Arshad

Virtual tour as one of education tourism solutions in Covid-19 pandemic 680
R. Khaerani

Estimation of short-term economic effect in Geopark Ciletuh-Palabuhanratu tourism due to the coronavirus outbreak 684
P. Hindayani, A.R. Pratama, A. Khosihan & Z. Anna

Tourism marketing

The effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia 695
R. Khaerani, T. Kartika & B. Basri

Virtual public sphere: The overview of instagram users in responding to the instagram posts of tourist destinations in Covid-19 pandemic 701
A. Khosihan, P. Hindayani & A.R. Pratama

Visual ethnography: Tourists' perception of Bandung's destination image 708
O. Ridwanudin, Y. Yuniawati & V. Gaffar

What makes visitors come again to food festivals? An analysis of a direct influence of culinary festival attributes 713
T. Abdullah, N.E. Novianti, R. Andari & R.S. Nugraha

Women's mountaineering tourism on Instagram: The paradox between gender equality, identity, and objectification 721
A. Mecca

Image of 10 prioritized tourism destinations and its influence on eWOM among tourism students 728
T.A. Patria, H. Ulinnuha, Y. Maulana, J. Denver & J. Tanika

Nation brand culture tourism to improve the nation image 736
Wilodati, S. Komariah & N.F. Utami

The role of social media in Generation Z travel decision-making process 741
Khrisnamurti, R. Fedrina, U. Suhud & D.J. Prihadi

The influence of halal tourism destination attributes on tourist satisfaction in Bandung 748
N. Wildan, M.N. Della & O. Sukirman

mGuiding (Mobile Guiding) – using a Mobile GIS app for guiding Geopark Ciletuh Palabuhanratu, Indonesia 756
R. Arrasyid, Darsiharjo, M. Ruhimat, D.S. Logayah, R. Ridwana & H.R.M. Isya

Virtual tour: Tourism opportunities in the new normal era 763
Labibatussolihah, D.P. Novalita, N. Fathiraini & E. Fitriyani

The effect of internet marketing and electronic word of mouth of Sundanese gastronomy tourism on tourist visit motivation to Bandung 771
D. Valentina, D. Turgarini & I.I. Pratiwi

Author index 777

Promoting Creative Tourism: Current Issues in Tourism Research – Kusumah et al. (Eds)
© 2021 Taylor & Francis Group, London, ISBN 978-0-367-55862-8

Preface

For the past two decades, creative tourism has been a perennial discussion among researchers, scientists, practitioners, and other related parties within the context of tourism worldwide. As creative tourism offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken, it attracts a variety of tourism sectors to take part.

To this relation, this conference aims to invite academics and professionals in tourism-related fields to share their research and experiences in discussing the current issues in tourism research to promote creative tourism. This macro topic of discussion is then broken down into such important sub-themes as sustainable tourism; ICT and tourism; tourism marketing; halal and sharia tourism; destination management; politics, social phenomena, and humanities in tourism; medical and health tourism; community-based tourism; meeting, incentive, convention, and exhibition; restaurant management and operation; corporate social responsibility (CSR); disruptive innovation in tourism; urban and rural tourism planning and development; marine tourism; tourism and education; tourism, economics, and finance; recreation and sport tourism; culture and indigenous tourism; tourism gastronomy; heritage tourism; film-induced tourism; tourism planning and policy; supply chain management; hospitality management; safety and crisis management; tourism geography; infrastructure and transportation in tourism development; and community resilience and social capital in tourism.

Finally, it is hoped that the conference, as reflected in the variety of papers would allow academics, researchers, as well as practitioners to continue being engaged in the process of redefining creative and sustainable tourism. As tourism is an important part in a nation's development, we need to be constantly involved in the process of reconceptualizing it.

