Innovations in Muslim-Friendly Tourism

Emerging Solutions and Best Practices

Siti Salwa Md Sawari

Muhammad Haniff Najmi

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Editor

Siti Salwa Md Sawari

and

Muhammad Haniff Najmi Mazli

International Islamic University Malaysia

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PREFACE

Tourism is an ever-evolving industry, continuously shaped by cultural, technological, and economic trends. Within this vast sector, Muslim-friendly tourism has emerged as a significant area of growth, driven by the increasing number of Muslim travelers seeking destinations, products, and services that align with their faith-based needs. As the demand for halal tourism rises, so does the necessity for innovative, inclusive, and sustainable solutions that cater to the diverse preferences of Muslim travelers.

This book brings together a collection of insightful studies, case analyses, and innovative ideas from researchers, scholars, and practitioners across various institutions. It highlights the latest trends, challenges, and breakthroughs in the field, offering practical solutions and best practices for businesses, policymakers, and academics alike.

The chapters in this book explore a diverse range of topics, from technological advancements such as travel security applications and personalized digital assistants to inclusive and accessible tourism initiatives, innovative halal-friendly hospitality models, and sustainability-driven projects. The book also emphasizes the role of entrepreneurship in fostering innovation within the industry and how Muslim-friendly tourism can be further enhanced through community engagement, ethical business models, and digital transformation.

A distinguishing feature of this book is its multidisciplinary and collaborative approach. It underscores the global nature of Muslim-friendly tourism and the shared commitment to advancing this sector. The findings presented in this book serve as a valuable resource for academics, industry stakeholders, and policymakers working towards a more inclusive, accessible, and innovative Muslim-friendly tourism ecosystem.

It is hoped that this book does not only sparks meaningful discussions but also inspires new ideas and strategies that will shape the future of Muslim-friendly tourism. We extend our heartfelt gratitude to all contributors, institutions, and organizations that have supported this publication. May this book serve as a guiding light for those seeking to create a more sustainable, inclusive, and enriching travel experience for Muslim travelers worldwide.

Chapter I

SAFEZONE: TRAVEL SECURITY IN YOUR HAND

Christy Pinis[1], Nurul Nadia Binti Ajije @ Azize[2], Siti Nurhafizah Binti Mohd Raman[3], Hajar Mohamad[4]

[1,2,3,4] Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

The SafeZone app is an innovative platform designed to enhance travel safety and security for modern tourists, addressing the increasing risks associated with unfamiliar destinations. By integrating real-time hazard detection, weather updates, emergency contacts, and localized resource mapping, SafeZone provides users with a proactive, all-in-one solution to navigate potential dangers. The app offers personalized, location-specific alerts about natural disasters, criminal activities, health risks, and other hazards, enabling travelers to make informed decisions and take timely precautions. It also connects users with local emergency services and guides them to safe zones, fostering a sense of security and preparedness. Notably, SafeZone supports diverse traveler needs, including halal restaurant recommendations and transportation assistance, making it particularly valuable for solo travelers, families, and female tourists. Through its integration of local resources, SafeZone promotes sustainable tourism and responsible travel practices. With a user-friendly design and a holistic approach, the app eliminates the need for multiple safety tools, streamlining the management of travel risks. The app's commercialization potential is significant, with opportunities for subscription-based models, strategic partnerships in the travel industry, and the monetization of anonymized data user. Ultimately, SafeZone empowers travelers to explore confidently and responsibly, redefining travel safety in the digital age.

INTRODUCTION

The SafeZone app is a groundbreaking innovation designed to enhance travel safety and security for modern travelers. This all-in- one platform integrates real-time hazard detection, weather updates, emergency contacts, and localized resource mapping, offering users a proactive tool to navigate potential risks effectively. By analyzing location-specific data, SafeZone provides personalized alerts about natural disasters, criminal activities, health risks, and other dangers, enabling users to make informed decisions and take timely precautions. The app also connects users with local emergency services and guides them to safe zones, ensuring comprehensive support during crises. Beyond individual safety, SafeZone fosters collaboration between tourists, local communities, and authorities, promoting sustainable tourism and enhancing destination appeal. With features tailored for diverse needs such as halal restaurant options and transportation assistance, it is particularly relevant for solo travelers, families, and female tourists. SafeZone holistic and user-friendly design eliminates the need for multiple applications, streamlining safety management in unfamiliar environments. This article explores the app's innovative features, its impact on tourism safety, and its potential to redefine travel experiences by empowering users with confidence and peace of mind.

PROBLEM STATEMENT

Travel safety is a significant concern for modern tourists, particularly those visiting unfamiliar destinations. Risks such as natural disasters, criminal activities, health hazards, and accidents pose substantial threats to travelers' well-being, often resulting in anxiety and disrupted plans. The growing number of solo travelers, families, and female tourists further highlights the need for reliable tools to ensure personal safety and access to emergency resources. Despite advancements in technology, existing safety solutions often lack integration, requiring travelers to rely on multiple apps for hazard alerts, emergency contacts, and location-based guidance. This fragmented approach can delay responses during critical situations and increase confusion, especially in emergencies. Additionally, tourists often struggle to access localized safety information or navigate the cultural and logistical challenges of their destination. The SafeZone app addresses these challenges by offering a comprehensive, real-time safety solution. Its integration of hazard detection, weather updates, emergency resources, and navigation tools into a single platform provides users with timely, accurate, and location-specific safety information. By filling the gap between fragmented safety measures and the rising demand for holistic travel safety solutions, SafeZone empowers travelers to explore confidently while reducing risks.

OBJECTIVE

To develop an app providing real-time alerts and resources for safer, smarter travel experiences

NOVELTY AND UNIQUENESS

The SafeZone app stands out as a groundbreaking innovation due to its holistic approach to travel safety, integrating multiple safety tools into a single platform. Unlike conventional safety applications that focus on specific functions, such as weather updates or emergency contact directories, SafeZone combines real-time hazard detection, weather alerts, emergency assistance, and localized resources to provide an all-encompassing safety solution. One of the most unique features is its personalized, location-specific alerts. Using real- time data from trusted sources,

SafeZone informs users of potential risks ranging from natural disasters to criminal activities tailored to their exact location.

This hyper-localized approach ensures that users receive timely and relevant information, helping them to respond effectively to threats. SafeZone also offers proactive safety features, such as mapping to nearby safe zones, access to evacuation routes, and resources for emergency preparedness. Unlike traditional safety apps that primarily react to emergencies, SafeZone empowers users to anticipate risks and enhancing their sense of security. Another distinctive aspect of this app is the integration of local resources, such as transportation options, accommodation listings, and halal restaurant recommendations, making it particularly valuable for Muslim travelers.

HOW IT IS RELATED WITH THE CONCEPT OF 'SAFEZONE'?

The reasearch paper directly relates to the concept of "SafeZone" in several ways. The study meticulously identifies specific locations and situations within urban environments that induce feelings of fear and insecurity among the participants. These locations and situations implicity define the absence of safe zone. The research highlights the lack of safe zone in various contexts, such as poorly lit streets, unfamiliar areas, and public transportations at night. The research explores factors directly related to the creation of SafeZone, both physical and perceived. For example, the presence of familiar people, well-lit areas, and proximity to authority figures are identified as factors that enhance the feelings of safety, thereby suggesting elements needed to create a safe zone. The core of research involves designing and testing a mobile application, SafeZone, aimed at enhancing safety and security. This application directly attempts to create a perceived safe zone by providing information, facilitating communication with trusted individuals and allowing users to share their experiences of safety and insecurity in specific locations. The app features, such as location tagging and social networking, are designed to expand the users' perceived safe zone. The field study assesses the effectiveness of the SafeZone application in fostering a sense of security. This evaluation directly addresses the success or failure of the application in creating a more effective and expanded "SafeZone" for its users. The findings highlight challenges in creating a truly effective digital SafeZone, emphasizing the importance of trust and community building.

BENEFITS TO INTENDED USERS AND SOCIETY

The SafeZone app delivers substantial benefits to both its intended users and the broader society, making it a valuable innovation for modern travel safety. SafeZone provides a real-time hazard detection, ensuring that users are informed about potential risks such as natural disasters, criminal activities, or health hazards. This proactive approach significantly reduces vulnerability during travel. SafeZone promotes responsible tourism by equipping travelers with tools that enhance their safety while fostering sustainable travel practices. Responsible tourism involves minimizing negative impacts on destinations while maximizing benefits for local communities and ecosystems. SafeZone contributes to this by empowering users with risk management and preparedness tools, ensuring their actions align with the principles of responsible travel.

COMMERCIALIZATION POTENTIALS

By meeting a vital demand for increased safety and security in the current travel environment, the SafeZone app offers a substantial market opportunity. The app may provide visitors with the information and resources they need to confidently traverse new places by utilizing real-time data, individualized safety advice, and a community-driven approach. Strong economic potential is a result of a subscription-based business model, premium features like in-app translation and professional consultations, strategic alliances with major firms in the travel sector, and the monetization of anonymized data user for insightful information about travel safety. Additionally, by providing their staff with travel risk management capabilities and improving security measures, the app may serve corporate clients. In the end, the "SafeZone" application has the ability to greatly enhance the travel experience.

CONCLUSION

Travelers currently have a comprehensive and proactive solution for traveling to new places thanks to the SafeZone app, which is a game- changing innovation in travel safety. SafeZone app meets the urgent need for increased safety and security in the contemporary travel environment by fusing real-time hazard identification, customized alarms, easily available emergency resources, and perceptive localized assistance into a single, user-friendly platform. This all-encompassing strategy, together with a dedication to responsible tourism and an emphasis on user empowerment, establishes SafeZone as a significant development in travel technology, revolutionizing how tourists discover and engage with the world while reducing risks and promoting a more fulfilling and significant trip. SafeZone app is positioned as a significant development in travel technology because of its all-encompassing strategy, dedication to user empowerment, and emphasis on ongoing improvement.

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Chapter II

SUSTAINABILITY MEETS INNOVATION: THE SERENI THREADS STORY

Nurfazniesazleyana Binti Noraidin[1], Nur Shafiyyah Shahira Binti Pardjo[2], Nor Shafiqah Binti Sabri[3], Cindy Johnny[4]

[1,2,3,4] Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

The hospitality industry is increasingly recognizing the critical importance of sustainable procurement practices, driven by both environmental responsibilities and consumer demand for eco-friendly products. Major hotel brands are shifting towards green procurement to enhance operational efficiency and secure a competitive market advantage. For instance, Marriott and Wyndham have integrated significant sustainability goals, including the use of recycled materials and energy-efficient appliances. This shift is also influenced by the recognition of the substantial carbon emissions associated with the supply chains in the hotel industry. Sustainable practices such as green supply chain management play a pivotal role in this transition, aiming to optimize resource use and reduce waste. The Sereni Threads Slipper, made from 80% sustainable materials, embodies these initiatives by utilizing discarded textiles and tires, engaging local communities in production, and contributing to economic sustainability. This project does not only addresses environmental impacts but also sets a precedent for incorporating recycled products into hotel offerings, aligning with global sustainability goals and responding to modern travelers' expectations.

INTRODUCTION

The hospitality sector has increasingly recognized the importance of purchasing recycled products so, it is clear that sustainability is increasingly prioritized in this sector. The emphasis on eco-friendly procurement is driven by a combination of environmental responsibility and consumer demand for green practices. These practices are driven not only by consumer expectations but also by operational efficiency benefits. Studies suggest that many hotels have primarily adopted "green" practices to secure a competitive advantage (Kim et al., 2017; Budarma et al., 2020). Research indicates that major hotel brands are adopting more sustainable procurement methods. For instance, Marriott has implemented significant sustainability goals, including reductions in water and carbon footprints, and increased use of recycled materials in their operations (NewGen Advisory, 2023). Similarly, Wyndham and Choice Hotels have established certification programs and sustainability levels that require the use of energy-efficient appliances and support for renewable energy projects (NewGen Advisory, 2023).

Furthermore, the hotel industry shift towards sustainable procurement is also emphasized by the recognition of the carbon emissions associated with their supply chains. Studies show that a large

portion of a company carbon footprint are originated from indirect activities such as those associated with procurement (Fraser, 2023). This has led to an increased focus on sourcing goods and services that are not only cost-effective but also environmentally friendly.

In addressing the adoption of sustainable procurement practices in the hotel industry, recent studies emphasize the significant role that green supply chain management plays in enhancing environmental sustainability. Alreahi et al. (2023) highlighted that the integration of green supply chain management is essential for the hotel industry to address its environmental impacts effectively. This includes collaborations with stakeholders to optimize resource use and reduce waste. Hotels are increasingly aware that adopting sustainable procurement practices does not only align with global environmental goals but it also meets the expectations of modern travelers who prioritize sustainability. Thus, integrating these practices can lead to operational efficiencies, cost savings, and improved guest satisfaction.

This shift towards green procurement led to the development of the "Sereni Treads Slipper," a product created with sustainability in mind. The name, a combination of "Serenity" and "Treads," captures its dual purpose: offering a calm, comfortable experience for the wearer while emphasizing the practical and durable design of the footwear. The Sereni Treads Slipper represents "peaceful steps" with its comfortable and eco-friendly design. Showcasing an embroidered "Serenity Cove" logo, the branding conveys a sense of calm and a secluded retreat, reflecting the hotel goal of providing a harmonious sanctuary for relaxation, rejuvenation, and a connection to nature.

The slipper plays a significant role in reducing environmental impact by repurposing discarded tires and textiles into functional footwear. Using recycled materials helps cut down on waste, decrease pollution, and reduce dependence on new resources. Additionally, the manufacturing process actively engages local communities, providing economic opportunities and promoting social inclusion in sustainability efforts. This product closely aligns with SDG 12: Responsible Consumption and Production, which highlights the need to adopt sustainable practices, reduce waste, and use resources efficiently. By transforming discarded materials into a valuable product, the "Sereni Treads Slipper" contributes to the principles of a circular economy. It also serves as an eco-friendly alternative to conventional hotel slippers, meeting the rising demand for sustainable options in the hospitality industry while encouraging businesses to adopt more responsible production methods.

The teachings of Prophet Muhammad (SAW) promote moderation in activities such as eating, drinking, giving in charity, and clothing oneself, which align with the 3R principles of Reduce, Reuse, and Recycle. Islam emphasizes minimizing resource use to prevent unnecessary consumption by reusing items through charitable acts, and recycling materials to optimize resources and reduce waste. These practices embody Islamic values of responsibility, gratitude, and environmental stewardship.

PROBLEM STATEMENT

Current waste management practices are increasingly inadequate in handling the volume of recyclable materials, leading to significant amounts of waste being sent to already overflowing landfills. In regions like Malacca and Kota Kinabalu, this issue is exemplified by the substantial accumulation of industrial waste materials, such as fabric scraps and used tires, which could be recycled but instead contribute to environmental degradation. Specifically, Berita Harian (2022)

reported that Malacca collects up to 50 tons of fabric scraps daily, and Harian Express (2023) noted the illegal dumping of approximately 4,400 used tires annually in Kolombong, Kota Kinabalu. These instances highlight a critical gap in the effective recycling and reuse of materials that, if addressed, could significantly mitigate the environmental impacts of waste.

Consequently, there is an urgent need to develop innovative waste management solutions that do not only reduce the strain on landfills but also promote sustainability through recycling and repurposing of these materials into recycled product offerings specifically designed for the hotel industry. This approach would help address the dual challenges of waste management and sustainable development within the hospitality sector. Hence, the concept of repurposing and recycling discarded materials into hotel slippers aims to address these issues by creating a product that minimizes waste while providing sustainable options for the hospitality industry.

OBJECTIVES

The innovation was initiated to enhance the use of hotel slippers provided to guests, particularly tourists staying overnight, and support the green procurement initiative among the hotels in Malaysia. The project has several key objectives, all focused on enhancing the guest experience while addressing sustainability. The main objectives are:

1. To design multifunctional hotel slippers that guests can use in various settings.
2. To support sustainability by reducing fabric and tire waste from supplier industries through recycling.
3. To ensure comfort and hygiene for hotel guests by utilizing reusable and eco-friendly materials.
4. To innovate unique hotel slippers that can also serve as merchandise to promote the hotel.

NOVELTY/UNIQUENESS

The Sereni Threads Slipper is made from 80% sustainable materials, addressing the rising issues of fiber consumption and waste production caused by fast fashion trends (Baloyi et al., 2024). To minimize waste and promote sustainability, the slipper is created using fabric remnants from tailors who have surplus materials and discarded tube tires. This hotel slipper is no longer just a disposable product; it can also be offered as a complimentary souvenir for guests to take home. Additionally, these slippers can serve as an effective promotional tool for the hotel.

Additionally, creating sustainable income for the community is a core objective. Enhancing community livelihoods and generating wealth are primary goals of these income-generating projects (Mwambeo et al., 2024). This initiative provides local residents, particularly housewives and students seeking supplementary income, the opportunity to participate in the slipper-making process. As part of its novelty, this project includes a hotel initiative venturing into green procurement, thereby aligning its operational practices with environmental sustainability goals.

Source: Malay Mail   Source: Wiki Impact

Figure 1: Sereni Threads Slipper

THE CONCEPT OF MAQASID AL-SHARIAH

Maqasid al-Shariah refers to the broader objectives of divine law, extending beyond legal frameworks to encompass all aspects of human life. It reflects Islamic holistic perspective by promoting general welfare and encouraging high moral standards in personal actions and societal interactions. The primary objectives aim to safeguard five essential elements such as religion, life, intellect, progeny, and property (Abdullah & Furqani, 2012; Rabe et al., 2018). In the context of innovation, two specific objectives of Maqasid al-Shariah are Preserving Faith (Frugal or Israf) and Preserving Wealth (Mal), as outlined in the table below.

Maqasid al-Shariah Objective	Innovation Features	Benefit	Remarks
Preserving Faith (Frugal or Israf)	Multifunctional design to serve various purposes	Reduces environmental waste by repurposing materials.	Implementing frugal practices through innovation while adhering to the principles of Maqasid al-Shariah.
Preserving Wealth (Maal)	Durable and reusable	Replacing with disposable slipper	Cost saving and promote sustainability

BENEFITS TO INTENDED USERS AND SOCIETY

The initiative to produce the Sereni Threads Slipper from sustainable materials presents a multifaceted range of benefits to both the intended users and the broader society. Here are the advantages:

1. Reducing Environmental Impact: Sereni Threads Slippers use sustainable materials like recycled fabric and discarded tube tires, which significantly reduce waste and conserve natural resources. This approach minimizes the environmental footprint of manufacturing and helps combat the negative effects of fast fashion.
2. Community Engagement and Economic Benefits: By employing local tailors and providing income opportunities for housewives and students, the project strengthens community livelihoods and supports local entrepreneurship. This empowerment can boost local economies through sustainable job creation.
3. Setting Industry Standards: The hotel initiative behind Sereni Threads Slippers demonstrates effective green procurement and production practices, serving as a model for other businesses in the hospitality sector and encouraging the adoption of sustainable practices in the industry.
4. Support for Global Sustainability Goals: This project aligns with the United Nations Sustainable Development Goals (SDGs) by promoting responsible consumption, innovation, and sustainable communities.

Overall, the project offers eco-friendly products while contributing to environmental sustainability and economic resilience, illustrating how businesses can play a vital role in sustainable development.

COMMERCIALIZATION POTENTIALS

The commercialization of eco-friendly hotel slippers enhances sustainability, strengthens brand recognition, and fosters customer loyalty. Branded slippers featuring the hotel logo serve as effective marketing tools and memorable souvenirs that guests often take home. This practice reinforces positive experiences and encourages repeat visits. By prioritizing high-quality materials and environmental responsibility, hotels can attract eco-conscious travelers, align with their values, and ensure long-term success.

The materials and design of hotel slippers play a crucial role in creating a lasting impression. As noted by Eliya (2024), maintaining high standards in both product quality and branding is essential for meeting guest expectations. Branded eco-friendly slippers not only provide comfort and luxury but also reflect a commitment to sustainability, which resonates with today's environmentally conscious travelers.

Additionally, consumer behavior significantly influences hotel sustainability practices. Studies indicate that guests are willing to pay more for environmentally friendly accommodations, highlighting a market trend towards sustainability (Kunchornsirimongkon, 2020; Balaji et al., 2019).

CONCLUSION

The shift toward sustainable procurement in the hospitality sector is exemplified by the development of the Sereni Threads Slipper. This initiative represents a proactive approach to environmental stewardship and resource efficiency. By implementing green procurement practices, hotels are not only addressing the urgent needs of waste reduction and recycling but also enhancing guest satisfaction and loyalty by offering eco-friendly products.

This project serves as a model for the industry by demonstrating how sustainable practices can be seamlessly integrated into business operations to achieve both environmental and economic benefits. Furthermore, it aligns with broader sustainability goals by supporting the industry commitment to reduce its environmental footprint, fostering a positive impact on the community, and setting new standards for environmental responsibility in hospitality.

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Chapter III

SPECIAL PEOPLE TRAVEL APP (SPECIAL P'S APP)

Muammar Syafiq Bin Hairudin[1], Dedriana Vellisa Simon[2], Janeffnie Jemfina Anak James[3], Mr Mohd Arsy Ardy Mohd Hardy[4]

[1,2,3,4] Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

The Special P's Travel app is an innovative solution designed to enhance the accessibility of travel for individuals with special needs. This application focuses on inclusivity by offering unique features such as audio-guided navigation, offline functionality, and tailored travel information to ensure a safe and independent travel experience. It bridges the gap in accessible tourism, a sector with significant market potential, by addressing challenges faced by individuals with disabilities. The app also connects users with travel agencies and volunteers for real-time assistance. From the economic perspective, the app opens new opportunities in the tourism industry, generates employment through collaborations with local agencies, and boosts community income. Environmentally, it promotes sustainable practices by reducing the reliance on printed materials through digital travel guides. Socially, the app empowers users by increasing their confidence, fostering independence, and building stronger community connections. This report highlights the app's innovative features, its contributions to the economy, environment, and society, and its role in redefining inclusive tourism.

INTRODUCTION

The Special P's Travel app is designed with a focus on accessible tourism, ensuring that tourism destinations, products, and services are available to all individuals, regardless of physical limitations, disabilities, or age. It aims to create inclusive travel experiences for diverse groups, including individuals with mobility, hearing, vision, cognitive, or intellectual disabilities, as well as seniors and families with young children. The app prioritizes user safety by collaborating with travel agencies to offer services tailored to special needs, enabling users to travel more comfortably and confidently. Key features include audio-guided navigation, which assists blind and visually impaired users by providing information about their surroundings, such as street names, intersections, and points of interest. By addressing barriers in physical accessibility, transportation, and information services, the app enhances mobility and independence, empowering users to explore without limitations. With a global market of approximately 1.3 billion people living with disabilities, the app taps into a significant demographic, contributing to economic growth in the tourism sector and redefining inclusive travel.

PROBLEM STATEMENT

Individuals with special needs face several challenges when traveling, inspiring this innovative project to address these issues. According to The Guardian (2022), they require a dedicated application to help them plan and execute trips effectively, ensuring their safety and preventing issues like scams, which are increasingly common in travel platforms. Disabilities should not limit the ability to travel, and this app aims to provide a safer and more inclusive experience. Common problems including vulnerability to scams by individuals or agencies, lack of accessible facilities in certain countries, difficulty in tracking arrival or departure times and platforms, limited access to travel information in accessible formats, and concerns about personal safety in unfamiliar environments. This application seeks to mitigate these challenges, simplifying travel planning and improving the overall experience for individuals with special needs.

OBJECTIVES
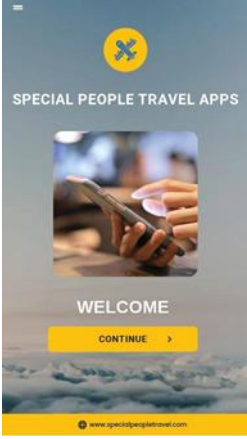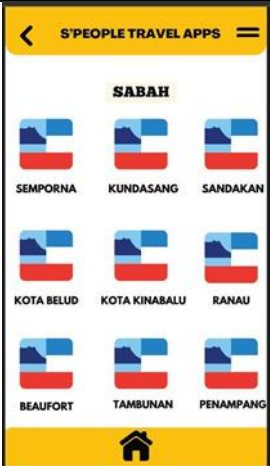
The main objective of Special P's App is to help special people to travel safely. The provision of travel agency names on the app can be trusted which could ensure the safety of the special people during travelling. Moreover, this app can facilitate special people when traveling because it provides all the needs during traveling such as transportation, hotel, place and many more.