Editorial Team

Promoting Creative Tourism: Current Issues in Tourism Research – Kusumah et al. (Eds)
© 2021 Taylor & Francis Group, London, ISBN 978-0-367-55862-8

Scientific Committee

International Advisory Board

1. Dr. Eunice Tan (Murdoch Uni Singapore, Singapore)
2. Dr. Christina Lam (SIT)
3. Dr. Walanchalee Wattana (Mahidol Univ)
4. Dr. Eka Putra (Uni Korea) Sol International Hospitality Management (SIHOM), Sol International School (SIS), Woosong University
5. Hera Oktadiana Ph.D (JCU)
6. Yong-Jae Choi, Ph.D (Hankuk University of Foreign Studies)
7. Prof. Neil Carr (University of Otago)
8. Dr. Craig Lee (University of Otago)
9. Dr. Manisa Piuchan (Chiang Mai University)
10. Dr. Pipatpong Fakfare (School of Humanities and Tourism Management, Bangkok University, Thailand)
11. Dr. Jiwon Seo (Ewha Woman's University, Seoul, South Korea)
12. Dr. Luk Kiano (Community College of City University Hong Kong, Hongkong)
13. Dr. Ryan Smith (San Francisco State University, USA)
14. Prof. Dr. Elly Malihah M.Si (Universitas Pendidikan Indonesia, Indonesia)
15. Prof. Dr. Darsiharjo M.S (Universitas Pendidikan Indonesia, Indonesia)
16. Dr. Caria Ningsih (Universitas Pendidikan Indonesia, Indonesia)
17. Dr. Erry Sukriah (Universitas Pendidikan Indonesia, Indonesia)
18. Usep Suhud Ph.D (Universitas Negeri Jakarta, Indonesia)
19. Dr. Myrza Rahmanita (STP Trisakti, Indonesia)
20. Dr. Liga Suryadana (STP Enhaii, Indonesia)
21. Dr. Any Ariani Noor S.Pd., M.Sc (Polban, Indonesia)
22. Dr. Marceilla Hidayat BA.Honns M.M (Polban, Indonesia)

© 2021 Taylor & Francis Group, London, ISBN 978-0-367-55862-8

Organizing Committee

Chair

Dr. AH. Galihkusumah, MM (Universitas Pendidikan Indonesia, Indonesia)

Co-Chair

1. Prof. Dr. Elly Malihah, M.Si (Universitas Pendidikan Indonesia, Indonesia)
2. Prof. Dr. Darsiharjo. MS (Universitas Pendidikan Indonesia, Indonesia)
3. Dr. Erry Sukriah, M.SE (Universitas Pendidikan Indonesia, Indonesia)
4. Dr. Caria Ningsih (Universitas Pendidikan Indonesia, Indonesia)
5. Oce Ridwanudin, M.M (Universitas Pendidikan Indonesia, Indonesia)

Speakers

1. Professor Bob McKercher (The Hong Kong Polytechnic University, Hong Kong)
2. Professor Iis Tussyadiah (University of Surrey, United Kingdom)
3. Dr. Dewi Turgarini, MM.Par (Universitas Pendidikan Indonesia, Indonesia)

Co-Host

1. Khrisnamurti (Universitas Negeri Jakarta, Indonesia)
2. Nova Riana (Sekolah Tinggi Ilmu Ekonomi Pariwisata Yapari, Indonesia)
3. Rina Suprina (Trisakti School of Tourism, Indonesia)
4. Sienny Thio (Petra Christian University, Indonesia)

Promoting Creative Tourism: Current Issues in Tourism Research – Kusumah et al. (Eds)
© 2021 Taylor & Francis Group, London, ISBN 978-0-367-55862-8

Acknowledgements

The committee would like to express gratitude to all who have been involved in the conference. Our highest appreciation goes to the Rector of Universitas Pendidikan Indonesia for his constant support. The same thankfulness also goes to the Vice Rector of Research, Partnership and Business for his insight that helps the committee to execute the conference.

The committee would also like to thank to the members, reviewers, as well as publication team who have collaborated together to ensure the production of both the conference and the proceeding. Our special thanks is also dedicated to the team from CRC, Routledge who provide a space for the research from our participants to be published and disseminated further.

Finally, our gratitude also goes to all participants who have made our conference successful.

The Conference Committee

Promoting Creative Tourism: Current Issues in Tourism Research – Kusumah et al. (Eds)
© 2021 Taylor & Francis Group, London, ISBN 978-0-367-55862-8

Sharia-compliant hotel literacy: Profiling the potential Sharia-compliant hotel guest

Y. Rahayu & J. Zuhriatusobah
Nusantara Islamic University, Bandung, Indonesia

ABSTRACT: The current general perception that Sharia-compliant hotels are only meant for Muslims should also be shifted. Even though Muslims are among the largest tourist markets in the world, perceived values of the Sharia-compliant hotel have not been clearly established. This study was measured using two methods. One method used 10 items of 5-point Likert of Sharia-compliant hotel benefit to profile the potential guest and measure literacy level using 15 true-false test questions. Scoring results of true-false test questions were then analyzed with confirmatory factor analysis to test construct validity. Scoring results of 5-point Likert of Sharia-compliant hotel benefit were then analyzed with K-Means clustering analysis used to classify potential guest of sharia-compliant hotels. The results show identifiable characteristics and behavior patterns of potential Sharia-compliant hotel guests. This kind of information can be used in developing effective promotional programs, the feasible marketing strategy, and business sustainability.

Keywords: Sharia-compliant hotel, literacy, potential guest

1 INTRODUCTION

The Muslim market share is a very large market, especially in the ASEAN market with the largest Muslim population today. Therefore, some companies have taken advantage of this concept in their business itself. Not only applied to Islamic banking, Islamic business has also spread in various types of businesses, from start Takaful, Sharia pawn shops, salon Sharia, and Sharia hotels. Problematic issues in using the Sharia label in the hotel business continues to be a source of confusion for owners, managers, and hotel management as well as consumer Sharia. Although Muslims make up one of the largest tourist markets in the world, knowledge related to the different Islamic perspective on tourism (regardless of the very powerful link between the two) is still less represented in the related literature (Eid & El-Gohary 2015). There are still many doubts in the industry about what is called the "Sharia," especially the term "Sharia hotel" (Chan et al., n.d.). A Sharia hotel concept, through its unique value proposition, has rapidly become very much attractive to both Muslim and non-Muslim tourists all over the world. This possibility has taken the Sharia hotel concept to another level of business insight within the marketplace (Putit et al. 2016).

The Indonesian government has made efforts to develop Sharia hotels by issuing Ministerial Regulations on Tourism and Creative Economy on Sharia Hotel Business Guidelines No. 2, 2014. Guidelines for implementing Sharia hotel business as stipulated in the ministerial regulation carry a major contribution to development of Sharia hotels in Indonesia. Therefore, the ministerial regulations are divided into two categories: (1) Hilal Sharia Hotel One, and (2) Hilal Sharia Hotels Two. Ministerial Regulations on Tourism and Creative Economy on Sharia Hotel Business contributed positively to business development in that such regulations have helped the process of hotels undergoing Sharia labels from the beginning of the establishment and those transforming into Sharia hotels (Adirestuty 2019). Sharia according to Ministerial Regulation No. 2 2014 is the principles of Islamic law as to which are arranged in edicts and/or approved by the Indonesian Sharia Council. While understanding of Sharia hotel business is a hotel business, its operation must meet the criteria

DOI 10.1201/9781003095484-76

Table 1. Sharia-compliant hotel requirement.

No alcohol to be served or consumed on the premises
Halal foods (slaughtered in the name of Allah and excluding all pork products and certain other items)
Quran, prayer mats, and arrows indicating the direction of Mecca in every room
Beds and toilets positioned so as not to face the direction of Mecca
Bidets in bathrooms
Prayer rooms
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

Source: Henderson, 2010

of Sharia hotel business set out in the Sharia as in this ministerial regulation. The criteria of Sharia hotel business are the formulation of qualifications and/or classification that includes aspects of products, services, and management (Marhanah 2017).