NOVELTY AND UNIQUENESS
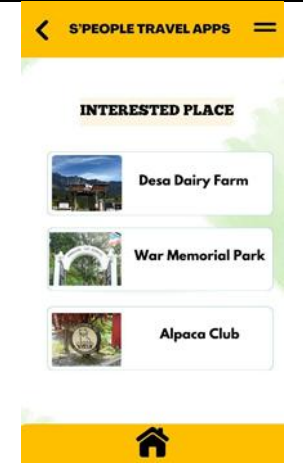
The Special P's Travel app introduces novelty which is defined as something new, different, or inventive that solves an existing problem in a new way or provides an unprecedented benefit (Ulrich, 2009). The app offers unique features that cater specifically to individuals with special needs, including voice navigation for visually impaired users, offline functionality for remote areas in Malaysia, and the ability to connect users with volunteers or agencies for assistance. These innovations differentiate the app from other travel platforms. The app holds significant economic potential, tapping into 1.3 billion disabled people worldwide, contributing to tourism revenue, and creating job opportunities. Environmentally, it promotes sustainable tourism and reduces the use of printed materials. Socially, it empowers individuals with disabilities, enhancing their

confidence and independence while fostering social connections through volunteer and agency support.

Table 1: Method of Using Special P's App

Layout	Descriptions
	APP FRONT PAGE • This is the front page of Special P's Travel App. • The front page invites users to explore the app's features by simply clicking the 'Continue' button below to proceed to the next page and thus, begin their journey.
	SITE SELECTION PAGE (STATE) • The two buttons at the top function as help button, allowing users to report technical issues or seek assistance directly. • There are three buttons representing the three main regions of Malaysia which are Sabah, Sarawak, and Peninsular Malaysia. • The home button shaped like a house is located at the bottom, enabling users to return to the main page at any time.
	SITE SELECTION PAGE IN SABAH (REGION) • For example, when a user selects Sabah, this page displays available districts in Sabah and holiday options. • The page features buttons for districts, enabling tourists to explore various locations offering holiday packages and excellent services.

	SERVICES IN KUNDASANG • After clicking on the Kundasang district button, the page displays several services available to the users. • These included accommodations, transportations, interesting places, as well as contact numbers for travel agencies, activities and hotels.
	ACCOMMODATION IN KUNDASANG • This is an example of accommodations available in Kundasang page. • There are four examples of accommodations provided here. • Similar to the previous page, it also features the home button, back button, and help button for user convenience.
	TRANSPORTATION IN KUNDASANG • Transportation is one of the examples of the six services provided in this app, as shown in this diagram. • There are several types of companies that provide transportation here.

	INTERESTING PLACES IN KUNDASANG • Based on the "Interesting Places" feature in this app, this is an example of a service, namely a curated list of popular destinations as shown in the diagram. • The App provides unique and iconic places that are important for individuals or groups of travelers to enhance their travel experience.
	TRAVEL AGENCIES IN KUNDASANG • Based on the "Contact Number" feature in this app, this is another example of a service, namely providing essential contact information for travel services, as shown in the diagram. • Contacting reliable travel companies are crucial for individuals or groups of travelers to plan their trips efficiently and resolve any inquiries they may have.
	ACTIVITIES IN KUNDASANG • The "Activities" feature in this app showcases various activities that the travelers can engage in, as shown in the diagram. • Participating in unique activities is essential for individuals or groups of travelers to create memorable experiences during their trips.

	HOTEL IN KUNDASANG • The "Hotel" feature in this app displays various hotels where the travelers can sleep, as shown in the figure. • Hotels are important during traveling as it makes it easier for the travelers to rest.
	ABOUT US • This is our last app page which shows "About Us" and it is the same as the previous pages which have several buttons such as the back button, home button and help button.

BENEFITS TO INTENDED USERS AND SOCIETY

The Special P's Travel app provides significant benefits to individuals with special needs by simplifying travel planning through user-friendly guidance, offline functionality, and direct support from volunteers or travel agencies. It also contributes to the economy by opening new markets, creating job opportunities, and increasing revenue in the tourism industry. From an environmental perspective, the app promotes sustainable tourism with digital guides that reduce printed materials. Additionally, it fosters social inclusivity by offering better accessibility, boosting users' confidence, and strengthening community connections. Overall, this app facilitates travel while delivering positive impacts on the economy, environment, and society.

COMMERCIALIZATION POTENTIAL

The commercialization of travel applications for individuals with special needs represents a significant step towards enhancing accessibility and inclusivity in the travel industry, offering features designed to improve user experience and ensure safe and comfortable travel. Social media platforms, such as Facebook, Instagram, and Twitter, are leveraged to promote the Special P's

Travel app, targeting specific demographics with tailored content that highlights accessibility features and inclusive travel experiences. Establishing official company profiles and implementing targeted advertising strategies help raise awareness and reach a wider audience. Additionally, collaborating with influencers amplifies the app's visibility and credibility, as influencers can communicate its benefits in a relatable and engaging manner, fostering trust among potential users. These marketing strategies collectively aim to increase awareness and adoption of the app, empowering individuals with special needs to travel confidently and independently.

HOW WILL THE PRODUCT STRENGTHEN ISLAMIC TOURISM IN MALAYSIA?

Tourism apps designed for people with special needs can help boost Islamic tourism in Malaysia. These apps make it easier for travelers to find accessible places, halal food, and important Islamic sites. For example, they can show travelers unique attractions like Sabah floating mosque. The apps also support the local economy by connecting tourists with halal restaurants, accessible hotels, and transportation services, helping with bookings before the trip. They provide useful information about Muslim-friendly travel packages, attracting more Muslim tourists, especially from markets like China. Successful implementation of these apps requires collaboration between government, local businesses, and community organizations. Overall, these apps can enhance Islamic tourism in Malaysia by improving accessibility, promoting cultural experiences, supporting local businesses, and sharing helpful information, while encouraging diversity in tourism.

CONCLUSION

In conclusion, Special P's apps is highly recommended to be used during traveling as it meets the demands of modern users. Nowadays, the growing demand for travel apps that meet the needs of individuals with special needs marks a major shift in the travel industry, and travel apps are one of the fastest growing market segments. This is because families and individuals with disabilities are eager for more travel opportunities to create long-lasting memories. Therefore, by providing innovative solutions, the industry can promote inclusion solution to the problem In the future, advances in technology and user feedback will improve the app, incorporating features such as augmented reality for navigation and an enhanced community support system. According to Travel Booking Data (2024), it states that more than 60% of users use travel mobile apps to plan their trips, this is because there are so many logistical reasons. Ultimately, travel apps for individuals with special needs serve as a gateway to adventure, where everyone can travel with confidence and ease.

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Chapter IV

SOLOGO

Junaidah Binti Jumadil[1], Syaidatul Hafsah Binti Mohd Khalid[2], Amnah Binti Ismail[3], Dr. Spencer Hedley Mogindol[4]

[1,2,3,4] Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

SoloGo is an app developed to make traveling for singles both self-guided and more meaningful. It encompasses options for Halal-friendly features, prayer time reminders, language translations, and common local phrases for the ultimate inclusive travel. By including user-generated content and social networking features, SoloGo hopes to revolutionize the backpacking experience with a truly alive community of solo travelers. It allows users to share their personal travel stories, itineraries, and tips, creating a rich tapestry of real-world insights that enhance the travel experience. This community-driven approach does not only provide authentic recommendations but also encourages connections among like-minded adventurers. Users can hold discussions, form travel groups, or even find companions for specific legs of their journey, turning solo travel into a shared adventure. SoloGo encourages sustainable tourism with the involvement of eco-friendly options and cultural immersion. It partners with local businesses that support sustainability by providing users with an understanding of responsible tourism and offering suggestions of eco-friendly accommodations and activities. Furthermore, the ability to immerse oneself in a culture is realized by connecting with local hosts for an experience in cooking classes or guided tours, among others, whereby travelers get to associate with the communities more meaningfully. By integrating safety, community, and sustainability, SoloGo positions itself as a vital tool for the modern backpackers who are seeking an authentic and responsible experience. This app shows how unique SoloGo is by focusing on the community centricity, safety features, and sustainable travel commitment.

INTRODUCTION

When it comes to the travel planning, people rely on their phones more and more. Travel applications are a great source of inspiration and they are very convenient for scheduling or handling practicalities like making restaurant reservations or finding a great fitness class wherever people are going next. Travel is considerably easier thanks to the technology, which includes applications that help with anything from last minute hotel bookings and flight adjustments to guidebooks and foreign-language dictionaries. Applications can help you navigate to a new place, convert currencies, prepare the right suitcase, and even provide on-the-ground local knowledge. There is an app for everything when you are on the road.

Our application, SoloGo, is an innovative application designed to provide self-guided tours for tourists, especially solo travelers who want to explore the world. We have created this app for people who are interested in exploring a country without any need for a traditional guide. With its user-friendly interface and comprehensive features, SoloGo will surely revolutionize the way travelers navigate and explore their destination.

With SoloGo, there is a way of communicating with others while on a solo travel. You will have local insight, genuine connections, beat loneliness, and add to your network. The essence of random encounters can be pretty interesting; however, in traveling apps, the elements that make them useful are related to safety, targeted connectivity, and convenience. A successful app should be able to provide detailed profiles, location-based matching, group formation, event listing, security measures, language translation, and a review system. This will be a dynamic platform for solo travelers to connect, explore, and make the most of their travels.

With SoloGo, one thing is for sure: the information will be accurate and timely, adding to the experience in every way and making more sense of this magical destination. It is time to forget traditional guides and enter a whole new world of self-guided exploration with SoloGo.

PROBLEM STATEMENT

1. *Challenges Faced by Solo Travelers:*

Solo travelers face a range of challenges that make travel less enjoyable. These involve several issues regarding finding affordable lodging, ensuring safety, accessing local insights, and overcoming language barriers. Although solo travel is now increasingly popular, existing travel applications lack the special features to address these unique needs. Current platforms focus on generalized travel services, leaving solo travelers without tools for community connections, security, and tailored recommendations.

2. *Lack of Inclusivity in Current Travel Platforms:*

Another gap in inclusivity is the features for serving diversified cultural needs, such as Halal-friendly options or immersive cultural engagement tools. In addition, the lack of offline accessibility and integrated emergency support further complicates the solo travel experience. This, in turn, leads to a lot of isolation, uncertainty, and underutilized opportunities to explore and make meaningful connections on solo journeys.

OBJECTIVES

1. To cater super budget-friendly travel by providing affordable accommodation options, public transportation tips, and redeemable points for discounts or perks.
2. To promote cultural awareness and inclusivity by assisting solo travelers with features like Halal-friendly options, prayer time reminders, language translations, and common local phrases, fostering an inclusive travel experience.
3. To address unique backpacker needs by focusing on the characteristics of solo travelers such as adventurous, minimalist, and independent through the offering tools that align with their need for flexibility, exploration, and longer travel durations.

NOVELTY/UNIQUENESS

1. *Safe, Comfortable, and Affordable Lodging*:

SoloGo helps solo travelers connect with local contacts offline, even in emergencies. For example, it helps lost travelers find their way without needing to ask strangers. The app also allows for priority access to certain services.

2. *Personalized Checklists*:

SoloGo provides pre-trip checklists reminding solo travelers about destination-specific details like the season, appropriate clothing, and local customs. This helps them plan and enjoy their trip more effectively.

HOW IT IS RELATED WITH THE CONCEPT OF MAQASID SHARIAH?

1. *Safety Features*:

The business plan for SoloGo, a mobile application for solo travelers, coincides in every aspect with the principles of Maqasid Shariah. It will have safety features such as real-time safety alerts, the SOS button in case of emergencies, and location-sharing capabilities that allow solo travelers to know about impending danger and reach out for help quickly in case of emergencies, hence securing their well-being and safety.

2. *Preservation of Intellect*:

SoloGo promotes the preservation of intellect, hifz al-'aql, through access to updated and accurate information, helping travelers make informed decisions to avoid potential pitfalls. It encourages cultural immersion and understanding, therefore, it develops intellectually and expands knowledge by connecting with local hosts and accessing authentic experiences.

3. *Community Building*:

The app also goes in line with the preservation of lineage by creating a sense of community for solo travelers, allowing them to connect with others of similar thoughts. This helps in social interactions for the emotional and mental well-being that comes with a sense of belonging, thereby eliminating feelings of isolation.

4. *Preservation of Wealth*:

SoloGo also promotes the preservation of wealth, hifz al-mal, through budget travel options in partnering with local and sustainable businesses that could enable travelers to save money and make responsible choices in keeping with their financial means, thus enjoying their travel experiences without additional and unnecessary financial burdens.

5. *Inclusivity for Muslim Travelers*:

It contributes to the preservation of religion through its incorporation of aspects that would make life easier for Muslim travelers, such as indicating where Halal-friendly options are, prayer times, and mosque locators. This indicates inclusivity and respect in light of different religious practices and should guarantee a harmonious and fulfilling travel experience for all users.

BENEFITS TO INTENDED USERS AND SOCIETY

1. *Safety and Cultural Immersion*:

SoloGo comes with a lot of benefits to the intended users, solo travelers. The app allows solo travelers to navigate destinations safely and securely, with features that include real-time safety alerts, an emergency SOS button, and location-sharing capabilities. In addition, SoloGo fosters cultural immersion and understanding, helping travelers to get in touch with local communities and access authentic experiences. It also accommodates the needs of budget travelers by including different economic accommodation and partnering with local businesses that strongly emphasize sustainability. In this way, solo travelers can enjoy journeys without putting themselves through unnecessary financial stress.

2. *Social Welfare and Community Building*:

In addition, SoloGo contributes to social welfare. The application develops a sense of community among solo travelers and thus, connects and supports like-minded people. Isolation is reduced and social interaction enhanced, leading to a more inclusive, connected society. SoloGo is also for responsible travel behavior in harmony with the environment, cultural respect, environmentally friendly choices, and encouraging interactions with locals in a responsible and culturally sensitive way. This ensures sustainability in tourism and preserves the environment for the next generation.

3. *Inclusivity and Accessibility for Diverse Travelers*:

The inclusivity and accessibility of SoloGo upsurges more trips by diverse travelers, such as travelers who have particular cultural requirements, like Muslim travelers. Options related to Halal, prayer time notifications, and places of worship-all under one umbrella-which create an inclusive and thus, fair travel culture for all kinds of travelers. By empowering solo travelers and building a sense of community, SoloGo will make the travel industry more diverse, inclusive, and sustainable for the benefit of individual travelers and society as a whole.

COMMERCIALIZATION POTENTIALS

1. *Collaboration with the Travel Agent (Contract Rate)*:

This application will be commercialized through collaboration with a travel agent for solo traveler accommodations. We know that most travelers only use simple accommodations to rest. What they only care about their trip is the expensive experiences. Therefore, SoloGo has collaborated with a travel agent to provide comfortable accommodations that are cheaper than a tourist who follows a travel agent. The intended accommodation is that they are placed in a comfortable resting place

2. *Social Media*:

According to Evans (2008), social media is related to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants. The SoloGo App will be promoted on social media such as TikTok, Facebook, X, and Instagram by creating pages and websites, which can make it easier for customers to learn more about the SoloGo application. With the existence of this platform, it can provide the users and the community with a higher level of satisfaction using this application. Then, positive feedback can encourage more people to use the SoloGo app.

3. *Awareness Campaign*:

The majority of tourists will rely on a tour guide with extra price on their itinerary. They will be able to reduce their travel expenses by opening booths that promote SoloGo. Other than that, in this age of digital technology where customers can view the goods at anytime and anywhere, internet advertising is the most effective and efficient way to raise awareness.

CONCLUSION

In conclusion, SoloGo is an innovative mobile app, designed for solo travelers to help them in traveling. From huge databases of user-generated travel guides on the best spots in town to helping navigate cities with confidence, the service has grown to become truly indispensable in travel advice, real-time, safety alerts, offline map access, and even customizable itinerary planning for your solo journeys. By cultivating social connectivity among its users, the application invites solo travelers to share experiences and meet others of similar interests, making the journeys even more rewarding and building bonds of community. Therefore, SoloGo is a sure guide for all solo travelers to ensure that they set off well-prepared for their successful and secure journey. A well-designed backpacker application can enhance the travel experience by offering customized solutions in response to the specific demands and preferences of backpackers. By focusing on user feedback, community involvement in the development process and adaptability to market trends, such an app can position itself as nothing less than indispensable for contemporary travelers in search of experience and authenticity.

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Chapter V

DEENVERSE SMART WATCH - WHERE FAITH MEETS MODERNITY

Nur Syamimi Jannati Binti Shamsol Bahren[1], Flavianna Justin[2], Syarifah Nadhirah Binti Sh Satriah[3], Nur Fatihah Binti Fadzil[4], Siti Aisah Binti Abas[5]

[1,2,3,4,5] Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

DeenVerse Smart Watch is a technology innovation that incorporates the art features, specifically designed to suit the everyday needs of modern-day Muslims. With the growth and diversification of the global Muslim population, there is an increasing demand for effective tools that aid the practice of Islam in everyday life. With the pace of contemporary life, especially travel and busy obligations, many Muslims struggle to perform their routine obligations like prayer. This smart watch helps the users by offering prayer time notifications, Qibla direction guidance, a Hijri calendar, and a water-resistant design, making it suitable for Wudhu. Its stylish and customizable design promotes effective time management and personalized faith-based support, enabling users to connect with their spirituality in a meaningful way. Furthermore, with the rising demand for Islamic technology globally, the DeenVerse Smart Watch presents significant market potential while enhancing Islamic tourism in Malaysia, solidifying its reputation as a top Muslim-friendly destination.

INTRODUCTION

DeenVerse Smart Watch: Where Faith Meets Modernity is a ground-breaking innovation that seamlessly combines technology with daily religious practices. It is designed to help Muslims uphold their faith when facing the modern-day challenges. This innovation enhances spiritual engagement and provides unparalleled convenience. As the global Muslim population continues to grow, the demand for tools that support religious observance has become more relevant.

The DeenVerse Smart Watch exemplifies this advancement by offering features specifically tailored to Islamic practices. From prayer time reminders to Qibla direction guidance, it serves as a reliable companion for both daily life and travel. This overview explores the key features that make the DeenVerse Smart Watch an essential tool for balancing spiritual commitments with everyday responsibilities.

PROBLEM STATEMENT

A growing problem in cyber security is the widening gap between organizations that can protect themselves from cyber-attacks and those that cannot. This divide is intensifying due to the rise of sophisticated technologies like generative AI and an increase in cyber-crime, including online scams linked to human trafficking. Many organizations, particularly those with fewer resources, struggle to invest in the necessary technologies and acquire skilled talent to bolster their defenses, leaving them vulnerable to attacks. Addressing this gap is crucial, as it could have significant social and economic consequences. The need for global cooperation to help the most vulnerable organizations and secure their systems is becoming more urgent (World Economic Forum, 2024; International Rescue Committee, 2024).

OBJECTIVES

1. To provide Muslims with a seamless, tech-driven solution for integrating religious practices into their daily lives by offering features like prayer time alerts and Qibla direction guidance.
2. To create a user-friendly, customizable smart watch that blends modern design with Islamic functionalities, enhancing both spirituality and convenience for millennials and professionals.
3. To support Muslims in maintaining their prayer while traveling or managing busy schedules, ensuring they never miss prayers and remain connected to their religious obligations no matter where they are.

NOVELTY/UNIQUENESS

The DeenVerse Smart Watch: Where Faith Meets Modernity" stands out for its unique integration of technology and Islamic practices, offering a blend of convenience, personalization, and spirituality that makes it ideal for modern Muslims. The novelty of this device lies in several key features:

1. Islamic-Specific Functionalities: The smart watch is not just a fitness or productivity tracker but a tool specifically designed to support religious observance. It provides precise

prayer time alerts based on the user's location and adjusts dynamically to time zones when traveling. The Qibla direction compass ensures that users can always face the right direction for prayer, eliminating the need for additional tools like phone apps or physical compasses (International Rescue Committee, 2024).

2. Customizability for Personal and Spiritual Identity: Unlike standard smart watches, DeenVerse allows users to personalize both the watch face and straps according to their preferences. This combination of modern aesthetics with spiritual functionality makes it an appealing product for younger generations who value style and convenience while maintaining their religious identity. This attention to both personal and religious needs is a significant differentiator in the wearable market (World Economic Forum, 2024).

3. Water-Resistant Design for Wudhu: The DeenVerse Smart Watch is water-resistant, making it practical for use during Wudhu (ablution), a necessary part of daily prayer rituals in Islam. This feature adds an extra layer of usability, ensuring that users can maintain their religious practices without the inconvenience of removing their smart watch, which is often a barrier with other electronic devices (World Economic Forum, 2024).

4. Travel-Friendly Features: The smart watch adjusts prayer times based on the user's location, which is especially useful for Muslim travelers. By removing the need for manual adjustments when moving between time zones, DeenVerse ensures that prayer times are always met, regardless of the user's geographic location, providing both convenience and spiritual alignment for frequent travelers (International Rescue Committee, 2024).

Incorporating these features makes the DeenVerse Smart Watch: Where Faith Meets Modernity" a pioneering product, offering a tailored solution to spiritual engagement through a wearable device, thus setting it apart from other smart watches and making it a compelling entry for an innovation competition.

BENEFITS TO INTENDED USERS AND SOCIETY

1. Smart Prayer Management: This innovative smart watch offers intuitive prayer time notifications, ensuring the users to stay on track with their daily prayers and never miss a moment of spiritual connection, no matter where life takes them.

2. Tailored to You: Personalize the users' experience by customizing how and when they receive reminders. Whether it is a single or multiple notification, the watch adapts to the users' preferences, empowering them to manage their spiritual practices.

3. Ultimate Convenience: With the smart watch always on their wrist, accessing prayer times is effortless. No need to reach for phone—everything they need for spiritual alignment is right at their fingertips.

4. Dynamic Location-Based Adjustments: Featuring GPS functionality, the smart watch automatically adjusts prayer times to the users' location, making it the perfect companion for travel. Wherever they are, the watch ensures them to always in synchronize with the prayer schedules, eliminating the hassle of manual adjustments.

COMMERCIALIZATION POTENTIALS

1. *Rising Demand for Faith-Based Tech*:

With a growing global Muslim population and an increasing trend of technology adoption among young Muslims especially millennials and Gen Z, the DeenVerse Smart Watch has the potential to tap into a rapidly expanding market for Islamic technology products. A report from the World Economic Forum (2024) notes that wearable and digital solutions are gaining traction across all demographics, including faith-driven technology. This trend suggests that the DeenVerse Smart Watch could become a key player in the intersection of spirituality and technology.

2. *Market Differentiation*:

Unlike traditional smart watches, the DeenVerse Smart Watch integrates unique religious features such as prayer time reminders, Qibla direction guidance, and a design that supports Wudhu (ablution). This positions the product as the first of its kind in the market, creating a clear differentiation from both traditional wearable and other Islamic products. This innovation makes it highly appealing to a market that values both spirituality and modern convenience (World Economic Forum, 2024).

3. *Global Reach and Expansion*:

The DeenVerse Smart Watch has the potential to reach not only local markets but also international Islamic communities, particularly in regions like Southeast Asia, the Middle East, and North Africa, where Islam is central to daily life. With the integration of travel-friendly features like location-based prayer time adjustments, the watch appeals to Muslims around the world who face the challenge of maintaining religious practices during travel. This positions the product as a global solution, creating opportunities for international partnerships and distribution networks (International Rescue Committee, 2024).

4. *Partnerships and Corporate Social Responsibility (CSR)*:

The products alignment with religious and ethical values makes it an attractive option for partnerships with mosques, Islamic centers, and religious organizations, as well as corporate entities looking to support their CSR initiatives in Muslim-majority markets. Strategic partnerships with key brands in the technology, fashion, and Islamic sectors can drive visibility and consumer engagement.

5. *Scalability and Customization*:

The smart watch customization options, including personalized notifications and watch faces increase its appeal to a wide demographic. The ability to scale the product by offering different models, additional features, and culturally tailored designs for various markets (such as Ramadan-specific settings) ensures broad market adaptability, further enhancing its commercialization potential.

The combination of its unique value proposition, large target market, and global scalability makes the DeenVerse Islamic Smart Watch a product poised for strong market entry and long-term commercial success.

CONCLUSION

The DeenVerse Smart Watch uniquely combines modern technology with Islamic values, appealing to tech-savvy Muslims. It features automatic prayer timings, access to Quranic verses,

and Hijri Calendar. Overall, it serves as a valuable tool for enhancing spiritual practices while enjoying contemporary conveniences.