Rosenberg and Choufany (2009) divided Sharia compliant into three sections, which are operations, interior design, and financial. Besides no alcohol and serving halal food, some of the other criteria must also be complied in operation, like majority of staff of Muslim faith, the division of female staff for single female floors, and male staff for single male floors, providing decent television service or channel, Quran and prayer mat in each room. In addition, decent entertainment is allowed with no venue of nightclubs and discotheque, the arts should not depict the human form, and separate wellness facilities for males and females. For the financial part, the hotel must be financed through Islamic financial arrangements and should pay zakat, which is the obligation that a hotel company has to donate a certain proportion of money based on yearly business profit.

However, from a small part of society there are those who think that the Sharia hotel and the non-Sharia (conventional) hotel are the same, the only difference being a "label." Hence, the need for the attention of the Sharia hotel manager today in the increasingly fierce competition, in competing to provide excellent service and quality-oriented to customer satisfaction as the primary goal, but still paying attention to the signs and regulations stipulated by Sharia, so there is a "difference value" between the Sharia and non-Sharia (Marhanah 2017). There are no formal criteria for Sharia-compliance in the hotel sector, but scrutiny of statements made by industry practitioners and analysts reveals broad agreement about a set of attributes that are summarized in Table 1.

The term "Sharia-Compliant" is not clarified enough within the hotel industry. In fact, and not to exaggerate, there are no such hotels in this category and no written rules or classifications currently exist for a Sharia-compliant hotel. Develop and deliver the right Sharia compliant is the biggest challenge. It is because people in the industry only understand the concept and the practices through what is visible to their eyes. The very popular misconception is when there is no alcohol served, and by providing amenities for Muslims, they are already considered as Sharia-compliant. Nevertheless, hotel industries implicitly follow one aspect of Sharia- compliant by having halal certificates in their establishment (Ahmat et al. 2012).

There is still limited study on Sharia-compliant hotel literacy that focuses on an Islamic hotel concept. Literacy is usually associated with knowledge, and it shows that knowledge is one element of things that lead to the behavior of a person (Antara et al. 2016). The authors have a great curiosity about the understanding level of the real concept of Sharia-compliant hotel in the society, especially hotel guests. The objective of this re-search is to carry out a descriptive study on the Sharia-compliant hotel literacy level and determine potential guests in Sharia-compliant hotel, so as to develop the feasible marketing strategy for a Sharia-compliant hotel.

Bandung was the city chosen to be the location of research, which will support the research objectives. Bandung is one of nine Sharia tourism destinations set by the Indonesian government since 2014, with a large number of Sharia hotels compared to other cities. The high number of Muslim tourists from Malaysia and Middle Eastern countries coming to Bandung creates a demand for high Sharia hotel accommodations, which led to the development of Sharia hotels in Bandung instigating the number of hotels that will transform to meet the standards of Sharia compliance. Bandung tourism potential for the Sharia tourism industry is also supported by cultural tourism, historical tourism, culinary tourism, and shopping (Adirestuty 2019).

2 METHODOLOGY

This research was conducted by using two methods, that is factor analysis and cluster analysis. Factor analysis is an analysis by extracting a set of variables so that several factors are formed. Cluster analysis is a multivariate technique whose purpose is to group objects based on their characteristics. Cluster analysis classifies objects so that each object that is closest in common to other objects is in the same cluster.

Factor analysis focuses on grouping statement instruments from variables, to explore the data and give information on how many factors are needed to represent the data, whereas the cluster analysis focused on grouping respondents. This research uses non-hierarchical cluster analysis or K-Means cluster, which is an analysis method where the number of clusters is determined by two and three clusters.