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Chapter VI

AN INCLUSIVE AND ACCESSIBLE TOURISM TOWARDS SOCIAL AND ECONOMIC GROWTH ON THE SOUTH COAST OF JAVA, ISLAND OF INDONESIA

Binti Nur Asiyah[1], Chusnul Chotimah[2], Wahyu Dwi Warsitasari[3], Ervi Apriliyani[4], Muhammad Melvin[5], Tivanda Maidatussolichah[6]

ABSTRACT

The fundamental problem of halal tourism is that it is often difficult to reach all people, both Muslims and non-Muslims. Halal tourism actually needs to be affirmed so that all Muslims and non-Muslims have confidence and security while traveling in accordance with religious beliefs. This paper contributes to halal tourism that provides ease of reach and ease of access for tourists and thus, has an impact on the economy. This paper uses a qualitative approach through a case study in Indonesia. This paper covers Halal tourism along the South Coast of Indonesia, East Java, Blitar Regency, Tulungagung, Trenggalek and Pacitan. The results of this paper show the ease of access to beach-based halal tourism through the construction facilities built by the government in the form of the southern crossing route. This route is built like a motorway by the sea, following the rhythm of the hills along the seashore with extensive road facilities and beautiful coastal views. Each tourist area is consciously managed by Pokdarwis (Tourism Awareness Group) that provides mushola facilities for Muslims to pray. In terms of food, a variety of seafood dishes are served. There are public transport facilities provided by the government to easily reach the location. The weather conditions of the tourist area can be easily accessed in public places such as airports, stations, terminals and digital access because tourism is connected to social media and websites. This condition provides good benefits in terms of fulfilling recreation, having a fresh atmosphere and improving mental health. Economically, it has an impact on improving the local economy because it involves many local people in providing facilities to visitors. For the government, it increases local revenue from the retribution charged to visitors. This paper provides practical implications of access to every halal tourism, so that halal tourism will be easily enjoyed by visitors and sustain. The availability of intact and complex services is rarely found in other papers, so this paper has complete findings with the participation of the government, private sector and society as well as technological advances.

INTRODUCTION

Inclusive and accessible halal tourism is an increasingly important concept in the development of the tourism sector around the world (Bahiej et al., 2021), including on the South Coast of Java Island. With cultural diversity, nature, and abundant tourism potential, this area has a great opportunity to attract various groups of tourists, including Muslims, non-Muslims and people with disabilities. However, in order to maximise this potential, efforts need to be made to ensure that everyone, including those with physical limitations, can enjoy the beauty and uniqueness that the region has to offer.

Sustainable social and economic growth is one of the main objectives in inclusive tourism development. By creating better accessibility, the region does not only attract more tourists, but also provides benefits to local communities. For example, community involvement in the development of tourist facilities can increase income and create jobs, thereby contributing to the improvement of the quality of life of the surrounding communities (Battour et al., 2022).

Inclusive tourism can encourage awareness and appreciation of cultural diversity (Aminah & Bhakti, 2023) in the South Coast of Java Island. By promoting the values of inclusivity, people learn to respect and understand differences. This has not only enriched the tourism experience, but also built a sense of community and solidarity among tourists which can strengthen social ties at a sustainable local level.

The development of halal tourism that pays attention to inclusiveness and accessibility in the South Coast of Java Island is in line with sustainable development goals. By integrating sustainability principles in every aspect of tourism, including accessibility, the region can become a model for other regions. Through an inclusive approach, the South Coast will not only be an attractive tourist destination, but also a welcoming and sustainable place for all visitors.

PROBLEM STATEMENT

The fundamental problem of halal tourism is that it is often difficult to reach all people, both Muslims and non-Muslims. Halal tourism actually needs to be affirmed so that all Muslims and non-Muslims have confidence and security while traveling in accordance with religious beliefs.

The South Coast of Java Island has a great potential for inclusive and accessible tourism development. However, there are various problems that need to be overcome. One of the main problems is the lack of adequate infrastructure to support accessibility for all, especially for people with disabilities. Uneven roads, lack of public facilities such as disability-friendly toilets, and lack of accessible transport are significant obstacles in reaching tourist sites (Huda et al., 2020).

Other issues include a lack of awareness and understanding among tourism industry players regarding the importance of inclusivity. Many tourism entrepreneurs and service providers do not fully realize that providing better access not only opens up opportunities for people with disabilities, but also expands the halal tourism market as a whole. This lack of awareness has resulted in a lack of investment in the development of facilities that support inclusive and sustainable tourism.

Social issues such as stigma and stereotypes towards people with disabilities also affect disability participation in tourism activities. Local communities often lack understanding of the needs and potential of people with disabilities, resulting in social exclusion. This makes people with disabilities feel uncomfortable or unwelcome in the tourism environment, which in turn reduces

their intention to visit the area. In addition, there is a stereotype that halal tourism is only for Muslims, not for non-Muslims. Religious beliefs become an option to provide every necessary facility so that it can be ensured that what is needed is appropriate.

The last challenge related to coordination between government agencies and stakeholders is often an obstacle in the development of accessible halal tourism. Without clear policies and consistent support from the government, efforts to create inclusive tourism tend to be fragmented. Therefore, there needs to be a strong synergy between the government, community, and private sector to create a halal tourism ecosystem that is friendly and inclusive for all, for the sake of sustainable social and economic growth in the South Coast of Java Island. This paper contributes to halal tourism that provides ease of reach and ease of access for tourists and thus, has an impact on the economic growth. Religious beliefs become an option to provide every necessary facility so that it can be ensured that what is needed is appropriate.

OBJECTIVES

First, inclusiveness in tourism is shown through the availability of places of worship, providing opportunities for Muslims to worship on the sidelines of tourism (Prayoga, 2024).

Second, accessibility is shown through:

- The ease of access to this beach-based halal tourism prioritises the construction facilities built by the government in the form of the southern causeway (Yustika, 2023). The route is built like a motorway by the sea, following the rhythm of the hills along the seafront with wide road facilities and beautiful views of the beach.
- Each tourist area with a conscious tourism manager managed by Pokdarwis (Tourism Awareness Group) (Pemerintah Kabupaten Tulungagung, 2024) that provides mushola facilities as a place of worship for Muslims.
- Various seafood dishes such as squid and fish are served using various spices, both grilled and fried (Yustika, 2024).
- Public transport facilities provided by the government to easily reach the location (Sujarwoko, 2023). Weather conditions in tourist areas can be easily accessed in public places such as airports, stations, terminals as well as through digital access because tourism is connected to social media and websites. This condition provides benefits in terms of recreational fulfilment, fresh atmosphere and mental health improvement.

Third, local economic growth due to halal tourism is increasing because it involves many local people in providing facilities to visitors. For the government, it increases local revenue from the levies charged to visitors. The growth in the tourism sector has an impact on the economic growth of a region.

Table 1: Economic Growth Data of Regencies in the Southern Region of Java Island

No	District	2022 (Persen)	2023 (Persen)
1	Blitar	5,20	4,45
2	Tulungagung	5,22	4,91
3	Trenggalek	4,52	4,92

| 4 | Pacitan | 5,54 | 4,46 |

Source: BPS East Java, 2024

NOVELTY

Inclusive and accessible tourism in the South Coast of Java Island offers an interesting novelty in the development of halal tourism destinations. By integrating the concepts of diversity and accessibility, this area can create a unique tourism experience that is different from other places. For example, the provision of prayer facilities, the need to provide specially designed tourism programmes for people with disabilities, such as guided cultural tours using assistive technology, can attract tourists who are looking for a more personalised and meaningful experience. This not only makes tourism more diverse but also introduces tourism management innovations to make tourism accessible and enjoyable. Inclusive tourism also opens up opportunities for greater collaboration between different sectors, including government, local communities and the private sector. The initiative encourages the development of new products and services that are friendly to cultural diversity, religious beliefs and disabilities, such as the provision of worship facilities, accessible accommodation and transport and inclusive tourism activities. Thus, Pesisir Selatan region can become a model for other regions in adopting a tourism model that is not only economically beneficial, but also contributing to sustainable social growth. This novelty makes Pesisir Selatan a progressive and innovative destination that is attractive to domestic and international travellers who care about social issues.

(i) Marketing Strategy

Inclusive and accessible tourism marketing on the South Coast of Java Island requires a holistic and integrated approach to reach a wider audience. Firstly, it is important to conduct in-depth market research to understand the needs and preferences of travellers with different backgrounds, including people with disabilities. This information can be used to design appropriate tourism packages, including accessible accommodation, transport and activity offerings. By understanding the target audience, marketing strategies can be more effective in attracting their attention.

Collaboration with local communities, religious tourism and disabled people organisations is essential in creating an inclusive halal tourism programme. Inviting local stakeholders to participate in product and service development can provide valuable perspectives and ensure that the offerings cater the needs of all. In addition, involving local communities in the marketing process can help build a positive image and attract travellers who value diversity and sustainability. Effective communication strategies through social media can communicate inclusive halal tourism (Randa et al., 2022). Using social commerce platforms (Damarsiwi et al., 2020) such as Instagram, Facebook, and TikTok to share visual content that highlights the beauty of Pesisir Selatan, as well as the accessible facilities available, can attract more visitors. Interactive content, such as video testimonials from travellers with disabilities who have visited, can provide a real picture of the experience. With this approach, marketing can become more personalised and engaging.

Organising events and festivals that celebrate local culture and diversity can also be an effective marketing strategy. These events can be disability-friendly and invite participation from various groups, including tourists and local communities. Through such events, Pesisir Selatan can

increase its visibility as an inclusive tourism destination, while providing opportunities for local businesses to promote their products and services. It needs to build partnerships with travel agents and online platforms that focus on inclusive halal tourism. By establishing partnerships, Pesisir Selatan can expand its marketing network and reach a larger audience. Providing clear information about accessibility and facilities in each destination also needs to be ensured, so that travellers feel more confident to plan their visit. With these steps, Pesisir Selatan can become a successful example in the development of inclusive and accessible halal tourism, which is not only economically beneficial but also has a positive impact on the local community.

(ii) Consumer engagement strategy

Consumer engagement strategies in inclusive and accessible halal tourism on the South Coast of Java Island can start with building effective communication platforms between tourism service providers and visitors (Marino et al., 2022) Creating online channels such as websites and social media that provide comprehensive information on accessible facilities, accommodation, and disability-friendly activities is essential. Through these platforms, visitors can provide feedback and share their experiences, helping service providers to continuously improve their offerings. Encouraging visitor involvement in the tourism product development process can also increase traveller engagement (Guo et al., 2023). For example, holding forums or workshops that invite travellers, religious tourists, and disabled travellers provide input on their needs and expectations of existing tourism services. By involving consumers in this process, service providers can create experiences that are more relevant and suited to their needs, while building visitor loyalty to the destination.

The use of tourist loyalty programmes or incentives for returning tourists, travellers recommending the destination to others can also be an effective strategy. For example, providing discounts or special offers for travellers who have visited Pesisir Selatan and shared their experiences on social media. This not only encourages visitors to return, but also increases the visibility of the destination among a wider audience. In this way, consumer engagement can be strengthened and become an effective marketing tool. Organising events and activities that directly involve visitors can increase tourist engagement. For example, organising cultural festivals that highlight diversity and accessibility, with activities designed for all. These activities can provide opportunities for visitors to actively participate, share experiences, and interact with local communities. By creating an inclusive and welcoming environment, Pesisir Selatan can ensure that visitors feel valued and emotionally engaged, which will ultimately increase their satisfaction and loyalty to the destination.

BENEFITS TO INTENDED USERS AND SOCIETY

Inclusive and accessible halal tourism on the South Coast of Java Island provides significant social benefits. By providing facilities that are welcoming to all, including people with disabilities and religious beliefs, the region can attract more tourists from different backgrounds. This not only increases the number of visitors, but also enriches the tourist experience with a diversity of perspectives and cultures. Local communities will get the opportunity to learn and interact with various visitors, which in turn can build mutual respect and intercultural understanding.

In terms of the economy, inclusive halal tourism can encourage the growth of the micro, small and medium enterprise (MSME) sector in the area. As the number of tourists increases, the

opportunities for local businesses to offer products and services to travellers also increases. This can create new jobs and thus, increase community income. In addition, investments in infrastructure and facilities that support accessibility can also stimulate broader economic growth, making Pesisir Selatan a destination that is not only attractive, but also sustainable and inclusive for everyone.

COMMERCIALISATION POTENTIAL

The South Coast of Java Island has a great potential to develop inclusive and accessible halal tourism, which can be a new source of income for the region. With its stunning natural beauty and rich culture, the region can attract a wide range of travellers, including those with physical limitations. By developing disability-friendly facilities such as accommodation, transportation, and accessibility at tourist attractions, Pesisir Selatan can attract a market segment that has been overlooked, providing significant commercialisation opportunities.

The growing demand for inclusive halal tourism experiences shows that there is an untapped market potential. Many travellers, both domestic and international, now prefer destinations that offer accessibility and diversity. Pesisir Selatan can develop tour packages specifically designed to meet the needs of people with disabilities, such as guided tours, disability-friendly activities, and interactive cultural experiences. This strategy will not only broaden the customer base, but also increase the region's appeal as a progressive tourist destination.

The development of inclusive halal tourism can also encourage the growth of the micro, small and medium enterprise (MSME) sector in the area. With the increasing number of travellers, local businesses have the opportunity to offer products and services that suit the needs of the market. For example, selling handicrafts, local food, or customised tour packages can provide economic benefits to local communities. This not only increases community income, but also creates sustainable employment. Selling plantation products such as durian, avocado, cooking oil from palm oil around the tourism area becomes attractive to visitors as a speciality of halal tourism areas.

The sustainability of inclusive and accessible halal tourism can have a long-term positive impact on Pesisir Selatan. By promoting the values of inclusivity and diversity, the region can attract the attention of the media and international organisations that support sustainable tourism. Such support could open up opportunities for funding and investment, which in turn would accelerate the development of necessary infrastructure and facilities. As such, the potential commercialisation of inclusive and accessible tourism in Pesisir Selatan will not only be economically beneficial, but also provide positive social impacts for local communities.

The inclusiveness of halal tourism is indicated by the availability of places of worship, providing opportunities for Muslims to worship on the sidelines of tourism. Completeness of halal facilities in tourism is a need for tourists, including halal tourism, halal food, halal destination and halal hotel (Hasan et al., 2023).

Accessibility of halal and inclusive tourism is indicated by:

1. The ease of access to this beach-based halal tourism which prioritises the construction facilities built by the government in the form of the southern crossing route. This path is built like a toll road by the sea, following the rhythm of the hills along the seashore. With extensive road facilities and beautiful coastal views.

2. Each tourist area with the awareness of tourism managers managed by Pokdarwis (Tourism Awareness Group) that provides mushola facilities, as a place of worship for Muslims.
3. Various seafood dishes is served.
4. Public transport facilities provided by the government to easily reach the location. The weather conditions of the tourist area can be easily accessed in public places such as airports, stations, terminals as well as digital access because tourism is connected to social media and websites.

This condition provides benefits both in terms of fulfilling recreation, fresh atmosphere and improving mental health. The realisation of easy access to halal tourism requires a good will from the political and government sectors (Slamet et al., 2022).

Economic growth from inclusive and accessible halal tourism increases the local economy because it involves many local people in providing facilities to visitors (Suseno et al., 2023; Yusuf et al., 2021). For the government, halal tourism which is inclusive in nature is able to increase local revenue from the levies charged to visitors, the economic turnover of people, lodging and parking lots.

CONCLUSION

Economic growth in halal and inclusive tourism is shown by the role of local people and surrounding communities in managing tourism and providing income for the community. The income is in the form of results in tourism and restaurants. Economic growth in tourism will be greatly achieved when halal tourism provides space for inclusiveness for all groups, religious, disabilities and society in general. Ease of access helps to deliver to the location of halal inclusive tourism that determines the number of tourists approaching halal inclusive tourism. This paper has a practical contribution for halal tourism managers, government and society to make the South Coast of Java Island an inclusive and accessible halal tourism.

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Chapter VII

HYDRAFLEX: SMART HIKING JACKET

M.Arzed Bin Jaudin[1], Kolananie Justin[2], Jennifer Benjamin[3], Sairah Saien[4]

[1,2,3,4] Universiti Teknologi MARA Sabah Branch.

ABSTRACT

Hiking and outdoor adventure activities have become increasingly popular in Malaysia in recent years, as they provide a breathtaking view and a sense of connection between humans and nature. Nonetheless, these encounters frequently entail significant risk, as reports of missing hikers have become a prominent subject in the news. In September 2024, seven hikers aged 16 to 19 were reported missing while trekking Bukit Maras in Kuala Terengganu, Malaysia, but were happily rescued (Hilmy, 2024b). Statistics indicate that between 2018 and 2024, nearly 2,000 incidents of missing hikers were registered in Malaysia, with Broga Hill, Bukit Jambul, and Gunung Pulai being the most prevalent locations (Narayanan, 2024). All of these occurrences underscore the difficulties encountered by most hikers, including navigational issues, restricted access to necessities, and the physical strain caused by transporting heavy backpacks in arduous terrains. To tackle these difficulties, the HydraFlex Jacket is the solution, a revolutionary garment developed to improve safety, comfort, and practicality for outdoor enthusiasts. In contrast to conventional backpacks, the HydraFlex Jacket incorporates vital tools inside its design, with a detachable hydration pouch, emergency urine pouch, mini-GPS tracker, reflective sleeves, waterproof fabric, an inflatable neck cushion, and a compact first aid kit for users. The HydraFlex Jacket minimises the risks of becoming lost or unprepared during hikes while promoting sustainable travel practices by decreasing reliance on single-use items, particularly plastic water bottles that can harm the environment. This product minimises bodily harm by eliminating the need for the user to carry a large backpack that may restrict mobility. The HydraFlex jacket signifies a progression in wearable technology, providing hikers and travellers with a safer, more organised, and more efficient means to navigate their preferred terrains.

INTRODUCTION

Figure 1: HydraFlex Jacket

Backpacks have become a fundamental tool for carrying essential items such as laptops, books, food, water bottles, and more. Whether for work, education, or travel, individuals heavily rely on backpacks to store and transport necessities. However, despite their utility, backpacks come with notable limitations. Students, for example, often experience discomfort and health issues such as shoulder strain, back pain, and poor posture due to prolonged use. Similarly, outdoor adventurers may find backpacks impractical in rugged environments where quick and easy access to essentials is crucial. In hiking or jungle trekking scenarios, individuals who become lost may struggle to signal for help due to a lack of appropriate tracking tools, exposing them to further risks, especially at night when visibility is low and nocturnal wildlife poses potential threats.

Additionally, the HydraFlex Jacket can serve as a valuable travel need for a pilgrim undertaking Hajj or Umrah. These sacred journeys involve long distances and crowded conditions, requiring pilgrims to carry essentials such as water, prayer mats, and emergency supplies. Conventional backpacks can become cumbersome in such environments, limiting mobility and adding to physical strain. By integrating storage and safety features within a lightweight and ergonomic design, the HydraFlex Jacket enhances comfort and convenience, ensuring a smoother and more fulfilling pilgrimage experience.

Designed as a smart wearable solution, the HydraFlex Jacket combines essential tools, safety enhancements, and comfort features into a single, lightweight garment. By eliminating the need for a traditional backpack, this jacket revolutionizes the way adventurers and travelers carry their necessities, making it a game-changer in outdoor and travel gear.

PROBLEM STATEMENT

Hiking and outdoor adventure activities have surged in popularity across Malaysia, offering breathtaking landscapes and fostering a deep connection with nature. However, these activities also pose significant risks, as evidenced by the increasing number of missing hiker cases. In September 2024, seven young hikers aged 16 to 19 went missing while trekking Bukit Maras in Kuala Terengganu but were eventually rescued (Hilmy, 2024b). Between 2018 and 2024, nearly 2,000 cases of missing hikers were reported, with Broga Hill, Bukit Jambul, and Gunung Pulai identified as high-risk areas (Narayanan, 2024).

Figure 2: Bernama News on lost people in Terengganu

These alarming statistics underscore the need for innovative solutions to enhance hiker and traveller's safety and preparedness. The HydraFlex Jacket was developed to address the limitations of traditional backpacks and provide practical, real-world solutions to improve the safety and convenience of outdoor enthusiasts.

1. *Physical Discomfort and Health Issues*:

Carrying a heavy backpack for extended periods can lead to back and shoulder pain, which may result in long-term health complications. The added weight places unnecessary strain on the body, potentially affecting posture and reducing overall quality of life.

2. *Difficulties Reaching for Essentials*:

Retrieving items such as water bottles, clothing, or first aid supplies from a traditional backpack requires time and effort, which can be inconvenient or even dangerous in urgent situations. For instance, hikers may struggle to access their water bottles quickly, causing unnecessary delays or forcing them to stop and open their bags, potentially lagging behind their group.

3. *Safety Risk in Outdoor Activities*:

Individuals who become lost in remote areas are often difficult to locate due to the absence of effective tracking devices. This lack of a reliable locator complicates search and rescue efforts, particularly in dense forests or mountainous regions, where visibility is limited.

4. *Reduced Mobility*:

Large backpacks hinder movement, particularly in crowded or confined spaces, such as public transport or dense jungle terrain. A bulky backpack can become an obstacle, restricting mobility and making it harder to navigate through tight spaces efficiently.

OBJECTIVES

1. *To Eliminate the Need for Traditional Backpacks.*

The HydraFlex Jacket is designed to replace bulky backpacks by incorporating multiple compartments for essential items. This feature is particularly beneficial for short trips such as hiking, where quick access to necessities is crucial. For example, instead of stopping and rummaging through a backpack for a water bottle, users can conveniently hydrate using the built-in water pouch and drinking tube.

2. Enhancing Comfort Level and Mobility.

HydraFlex can improve comfortability and mobility since the users do not have to bring a big bulky and heavy backpack especially when commuting in a tight and crowded space. This jacket will remove the awkward situation where people are hitting or touching the bag while commuting.

3. Enhance Safety Level.

The HydraFlex Jacket enhances personal safety through features such as a built-in GPS tracker, reflective sleeves for visibility, and emergency supplies. These elements reduce the risk of theft in crowded areas, facilitate location tracking for lost hikers, and improve visibility in low-light conditions, making outdoor activities safer.

4. Supporting Islamic Pilgrims

The HydraFlex Jacket is an ideal companion for pilgrims performing Hajj or Umrah, as it provides a practical and comfortable alternative to carry a backpack. With dedicated compartments for essential items such as water, prayer mats, and emergency supplies, the jacket simplifies travel while ensuring convenience and accessibility throughout the pilgrimage experience.

MAQASID AL-SHARIAH AND ITS CONNECTION TO HYDRAFLEX JACKET

Maqasid al-Shariah refers to the objectives of Islamic law, which aim to promote human welfare and prevent harm to Muslims (Auda, 2008). Derived from the Qur'an and Sunnah, Maqasid al-Shariah serves as a framework guiding the implementation of Islamic rules across various aspects of life (Chapra, 2008). Renowned scholars such as Al-Ghazali and Ibn Ashur emphasized that Maqasid al-Shariah focuses on preserving five essential elements: life (Hifz al-Nafs), intellect (Hifz al-Aql), wealth (Hifz al-Mal), religion (Hifz al-Din), and lineage (Hifz al-Nasl) (Dusuki & Bouheraoua, 2011).

In today's rapidly advancing technological landscape, Maqasid al-Shariah plays a crucial role in evaluating innovations to ensure their alignment with ethical and social well-being from an Islamic perspective (Kamali, 2008). The HydraFlex Jacket, a smart jacket designed for travelers and outdoor enthusiasts, particularly hikers, aligns with these objectives by enhancing safety, convenience, and sustainability.

THE RELEVANCE OF MAQASID AL-SHARIAH TO HYDRAFLEX JACKET

1. Protection of Life (Hifz al-Nafs)

The protection of life is a fundamental objective of Islamic law (Ashur, 2006). Outdoor activities such as hiking and pilgrimage pose physical challenges and potential risks, with reports of missing hikers in Malaysia highlighting the need for safety measures (Hilmy, 2024b). The HydraFlex Jacket addresses these concerns by incorporating a GPS tracker, reflective sleeves, and emergency compartments that are easily located in case of an emergency. Additionally, quick access to essential items such as first-aid kit and water helps reduce the risk of dehydration, exhaustion, and accidents, thereby supporting Hifz al- Nafs.

2. Protection of Intellect (Hifz al-Aql)

Islamic teachings emphasize the importance of knowledge, rationality, and mental well-being (Auda, 2008). The HydraFlex Jacket promotes sustainable and responsible travel practices, such as reducing reliance on single-use plastic bottles, aligning with Islamic environmental ethics. By serving as a practical and efficient alternative to traditional backpacks, the jacket fosters innovative problem-solving skills and supports intellectual advancement in product design and travel safety.

3. Protection of Wealth (Hifz al-Mal)

Preserving wealth is a key principle in Islam, as wastefulness is discouraged (Chapra, 2008). The HydraFlex Jacket minimizes financial burdens by eliminating the need for multiple travel accessories such as backpacks, water bottles, and neck pillows, making it a cost-effective solution for travelers. Furthermore, the built-in GPS tracker helps prevent theft, safeguarding users' belongings and aligning with the principle of Hifz al-Mal.