The data for this study are obtained through structured questionnaires and conducted in an online survey. The questionnaire consists of three parts. The first part is socio-economic demographic information of the respondents (gender, age, marital status, education, occupation, and monthly income). The second part is a self-evaluation test regarding the concept of a Sharia-compliant hotel, which consists of design interior, operations, and finance. This test is true-false questions, and the instrument of question was measured using CFA (confirmatory factor analysis). The third part refers to the benefit of Sharia-compliant hotel consisting of novel experience, functional hotel attributes, and the way of life. As measured though a 5-point Likert scale (1—Strongly Disagree to 5—Strongly Agree), then, analyzed using K-Means cluster. This part is to answer the research objective, namely profiling the potential guests of Sharia-compliant hotels.

The samples size used in this study was 227 respondents. There were three clusters identified; these were labeled Hunter Sharia (39% of total respondents), Moderate Sharia (36% of total respondents), and Not Sharia at all (25% of total respondents). The naming of the clusters considered the strength of the clusters' mean scores for segmentation variables. For example, the Hunter Sharia cluster was named based on the respondents' strong attitudes toward and concern they displayed for the halal principles. The hunter sharia group is likely to search out halal products. The moderate sharia cluster is less concerned about halal principles. The cluster of not sharia at all shows negative scores for segmentation variables. In other words, this group is not likely to purchase halal products to make an impression, nor is there concern about the impact products may have on spiritual.

3 RESULTS AND DISCUSSION

Women were the most respondents in this research (51.5%). The average age of respondents was 30–45 years old. They were mostly married (61.2%). They were well educated, 78% of respondents having a college degree. The majority of respondents' occupation were government employees and private employees, and respondents reported an average monthly income between Rp. 2.000.000–Rp. 6.000.000. It is worth to mentioned, 71.4% of the respondents were aware of the existence of Sharia-compliant hotels but most of them never had any experience staying in a Sharia-Compliant hotel.

Table 2. The literacy question items of sharia-compliant hotel concept.

No	Question
Design Interior	
SHL 01	Sharia hotel has a distinctive Exterior and Interior that are different from conventional hotels (there are calligraphy, Islamic music, and Islamic atmosphere)
SHL 02	Sharia hotel must provide praying room for public (both for guests and employee)
SHL 03	Bathrooms in sharia hotels may not face the Qibla
SHL 04	Rooms available of the Quran, prayer mat, and a sign pointing toward the Qibla
SHL 05	In the room, adzan can easily be heard every praying time through the speaker
	Operations
SHL 06	There are Rules of Procedure for guests, i.e., if the guests staying are couples, they must be a muhrim couple (Show ID card); the floor for male, female, and family guests is different; unmarried guest barred from occupying the same bedroom at the same floor
SHL 07	Sharia hotels are not only for Muslims but also for non-Muslims
SHL 08	In organizational structure, must have Sharia Supervisory board
SHL 09	Sharia hotel must have a valid certificate as a Sharia hotel from the National Sharia Council (MUI)
SHL 10	In Sharia hotel, the public facilities such as fitness center, pool, and salon are separated for male and female guests.
SHL 11	Sharia hotel only provide halal food, doesn't provide an alcoholic beverage—neither alcohol nor pork should be served in any of the food and beverage outlets
SHL 12	All employees to be predominantly Muslim
SHL 13	The employee's fashion based on Islamic rules
Financial	
SHL 14	All forms of payment must use Islamic financial institutions
SHL 15	Financial administration arrangement used a Sharia accounting system

Source: Processed by researcher in 2020

Based on the results of calculations POC (proportion of correct answers), POI (proportion of incorrect answers), and POD (proportion of doubtful answers) of each question, it should be noted several of the easiest questions to understood by respondents about the concept of Sharia-Compliant Hotel, respectively, are 2, 4, 6, 11. Conversely, the most difficult questions to understood by respondents are 7, 8, 12, 14, and 15.