4. Protection of Religion (Hifz al-Din)

For Muslim travelers, particularly those performing Hajj and Umrah, carrying essential items in crowded spaces can be challenging. The HydraFlex Jacket offers a convenient and comfortable way to carry prayer mats, water, and emergency supplies, ensuring religious obligations can be fulfilled without unnecessary burdens. Additionally, the jacket is manufactured without haram materials such as pigskin, protecting Muslim users from inadvertently using prohibited substances during their sacred journeys. By enhancing safety and comfort in religious travel, the jacket supports the spiritual well-being of Muslim travelers, aligning with Hifz al-Din.

5. Protection of Lineage (Hifz al-Nasl)

The preservation of family and societal well-being is a crucial aspect of Maqasid al-Shariah (Kamali, 2008). Hiking accidents can cause distress and hardship for families (Narayanan, 2024). The HydraFlex Jacket enhances safety, ensuring travelers to return safely to their loved ones, reducing emotional and financial strain. The GPS tracker allows family members to monitor the wearer's location, offering peace of mind and preventing unwanted incidents. Additionally, by promoting sustainable travel habits, the jacket contributes to environmental conservation, benefiting future generations.

In conclusion, the HydraFlex Jacket aligns closely with the five objectives of Maqasid al-Shariah by ensuring safety, sustainability, and efficiency in travel and outdoor activities. By integrating modern technology with ethical and practical solutions, the jacket serves as an innovative wearable that not only protects users' well-being and interests but also upholds Islamic principles.

BENEFITS TO INTENDED USERS AND SOCIETY

1. Lightweight and Practical

The HydraFlex Jacket eliminates the need to carry a backpack, offering enhanced mobility and convenience for users. Its innovative design allows for effortless storage of essentials without added bulk.

2. Enhanced Safety Features

The HydraFlex Jacket enhances user safety with a built-in GPS tracker, making it easy to locate individuals if they get lost. Additionally, the reflective light panels improve visibility for those commuting at night, reducing the risk of accidents.

3. Waterproof Material

Crafted from high-quality waterproof material, the HydraFlex Jacket protects belongings from rain, ensuring that electronic devices and other essentials remain dry and secure.

4. Quick and Easy Access

Featuring multiple compartments, the HydraFlex Jacket allows users to store and access their essentials effortlessly. Unlike a traditional backpack, users can retrieve their items without having to stop or turn around, making it ideal for individuals on the go.

5. Superior Comfort

Designed for maximum comfort, the HydraFlex Jacket includes a built-in inflatable and detachable neck pillow. This feature provides optimal support during long trips or rest periods, preventing neck strain and enhancing relaxation

6. Versatile and Functional Design

The HydraFlex Jacket seamlessly blends style and functionality, making it suitable for a variety of activities, including hiking, running, commuting, working, and leisure travel. Its adaptability ensures broad appeal across different user groups.

Figure 3: HydraFlex Jacket Design (Zipped)

Figure 4: HydraFlex Jacket Design (Unzipped)

COMMERCIALISATION POTENTIAL

The HydraFlex Jacket possesses strong commercialization potential due to its innovative design and practical features. It caters to a diverse range of target markets, including travelers, outdoor enthusiasts, and urban commuters. For travelers, the jacket serves as a lightweight and functional alternative to bulky backpacks, making it ideal for short trips, urban exploration, and outdoor adventures. Pilgrims, particularly those undertaking Hajj or Umrah, will benefit from its ability to carry essentials conveniently while navigating crowded environments. Outdoor enthusiasts, such as hikers and campers, will appreciate its built-in safety features, including GPS tracking, reflective panels, and waterproof compartments. Additionally, urban commuters will find its quick-access compartments invaluable for daily use, eliminating the hassle of carrying traditional bags.

The HydraFlex Jacket aligns with emerging market trends, such as the increasing demand for wearable technology and sustainable travel solutions. Its features, including multiple compartments, an integrated neck pillow, and easy access to essentials, cater to the needs of modern consumers. Furthermore, its emphasis on safety and convenience supports Malaysia's growing focus on Islamic tourism, providing a practical solution for Muslim travelers.

Despite its advantages, the HydraFlex Jacket faces challenges, such as high production costs due to its advanced features, including GPS tracking and inflatable components. However, these costs can be mitigated by positioning the product as a premium offering. Additionally, educating traditional backpack users about the benefits of this wearable innovation is crucial and can be achieved through targeted marketing campaigns. Maintenance considerations, such as cleaning the water pouch and replacing the pee pouch, may also require user education to ensure a seamless experience.

To maximize its commercial potential, the HydraFlex Jacket should establish strategic partnerships with travel agencies, outdoor gear retailers, and Islamic tourism operators. Customization options tailored for specific uses such as urban commuting, hiking, or pilgrimage can further enhance its market appeal. Leveraging social media and influencer endorsements will also play a key role in showcasing the unique features and real-world applications of the product. By addressing potential challenges and implementing effective marketing strategies, the HydraFlex Jacket has the potential to become a preferred choice for modern travelers, outdoor enthusiasts, and daily commuters.

CONCLUSION

In conclusion, the HydraFlex Jacket is a groundbreaking and practical innovation designed to replace traditional backpacks. By integrating essential tools, safety features, and comfort elements into a single product, the jacket addresses key challenges faced by travelers, commuters, outdoor enthusiasts, and pilgrims. It offers significant advantages such as enhanced mobility, improved safety, and ease of use, all while reducing the physical strain associated with carrying backpacks.

With strong commercialization potential and a unique combination of features, the HydraFlex Jacket is poised to become a leading solution in the wearable technology market. Its emphasis on safety, convenience, and comfort also aligns with Malaysia's efforts to enhance Islamic tourism. As a product that meets real-world needs and challenges, the HydraFlex Jacket represents a new

era in wearable innovation, offering a smarter and more efficient way for individuals to carry their essentials while on the move.

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Chapter VIII

PERSONALIZED TRAVEL ASSISTANT (GOGO)

Suzielyn Sison[1], Siti Norshakilla Binti Abdul Momen[2], Ellis Velissia Binti Mohd Fadjli[3], Mdm. Nur Murniza Binti Mohd Zaidi[4]

[1,2,3,4] Universiti Teknologi MARA (UiTM) Cawangan Kota Kinabalu, Sabah

ABSTRACT

In response to the growing demand for personalized and efficient travel planning, this research paper presents GoGo, an innovative AI travel assistant designed to simplify and enhance the travel experience. The paper identifies the prevalent challenges faced by travelers, including information overload, itinerary planning complexities, and financial constraints, which often lead to decision paralysis and inefficient trip organization. GoGo addresses these issues by leveraging advanced artificial intelligence algorithms to create tailored itineraries that reflect individual preferences, interests, and travel styles, while also incorporating real-time data on crowd dynamics, weather, and traffic conditions. The objectives of the GoGo app include seamless itinerary creation, real-time assistance, and effective budget management, all aimed at making travel planning less burdensome and more enjoyable. The novelty of GoGo lies in its multifaceted approach, combining itinerary generation with features that promote local engagement and sustainable tourism, thus encouraging meaningful interactions between travelers and local communities. Additionally, the app's crowd avoidance and efficiency-maximizing capabilities ensure a stress-free travel experience. The commercialization potential of GoGo is highlighted through its accessibility on popular app stores and its targeted marketing strategies aimed at both domestic and international travelers, fostering a sense of community and shared experiences through social media engagement. Ultimately, this research underscores the transformative impact of GoGo on modern travel planning, establishing it as an indispensable tool for enhancing traveler experiences.

INTRODUCTION

In an era where travel has become more accessible than ever, the demand for personalized and efficient travel planning continues to grow. With countless destinations, activities, and accommodations available at our fingertips, travelers often find themselves overwhelmed by choices. To address this gap, GoGo, a revolutionary AI travel assistant is designed to simplify the travel planning process by generating tailored itineraries based on individual preferences.

GoGo leverages advanced artificial intelligence algorithms to understand user preferences, interests, and travel styles, creating customized itineraries that cater to the unique desires of each traveler. Whether it is a family vacation, a romantic getaway, or a solo adventure, GoGo creates curates' suggestions that encompass not only popular attractions but also hidden gems that align with the users' interests. Not only that, GoGo also provides real-time data of a place, weather conditions, and traffic conditions. This report explores GoGo's development and potential impact, detailing how it transforms travel planning into a seamless and personalized experience.

PROBLEM STATEMENT

Travel planning is often a complex and time-consuming process. Many travelers face challenges when planning trips, from both practical and emotional aspects. One primary challenge is information overload. With so many travel resources available online, many travelers struggle to narrow down their decisions. This can lead to decision paralysis, where a lot of options make it difficult to choose a destination or plan activities (Greenwood & Ramjaun, 2020).

Itinerary planning presents another challenge. While having a structured plan is essential to ensure that travelers make the most of their trips, it can also become laborious and time-consuming. Travelers typically engage in extensive research when planning their trips. According to Yuvaraj (2023), travelers spend an average of over 5 hours researching travel content. One of the sources of information that they used is Online Travel Agencies (OTAs), where about 80% of travelers visit OTA during their planning phase. They use this platform for inspiration and comparison. 71% of travelers also rely on social media for destination ideas (Niehrah, 2023).

Financial constraints are a common concern among travelers. Budgeting for flights, accommodations, and activities can be daunting, especially when unexpected expenses arise. Many travelers need help managing their finances effectively while ensuring they have enough for their desired experiences. Low-cost carriers are one of the main trends in budget travel (Squad, 2023). These pain points create a need for an intelligent, adaptable solution that can offer personalized travel guidance in real time, considering the traveler's unique preferences and on-the-ground conditions.

OBJECTIVES

This app helps users who prefer something that makes their lives more manageable. It offers a variety of features and functions that can make it easier for people who use this app. The objectives are;

1. To personalize vacation itineraries with seamless itinerary planning that incorporates lodging, activities, and transportation.

2. To support real-time assistance concerning emergency circumstances, local conditions, and flight modifications.
3. To ensure budget management by recommending affordable solutions based on users' spending patterns that help them manage their budget trip.
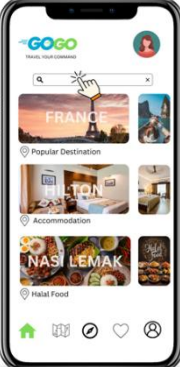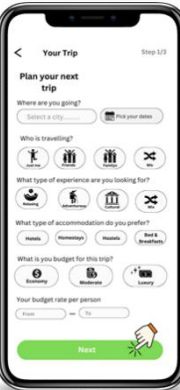
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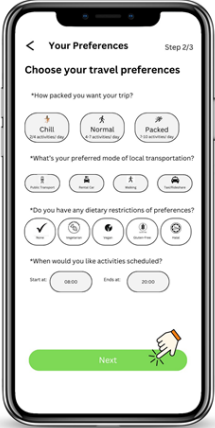
Novelty refers to the quality of being new and original and it plays an important role in revolutionizing the travel planning experience in today's digital age. When travelers often struggle with multiple tools to plan their journey, GoGo redefines the travel planning experience by combining advanced and innovative technology with a deep understanding of users' preferences. GoGo is a real-time adaptability and it generates itinerary that focuses on connecting with local residents which makes it unique. GoGo monitors real-time factors such as traffic and place conditions, whether the place is crowded or not, or sudden closure. For instance, if a destination becomes overcrowded or inaccessible, GoGo will suggest alternative activities or routes, ensuring that users can still have a seamless and enjoyable experience. Instead of offering mainstream attractions, GoGo focuses on connecting travelers with local culture through curated activities such as guided tours by local and community festivals. By promoting locally-owned businesses and attractions, GoGo ensures that travelers contribute directly to the local economy. The app connects users with local hosts who can share their traditions, stories, and way of life. It fosters meaningful interactions and a deeper understanding of the destination. These features do not only enhance the user's travel experience but also promote sustainable and immersive tourism by prioritizing authentic local engagement and minimizing the impact of mass tourism practices.
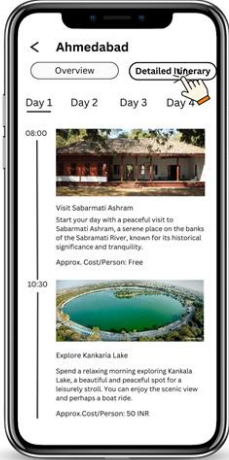
The GoGo app is easy to use and intuitive. Travelers begin their journey by interacting with the app to generate a customized itinerary based on their interests and travel goals. Users may simply modify their schedules with straightforward instructions and receive real-time updates as plans change, making travel flexible and pleasurable. What sets GoGo apart is its multi-functionality. Designed as a one-stop solution, the app streamlines every aspect of travel planning. It generates tailored itineraries and budget tracks, provides real-time updates, and offers essential safety tips. By integrating these features into a single platform, GoGo eliminates the need for juggling multiple apps, making travel simpler and more efficient.

Table 1: The Process of using the Application and Functions

No	Method	Explanation
1.		• The GoGo Apps can be downloaded on Google Play for Android Users while Iphone users can download it on the Apps Store.

2.		• After downloading the application, the users must choose their preferred language to move to another step in the application.
3.		• It is required for the users to sign in using their email. If they do not have an email, they can create a new one. Users can sign in using their Google email or Facebook account.
4.		• This application offers three options: popular destinations, accommodations, and halal food. When users choose accommodation, they are provided with the type, location, and price range. Meanwhile, Muslim users can find out the location of the restaurants that serve halal food. For popular destinations, users can choose interesting trends that attract many people to the destinations.
5.		• After selecting a destination, the application will show four steps for users to determine their chosen travel itinerary. For the first step, the application will show the user's travel plans such as who will be traveling, the type of experience, the type of accommodation, and the budget for the user.

6.		• In this step, the users can choose their preferences. For example, the pack that they want on their trip, the mode of transportation, the dietary restrictions, and the activities scheduled when they are in that place.
7.		• In this section, it will show the review of the trip details that the users have chosen from the previous step.
8.		• The itineraries will be shown in this step. The users can see the overview of the place that they choose for their destination. This page also shows some information about the place, expense tracking, packing list, travel tips, city information and rating itinerary.
9.		• This section will show a detailed itinerary based on the day they choose, where they will go based on the time that they fill in before, and the approximate cost per person.

10.		• With the GoGo Assistant App, the users can see whether the place is crowded or not through the location from the map. The map will also show the food trail that is traditional and halal food through the destination selected on the map.

BENEFITS TO INTENDED USERS AND SOCIETY

The first benefit is crowd avoidance. The GoGo app's crowd avoidance feature helps users avoid the crowded places by using real-time data collecting and crowd prediction. The assistant can forecast when and where crowds are likely to form by examining traffic patterns, public transportation timetables, and information on crowd density.

By offering travelers time-saving and optimal solutions that are customized to meet their needs, the GoGo app achieves efficiency. These assistants recommend the quickest routes, the most practical modes of transportation, and the ideal itineraries based on real-time data, machine learning, and user preferences. They can automatically adapt to shifting situations, like traffic jams or bad weather, by expediting decision-making and cutting down on planning time, guaranteeing a hassle-free and seamless experience.

Next is local experience, this is because through personalized recommendations for local experiences such as undiscovered treasures and genuine cultural interactions, the GoGo app improves travel. These assistants make recommendations for lesser-known locations, off-the-beaten-path sites, and local activities that travelers might otherwise miss by examining user interests, historical travel data, and real-time data. In order to assist visitors to feel more connected

to the place, they also suggest genuine cultural activities like regional celebrations, traditional food, or meetings with local craftspeople.

COMMERCIALIZATION POTENTIALS

This GoGo app is available at play store so, people can use that app without hesitation. This app is designed to help users plan, organize, and enhance their travel experience. Globally, social media platforms are used by billions of individuals. By using these channels, you can connect with a wide range of people who are interested in different topics including accessibility and language learning. By creating a page to promote the program on social media platforms like Facebook, Instagram, and TikTok, the GoGo app will be promoted, expanding its audience and increasing its exposure in the neighborhood. We also urge users of our sign application to post about their experiences on social media using this platform. Reviews and positive comments can serve as powerful recommendations, urging others to give this software a try.

The GoGo app aims to give travelers who wish to arrange their trips easily with a more practical and effective option. By making recommendations for travel destinations, activities, lodging, and modes of transportation depending on the user's preferences, needs, and interests, the app seeks to provide a customized experience. The main goal is to increase user happiness by offering prompt information, simple travel planning, and individualized support all along the way.

Our target market is domestic and international tourists. Domestic travelers are targeted as they are traveling for business, pleasure, or quick getaways, so, they are likely to look for convenience and personalized suggestions. Personalized travel assistants can offer localized insights, event recommendations, and real-time updates to domestic visitors, who typically travel more frequently and seek methods to improve their local experiences. As domestic visitors frequently require more thorough support from language translation and cultural counseling to navigating new places and organizing extended trip, they are the most possible users for this app. By offering transportation choices and carefully planned itineraries, personalized travel assistants can meet client demands. As traveling to new countries might be complicated, they also need more help and personalization. Focusing on foreign visitors broadens the market reach and offers chances to establish brand awareness internationally. The GoGo app may provide a more flexible service that meets a variety of traveler demands by catering to both local and foreign tourists, making them an invaluable resource for anybody trying to make the most of their trip.

CONCLUSION

In conclusion, GoGo apps, the revolutionary AI travel assistant, addresses the growing demand for personalized and efficient travel planning in this era of accessible travel. By leveraging advanced artificial intelligence algorithms, GoGo app generates tailored itineraries based on individual preferences, offering suggestions that encompass popular attractions and hidden gems aligned with the users' interests. Additionally, GoGo app provides real-time data such as crowd predictions, weather conditions, and traffic updates, transforming travel planning into a seamless and personalized experience. The app's innovative features, including crowd avoidance, time-saving recommendations, and personalized local experiences, set it apart from existing travel tools, making it the ultimate travel companion for both domestic and international tourists. With its multi-functionality and adaptability, GoGo simplifies every aspect of travel planning, eliminating

the need for juggling multiple apps and ensuring a stress-free and enjoyable travel experience for all users.

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Chapter IX

VISTA VIBE APPLICATION IN KOTA MARUDU

Jekelin anak Kennedy[1], Mohd Rafiq bin Azlan[2], Patricia Hendok Laing[3], Ahmad Fareez Yahya[4]

[1,2,3,4] Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM) Sabah Branch Kota Kinabalu Campus

ABSTRACT

This research paper introduces Vista Vibe, a digital application designed to enhance the tourism experience in Kota Marudu, a picturesque town in northern Sabah, Malaysia. The app serves as a comprehensive guide for local and international tourists, offering information on attractions, culture, and natural beauty. Leveraging smart navigation, interactive guides, and halal platform integration, Vista Vibe supports Muslim-friendly tourism by providing details on halal restaurants, surau locations, and sharia-compliant accommodations. It also promotes inclusivity through accessibility maps and personalized support for travelers with special needs. Addressing previous challenges in attracting Muslim and halal-friendly tourists due to limited information and promotion, Vista Vibe offers an innovative solution that fosters sustainable tourism. The app highlights eco-friendly activities and green destinations while preserving cultural heritage. It further connects users to accommodations, local products, and tourism activities, enhancing the visibility of Kota Marudu as a travel destination. By integrating technology and sustainable practices, Vista Vibe contributes to the local economy, boosts cultural preservation, and promotes environmentally responsible tourism. This user-friendly and information-rich app provides tourists with essential tools such as maps, contact details, and real-time updates. The app aims to revolutionize the tourism landscape of Kota Marudu, making it a preferred destination for Muslim-friendly and eco-conscious travelers while supporting Sabah's broader tourism goals.

INTRODUCTION

A vital element in boosting Malaysia economy and preserving its cultural heritage is the travel and tourism industry. Technological progress has become an essential factor in attracting visitors and enhancing their experiences in the rapidly evolving digital age. Consequently, Vista Vibe app have emerged as a technology platform capable of transforming how travellers explore new destinations and improve their overall travel experience.

Vista Vibe app serves as an innovative platform to showcase tourist spots, promote local events, and provide extensive information for travellers. A location with significant potential that has received minimal attention is Kota Marudu, Sabah. The Sabah Tourist Arrivals report for 2024 indicates that the total tourist arrivals in Sabah for this year reached 2,416,131, demonstrating a substantial increase from last year. The Malaysian Ministry of Tourism, Arts and Culture (MOTAC) states that it has become a key attraction in Sabah. Tourism data from Kota Marudu in 2024 reflects growth, particularly due to cultural activities like Tamu Besar, Kota Marudu. This event is a significant draw, anticipating over 50,000 attendees in October 2024. Tamu Besar features unique activities such as buffalo races, decorated horse shows, and local handicrafts exhibitions, attracting both local and international tourists. This event has also been designated as a national program by the Malaysian Ministry of Tourism, Arts and Culture (MOTAC), making it one of the main attractions in Sabah.

Sabah : Visitor Arrivals By Nationality 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	2022 Jan-Dec	Dec (b)	Growth (%) 22/23(a)	22/23(b)
ASIA	47,247	45,908	48,565	50,813	45,799	54,061	65,665	91,117	61,284	56,955	58,628	121,645	747,687	224,865	63,994	232.5	90.1
SOUTHEAST ASIA	21,557	22,080	27,005	33,474	25,834	31,780	34,426	53,017	34,563	28,623	34,700	82,685	429,744	151,537	49,514	183.6	67.0
Brunei	13,276	14,713	13,423	22,654	11,234	17,002	18,146	39,097	21,259	15,632	20,481	60,064	266,981	76,664	38,583	248.2	55.7
Philippines	1,663	1,147	1,972	1,848	1,878	2,150	2,258	2,552	2,251	2,233	2,554	3,793	26,299	11,720	1,930	124.4	96.5
Indonesia	3,972	3,775	7,098	6,252	8,940	7,851	10,173	7,639	7,346	7,408	8,239	13,224	91,917	35,982	4,225	155.5	213.0
Singapore	2,278	2,017	3,850	2,152	3,152	4,281	3,349	3,323	3,225	2,819	2,960	5,096	38,502	23,572	4,410	63.3	15.6
Thailand	267	361	542	421	469	337	326	297	361	367	305	351	4,404	2,685	301	64.0	16.6
Vietnam	101	67	120	147	161	159	174	109	121	164	161	157	1,641	914	65	79.5	141.5
NORTHEAST ASIA	25,255	23,311	20,844	16,641	19,362	21,581	30,677	37,364	26,169	27,766	23,376	37,831	310,177	68,021	13,937	356.0	171.4
China	1,676	968	2,472	3,432	3,348	5,144	9,014	11,118	8,629	11,365	6,949	14,575	78,690	6,463	870	1117.5	1575.3
Japan	697	649	1,236	742	815	613	890	1,358	651	471	668	1,006	9,796	4,413	675	122.0	49.0
Taiwan (pr. of China)	1,341	991	1,222	1,940	1,315	2,427	2,582	2,352	2,250	2,278	2,182	2,108	22,988	1,993	505	1053.4	317.4
South Korea	21,541	20,703	15,914	10,527	13,884	13,397	18,191	22,536	14,639	13,652	13,577	20,142	198,703	55,152	11,887	260.3	69.4
OTHERS ASIA	435	517	716	698	603	700	562	736	552	566	552	1,129	7,766	5,307	543	46.3	107.9
India	334	406	559	591	446	525	412	534	369	412	414	883	5,885	3,987	425	47.6	107.8
Pakistan	101	111	157	107	157	175	160	202	183	154	138	246	1,881	1,320	118	42.5	108.5
MIDDLE EAST	65	78	141	116	123	265	159	156	91	64	151	216	1,625	1,588	108	2.3	100.0
OCEANIA	1,852	954	1,618	2,114	1,987	1,834	2,001	1,363	2,029	1,173	1,682	2,023	20,442	8,753	1,516	133.5	33.4
Australia	1,644	863	1,386	1,696	1,605	1,633	1,762	1,019	1,845	1,051	1,352	1,546	17,402	7,684	1,329	126.5	16.3
New Zealand	208	93	232	418	382	201	239	144	184	122	340	477	3,040	1,069	187	184.4	155.1
EUROPE	3,303	4,147	5,945	5,940	5,169	4,976	8,733	9,194	4,456	3,621	3,543	3,432	62,479	33,180	2,570	88.3	33.5
UK & Ireland	1,220	1,608	2,301	2,873	2,223	2,155	3,509	2,962	1,681	1,477	1,339	1,379	24,727	13,402	1,060	84.5	30.1
Germany	403	458	1,003	612	532	484	791	805	552	347	242	225	6,454	3,457	261	86.7	-13.8
France	245	289	382	458	465	447	750	819	298	223	230	248	4,854	3,064	210	58.4	18.1
Denmark	105	196	245	137	68	97	334	97	97	122	67	102	1,667	770	58	116.5	75.9
Finland	62	78	74	35	27	29	24	12	11	28	37	37	454	204	35	122.5	5.7
Norway	42	28	84	72	25	18	78	25	17	12	41	25	467	242	15	93.0	66.7
Sweden	101	120	119	88	36	62	59	39	48	47	81	92	892	540	101	65.2	-4.9
Belgium & Luxembourg	36	76	62	127	105	123	377	235	178	73	84	61	1,557	824	47	89.0	29.8
Italy	96	118	185	144	130	170	381	1,548	211	129	119	107	3,338	1,239	81	169.4	32.1
Switzerland	79	93	144	185	194	151	355	152	85	93	106	114	1,751	1,021	67	71.5	70.1
Netherlands	255	293	344	421	548	402	1,139	973	572	335	234	227	5,743	2,949	138	94.7	64.5
Russia	219	169	229	194	144	122	126	109	99	105	214	226	1,956	896	133	118.3	69.9
Others Europe	440	621	753	594	672	716	810	1,418	607	630	769	589	8,619	4,572	364	88.5	61.8
NORTH AMERICA	1,059	1,226	1,907	1,496	1,360	1,179	1,218	752	853	950	2,564	2,993	17,557	7,101	891	147.2	235.9
U.S.A	702	800	1,316	1,080	961	956	985	553	626	641	2,071	2,411	13,102	5,260	635	149.1	279.7
Canada	357	426	591	416	399	223	233	199	227	309	493	582	4,455	1,841	256	142.0	127.3
OTHERS	451	376	1,414	738	537	671	840	664	704	646	688	956	8,685	4,614	588	88.2	62.6
Total international	53,977	52,691	59,590	61,217	54,975	62,986	78,616	103,046	69,417	63,409	67,286	131,265	858,475	280,101	69,667	206.5	88.4
Total Malaysian	128,180	132,140	158,349	146,755	140,806	146,870	146,029	139,724	148,426	169,456	136,453	161,609	1,754,797	1,447,639	146,910	21.2	10.0
GRAND TOTAL (GROSS)	182,157	184,831	217,939	207,972	195,781	209,856	224,645	242,770	217,843	232,865	203,739	292,874	2,613,272	1,727,740	216,577	51.3	35.2

Source: Immigration Dept, Sabah / P - Preliminary
Prepared By Research Division for Sabah Tourism

Figure 1: Visitor Arrivals by Nationality 2023

In addition, Kota Marudu has sites that offer tourism opportunities based on nature, cultural traditions, and local hospitality. Due to its location in the north of Sabah, a region rich in natural beauty, traditional heritage, and unique local products that are generally unknown to foreign tourists, Kota Marudu, Sabah, was chosen as the initial site for this application. Despite its great promise as a tourist destination, Kota Marudu faces challenges in adequately marketing travel-related goods and activities to global customers. As a result, Vista Vibe App serves as a digital

solution that provides a comprehensive platform for travellers, connecting them with information on destinations, tourism activities, accommodation, and unique local products in Kota Marudu.