Overall, the respondent's literacy level for Sharia-Compliant Hotel is good, at least when measured by the number of respondents in the well literate category (26%) and sufficient literate category (37%). However, respondents whose literacy level is low (37%) should still be the concern of the parties, because it is thought to inhibit the development of Sharia-Compliant Hotels in Indonesia.

Factor analysis is an analysis by extracting a set of factors, so that several factors are formed. The results of using CFA shows that, on the framework of questions about the concept of Sharia-compliant hotel (Table 1), there are seven factors that are reduced or eliminated, because eight factors have been considered to represent 61.89% of variance literacy, from the number of initial indicators of 15. This shows that these eight factors are the most optimal for aspects of literacy that are formed, specifically question numbers 2, 3, 6, 8, 10, 11, 14, and 15 (Table 2).

The concept of Sharia-compliant hotel is very unique, and it needs to be promoted not only toward the Muslim market but also non-Muslims. However, the market needs to be clearly defined in order to effectively promote such a product. There are various market segments for the hotel industry such as leisure travelers and business travelers (Yusof & Muhammad 2013). Based on this condition, profiling guests can help hoteliers to find the proper market positioning for their hotel. It can also be used to select appropriate potential guest groups in target markets to find the marketing opportunities in current potential guest groups and to gain competitive advantages.

Table 3. Summarized the literacy level of sharia-compliant hotel.

Literacy Level	The Number of Respondent	Percentage
Well Literate	60	26%
Sufficient Literate	83	37%
Less Literate	52	23%
Not Literate	32	14%
Total	227	100%

Source: Processed by author in 2020

Table 4. Proposed of grouping potential guest of sharia-compliant hotel.

	Cluster		
	1	2	3
Zscore: Gender	.10930	−.02176	−.10478
Zscore: Age	.71875	.12828	−.88001
Zscore: Marital Status	.70187	.43463	−1.07705
Zscore: Level of Education	.42631	.34282	−.70965
Zscore: Occupation	.26702	.33236	−.52727
Zscore: Salary per Month	.36070	.45720	−.71806
Zscore: Sharia Hotel Benefit: Novel Experience	.65427	−1.00672	−.01046
Zscore: Sharia Hotel Benefit: Functional Hotel Attributes	.69335	−.94734	−.09518
Zscore: Sharia Hotel Benefit: The way of Life	.56300	−.94823	.04867

Source: Processed by researcher in 2020

By cluster analysis author means the partitioning of data into meaningful subgroups, when the number of subgroups and other information about their composition may be unknown. The process of clustering is to divide a set of physical or abstract objects into several groups according to the degree of similarity between them and to constitute groups of similar objects. A cluster is a group of some similar objects, and the objects in different clusters are not similar.

Based on F-test, which is presented in the ANOVA table, it shows that one of the attributes in this study is gender but it is not considered to affect aspects of the grouping potential guest of Sharia-Compliant Hotel (p value = 0,373). The implication for the management of Sharia-Compliant Hotel, gender aspects need not be a priority consideration in formulating marketing strategy, especially those related to determining market segmentation. Based on F-test, the attribute that is the most distinguishing attribute between clusters 1, 2, and 3 is age (F-stat: 105.536) and marital status (F-stat: 214.916).

From the output table above (Table 3), can be defined as follows:

Cluster-1

This cluster, the author named it The Hunter Sharia. This cluster-1 contains respondents who have the value of Sharia-compliant hotel benefits are more than the average studied variables, which consist of novel experiences, functional hotel attributes, and the way of life. This is evident from the positive values found in the Final Cluster Centers table in all variables. Cluster-1 is a grouping of respondents who are predominantly male gender, average age around 43 years, marital status is married, undergraduate education, the majority of occupation is self-employed (entrepreneur), and salary ranges from 6–8 million rupiah.

Cluster-2

Cluster 2, the author named it The Not Sharia at All. Because the characteristics of Sharia-compliant hotel clustered in cluster-2 has a value that is in a position below the average of the studied variables (novel experiences, functional hotel attributes, and the way of life). Cluster-2 is a grouping of respondents, the majority of which have a female gender, average age around 35 years, marital status is married, the majority of education is undergraduate, the majority of occupations are self-employed (entrepreneur), and salary ranges from 6–8 million rupiah.