By incorporating digital technology innovations such as smart navigation, interactive guides, and halal platform integration, Vista Vibe introduces a new dimension to exploring Kota Marudu. This application does not only supports the Muslim-friendly tourism agenda by providing information such as surau locations, halal restaurants, and sharia-compliant accommodations, but also promotes sustainable tourism through the latest information on green destinations and environmentally friendly activities.

Lastly, Vista Vibe app features prioritizes the experience of travellers with special needs through accessibility maps and personalized support. In the context of innovative tourism development, this application becomes a digital bridge between tourists, local communities, and the tourism sector, simultaneously enhancing the competitiveness of Kota Marudu as an international tourism destination.

PROBLEM STATEMENT

Kota Marudu, Sabah, boasts natural beauty, cultural diversity, and unique local products, yet faces challenges in attracting Muslim-friendly and halal tourism segments. Among them is the lack of Muslim and halal-oriented tourism information as Muslim tourists face difficulties in obtaining information about the location of halal eateries, surau, and relevant Muslim-friendly destinations in this area. This uncertainty causes a less than satisfactory tourism experience.

In addition to the lack of use of innovative technology, despite the increase in the use of tourism applications globally, there is no specific platform to promote Muslim-friendly tourism products and services in Kota Marudu. This opportunity is still not fully explored. In addition, promotion does not focus on the halal market segment where tourism products in Kota Marudu are less marketed specifically to Muslim tourists, despite the growing demand for sharia-compliant tourism experiences locally and internationally. Next is the lack of awareness about halal destinations in rural areas in which international tourists are often concentrated in major cities due to the lack of exposure about interesting destinations in rural areas such as Kota Marudu that can meet the needs of Muslim tourists.

Therefore, the development of Vista Vibe application aims to address this challenge by providing a Muslim-friendly integrated tourism platform. The application provides tourists with information on halal locations, prayer times, and worship places in Kota Marudu, enhancing its appeal as a Muslim-friendly destination and contributing to local economic growth.

OBJECTIVES

The objectives to be achieved are:

1. *Enhancing the Tourist Experience through Innovative Technology*

Provides comprehensive details on Muslim-friendly amenities, including surau, halal dining options, prayer schedules, and places of worship in Kota Marudu region, assisting Muslim travellers in effortlessly organizing their trips through the app's interactive digital tools

2. *Increasing Local Community Involvement in the Tourism Sector*

Includes captivating narratives and details about the culture, history, and community traditions of Kota Marudu while supporting sustainable tourism efforts such as eco-tourism and community- based tourism (CBT) to safeguard the environment and enhance local communities.

3. *Increasing the Effectiveness of Marketing and Promotion of Kota Marudu Tourism Destinations*

Utilizes cutting-edge technologies such as digital maps, audio guides, and artificial intelligence (AI) to create a tourism experience that is accessible for everyone, including individuals with disabilities, while offering multilingual options to ensure inclusivity for travellers from diverse backgrounds.

NOVELTY/UNIQUENESS

The innovation will be called the Vista Vibe app. This app's purpose is to approach Muslim-friendly tourism and halal tourism. Vista Vibe app offers a complete guide with a Muslim-friendly concept, a list of halal restaurants such as Marry Brown Kota Marudu, Hijau stall Kota Marudu, Mascara cafe, Old Town, New Town, Zac's place and Khayu cafe. There are also prayer places such as Taqwa mosque and Muslim-friendly locations around Kota Marudu. This feature is designed to make it easier for Muslim travellers to plan their trip without worrying about the suitability of facilities.

In addition, integrated themes for unique experiences such as vista vibe app functions as tourism digital assistants that integrate the main themes of tourism such as Muslim-friendly, halal tourism, innovation, and cultural heritage. With features such as personalized travel recommendations based on user interests, this application makes Kota Marudu a more attractive and accessible destination for tourists from various backgrounds. In addition, it is to increase local tourism, highlighting the natural beauty, famous culture and traditions of Kota Marudu. Mount Tambuyukon, one of the highest peaks in Sabah, attracts nature lovers and climbers, while traditional restaurants showcase local cuisine, including *hinava, tuhau, ambuyat* and more. The app can be used as a place to highlight local festivals, food alternatives, cultural events and tourist sites. Additionally, by enabling small vendors such as food stall owners, handicraft traders and homestay service providers to access a wider audience, including tourists, this invention has the potential to boost the local economy. Next, a digital directory will be offered as this application serves as an information hub for residents and visitors traveling to Kota Marudu.

This application can display all the attractions in Kota Marudu for tourists, and those who want to use the inquiry service can get the owner's mobile phone number for each location they plan to visit around Kota Marudu. Finally, community and educational platforms serve to provide information or educational initiatives to residents such as business opportunities.

HOW IT IS RELATED TO THE CONCEPT OF MAQASID SHARIAH?

The Vista Vibe application is an application that can be used by all users regardless of religion and race. This application has various features and locations that make it easy for users to find their preferred destination like halal food restaurants, mosques and other places related to Muslims. This application is related to the concept of Maqasid Shariah which are;

1. *Preservation of Religion (Hifz al-Deen)*

Preservation of Religion is a Maqasid Shariah concept that ensures all Muslims to practice their religion easily and comfortably wherever they are. This concept is related to the Vista Vibe application because it lists several prayer places in Kota Marudu such as mosques that allow users to find and plan their journey while fulfilling their prayer obligations. This can help Muslims not to leave their religion behind with an application that provides and shows the location of places of worship. This application supports the spiritual needs of a user while visiting Kota Marudu, Sabah.

2. *Preservation of Intellect (Hifz al-Aqal)*

This Maqasid Shariah concept is also related to the Vista Vibe application because it promotes education and knowledge that help users make wise decisions. This application is related to the concept of Maqasid Syariah because it provides features that can be used by Muslim users in order to make things easier for them when they are in Kota Marudu, Sabah. This application provides the location of halal food restaurants, prayer places such as mosques, and also information about prayer times. This illustrates that this application is Muslim-user friendly and it helps users to make better decisions on choosing halal places to eat and finding comfortable places to pray. Users can also find out the prayer time from the application to ensure that their prayer is not missed.

BENEFITS TO INTENDED USERS AND SOCIETY

One of the benefits of Vista Vibe application to the users and community is that it helps users find rare attractions and provides a good experience for them to visit those destinations. With this application, it can make it easier for the users to explore interesting and unique destinations in Kota Marudu such as historical places, beautiful scenery like natural destinations and places to eat that have their own charm.

In addition, the community can benefit from the application by introducing their culture and traditions through the application to visitors who come to visit Kota Marudu, Sabah. This app promote products such as traditional food restaurants, handicrafts shops and many more that show culture and tradition in Sabah. This gives the community an opportunity to introduce culture to local and international visitors. This application has become an effective medium to introduce the identity of the local community to the outside world.

COMMERCIALIZATION POTENTIALS

The Vista Vibe app is an application that guides tourists to the attractions in Kota Marudu. This application is an innovation as it is an idea that emerged from some problems found in tourism where they only focused on extraordinary attractions rather than tourist places in small areas. Tourists also cannot locate attractions easily without a guide shown on the internet or a directory in that place. This has prevented the tourists from seeing the natural beauty in the area and thus, the place would not be known as a tourist spot. Vista Vibe is an application used to access interesting tourist spots in Kota Marudu. This is because most of the tourist spots in Sabah are only concentrated in urban areas such as Kota Kinabalu. The Vista Vibe application helps tourists to access interesting places in Kota Marudu. This application applied to small areas first to find

out how it helps tourists to realize their desires and satisfaction in finding the attraction in Kota Marudu.

In establishing a Vista Vibe application, there are several commercialization processes carried out to ensure that it can achieve marketing targets. The processes are;

1. *Market Research*

Identify the problem in Kota Marudu and make positive changes to establish a well-known tourist attraction. Next, identify the tourism potential in Kota Marudu to be introduced to local and international tourists in order to attract the tourists to travel to Kota Marudu. In this process, a study has been carried out on the visitors' needs to improve the Vista Vibe application through problem information found on the internet.

2. *Target Market*

In addition, the target market for this application is someone who likes to travel and is looking for tourist places that can be visited during their free time. For example, the backpacker, solo trip and someone who likes to get travel experience to many destinations locally or internationally. The Vista Vibe application will have a positive impact on the market.

3. *Develop the Product*

The Vista Vibe application offers a range of features to enhance tourist satisfaction by simplifying the process of discovering attractions in Kota Marudu. Key features include detailed information about locations such as restaurants, shopping malls, leisure spots, halal-certified eateries, prayer places, and adventurous or relaxing attractions. The app also provides maps, contact details of attraction owners, and prayer times tailored for Muslim tourists, ensuring accessibility and convenience.

These features cater to diverse tourist needs by helping them navigate easily and enjoying a seamless experience. Muslim tourists, in particular, benefit from prayer time updates and halal- friendly recommendations, making it easier to plan their activities. Vista Vibe stands out as a high- potential product in the market, offering unique features that position it as a competitive tool in attracting tourists. By meeting visitor demands effectively, it serves as a reliable travel companion, enhancing the appeal of Kota Marudu as a tourist destination.

4. *Marketing Strategy*

The Vista Vibe application aims to enhance tourism in Kota Marudu by leveraging strategic collaborations and effective marketing. Partnering with online travel agencies (OTAs) can significantly boost its market potential, as many tourists rely on OTAs for planning their itineraries. Through this partnership, both local and international tourists can access Vista Vibe apps as a comprehensive guide to attractions in Kota Marudu. Additionally, social media platforms like Facebook, Instagram, and TikTok will be utilized to promote local attractions and advertise the application, capitalizing on their popularity for entertainment searches. Vista Vibe apps also supports restaurant owners and small attraction operators by providing a platform to promote their establishments, expanding the variety of leisure options for users. By implementing an organized marketing strategy, Vista Vibe apps not only elevates Kota Marudu as a national and international tourist destination but also contributes to economic growth. It offers tourists a seamless and enjoyable experience in exploring the area.

CONCLUSION

In conclusion, Vista Vibe application has a great potential to change the tourism landscape in Kota Marudu, Sabah, by offering comprehensive and inclusive innovative solutions. As a digital platform, this application not only promotes Muslim-friendly and halal tourism by providing information about Muslim-friendly restaurants, accommodations, and facilities, but also supports the sustainable tourism agenda through the integration of information about ecotourism and cultural heritage preservation.

The Vista Vibe application represents an innovation that utilizes modern technology and serves as a priority tool for society in this modern age. This is because society increasingly relies on technology as it adapts to changing times, which has inspired people to innovate against existing technology. Thus, we established the Vista Vibe application to address the challenges faced by local and foreign tourists who struggle to find attractions suitable for tourism. With the Vista Vibe application, visitors can easily discover attractions in Kota Marudu, which is among the lesser-known sites in Sabah.

This application will help visitors enjoy the natural beauty and cultural heritage of Kota Marudu by providing essential information such as locations for halal food, maps and directions to destinations, and contact numbers for attraction owners to obtain further information or make reservations. The application is user-friendly for tourists, assisting them in locating previously unknown attractions and making it easier to find more sites in Kota Marudu without needing help from others. Through its innovative commercialization model, Vista Vibe apps provide diverse income streams while promoting sustainable tourism practices and supporting local communities in showcasing the beautiful spots in the area.

The Vista Vibe app also contributes to the country economic improvement by serving as a tool for discovering attractions in Kota Marudu. Kota Marudu distinct identity as a tourist spot is rich in cultural heritage, traditions, and natural beauty, thereby aiding in the local economic development and enhancing Sabah attractiveness as a worldwide tourist destination. Vista Vibe app serves as a prime illustration of how technological advancements can act as a driving force for transforming tourism into an inclusive and sustainable experience grounded in cultural values. Last but not least, we hope that the application can make a better experience for the users and satisfy their needs. This application will be improved by covering more places that can become tourism destinations that people can find out and experience it later.

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Chapter X

AYACASE: YOUR DAILY HIJAB PIN ORGANISER

Azizah binti Munding[1], Haris Ismail[2], Martah Kuin[3], Siti Aisah binti Abbas[4]

[1,2,3,4] Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

AyaCase is a groundbreaking, dual-purpose product crafted to address the practical needs of hijab-wearing women by merging a phone cover with a silicone mat that securely holds hijab pin bandages. This solution offers a seamless experience, guaranteeing that pins are readily available while maintaining the phone protection. AyaCase is designed with resilient, eco-conscious silicone, enhancing sustainability by minimizing the necessity for regular replacements. This design thoughtfully considers cultural distinctions, tackling the specific challenges encountered by Muslim women while providing a practical and fashionable accessory for those with a busy lifestyle. By merging contemporary aesthetics with cultural significance, AyaCase elevates everyday experiences of hijab-wearing women, especially those who travel or work in professional settings. AyaCase goes beyond just functionality, emerging as a culturally attuned and fashionable accessory. It embodies the principles and desires of Muslim women while embracing modern aesthetics that resonate with the current trends. The stylish and practical design guarantees that AyaCase enhances diverse personal styles, enabling users to showcase their uniqueness while maintaining functionality. AyaCase transcends the ordinary phone case, offering a thoughtful solution tailored to the distinct needs of hijab-wearing women with meticulous attention and consideration. It enhances user experience by merging practicality with elegance, streamlining daily routines and boosting efficiency. The integration of silicone mat is a clever and game-changing feature, ensuring that hijab pins are stored safely, organized, and readily accessible.

INTRODUCTION

AyaCase is a groundbreaking solution crafted to address the practical needs of hijab-wearing women, merging convenience with style. The name "AyaCase" draws inspiration from the Arabic word "Aya," which signifies "miracle," "sign," or "verse," often associated with verses from the Quran. This showcases the purpose of the product as a significant solution—offering a symbol of convenience, elegance, and functionality. The AyaCase combines a phone cover with a silicone mat designed to securely hold hijab pin bandages, addressing the frequent challenge of misplacing or organising pins effectively. This design guarantees that vital accessories are effortlessly accessible, making it an essential partner for women who are always in motion.

Crafted to meet contemporary demands, AyaCase seamlessly blends practical use with an appreciation for cultural nuances. This versatile accessory is designed to safeguard the phone while providing convenient storage for hijab pins, making it perfect for travel, work, or everyday use. The product enhances the experience of Muslim women by offering a solution that seamlessly integrates style and tradition, embodying their lifestyle and faith. AyaCase prioritises accessibility and inclusivity by ensuring hijab pins are secure, organised, and readily available, all while featuring a stylish, contemporary design. AyaCase transcends the ordinary phone cover—it is a testament to practicality, faith, and convenience, expertly designed to meet the needs of Muslim women today.

PROBLEM STATEMENT

Hijab-wearing women frequently encounter challenges in managing and securing hijab pins, particularly during adjustments or while styling their headscarves. A common practice involves holding pins in the mouth to free both hands, which has been identified as a significant health risk. Studies on headscarf pin aspiration emphasize the life-threatening consequences of this practice, especially among young women, with accidental ingestion or inhalation of pins being a recurring issue in clinical settings (Kakunje et al., 2014).

Despite the severity of the risk, many women continue this practice due to the lack of practical alternatives for pin storage during hijab adjustment. Additionally, the absence of an organized and portable solution often results in pins being misplaced or damaged, causing further inconvenience and frustration (Rose, 2021).

The AyaCase was developed to address these challenges by providing a safe, convenient, and innovative solution. By integrating a silicone mat into a phone cover, the AyaCase offers a dual-purpose design that securely stores hijab pins, ensuring they remain easily accessible whenever needed. This eliminates the need for makeshift or risky storage methods, such as holding pins in the mouth, while also solving the problem of pin misplacement or damage.

The product enhances convenience for hijab-wearing women, whether at home or on the go, while prioritizing safety and organization. With its culturally sensitive design, the AyaCase aligns with the unique needs of hijab-wearing women, providing a practical, stylish, and reliable solution that improves their daily experience.

NOVELTY/UNIQUENESS OF AYACASE

1. *Material Development*

Conventional hijab pins are usually crafted from metal, which can lead to rust or damage fragile fabrics. Utilising silicone rubber offers a gentle, resilient, and secure option that reduces the risk of harm to hijabis.

2. *Contemporary and Travel-Friendly Design*

Merging the hijab pin with a phone case enhances practicality and ease of use. This versatile design removes the necessity for additional storage, simplifying the process for hijabis to transport their pins wherever they go.

3. *Secure and Gentle on Fabrics*

Silicone rubber minimises the chance of injury (no sharp edges) and is soft on all materials, including silk or chiffon, often utilised for hijabis.

4. *Environmentally Conscious and Sustainable*

Silicone is a durable material that supports sustainable practices, appealing to consumers who prioritise eco-friendliness.

5. *Fashion Meets Functionality*

With a range of vibrant colours and customisable designs, it serves as a bold fashion statement while seamlessly integrating practicality with visual appeal.

OBJECTIVES

These are the objectives for AyaCase:

1. *Offer Practical Solutions for Storing Hijab Pins:*

AyaCase is crafted to provide a clever and user-friendly approach for organising hijab pin bandages. The integrated silicone mat guarantees that pins stay secure and accessible, enabling hijab-wearing women to organise their accessories with ease and efficiency.

2. *Advocate for Eco-Friendliness:*

AyaCase enhances sustainability through the use of durable, eco-friendly materials such as silicone. Silicone is a durable material that minimises the necessity for regular replacements, providing an eco-friendlier choice compared to other materials that tend to degrade faster.

3. *Improve Mobility and Ease of Use:*

AyaCase seamlessly integrates a phone cover with a specialised compartment for hijab pins, presenting a unique all-in-one solution. This design perfectly caters to the needs of busy women seeking to safeguard their phones while ensuring convenient access to their hijab pins, particularly during travel or everyday activities.

4. *Thoughtfully Designed:*

Specifically crafted to address the needs of hijab-wearing women, AyaCase is a product that demonstrates a deep understanding of their unique challenges. It merges contemporary aesthetics with cultural significance, providing a considerate answer to the daily challenges encountered by Muslim women.

BENEFITS TO INTENDED USERS AND SOCIETY

1. *Ease of Use and Mobility:*

Users can now enjoy the convenience of not having to search for or carry multiple hijab pins in their bags. This silicone pin, conveniently stored in a phone case, will always be accessible, streamlining their daily routine.

2. *Enhanced Protection:*

The silicone material offers a unique advantage by removing sharp ends, which minimises the risk of injuries to users and protects delicate fabrics such as silk or chiffon from damage.

3. *Resilience and Endurance:*

Silicone is a durable material that resists rust, bending, and breaking, ensuring users receive a dependable and enduring product.

4. *Approach and Customisation:*

Offered a range of colours and designs, the pin enables users to showcase their individuality while ensuring functionality.

5. *Sustainable Option:*

Utilising reusable silicone in place of disposable or fragile materials allows users to minimise waste and promote an eco-friendly way of living.

COMMERCIALISATION POTENTIAL

1. *Expansive Audience Potential:*

The global Muslim population exceeds 1.9 billion, with a notable proportion consisting of women who wear hijabs. This approach addresses their needs directly, showcasing a broad and accessible market.

2. *Niche Opportunity:*

The existing hijab pin market is predominantly focused on conventional metal designs. A silicone rubber pin, paired with the convenience of a phone case, presents a distinctive and attractive solution that differentiates itself in a largely uniform market.

3. *Cost-Effective Production Expenses:*

Silicone is an economical material for production, allowing the product to stay budget-friendly for consumers while ensuring solid profit margins for the business.

4. *Expansion of Online Retail:*

The emergence of online shopping platforms such as Shopee, Lazada, Zalora, TikTok Shops and Instagram Shops has made it possible and economical to market and distribute this product to both local and international markets.

5. *Exploring Cross-Selling Potential:*

The pin can be paired with phone cases, hijabs, or various fashion accessories, enhancing its attractiveness and revenue opportunities.

6. Possibility of Repeat Purchases:

Featuring unique designs and timely launches, customers will be inspired to purchase multiple items, transforming the product into a sought-after collectible or a stylish statement piece.

7. Expansibility:

The concept can be effortlessly expanded to incorporate additional accessories such as coordinating brooches, scarf clips or unique hijab-friendly tools, enhancing the product line.

8. Universal Attraction:

In addition to appealing to the Muslim market, the practicality of the product (gentle on fabric and skin) can attract non-hijabi consumers seeking versatile fabric pins, creating opportunities for a broader audience.

9. Trend in Sustainability:

The environmentally friendly feature resonates with the increasing interest in sustainable products, appealing to buyers who prioritise ecological responsibility.

10. Potential for Collaboration:

AyaCase is open to collaborating with organisations, businesses, and influencers in fashion, travel, and Muslim lifestyle sectors. The creation of co-branded collections and increased exposure can be achieved through partnerships with Islamic fashion designers and travel firms.

11. *Pay-Per-Click Advertising (PPC)*:
   - Google Ads: Launch advertisements aimed at particular regions (e.g., the Middle East, Southeast Asia, and diaspora communities in Europe and North America).
   - Emphasise terms like "Budget-friendly phone case resembling a scarf-hijab"
12. *Social Media Promotions*:
   - Leverage TikTok, YouTube, Facebook, and Instagram advertisements to engage with demographics like young professionals, families, and students.
   - Highlight exclusive promotions or distinctive package deals during seasonal months like Eid celebrations, ensuring that customers receive exceptional quality at an affordable price.
13. *Buzz and Recommendation Initiatives*:
   - Inspire delighted customers to spread the word about their experiences with friends and family.
   - Provide incentives or rewards for both, those who refer and the new clients.
14. *Content Strategy*:
   - Blogging and Articles: Develop insightful and SEO-friendly content that tackles customer challenges while highlighting your knowledge and skills.
   - Video Marketing: Showcase tutorials, testimonials, and behind-the-scenes content on platforms such as YouTube, TikTok, and Instagram.

CONCLUSION

AyaCase represents an innovative promotion that merges practicality, sustainability, and cultural awareness, tailored to meet the distinct requirements of women who wear hijabs. AyaCase addresses common challenges and enhances the daily lives of its users by merging a protective phone case with an integrated silicone mat designed for hijab pin storage. This carefully designed product reflects contemporary style, resilience, and environmentally friendly principles, resonating with the ideals of a progressive and innovative audience.

However, AyaCase goes beyond just functionality. It embodies a profound dedication to empowering Muslim women through a product that resonates with their cultural identity and lifestyle. It offers a dependable, fashionable, and significant solution, especially for professionals and travellers in search of convenience and efficiency.

Therefore, AyaCase establishes a new benchmark for accessories in a world where personalisation and inclusivity hold significant value, seamlessly connecting innovation with cultural relevance. This is more than just a product, It represents a lifestyle improvement that honours the uniqueness and requirements of hijab-wearing women, providing a sustainable and practical answer to their daily challenges. AyaCase seamlessly blends functionality with empowerment, establishing itself as an essential companion for contemporary Muslim women.

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Chapter XI

HOPVELER: AN INNOVATIVE E-HAILING FOR TOURISTS IN MALAYSIA

Nur Arissa binti Ahmad Razali[1], Nurul Natasya binti Gazer[2], Savio Solidon Sipaul[3], Boyd Sun Fatt [4]

[1,2,3,4] Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

The launch of the HopVeler app undoubtedly creates a crucial path to the enhancement of Malaysia e- hailing environment amid all these developments. The HopVeler app is specifically made to serve as an e-hailing service for visitors to the nation. HopVeler aims to close the gap between visitors and local transportation services by offering an easy-to-use interface, support for language features, and connections to tourist attractions. The main goal of the creation of this app is to improve the traveler experience. Using HopVeler will make it easier for a tourist to get to a new city and all of its attractions quickly and reliably. Additionally, it will boost Malaysia tourism sector by improving the efficiency of travel for visitors. As everyone with more money will be able to travel more, it will lead to an increase in business profits, the creation of jobs, and general economic expansion. Additionally, by encouraging all travelers to e-hail instead of renting a private vehicle, HopVeler may promote environmental-friendly transportation. This would reduce pollution and traffic congestion. Improved accessibility will be HopVeler's primary contribution towards the transportation industry. Travelers will benefit from reasonably priced and dependable transit options that connect them to destinations with inadequate public transportation systems. The application capabilities like real-time tracking and improved routing will only help to speed up and thus, reducing trip time. Consequently, its adoption will also offer safety measures including background checks for drivers and emergency help for both drivers and visitors. Conclusively, the creation of HopVeler presents a noteworthy chance to improve Malaysia e-hailing ecology while simultaneously encouraging expansion in the travel trade. With HopVeler in place, tourists would meet their specific needs regarding navigation in a foreign country, and hence, the app would play an important role in improving their overall experience as tourists, boosting the economy, and putting sustainable transport practices in place.

INTRODUCTION

Travel has changed significantly in recent years, especially among young people. Travelers between the ages of 12 to 29 want to make memories and have new experiences as well as simply move from one place to another. Due to the pandemic, travelling was very popular, as evidenced by 1.5 billion individuals who travelled abroad in 2019, according to the United Nations World Tourism Organization (UNWTO). This shows how eager people are to travel the world, especially young people.

Although they are mostly developed for locals who are familiar with the area, apps like Uber and Grab have made traveling inside cities easier. Travelers who wish to explore new places and experience local cultures are not entirely encouraged by these apps. Research indicates that 80% of young tourists want more individualized services that accommodate their demands when visiting new places.

In response to this, we built HopVeler, a unique ride-sharing app designed especially for young Malaysian travellers. HopVeler lets you experience Malaysian culture to the fullest and is more than simply a means of transportation. It is like having a local friend who knows all the greatest places to go. This software is made for young tourists who have three major goals in mind which is cost-effective transportation, opportunities to experience the local way of daily life, and a simple way for people to use their mobile devices to find amazing unfamiliar locations.

Even though young people today are very comfortable using technology, they still want real and meaningful experiences. They want to try local food, explore hidden attractions that most tourists do not know about, and meet locals who can share their culture and traditions. HopVeler brings all these elements together in a simple and user-friendly app that truly understands their needs.

PROBLEM STATEMENT

When traveling, young people often face several major challenges, especially when they are visiting places they have never been before. A recent study by Luo et al. (2023) identified three main problems: communication barriers caused by language barriers, insufficient knowledge of suggested places to visit, and struggles to find affordable transportation. Standard ride-sharing apps, which mainly target locals who are already familiar with the area, have not been able to deal with these problems.

Young travellers today are searching for much more than simply straightforward transportation, according to an interesting study conducted by Zhou and Yu (2022). They want to have genuine experiences that will improve their understanding of the local way of life, visit remarkable places that are not found in standard travel guides, and find hidden local eateries that offer authentic cuisine. The issue is that these functions are not available in the transportation services that are now available, including well-known ride-sharing applications. This makes it difficult for young tourists, especially those on a tight budget, to have the enjoyable, rich travel experiences they desire.

HopVeler overcomes these issues by combining trustworthy transportation with a smart travel advice. With useful features that young travellers truly need, our software functions as a smart travel buddy. It can translate languages to improve communication, discover interesting destinations based on recommendations from local guides, give safe and reasonably priced transportation, and make payments easy and stress-free. For young people visiting Malaysia, we

want to make travel more pleasurable and noteworthy, not just easier. Young tourists today seek experiences that include three essential components such as modern technology, authentic culture, and affordable costs, as observed by Modi (2022). HopVeler is made to provide this.

OBJECTIVES

HopVeler seeks to transform the e-hailing experience for young travelers by including technology, tourism, and cost efficiency. By targeting the dynamic and technology-oriented youth demographic, HopVeler aims to meet their specific travel requirements while improving their travel journey overall. HopVeler's full name is a mix from two words which is "hopping" and "traveler". A traveler is someone who enjoys journeys to various attractions for leisure reasons or work. We added the word "hopping" because tralevers always go from different places to another where it symbolizes any movements as well as exploration. It also shows the energetic nature of travelling to different places. Thus, the name for our application "HopVeler" is made and appears for everyone to recognize. Inside our e-hailing service, the overall idea of having more than just a means of adventure or transportation, certainly it is a way of life that heavily includes interaction and encounters. With every "hop", travelers can explore the beauty of Malaysia and gain useful experiences.

1. *Making Travel Easier for Young Adventures*
   - HopVeler has set its mission to serve the Gen Z travelers with an up-to-date, easy-to-use, and effective e-hailing service describing the age group of (12-29) as tech savvy and communicative. To realize the needs of students, working single people and travel enthusiasts, HopVeler makes it possible for students and young working professionals to explore Malaysia easier without stress. With a simplified interface, this platform focuses on the youngsters, specifically Gen Z, who appreciate tech-assisted tools as they fit seamlessly into their fast paced and technology driven lifestyles and trends. To appeal to its target group, HopVeler understands the importance of offering affordable rates and an attractive student rate of travel, the loyalty programme and the bonuses that makes the travel more affordable and interesting for younger travellers.
   - Also, the platform has sustainability features like carpooling using green vehicles to align with young people who are more environmentally conscious. Safety is another aspect of concern for younger travelers and their parents and HopVeler assures it by providing informed features where they can monitor their travel on real time ride, help in confirming the driver, hit their emergency button if one exists, and even share the ride with trusted friends and family for ease of mind for the users and their family.
2. *To Promote Tourism in Malaysia and Showcasing the Beauty*
   - As a part of its initiative to promote tourism in Malaysia, HopVeler has included the elements of travel and tourism into its e-hailing based platform in a very smooth way. Experiencing to the beautiful geography and exceptionally rich culture of Malaysia, the platform offers interesting packages and travel itineraries that feature major attractions, including thriving cities like Kuala Lumpur, serene beaches like Langkawi, and even less popular places. These customized travel plans are directed towards both local as well as foreign young travelers with the purposes of inspiring them to travel and appreciate the beautiful landscapes and the rich culture of Malaysia.
   - Such continuous travel mechanisms and cost-effective packages along with tourism-based features offered by HopVeler makes it possible for the youth to explore hidden treasures, stunning landscapes and rich cultural sites in Malaysia. The affordable

options inside the application make it more convenient for young travelers to find and discover hidden gems in Malaysia and gain memorable experiences.

3. *To Keep Affordability and Stress Free for Young Travelers*
   - HopVeler follows the trends of youth and focuses on providing budget-friendly transport solutions while ensuring that every journey is safe and comfortable. HopVeler uniquely addresses the students' needs, group rides, frequent consumers, and others by providing them with tailored payment options, competitive rates, and flexible fare structures. Contactless payments, credit and debit card payments as well as digital vouchers have also improved the payment process that suits the generation Z attitude and behaviours.
   - HopVeler allows the users to focus on enjoying their journey and the diverse and beautiful cultures that Malaysia has to offer. HopVeler, offering smooth and cost-effective means of transport, ensures that all youngsters, specifically Gen Z, have the freedom to move about and to encourage them to explore their creativity. To give more convenient ways for them to pay, we offer a lot of payment methods and accept various currencies. By this way, those young travelers can "hop" and travel confidently and comfortably.

THE NOVELTY OF HOPVELER

This e-hailing service, HopVeler, is specifically designed for young, vibrant, and internet savvy customers, Gen Z who are going all the way to utilize travel and tourism experiences. Unlike traditional e-hailing services, HopVeler has incorporated tourism centric functionalities aims to enhance the traveling experience for young travelers where there are personalized destination travel guides. Traveling theme, youthful and dynamic branding within the platform can also speak to the typical lifestyles of "hopping travelers", such as adventure and exploration. By informing travel experiences and making them technology-enabled, HopVeler converts e-hailing service into simply providing a transport service to bring the customers into new direct streets for exploring Malaysia in a fascinating and easy-going manner. Now, HopVeler certainly stands out from others by combining tourism and technology to build a smooth and easy travel experience. It is more than just going from one place to another. It is about discovering new places and building connections. Whether users are taking short or long trips, HopVeler makes journey memorable, simple as well as entertaining.

HopVeler distinguishes itself from its competitors by specializing in tourist-specific features, particularly for Islamic tourism.

1. *Focus on Muslim-Friendly Services*

HopVeler, unlike other e-hailing apps, has features geared to Muslim travelers, such as halal restaurant advice, prayer-friendly stops, and mosque instructions. This concentration on Islamic tourism sets it apart from mainstream applications like Grab or Uber, which lack of culturally relevant features.

2. *Localized Tourist-Centric Experience*

HopVeler caters both foreign and domestic travelers by offering multilingual interfaces in English, Malay, and Arabic as well as local travel recommendations, such as halal- certified restaurants, Islamic heritage places, and reputable tourist attractions. In addition, in-app cultural guides help travelers learn about Islamic heritage in Malaysia.

3. Secure and Transparent Payments

HopVeler provides seamless payment alternatives for overseas tourists, including Alipay, WeChat Pay, and dynamic currency conversion (DCC). This flexibility is rarely available in current e-hailing systems.

4. Enhanced Tourist Support Features

HopVeler also provides tourist safety elements like driver tracking and verified profiles. Apart from that, the trip plan designs consider halal tourism needs as well as real- time customer service for non-local tourists who require assistance.

5. Promoting Sustainability and Cultural Tourism

HopVeler can form partnerships with local halal companies and Islamic cultural attractions to produce tourism packages that benefit both the local economy and Malaysia halal tourism industry.

BENEFITS TO INTENDED USERS AND SOCIETY

For young people who enjoy travelling, HopVeler makes it easy and enjoyable. It is more than just another ride-sharing app, it assists young tourists and students in getting around Malaysia on a budget. Sharing rides with friends can help people save money, and the more they travel with HopVeler, the more benefits they are going to receive. This app has made special reduction especially for students as they are on a limited budget.

Not only that, the HopVeler drivers are also local guides who are knowledgeable about the sites they drive in and have entertaining stories to share. Therefore, travellers can learn something new about Malaysian culture and undiscovered locations that most visitors are unaware of throughout the journey. For people who are looking for a stunning hidden waterfall or the tastiest food stand in town, they can find these treasures with the help provided by HopVeler drivers. Every journey becomes an opportunity to discover more about Malaysia stunning locations and lively culture.

Furthermore, the software has a ton of useful features and is quite simple to use. With real- time ride tracking, the users can always be sure of the driver's location. This app can also translate for them if they are visiting places where they cannot understand the language. Additionally, it discovers the users' preferred locations and makes recommendations for new sites that they might like. It also takes safety matters seriously so, the users may check driver profiles, share travel information with the loved ones, and use the emergency button in case they need assistance.

Additionally, this app concerns about the environment as preferred by young people. It provides opportunities to use eco-friendly vehicles and ride with others. In addition to saving money, using HopVeler while exploring helps protect the environment. The alternatives for carpooling is to lessen carbon footprint without sacrificing the excitement of seeing new locations. HopVeler is about creating lifelong moments, not just moving from one place to another. HopVeler is created to fulfil travel fantasies, whether the traveller is a student on a tight budget, searching for weekend getaways, or simply wanting to see new locations. Every trip offers the opportunity to meet new people, explore fascinating locations, and create stories that people will tell for years to come.

Lastly, it fulfills the young tourists' desires which is low costs, thrilling adventures, and safety. All of these are combined into a single, user-friendly platform by this service. HopVeler

transforms routine travel into opportunities to discover and gain knowledge and changes dull journeys into thrilling adventures. Let's get involved with the developing group of young adventurers who are exploring Malaysia in a completely different way. Whether it is a quick trip across towns or a longer adventure to new locations, HopVeler transforms every journey into something memorable. It allows tourists to begin their next journey rather than merely booking a ride!
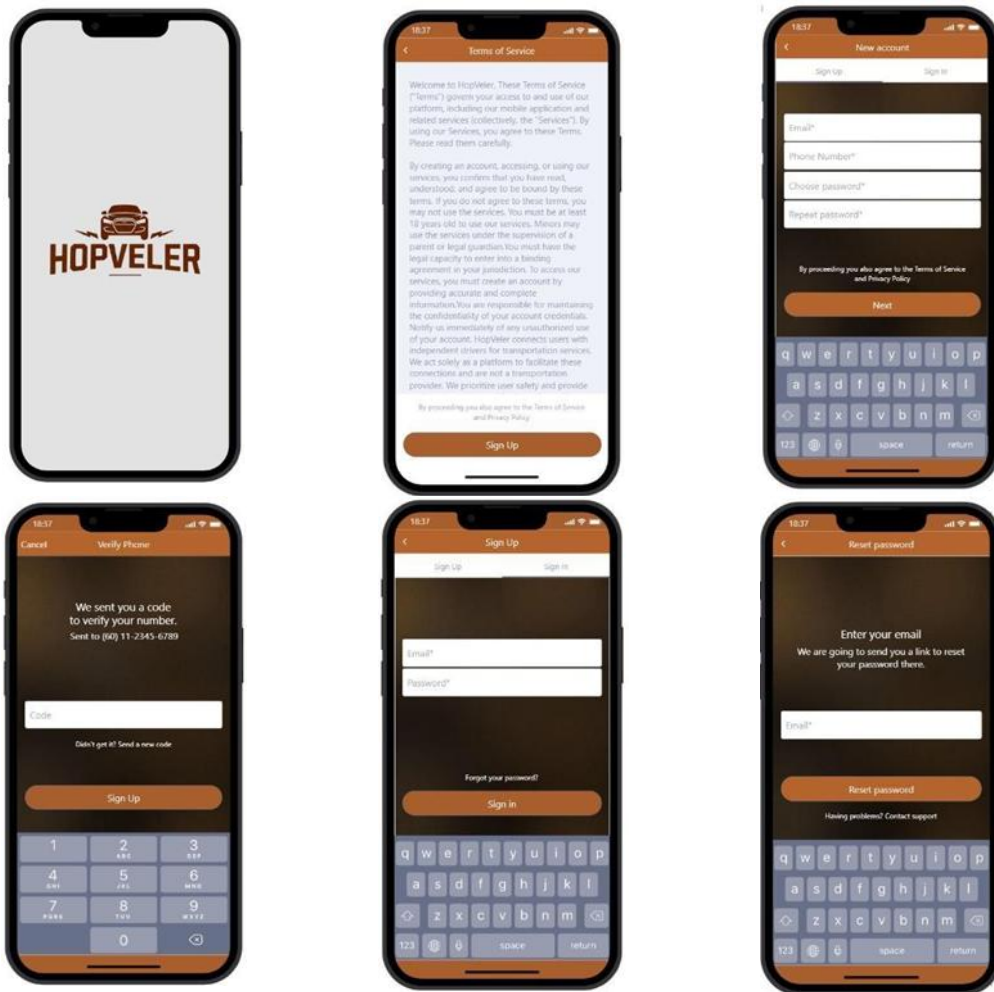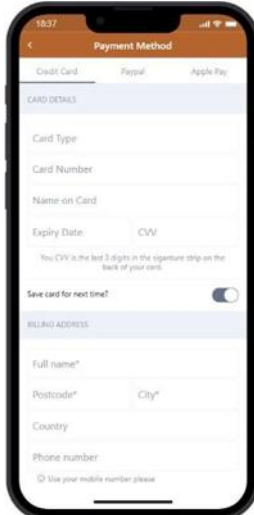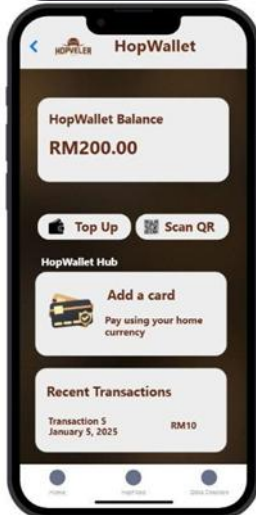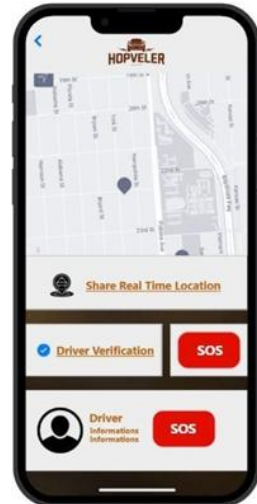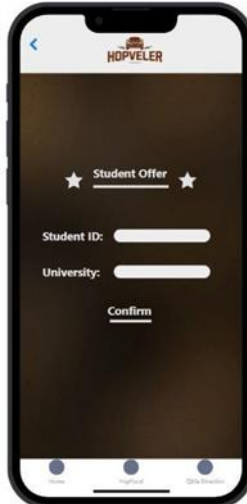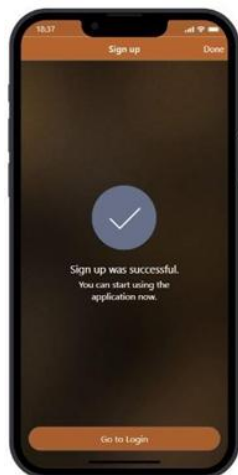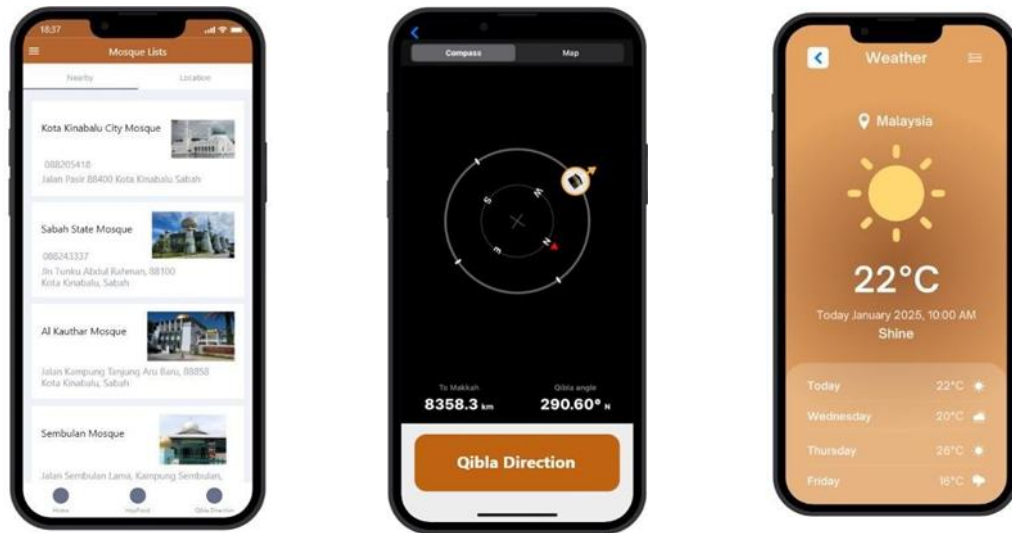
Figure 1: Sketch of HopVeler

COMMERCIALIZATION POTENTIAL

The process of introducing new goods or services to the market is known as commercialization which involves production, distribution, marketing, sales, customer service, and other tasks necessary for a successful business (Kenton, 2020). When a small business grows and scales its operations to compete in a larger market, this process typically starts. To expand sales channels and reach a wider audience, an independent bakery that specializes in cinnamon buns, for instance, could package and sell its goods at neighborhood supermarkets. A business firm must have an efficient marketing strategy, efficient distribution methods, and proactive answers to potential problems to succeed (North, 2023). E-hailing firms in Malaysia, for instance, needed to solve concerns like driver earnings and services if they were to succeed. Based on these methods, HopVeler, a proposed e-hailing service, is made to meet the unique needs of both domestic and international travelers. By providing a smooth, safe, and knowledgeable travel experience, HopVeler aims to increase visitors' satisfaction and convenience.

1. *Identifying Target Demographics*

To determine the precise tourist demographics that HopVeler should target, an in-depth research has been carried out. The target audience is a group of consumers who are most likely interested in this product or service and hence should receive the marketing efforts. Age, gender, wealth, location, and interests have the potential for influencing the target audience. Knowing who the targets are does not only improve return on investment but also helps to establish rapport and improve customer communication. Brands that reflect the interests and values of the people who are most likely to purchase the product, as well as content that speaks to personalities can be developed. This is particularly important in a time when consumers expect every advertisement to be extremely targeted and personalized. In fact, 80 percent of consumers feel they are more inclined to do business with a brand that provides individualized experiences (Lindecrantz et al., 2020). Knowing the target market is critical since it will influence all the marketing ideas and tactics.

2. *Understand Tourist Needs*

Tourism is among the largest and most rapidly expanding sectors worldwide. The United Nations World Tourism Organization (UNWTO) recorded 1.5 billion foreign arrivals in 2019, which accounted for 10.4% of global GDP. Unfortunately, language barriers can create significant obstacles for both tourists and tourism-related businesses. The objective is to gather information on the unique needs and problems faced by tourists including language hurdles, cultural differences, and new surroundings. The cross-border movement of visitors and the ensuing interactions of people who commonly speak different languages are what essentially connect language and tourism. Communication becomes crucial once tourists arrive from all over nations and speak different languages. Misunderstandings, confusion, and occasional conflict can result from poor communication. Additionally, it might negatively affect tourists' overall travel experiences, harming the standing of travel agencies. Additionally, a lack of cultural knowledge may result from language barriers. Tourists might miss out on truly engaging with the traditions and cultural practices of an area if they cannot converse with the local population. This could result in a missed chance for both tourists and locals to exchange insights and foster a richer comprehension of different cultures.

3. Robust Technology Infrastructure

Investing in a scalable and dependable platform is vital to HopVeler's success as a tourist-focused e-hailing service. HopVeler can manage high traffic volumes thanks to a stable platform, particularly during the busiest travel seasons when consumption and congestion can increase dramatically. Key elements include a seamless user interface offering multilingual support to accommodate global travelers, real-time ride tracking, and offline functionality for areas with limited connectivity. Integrating AI-driven features, such as personalized route recommendations or popular tourist destination suggestions, enhances overall user experience. Prominent global platforms, like Uber and Lyft, have demonstrated that strong technology fosters customer trust and operational effectiveness, particularly in highly competitive and demand-driven industries. By emphasizing technological excellence, HopVeler may position itself as a reliable and sought-after transportation option for tourists.

4. Secure Payment Systems

To effectively promote HopVeler's e-hailing services, international travelers need a variety of safe payment options. Mobile wallets like Apple Pay or Google Pay, as well as customized options like Alipay, WeChat Pay, and Touch & Go, along with credit or debit cards, facilitate transactions, reduce the need for currency, and accommodate visitor preferences. To further enhance the payment experience for international travelers, HopVeler can integrate GlobalPay Hub, a sample payment platform that allows users to transact directly in their home currency. GlobalPay Hub eliminates the complexities of currency conversion by providing transparent pricing and real-time exchange rates, fostering trust and convenience. Travelers can link their preferred local payment methods, such as bank accounts or e-wallets, to GlobalPay Hub, making the payment process straightforward and familiar. This solution is particularly appealing to tourists, as it simplifies budgeting and reduces concerns about hidden fees or unfavorable conversion rates. By adopting GlobalPay Hub, HopVeler can solidify its reputation as a globally inclusive and user-friendly e-hailing service, catering to the diverse needs of its international clients.