Cluster-3

Cluster-3, the author named it the Moderate Sharia, because in cluster-3, the value of novel experience and functional hotel attributes has a value below the average of studied variables (negative score). But the value of the way of life shows a positive value. That is, respondents in this group are still concerned with Sharia principles. Cluster-3 is a grouping of respondents, the majority of which have female gender, age 24 years, marital status is single, diploma education, occupation is private employees, and salary ranges from 4–6 million rupiah.

4 CONCLUSION

The result shows that the literacy level of Sharia-compliant hotel is relatively good. Basically, Sharia hotels are hotels as usual, but operations and services have been adjusted to the principles of Sharia or Islamic teaching guidelines, in order to provide a calm, comfortable, healthy, and friendly atmosphere that is needed by guests, both Muslim and non-Muslim. Sharia hotels in general are no different from other hotels, still subject to government regulations, remain open 24 hours, without interruption. Marketers are also open to all groups, both Muslim and non-Muslim.

The key contribution of this study is that it provides interesting and potentially useful information about the potential guest who is interested to stay in a Sharia-compliant hotel. Based on the results of the cluster analysis, Sharia-compliant hoteliers can create the feasible marketing strategy, because each cluster has different socio-economic-demographic characteristics. These different characteristic are regarding the best way to communicate from the selected segments. This information can be used in developing effective promotional programs. The information should be made clear and easily comprehensible to the Muslim and non-Muslim guest.

ACKNOWLEDGEMENT

This research was supported by Faculty of Economics, Nusantara Islamic University (UNINUS). We thank our colleague, Wahdi Suardi, for sharing his pearls of wisdom with us during the course of this research. We are also immensely grateful to all members of the Department of Management-Faculty of Economics, Nusantara Islamic University (UNINUS) for providing assistance and helping in facilitating this research.

REFERENCES

Adirestuty, F. (2019). Customer Perceived Value In Creating Customer Satisfaction And Revisit Intention In Sharia Hotel. *Journal of Islamic Monetary Economics and Finance*, *5*(2). https://doi.org/10.21098/jimf.v5i2.1067

Ahmat, N. C., Ridzuan, A. H. A., & Zahari, M. S. M. (2012). Customer awareness towards Syariah compliant hotel. *ICIMTR 2012 – 2012 International Conference on Innovation, Management and Technology Research*, *May*, 124–128. https://doi.org/10.1109/ICIMTR.2012.6236373

Antara, P. M., Musa, R., & Hassan, F. (2016). Bridging Islamic Financial Literacy and Halal Literacy: The Way Forward in Halal Ecosystem. *Procedia Economics and Finance*, *37*(16), 196–202. https://doi.org/10.1016/s2212-5671(16)30113-7

Cluster-2

Cluster 2, the author named it The Not Sharia at All. Because the characteristics of Sharia-compliant hotel clustered in cluster-2 has a value that is in a position below the average of the studied variables (novel experiences, functional hotel attributes, and the way of life). Cluster-2 is a grouping of respondents, the majority of which have a female gender, average age around 35 years, marital status is married, the majority of education is undergraduate, the majority of occupations are self-employed (entrepreneur), and salary ranges from 6–8 million rupiah.

Cluster-3

Cluster-3, the author named it the Moderate Sharia, because in cluster-3, the value of novel experience and functional hotel attributes has a value below the average of studied variables (negative score). But the value of the way of life shows a positive value. That is, respondents in this group are still concerned with Sharia principles. Cluster-3 is a grouping of respondents, the majority of which have female gender, age 24 years, marital status is single, diploma education, occupation is private employees, and salary ranges from 4–6 million rupiah.