5. Rigorous Screening

HopVeler's commercialization approach focuses on foreign and local tourists visiting major cities, cultural hubs, and picturesque destinations in Malaysia. By utilizing data analytics and

emphasizing its unique selling proposition (USP) of multilingual drivers, guided tours, and customized travel itineraries, HopVeler can tailor its offerings to visitors' preferences and habits. Strategic alliances with travel agents, hotels, airlines, and tourism boards will help it to expand its reach and give travellers exclusive packages. With its cutting-edge features such as curated travel guides, real-time translation, and multi-currency payment options, the app will be easy to use and convenient (Luo et al., 2023). Competitive price methods such as multi-day package discounts and tiered pricing options make tourism affordable with a wide range of budgets. Social media, influencer partnerships, and digital advertising on travel platforms will be the main marketing strategies used to showcase HopVeler's distinctive experiences.

6. Comprehensive Training

HopVeler's rigorous driver recruitment and training programs contribute significantly to the success of the company. A thorough evaluation procedure is going to be applied to drivers which involves background checks and interviews to confirm that they have a spotless driving record, proficiency in the language, and strong interpersonal skills. Thorough training will give drivers great customer service skills, cultural awareness, and in-depth familiarity with the attractions in the area. For optimal effectiveness, they will also get technical instructions on how to utilize HopVeler app and navigational aids. Feedback mechanisms including tourist ratings will help maintain service quality, while periodic refresher courses will keep drivers updated on new protocols and tourist trends. This strategy guarantees that HopVeler provides its passengers with a secure, informed, and enjoyable experience, distinguishing it as a leading e-hailing service for tourists.

7. Collaborating with Hotels and Travel Agencies

HopVeler's partnership with hotels and travel agents is a crucial approach for providing additional value to tourists. Offering combined packages that include hotel bookings, guided tours, as well as HopVeler rides could help the business increase its users and enhance visitor convenience. These partnerships can produce personalized travel packages that allow visitors to travel from their accommodations to a variety of popular attractions effortlessly without stressing about transportation. In marketing literature, this packaged product is becoming more widely acknowledged to increase client pleasure and loyalty. Offering various bundled packages, for example, can improve the whole experience by giving travelers a one-stop shop while making things simpler for them to organize and enjoy their travels (Wang & Li, 2023). HopVeler will additionally be able to access the current clients of reputable travel sector companies thanks to this strategy.

8. Partner with Local Businesses

HopVeler can offer tourists great deals and customized experiences because of its partnerships with neighborhood eateries, shops, and activities. Along with improving HopVeler's profile, this strengthens the app's connections with the neighborhood and positions it as more than just a transportation service. Such collaborations can result in cross-promotional opportunities, in which passengers receive perks from partner businesses and businesses gain visibility to tourists via the app. This strategy is consistent with the concept of client engagement, which is crucial in developing long-term loyalty in the tourism business (Zhou & Yu, 2022). Through these partnerships, HopVeler can set itself apart as a service that enhances the entire travel experience in addition to offering rides, making it a priceless tool for travelers. Tourism management research emphasizes how local business collaborations improve the entire visitor

experience, making destinations more appealing by providing tourists with additional incentives during their trips.

9. Strong Brand Identity

Highlighting HopVeler's unique benefits and features, like multilingual drivers, personalized vacation experiences, and ecologically conscious operations, is essential to building a unique and tourism-focused brand (Modi, 2022). Emphasizing cultural ties, including partnerships with regional artists or community initiatives can evoke strong feelings in foreign visitors. Consistent imagery, a memorable logo, and compelling commercial narratives all contribute to brand recall. For instance, using smart messaging, Ola's advertising in India effectively tailored their services while maintaining their worldwide relevance (Group, 2024).

10. Leveraging Marketing Campaigns and Public Relations

Focused outreach through digital channels like Instagram, YouTube, and travel apps should be the main goal of successful marketing campaigns. Social media posts might include travel recommendations, interactive surveys, and curated travel guides to ensure consistent audience engagement. Collaborations with tourism-focused influencers and bloggers can also help to create authentic narratives and expand reach. Lime and Ola have successfully used imaginative and relatable ads to reach a wide range of audiences (Group, 2024). Partnerships involving tourism boards might be used in public relations to promote HopVeler at international travel expositions or during peak travel seasons. Activities that increase awareness include introductory discounts, environmentally friendly campaigns, and user-generated content competitions like #TravelWithHopVeler (Modi, 2022).

11. Efficient Operations Management

HopVeler can provide effective operations management solutions that incorporate real-time tracking, customer assistance, and problem solving to ensure consistent service delivery. Real-time tracking enhances route optimization and reduces waiting times, and a well-organized customer support system answers rapidly to passenger issues, enhancing user satisfaction. Additionally, incident management strategies can offer timely responses to crises or issues, safeguarding client confidence. In addition to better customer satisfaction, these operational improvements leverage technology and information analytics to save costs and optimize operations.

12. Progressive Improvement

Progressive enhancement requires collecting and evaluating customer input and operational data to discover service gaps and enhance the user experience. For example, integrating rider feedback options in the app allows customers to rate their experience and suggest improvements. Using these insights, HopVeler may customize its services to changing client expectations, such as changing ride routes, improving driver training, or updating app features. Periodic technical advancements based on operational data can also help to maintain competitiveness and long-term service quality.

13. Identify New Markets

To successfully commercialize HopVeler, an e-hailing app for travelers, the idea is to find new markets and develop strategic collaborations. Expansion into new tourist destinations requires thorough market research to identify areas with high visitor flow and limited transportation options. It is crucial to adjust to the demands of the local market. For example,

dealing with local operators in constrained areas like Japan requires adherence to area constraints. Localization of services such as offering regional languages, customized routes, and local payment choices improves appeal. Grab's success in Southeast Asia, for example, highlights the need to offer specialized solutions to local audiences.

14. Establish Strategic Partnerships

Strategic contacts are essential for increasing HopVeler's reach. Collaboration with global travel organizations like Expedia or TripAdvisor can lead to integrated vacation packages that include transportation, hotel, and activities. Partnerships with local businesses, such as hotels and airlines, can lead to unique pricing and convenient travel. Participating in international travel expositions and working with tourism boards boosts global awareness. According to Colos (2023), eco-tourism alliances help to promote sustainable travel options which can attract environmentally conscious visitors while also helping to establish a positive business image.

HOW WILL THE PRODUCT STRENGTHEN ISLAMIC TOURISM IN MALAYSIA?

HopVeler, a dedicated e-hailing app for visitors, has the potential to greatly enhance Islamic tourism in Malaysia by addressing essential travel demands for Muslim travelers.

1. *Enhanced Accessibility to Halal-Friendly Destinations*

HopVeler contains customized features like pre-listed halal food restaurants, mosques, and Islamic cultural places as crucial stops. This makes it easy for tourists to find halal- friendly places while exploring strange territory. HopVeler helps Malaysia to maintain its position as the worldwide leader of Islamic tourism through offering a simple and effortless transportation solution.

2. *Integration of Islamic-Friendly Features*

HopVeler caters to Muslim travelers by offering features such as a prayer time alert mechanism that syncs with travel schedules, qibla direction information for stops, as well as suggestions for halal-certified eateries, hotels, and Islamic sites. These additions comply to Islamic tourist norms while also improving the overall experience for Muslim guests.

3. *Promoting Malaysia as a Halal Tourism Hub*

Malaysia is already recognized for its robust halal environment. HopVeler's app designed for Islamic tourism can help improve the reputation of Malaysia by attracting more Muslim tourists looking for seamless and culturally aligned travel experiences.

4. *Improved Convenience and Trust*

Muslim tourists place a high importance on transparency and convenience. HopVeler's emphasis on secure payment options, halal-friendly travel stops, and multilingual service fosters trust and ease, resulting in repeat trips and positive word of mouth for Malaysia as an Islamic tourism destination.

CONCLUSION

HopVeler is a newly developed, innovative transport service designed specifically for young tourists in Malaysia who are between the ages of 12 and 29. It is an alternative from traditional ride- sharing services since it assists in making the entire trip enjoyable, secure, and reasonably priced along with providing a ride. When it comes to travel, this app fulfills what young people truly want. It is mainly for students who require affordable transportation. When they are traveling to new locations, they want to feel protected. When they travel, they also hope to learn about amazing places and cultures. For that reason, this simple mobile application has been developed with a ton of useful features including trip guides, language translation, and special offers.

HopVeler brings the users to incredible places and it is like having a helpful friend who knows everything about Malaysia. Apart from being friendly, the drivers have the knowledge of local history. This app promotes group travel, education, and exciting experiences for young people without breaking the bank. To ensure that young people experience travelling in Malaysia in enjoyable and secure ways, this app will continue to improve its services and introduce new features as it expands. Its goal is to transform every trip into an unforgettable and thrilling experience for young travellers.

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Chapter XII

OURPILGRIMAGE: EMBRACE THE JOURNEY AND ELEVATE THE PILGRIMAGE EXPERIENCE

Ika Balqis Binti Moktar[1], Vanessa Anak Michael[2], Zakiah Binti Muhamad Sade[3], Fienielia Dyannie Hamry[4], Adrianna Aziz[5]

[1,2,3,4,5] Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus.

ABSTRACT

The pilgrimage journey is a significant spiritual and physical endeavor that necessitates thorough preparation to ensure a meaningful and rewarding experience. This preparation involves not only logistical considerations, such as travel arrangements and accommodations, but also mental and spiritual readiness. As individuals set out on this sacred journey, they participate in self-reflection, cultural awareness, and spiritual practices that deepen their connection to the purpose and significance of the pilgrimage. Acknowledging this important need, the innovative OurPilgrimage application emerges as a comprehensive solution, addressing various stages of preparation for pilgrims and highlighting how meticulous planning enhances the overall pilgrimage experience, from fostering spiritual growth to enriching cultural understanding. OurPilgrimage is a revolutionary mobile application designed to support pilgrims on their spiritual journeys by consolidating essential resources into a single, user- friendly platform. Recognizing that existing applications often require users to download multiple apps for tasks such as managing medical documentation, transportation, prayer guides, and navigation, OurPilgrimage streamlines the preparation process. Additionally, the app will assist pilgrims in checking the status of travel documents and other travel requirements, supporting a seamless pilgrimage experience. By integrating these vital services, the app offers a holistic approach to pilgrimage planning that prioritizes well-being and accessibility for Muslim communities. OurPilgrimage does not only provide a comprehensive checklist for all necessary steps but also fosters a sense of community and support among pilgrims.

INTRODUCTION

Mobile applications have become integral across various domains including travel, health, politics, and entertainment (McCabe, 2013). Specifically designed to support Muslim worship practices, OurPilgrimage app aims to streamline and enhance the sacred journey of pilgrims, providing a comprehensive suite of tools to facilitate worship preparation and execution. The main features of the app include a checklist for essential items, a curated list of shops offering Hajj and Umrah supplies with pricing details, vaccination information (including clinic locations and prices), maps of Masjid al-Haram and Masjid an-Nabawi with entry gates and entrances, and secure digital storage for important documents like passports, vaccination certificates, and travel photos. Additionally, the app incorporates scheduling tools for prayer times, Qibla direction, a compilation of Du'as and Surahs, step-by-step guidance for performing Umrah and Hajj and many more.

Beyond these practical utilities, OurPilgrimage app also offers services that enhance the overall pilgrimage experience such as transportation options and accommodation listings near Mecca and Madinah, tailored to the user's current location. By leveraging this innovative platform, pilgrims do only fulfill their religious obligations with greater ease but also deepen their spiritual engagement and foster regular interaction within their faith communities. This advancement highlights the potential of technology to bridge the gap between modern convenience and traditional worship, enabling a more enriching and spiritually fulfilling pilgrimage experience.

PROBLEM STATEMENT

Performing Umrah or Hajj for the first time can be a deeply spiritual and life-changing experience for many pilgrims. However, it is also accompanied by a range of challenges and difficulties that can significantly impact the overall pilgrimage experience. First-time pilgrims often face difficulties in understanding various rituals and procedures which can be overwhelming due to the complexity of rites and large crowds in holy sites. Many pilgrims often face significant challenges due to the lack of comprehensive information and clear guidelines on how to properly perform Umrah or Hajj. One of the key issues is inadequate preparation resources available to them. The pilgrims have limited access to user-friendly, comprehensive guides or tools that outline both the spiritual and logistical aspects of Umrah and Hajj. This gap in resources contributes to a feeling of uncertainty, experience confusion or anxiety, which could detract from the spiritual significance of these practices.

Moreover, the absence of a mentor or guide further exacerbates the situation. Without the presence of an experienced companion, new pilgrims often feel unsure of how to correctly perform various rites of the pilgrimage. This lack of guidance can lead to uncertainty in performing key actions, such as following specific dress codes, adhering to prayer timings, and understanding the cultural nuances that are integral to the experience. Therefore, it is vital to address these gaps by providing more accessible and comprehensive resources, as well as the guidance of application such as OurPilgrimage to ensure that all pilgrims can engage in their journey with clarity, confidence, and spiritual fulfillment.

The use of OurPilgrimage app provides essential support and guidance, helping pilgrims to effectively navigate the complexities of the pilgrimage process. By integrating key services and tools into one platform, the app simplifies logistical planning, health management, and spiritual practices. This holistic approach does not only enhance the pilgrims' experience but also ensures

that all participants can engage in their journey with greater clarity, confidence, and a profound sense of spiritual fulfillment. As a result, the app fosters a more meaningful, enriching, and transformative pilgrimage, promoting both personal well-being and deeper spiritual connections.

OBJECTIVES

Studies have established that Islamic tourism is a type of travel centered on religious or spiritual elements and experiences associated with Islam. The objectives of pilgrimage apps, especially those tailored for religious journeys like Umrah or Hajj can be broadly categorized into several key areas. OurPilgrimage app is specifically designed to cater to the needs of pilgrimage tourism. This innovative application provides a comprehensive solution for pilgrims embarking on spiritual journeys, offering tools and features tailored to enhance their pilgrimage experience. OurPilgrimage app innovation is created to achieve the following objectives:

1. To streamline pilgrimage trip planning and execution by providing easy access to all relevant resources. By offering a user-friendly platform, the app aims to simplify the pilgrimage process, making it accessible and convenient for travelers. The primary goals of this innovation include providing detailed information, ensuring seamless logistical planning, and enhancing the overall spiritual experience for pilgrims.
2. To develop a user-friendly interface that simplifies navigation for pilgrims, ensuring easy access to essential services such as prayer guides, medical assistance, and transportation. This integration of services not only streamlines the process but also ensures that pilgrims can focus on their spiritual journey, knowing that all their logistical and wellness needs are easily accessible in one place.
3. To enhance knowledge and experience by providing comprehensive information about spiritual, cultural, and historical significance of pilgrimage destinations. By integrating these elements, the users can enrich their understanding of pilgrimage, offering them a deeper connection to their journey. This approach will broaden their awareness and as well make a meaningful and informed pilgrimage, aligning with educational as well as spiritual objectives.

NOVELTY/UNIQUENESS

Features and applications have been developed to enhance meticulous and consistent time management, especially with the preparation for spiritual journey. OurPilgrimage is an innovative app designed for individuals seeking to embark on a spiritual journey, providing a comprehensive tool to plan and manage all aspects of the pilgrimage experience. According to Bożek, Nowak, and Blukacz (2020), spirituality is often explored through three key dimensions: everyday religious experiences, ethical sensitivity, and the quest for harmony between one's personal life and the broader world. These elements are integral to the pilgrim's journey, and OurPilgrimage effectively integrates these dimensions into its features.

This application is developed with the aim of addressing the diverse needs of pilgrims by consolidating all essential resources into a single, user-friendly platform. The app serves as a comprehensive guide, offering tools for religious practices, logistical planning, and personal well-being, ensuring that users are equipped to embark on their journey with ease and confidence. Through the identification and integration of key features, OurPilgrimage delivers a holistic solution to the spiritual journey, enriching the pilgrim's experience by promoting preparedness,

mindfulness, and spiritual growth. All the key features have been systematically identified and integrated into OurPilgrimage app, ensuring a comprehensive and user-friendly platform.

1. *Accessibility of Medical Services*
   - The app is designed to offer essential medical assistance to pilgrims, ensuring they can easily manage their health during their spiritual journey. One of the key features of the app is its ability to help pilgrims check and meet the vaccination requirements for Umrah and Hajj. Through the app, users can search for nearby clinics that provide vaccination packages, offering a convenient way to fulfill their health needs prior to departure. Additionally, the app enables users to explore available clinics in their destination, ensuring they have access to essential medical services throughout their pilgrimage.
   - In addition to these functions, the app provides health-related guidance and personalized reminders for taking breaks, medications, and other wellness-related activities. By offering tailored health advice and facilitating the scheduling of necessary medical checkups, OurPilgrimage app aims to enhance the overall well-being of pilgrims and contribute to a smooth, fulfilling pilgrimage experience. This integration of health management ensures that pilgrims can focus on their spiritual journey with peace of mind, knowing their health needs are well taken care of.

2. *User-Friendly Features for Pilgrim Shopping Needs*
   - This app provides pilgrims with the convenience of easily identifying available shops to purchase essential Umrah items, which are crucial for ensuring a smooth pilgrimage experience. The app includes a comprehensive directory of businesses, along with product prices and reviews, tailored to help pilgrims select items based on their preferences and budget allocation. This feature enables users to better manage and estimate their spending, ensuring they stay within their budget and avoid overspending. For example, when pilgrims wish to purchase essential items such as Ihram garments, loose-fitting clothes, or other necessities for their spiritual journey, the app simplifies the decision-making process. This is particularly helpful for first-time pilgrims who may be unfamiliar with the requirements and need guidance on what to bring. With such features, the app serves as a valuable tool for streamlining the shopping experience and providing essential support during the pilgrimage.

3. *Essential Document Organization*
   - This application plays a crucial role in ensuring a smooth and well-organized pilgrimage experience for users. One of the key features it offers is a well-prepared checklist, which assists pilgrims with efficiently organizing and packing their belongings for the Hajj and Umrah. This simplifies the often-stressful process of preparing for the journey, enabling users to focus more on the spiritual aspects of the pilgrimage. The app not only facilitates the organization of necessary documents, such as visa documentation, photocopies of the passport, airline tickets, vaccination certificates, and local currency, but also offers a platform to store these critical items securely. By centralizing these essential items, the application ensures that pilgrims have all the necessary documentation in one place, reducing the risk of losing vital information and offering peace of mind during their spiritual journey. In addition, the app allows users to conveniently store and organize photos and videos from their pilgrimage, enabling them to preserve precious memories for future reflection.

4. *Multimedia Features: Tutorials, Videos, and Content to Support Pilgrims*
   - This application offers a unique and comprehensive approach to supporting pilgrims by incorporating a guidance feature that covers essential aspects of the pilgrimage

journey, specifically focusing on the steps required for Hajj and Umrah. As Muslims prepare for these sacred journeys, it is crucial to have a clear understanding of the rituals and processes involved to ensure a smooth and meaningful experience. The app provides detailed, step-by-step tutorials, videos, and informative content that guide users through the essential tasks, ensuring they are well-prepared for their pilgrimage.

Additionally, the app incorporates an educational feature with a virtual AI instructor that assists users by offering tailored lessons and answers to common questions. This AI-driven feature ensures that users are well-prepared, equipped with the knowledge required to undertake the pilgrimage confidently. By combining interactive learning with essential pilgrimage information, the app serves as a vital resource for both first-time and returning pilgrims, supporting them in their spiritual journey every step of the way.

Furthermore, OurPilgrimage application provides a comprehensive guide to Du'as and specific Surahs that are most relevant to the prayers and rituals practiced during Hajj and Umrah. This has been designed meticulously so that pilgrims can easily access and recite these prayers and surahs while worshiping at the holy sites of Mecca. The application simplifies this process by providing clear and detailed instructions on which prayers or Surahs should be recited at key moments, such as during Tawaf, Sa'ie, and upon entering the holy precincts of Mecca. To enhance understanding and ensure the spiritual depth of the experience, the application includes translations and explanations for each Du'a and Surah, allowing pilgrims to fully grasp the meaning and significance of their prayers.

This application also offers comprehensive navigation features, including detailed maps of Masjidil Haram in Mecca and Al-Masjid An-Nabawi in Madinah, complete with labeled doors and gate entrances. While existing tools like Google Maps and Apple Maps provide general navigation, OurPilgrimage application takes a step further by integrating a 360-degree live navigation experience into an exclusive feature of the app that makes it easier for users to reach their desired places by simply turning on the location feature. Furthermore, the application supports multiple language options, addressing the limitations of existing mapping tools that often rely solely on English, which may not be comprehensible to all users.

OurPilgrimage is designed to offer more than just basic functionality. It aims to enrich the user experience with extensive and comprehensive navigation features along with in-depth information about various places and nearby amenities and ancillary services. Users can easily search for specific locations using GPS and real-time location tracking such as restaurant, laundry services, shopping outlets, hotels, historical sites, mosques, and museums, while also gaining valuable background information about these destinations. For instance, the app provides insightful details about iconic landmarks like Jabal Nur, At-Turaif, Uhud Mountain, and many other pilgrimage-related sites. Additionally, OurPilgrimage integrates user reviews for each location, enabling users to make informed decisions based on shared experiences. This feature, often referred to as Points of Interest (POI), allows users to explore and learn about their desired destinations in-depth, whether they are planning a visit or reminiscing about a recent trip.

In any travel situation, emergencies can arise unexpectedly, particularly in a foreign country. Recognizing this, OurPilgrimage application includes a crucial feature called Emergency Assistance. This feature allows users to include their emergency contact information prior to their journey, enabling the app to send immediate alerts or notifications to designate contacts in the event of an emergency. Additionally, the app provides a comprehensive directory of local emergency service numbers and embassy contacts relevant to the user's destination. This is further

enhanced by integrated language assistance, GPS coordinates, and navigation tools, ensuring users to swiftly access the help they need. Such functionality is especially vital for pilgrims, as having immediate access to accurate emergency contacts can significantly enhance their safety and well-being. Beyond personal emergencies, the feature also ensures that users can quickly connect with appropriate authorities in case of incidents like loss of belongings or unforeseen fatalities.

One of the standout features of OurPilgrimage app is its integrated translator, which supports a wide range of languages, including English, Malay, Arabic, and more. This functionality ensures smooth communication across diverse linguistic backgrounds, enabling users to navigate their spiritual journey with greater ease and confidence. Additionally, the app includes a currency rate checker, an essential tool for managing budgets effectively. This feature is particularly valuable as Hajj and Umrah package costs can fluctuate based on currency exchange rates, helping users make informed financial decisions throughout their trip.

The process of planning and preparing for pilgrimages, such as Umrah and Hajj, can often be a challenging and overwhelming experience due to the numerous logistical, spiritual, and personal considerations involved. Recognizing the complexities associated with pilgrimage preparation, the introduction of OurPilgrimage application offers a streamlined and user-friendly solution to simplify and guide individuals through this significant journey. This innovative tool addresses the growing demand for an efficient way to organize and manage pilgrimage-related tasks, making the process more accessible and less stressful. The step-by-step guide on how to use the app is outlined in Table 1 that provides clear instructions in enhancing the pilgrim's overall experience and ensuring a well-organized trip.

Table 1: Steps for Utilizing OurPilgrimage Mobile App

Step 1: Users are required to download and install OurPilgrimage application from the Apple Store or Google Play Store.	**Step 6:** Users will direct to the home page after filling in their OTP and they can start exploring the features on the app.

Step 2: Sign up for the first time user and fill in the required information for registration.	**Step 7:** The app offers a variety of features for users to choose from, including access to medical services, user-friendly tools for pilgrim's shopping needs, tutorials, videos, integrated navigation, emergency support, pre-Hajj / Umrah verifications, and other available functions.
Step 3: Log in by entering the email address or phone number and password of the user.	**Step 8:** Users can provide additional information such as visa details, passports, vaccinations certificates, flight information, and other relevant information as required. These information can be scanned, captured, and securely stored within the app for easy access.
Step 5: Users are required to enter the OTP (One-Time Password) to verify their identity before moving on to the next step for the content.	**Step 10:** Users can submit feedback to help improve the quality of the application and enhance their overall experience.

HOW IT IS RELATED TO THE CONCEPT OF MAQASID SHARIAH?

Mahaiyadin (2017) defines Maqasid Shariah as the objectives or purposes set by Allah SWT in the creation of laws, primarily intended to address and resolve the challenges of human life. The concept of OurPilgrimage aligns with the principles of Maqasid Shariah, as it is designed to improve the Umrah pilgrimage and Hajj experience. By assisting pilgrims in fulfilling their obligations, OurPilgrimage aims to make their duties easier and provide them with greater peace of mind.