4 CONCLUSION

The result shows that the literacy level of Sharia-compliant hotel is relatively good. Basically, Sharia hotels are hotels as usual, but operations and services have been adjusted to the principles of Sharia or Islamic teaching guidelines, in order to provide a calm, comfortable, healthy, and friendly atmosphere that is needed by guests, both Muslim and non-Muslim. Sharia hotels in general are no different from other hotels, still subject to government regulations, remain open 24 hours, without interruption. Marketers are also open to all groups, both Muslim and non-Muslim.

The key contribution of this study is that it provides interesting and potentially useful information about the potential guest who is interested to stay in a Sharia-compliant hotel. Based on the results of the cluster analysis, Sharia-compliant hoteliers can create the feasible marketing strategy, because each cluster has different socio-economic-demographic characteristics. These different characteristic are regarding the best way to communicate from the selected segments. This information can be used in developing effective promotional programs. The information should be made clear and easily comprehensible to the Muslim and non-Muslim guest.

ACKNOWLEDGEMENT

This research was supported by Faculty of Economics, Nusantara Islamic University (UNINUS). We thank our colleague, Wahdi Suardi, for sharing his pearls of wisdom with us during the course of this research. We are also immensely grateful to all members of the Department of Management-Faculty of Economics, Nusantara Islamic University (UNINUS) for providing assistance and helping in facilitating this research.

REFERENCES

Adirestuty, F. (2019). Customer Perceived Value In Creating Customer Satisfaction And Revisit Intention In Sharia Hotel. *Journal of Islamic Monetary Economics and Finance*, *5*(2). https://doi.org/10.21098/jimf.v5i2.1067

Ahmat, N. C., Ridzuan, A. H. A., & Zahari, M. S. M. (2012). Customer awareness towards Syariah compliant hotel. *ICIMTR 2012 – 2012 International Conference on Innovation, Management and Technology Research*, *May*, 124–128. https://doi.org/10.1109/ICIMTR.2012.6236373

Antara, P. M., Musa, R., & Hassan, F. (2016). Bridging Islamic Financial Literacy and Halal Literacy: The Way Forward in Halal Ecosystem. *Procedia Economics and Finance*, *37*(16), 196–202. https://doi.org/10.1016/s2212-5671(16)30113-7

Chan, A., Pratami, R. P., & Tresna, W. (n.d.). *Sharia Marketing Analysis In Noor Hotel Bandung*.

Eid, R., & El-Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management*, *46*, 477–488. https://doi.org/10.1016/j.tourman.2014.08.003

Henderson, J. C. (2010). Sharia-Compliant Hotels. *Tourism and Hospitality Research*, *10*(3), 246–254. https://doi.org/10.1057/thr.2010.3

Marhanah, Sri, Mardhatilla, D. S. (2017). Does Sharia Hotel Meet Its Criteria Study Of Sofyan Hotel Betawi, Jakarta. *People: International Journal of Social Sciences*, *1*(1), 957–966. https://doi.org/10.20319/pijss.2015.s21.957966

Modul 6 analisis cluster. (n.d.). 1–16.

Putit, L., Muda, M., Mahmood, A. N., Ahmad Taufek, N. Z., & Wahib, N. (2016). Linking 'Halal' Friendly Hotel Attributes and Customer Satisfaction:The Islamic Tourism Sector. *Journal of Emerging Economies and Islamic Research*, *4*(4), 43. https://doi.org/10.24191/jeeir.v4i4.9102

Rosenberg, P., & Choufany, H. M. (2009). Spiritual Lodging – the Sharia – Compliant Hotel Concept. *HVS Global Hospitality Services- Dubai*, *April*, 1–7.

Yusof, M. F. M., & Muhammad, M. Z. (2013). Introducing shariah compliant hotels as a new tourism product: The case of Malaysia. *Entrepreneurship Vision 2020: Innovation, Development Sustainability, and Economic Growth – Proceedings of the 20th International Business Information Management Association Conference, IBIMA 2013*, *1*, 1142–1146.