OurPilgrimage provides pilgrims with comprehensive guidance on rituals and prayers to help them prepare for Hajj, Umrah, or other spiritual journeys. This aligns with the principles of Ad-Deen, emphasizing the preservation of foundational values, including safeguarding the nation and upholding Islam as the Religion of the Federation. By ensuring that sacred acts are performed with accuracy and sincere intention, it protects the integrity of religious practices. Through a user-friendly platform that consolidates essential resources, it removes barriers to spiritual engagement, enabling pilgrims to focus on their connection to Allah SWT and the purpose of their journey. This approach fosters a deeper spiritual connection while preserving the vital religious practices central to the Islamic faith.

OurPilgrimage application uphold with the principle of preserving life, known as Hifz An-Nafs, which emphasizes the importance of protecting and safeguarding human life. This principle is reflected in the application focus on the safety, health, and well-being of pilgrims during their journey. OurPilgrimage offers features such as medical and emergency support, allowing pilgrims to manage their medical records and ensure they have the necessary health information and vaccinations, which are crucial for preventing illness and protecting life. Additionally, the application provides emergency support by enabling immediate alerts or notifications to designated contacts in the event of an emergency. This aligns with the Shariah objective of safeguarding the Nafs, or human life, in Islam.

In Islam, the concept of Hifz Al-Mal emphasizes that every Muslim who intends to perform Umrah and Hajj should manage their finances responsibly to avoid unnecessary financial hardship. Muslims are advised to maintain moderation in financial matters which includes managing their money wisely and avoiding unnecessary debt that could lead to financial burdens. The development of OurPilgrimage application aims to assist pilgrims in tracking their expenses during the pilgrimage. The user-friendly app features are designed to simplify shopping needs, offering convenient options to compare prices and read product reviews. This enables pilgrims to make informed decisions, ensuring they choose affordable items that meet their needs, ultimately helping them manage their finances wisely and maintain their financial stability.

BENEFITS TO INTENDED USERS AND SOCIETY

Pilgrimage is a deeply significant journey undertaken to sacred destinations with a fixed purpose, such as seeking forgiveness, purification, and spiritual healing. Specifically, the Umrah pilgrimage, which leads to holy sites, is undertaken with the goal of spiritual healing and self-purification, as highlighted by Sarumi (2018). Recent studies, such as Albalawi et. al. (2023), emphasize the growing role of mobile applications in enhancing the pilgrimage experience, particularly for Hajj and Umrah. The application of technology is pivotal in offering services that help pilgrims plan their journey more efficiently, ensuring that they are well-prepared for the physical, emotional, and spiritual aspects of the pilgrimage.

In this context, OurPilgrimage stands as an innovative solution that offers numerous societal benefits. The app consolidates essential tools and services into one platform, providing users with a comprehensive checklist and real-time assistance for all stages of their pilgrimage. This not only helps streamline the preparation process but also reduces the mental and logistical burden on pilgrims, allowing them to focus more on their spiritual journey. OurPilgrimage app is not only aided in the planning and organization of the pilgrimage but also fosters greater accessibility, efficiency, and well-being for pilgrims. By consolidating essential services into one platform, the app provides users with tools for navigation, medical information, prayer guidelines, and others, all contributing to a smoother, more fulfilling experience. This technological advancement also promotes safety, as pilgrims can easily access important updates and information in real-time, mitigating potential challenges during their journey.

COMMERCIALIZATION POTENTIALS

Commercializing an application such as OurPilgrimage necessitates the execution of many successful methods designed to optimize user engagement and revenue creation. First and foremost, adopting a freemium business model allows users to access the app's basic features for free while offering premium services or content at a cost. This approach helps build a broad user base, as users can initially explore the app's functionalities risk-free. Over time, users may see the value of sophisticated features and choose premium upgrades, generating a consistent income stream while keeping user interest.

A subscription-based pricing model is another viable strategy, particularly for an app that provides ongoing value through features like content updates, new tools, or specialized resources. This strategy secures a steady stream of revenue by charging customers a recurring charge for exclusive access to premium services like personalized checklists, interactive guides, and virtual consultations with religious scholars. Subscription services are particularly appealing for audiences who require long-term or recurring support, such as pilgrims preparing for annual journeys.

Additionally, integrating in-app advertising can help generate revenue without directly charging users. Collaborating with ad networks to display relevant, non- intrusive advertisements ensures the app maintains a seamless user experience while monetizing its large audience. This strategy is especially effective for apps with a broad and active user base, as it capitalizes on high engagement rates to attract advertisers targeting similar demographics.

Furthermore, pursuing collaborations and sponsorships with firms or organizations that share the app's target market might result in new revenue sources. Collaborations with airlines, travel agents, or religious organizations might result in co-branded marketing initiatives, bundled services, or sponsored campaigns that benefit both parties. For example, the app could feature exclusive travel discounts or accommodation packages from partnered companies, enhancing user value while generating sponsorship income. Integrating e-commerce opportunities within the app, such as selling pilgrimage-related products (e.g., travel kits, spiritual guides, or souvenirs), can add another layer of monetization. This approach not only diversifies revenue sources but also provides users with a one-stop solution for all their pilgrimage needs. By combining these strategies, OurPilgrimage app can achieve a sustainable and scalable business model. Leveraging freemium access, subscriptions, advertising, partnerships, and e-commerce creates a robust foundation for long-term success while delivering valuable services to its users.

CONCLUSION

In conclusion, OurPilgrimage app exemplifies how modern technology can significantly enhance religious practices. Offering a wide range of features, including multimedia tutorials, videos, and other resources to support pilgrims, the app not only streamlines the logistical aspects of the pilgrimage but also enriches the spiritual journey. Ultimately, the app highlights the potential of mobile technology to bridge the gap between traditional religious practices and modern-day needs. It stands as a testament on how innovation can play a crucial role in promoting sacred worship. With its comprehensive features, the app aims to ease the pilgrimage journey for individuals worldwide, providing valuable support as they prepare for and perform Hajj and Umrah. In this way, OurPilgrimage not only meets the practical needs of pilgrims but also fosters a deeper connection to the sacredness of the journey, reaffirming the significance of tradition in current digital age.

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Chapter XIII

TRUST AND LOYALTY IN HALAL-FRIENDLY HOSPITALITY: RELIGIOUS DIMENSIONS AND PERCEIVED VALUE AMONG MUSLIM TOURISTS

Mohamed Aslam Akbar[1], Farida Bhanu Mohamed Yousoof[2]

[1] Kulliyyah of Economics and Management Sciences, International Islamic University Malaysia.

[2] Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman, Malaysia.

ABSTRACT

Halal-friendly hospitality, deeply rooted in Qur'anic and Prophetic traditions, extends beyond providing Halal-compliant food and accommodations to encompass a religious and culturally sensitive approach to guest services. This study explores the interplay between the religious dimensions of Halal-friendly hospitality and the perceived value it adds to the travel experience of Malaysian Muslim tourists. Utilizing data from 300 local Muslim travelers in Malaysia, the research examines how the religious and spiritual components of Halal hospitality, alongside traditional push and pull factors, influence tourists' trust and loyalty. The findings reveal that Halal-friendly practices significantly contribute to fostering a sense of trust, enhancing perceived value, and ultimately increasing destination loyalty. Moreover, the study highlights the role of trust as a key mediator, linking Halal hospitality services to revisit intention. These insights underscore the strategic importance of integrating religious values with Halal standards in hospitality, offering practical guidance for providers aiming to align their services with the spiritual and cultural expectations of Muslim tourists. This study contributes to a deeper understanding of the religious dimensions in Halal tourism, paving the way for more sustainable and culturally inclusive hospitality practices.

INTRODUCTION

The global Halal tourist business has grown significantly, driven by rising demand for Islamic-compliant services. Malaysia, a renowned Halal tourism destination, has been at the forefront of this trend, providing a diverse range of Halal-friendly hospitality services to meet the needs of Muslim visitors. With a Muslim population of more than 60%, Malaysia tourism policy prioritizes offering Muslim travelers with a hassle- free travel experience as well as an appropriate living setting that aligns with their religious values (Yousoof et al., 2023). The government has been a pioneer in realizing the potential of Muslim tourism, improving and modernizing facilities and services to fulfill the needs of Muslim visitors. While earlier study has focused on the impact of Halal-compliant food and lodging in attracting Muslim tourists, there is an increasing need to investigate the religious and spiritual elements of Halal-friendly hospitality. This study seeks to fill the gap by looking into how the religious aspects of Halal hospitality, such as adherence to Islamic norms and cultural sensitivity, influence Malaysian Muslim tourists' perceived value, trust, and loyalty. The concept of Halal-friendly hospitality goes beyond simply adhering to food restrictions. It is a comprehensive approach that incorporates religious beliefs, cultural sensitivity, and spiritual considerations into the visitor experience.

In recent years, there has been a surge of interest in the innovative concept of Halal tourism, Halal-friendly hospitality, and Halal-friendly travel. According to Battour et al. (2018), religion has a substantial impact on Muslim tourists' consumption experiences in Malaysia, including choices in hospitality and tourism. The country has actively pushed Halal tourism and hospitality as part of its ambition to become the world's Halal tourism center, including in tourism. As a result, understanding Halal problems among food producers and service providers has gradually increased (Samori et al., 2014). Malaysian government has also recognized tourism as a crucial economic sector for the Economic Transformation Programme (ETP) (Ministry of Tourism Malaysia, 2019). Religious components of Halal-friendly hospitality include Halal-compliant meals, prayer facilities, and Shariah-compliant accommodations. It also includes ensuring other areas of the visitor experience like entertainment and dress regulations, are consistent with Islamic teachings. For example, many Malaysian hotels offer Muslim prayer amenities, such as specific prayer places, prayer mats, and Qiblah signs in guest rooms. Shopping malls now have Halal eateries and prayer rooms to create a positive shopping experience for Muslim customers.

This study aims to investigate how these religious characteristics influence the overall pleasure and loyalty of Muslim visitors, providing significant information for hospitality businesses looking to improve their services. This study intends to provide practical assistance for the hospitality business in Malaysia and elsewhere by examining the relationship between the religious components of Halal hospitality and Muslim tourists' perceived value, trust, and loyalty. The findings of this study have far-reaching consequences for the development of Halal tourism industry, highlighting the significance of blending religious beliefs with Halal criteria in order to attract and keep Muslim travelers.

LITERATURE REVIEW

Halal-Friendly Hospitality: Halal-friendly hospitality is the provision of services in accordance with Islamic principles, such as Halal cuisine, prayer facilities, and Shariah-compliant housing. Previous research has underlined the significance of Halal-compliant services in attracting Muslim tourists (Battour et al., 2018; Samori et al., 2014). For example, the Islamic Tourism Centre (ITC) discovered that approximately 80% of Muslim travellers regard Halal-friendly services as "very

important" or "important" when selecting a trip location (ITC, 2017). The Global Muslim Travel Index (GMTI) also revealed that the demand for Halal-friendly tourism is increasing, with an estimated annual growth rate of 6.6% (GMTI, 2018). This development is being driven by a rising number of Muslim visitors looking for places that meet their religious and cultural needs. However, the theological and spiritual aspects of Halal hospitality have received little emphasis in the literature. While significant research has been conducted on the provision of Halal food and prayer facilities, there is a need to investigate how the incorporation of Islamic principles such as honesty, integrity, and respect for cultural variety might improve the entire visitor experience. This study tries to fill this gap by investigating how these religious factors influence Muslim tourists' perceived value and trust.

Religious Dimensions of Halal Hospitality: The religious components of Halal hospitality include a variety of acts that represent Islamic principles such as honesty, integrity, and tolerance for cultural and religious differences. These customs are profoundly established in Quranic and Prophetic traditions that emphasize the necessity of treating visitors with courtesy and respect (Al-Hamarneh & Steiner, 2004). For example, the Quran and Hadith exhort hospitality providers to ensure that their services are not only Halal-compliant, but also adhere to broader Islamic moral ideals such as modesty, fairness, and religious behavior. Religious considerations in Halal-friendly hospitality go beyond just providing Halal cuisine and prayer facilities. They also consider how hospitality providers engage with their visitors, the cultural sensitivity of their offerings, and the general ambience of the establishment. Hotels, for example, provide gender-segregated swimming pools or clean and well- maintained prayer rooms that reflect a dedication to respecting Muslim visitors' religious and cultural demands. By incorporating these religious beliefs into their offerings, hospitality companies can create a more welcoming and culturally sensitive environment for Muslim travelers, increasing overall satisfaction and loyalty.

Perceived Value and Trust: Perceived value is the overall appraisal of the benefits received from a service in comparison to its cost (Darmawan, 2019). In the context of Halal-friendly hospitality, perceived value is determined by how well the services meet Muslim travelers' spiritual and cultural expectations. Muslim visitors, for example, are more inclined to place a higher value on places that include Halal-certified cuisine, prayer facilities, and Islamic-themed lodgings. The quality of these services, as well as the hospitality provider's commitment to religious and cultural sensitivity, can have a substantial impact on the perceived value of the trip. In contrast, building long-term relationships with clients requires trust. Trust in Halal hospitality services is likely to increase tourist loyalty and willingness to return (Eid, 2013). When Muslim tourists believe that a destination or hospitality provider will suit their religious and cultural requirements, they are more inclined to return and promote it to others. Trust is earned by constant delivery of high-quality services, transparency in business operations, and a genuine concern for the well-being of guests. For example, hotels that provide clear information about their Halal certification and ensure that all staff are trained in Islamic hospitality traditions are more likely to gain Muslim guests' trust.

Push and Pull Factors: Push factors are internal motives that motivate tourists to travel, such as the need for novelty or an escape from routine, whereas pull factors are location-specific attractions that impact visitors' destination selection (Yoon & Uysal, 2005). Push reasons in Halal tourism may include a desire to explore new cultures, escape daily stress, or fulfill religious requirements such as performing Umrah or visiting Islamic heritage sites. Pull factors, on the other hand, may include the availability of Halal food, prayer facilities, and other services designed to meet the demands of Muslim travelers. This study investigates how these characteristics combine with the religious aspects of Halal hospitality to influence tourist trust and loyalty. A Muslim

traveler, for example, may be motivated to travel to escape the monotony of life, but the availability of Halal-friendly services and the destination reputation for religious friendliness may affect his or her decision to visit. The combination of push and pull forces, as well as the religious components of Halal hospitality, can have a substantial impact on Muslim visitors' overall travel experience, perceived value, and trust, ultimately impacting loyalty and willingness to return.

CONCEPTUAL FRAMEWORK

The conceptual framework of this study takes into account the religious components of Halal-friendly hospitality, as well as push and pull factors such as perceived value, trust, and loyalty. The approach is based on Yoon and Uysal's (2005) motivational theory, which proposes that both push and pull variables influence tourists' travel decisions. Push factors, such as the desire for novelty or an escape from monotony, are natural motives for tourists to travel. Pull factors, on the other hand, are location-specific attractions including scenic beauty, cultural experiences, and the availability of Halal-friendly services that impact tourists' destination selection. The framework contends that the religious aspects of Halal hospitality, such as adherence to Islamic ideals and cultural sensitivity, increase the perceived value of the services. These religious components include offering Shariah-compliant meals, prayer facilities, and lodgings, as well as ensuring that the whole guest experience reflects Islamic values such as honesty, integrity, and respect for cultural diversity. By incorporating these religious beliefs into their services, hospitality companies can create a more welcoming and culturally sensitive environment for Muslim tourists, boosting the perceived value of their offers.

Perceived value is likely to increase confidence among Muslim tourists. Trust is an important aspect in developing long-term connections with clients, and in the context of Halal-friendly hospitality, it is likely to increase tourist loyalty and willingness to return. When Muslim tourists believe that a destination or hospitality provider will suit their religious and cultural requirements, they are more inclined to return and promote it to others. Trust is earned by constant delivery of high-quality services, transparency in business operations, and a genuine concern for the well-being of guests. Furthermore, the framework proposes that trust mediates the relationship between Halal hospitality services and revisit intention. This suggests that the favorable influence of Halal-friendly services on tourists' inclination to return to a destination is partly explained by the trust that these services instill. In other words, when Muslim visitors believe a site provides high-quality, religiously compliant services, they are more likely to trust it, increasing their chances of returning.

METHODOLOGY

1. Data Collection

The data for this study were collected from 300 local Muslim tourists in Malaysia using a structured questionnaire. The questionnaire was designed to measure tourists' perceptions of the religious dimensions of Halal hospitality, perceived value, trust, and loyalty. The survey also included questions on push and pull factors to assess their influence on tourists' travel decisions.

The data collection technique focused on Muslim visitors over the age of 18 visiting Malaysia from various countries. The survey participants were chosen using purposive sampling. This strategy was used because it allowed for the selective recruitment of participants who were

not only willing to contribute information but also had knowledge relevant to the research issue. To compute the sample size, the researchers used Yamane's (1967) formula, which indicated that the desired sample size should be 400 based on a 95% confidence level and 5% error level. However, after delivering around 400 questionnaires to tourists in Kuala Lumpur and Selangor, 320 were returned, with 300 judged appropriate for data analysis. The questionnaire was divided into sections: demographic information, push and pull factors, Halal-friendly hospitality services, satisfaction, and intention to return. The Likert scale was used throughout the poll to analyze respondents' thoughts and attitudes, with options ranging from "Strongly Disagree" to "Strongly Agree." This allowed for a more detailed assessment of participants' perceptions and supplied a large dataset for research.

2. *Data Analysis*

The data collected from 300 questionnaires were subjected to comprehensive analysis using SPSS V23, a widely recognized statistical software package. The analysis involved several steps to ensure the reliability and validity of the findings.

First, Cronbach's alpha was used to determine the dependability of the measurement devices. The findings revealed a high level of internal consistency reliability, with Cronbach's alpha values ranging from 0.715 to 0.910 for various categories, which included push factors, pull factors, Halal-friendly hospitality services, overall satisfaction, and revisit intention. These values are near to 1.0, indicating that the measurement tools delivered consistent and reliable data. Next, confirmatory factor analysis (CFA) was used to determine the validity of the measurement scales. CFA is a statistical approach that assesses the fit of a postulated factor structure to observed data. The CFA results supported the validity and accuracy of measuring scales in capturing the constructs under consideration. Finally, structural equation modeling (SEM) was used to investigate the hypothesized correlations between the variables. SEM is a multivariate statistical technique that allows for simultaneous investigation of many relationships between variables. The SEM research found strong connections between the push factor, pull factor, and Halal-friendly hospitality offerings and revisit intention. Notably, the Halal-friendly hospitality service had the greatest impact, with a beta value of 0.587, followed by the pull factor (0.465) and the push factor (0.333). These findings give credibility to the conceptual framework and emphasize the significance of religious components in Halal-friendly hospitality services in building trust and loyalty among Muslim travelers.

RESULTS AND DISCUSSION

1. *Religious Dimensions and Perceived Value*

The outcomes of this study show that the religious components of Halal-friendly hospitality considerably increase the perceived value of services among Muslim travelers. Religious compliance, especially in areas such as Halal food preparation, gender-segregated facilities, alcohol-free environments, and the provision of prayer places, has a significant impact on Muslim tourists' overall experiences. Tourists who perceive high levels of religious compliance in hospitality services report higher levels of satisfaction and a better fit with their cultural and religious beliefs. This sense of reliability and devotion to Islamic religious precepts not only increases perceived value, but also generates a sense of belonging and spiritual fulfillment among visitors.

Table 1: Impact of Religious Compliance on Perceived Value

Religious Compliance Factors	Impact on Perceived Value (%)
Halal Food Certification	+30%
Gender-Separated Facilities	+25%
Availability of Prayer Areas	+20%
Alcohol-Free Premises	+18%

The findings show that Halal-certified lodgings have much higher perceived value than non-certified alternatives. Tourists place a high value on religious integrity, particularly in terms of cuisine authenticity and religious appropriateness of services. Establishments who are clear about their Halal compliance tend to acquire more consumer trust, resulting in higher guest retention and positive word-of- mouth recommendations. Given this, industry stakeholders should prioritize the integration of religious values into Halal hospitality practices. To accomplish this, hospitality operators must boost their branding by emphasizing religious compliance as a distinctive selling point. Furthermore, government agencies should take a proactive role in enforcing tougher Halal certification laws to ensure consistency and excellent service standards. Tourists also require more information and education about the benefits of Halal hospitality, since a knowledgeable consumer base is more inclined to support businesses that share their faith and religious values.

2. *Trust and Loyalty in Halal Hospitality Services*

Trust has emerged as a critical aspect in the success of Halal hospitality services. The study concludes that trust is critical in mediating the relationship between Halal hospitality services and tourists' propensity to return. Muslim travelers strongly choose destinations and lodgings that offer explicit, verifiable assurances of Halal compliance. This trust is established on transparency in service delivery, uniform religious standards, and a proactive commitment to ensure religiously suitable hospitality practices. According to the data, a considerable percentage of Muslim visitors, roughly 74%, say their faith in Halal-friendly hospitality services has a strong influence on their decision to return to a place. Furthermore, 70% of respondents indicate long-term devotion to locations where Halal services are not only certified but also constantly maintained through rigorous audits and inspections.

Establishments who undertake regular Halal certification reviews and publicly reveal their adherence to Islamic hospitality requirements gain more respect among Muslim guests. The provision of tangible Halal guarantees, such as plain labeling of food origins and specialized prayer areas, reinforces this faith. Furthermore, the implementation of digital verification techniques, such as smartphone apps that allow tourists to check the Halal status of a service in real time, can boost the reputation of Halal hospitality providers. Tourists prefer to develop allegiance to sites that offer smooth and worry-free religious practice, as this decreases travel-related worries and increases overall happiness. By combining religious transparency with excellent service standards, hospitality businesses can build long-term connections with Muslim visitors, resulting in return visits and consumer advocacy through positive word of mouth marketing.

3. *Push and Pull Factors: Their Role in Muslim Tourist Decision-Making*

The study emphasizes the dynamic interaction of push and pull forces in shaping Muslim visitors' travel preferences. Push factors, or internal motivators for travel, include a desire for religious fulfillment, cultural identity reinforcement, and personal well-being. Many Muslim tourists travel for spiritual reasons as well as leisure, such as religious retreats, Islamic history tours, and pilgrimage-related excursions. The desire to avoid areas where Halal offerings are limited serves as a compelling motivator for Muslim visitors looking for destinations that accord with their religious beliefs.

Table 2: The Influence of Push and Pull Factors on Tourist Decisions

Factors that Influence the Travel Decisions	Percentage (%)
Religious Motivation	60%
Halal Food Availability	55%
Prayer Facilities	50%
Cultural Attractions	45%

Pull factors, on the other hand, are external attractions that entice travelers to visit a particular location. These include the presence of Halal-certified eateries, Islamic tourism infrastructure such as mosques and heritage sites, and gender-segregated recreational facilities that meet Muslim travelers' modesty needs. According to the study, while push variables influence travel intention, pull factors have a substantial impact on destination choice. Interestingly, the religious components of Halal hospitality serve as a moderator, amplifying the impact of pull forces. For example, a resort that provides high-quality Halal food and prayer facilities is more likely to attract Muslim tourists, even if other attractions such as natural scenery or entertainment alternatives are less prominent.

The data also show that places with well-integrated Halal hospitality offerings are 50% more likely to be prioritized by Muslim tourists than those without such accommodations. The religious moderation effect assures that, even when push and pull forces differ among tourists, sites that strictly adhere to Halal guidelines retain their appeal. This shows that implementing religious and religiously conforming hospitality services can provide a competitive advantage for tourist industries targeting Muslim passengers. Policymakers and business leaders must consequently realize the strategic value of Halal compliance in promoting tourism growth. Investments in Halal-friendly infrastructure, such as expanding Halal food networks, improving prayer facilities, and providing gender-sensitive accommodations, can have a substantial impact on the sustainability and profitability of Muslim-friendly tourism destinations.

CONCLUSION AND IMPLICATIONS

This study contributes to the growing body of information about Halal tourism by emphasizing the importance of religious components in Halal-friendly hospitality services. The findings show that religious compliance—as seen by rigorous adherence to Halal food preparation, gender-segregated facilities, and culturally sensitive service provisions—significantly increases tourists' perceived value of hospitality services. Tourists who encounter a high level of religious integrity in hospitality services are not only more comfortable, but also build a strong sense of trust in service providers, boosting their desire to return to these areas. According to the findings, religious compliance is a key factor in driving consumer satisfaction and loyalty.

Furthermore, the study demonstrates that religious values in Halal hospitality play a significant role in tourists' decision-making processes, influencing both their degree of happiness and their intention to return to a destination. Hospitality operators who include these ideals into their offerings are more likely to build stronger client relationships and position themselves as trusted brands in the Muslim-friendly tourist sector. Furthermore, venues that successfully include these religious components into their service frameworks have a competitive edge over those that do not satisfy Muslim travelers' specific cultural and religious needs. These findings imply that hospitality service providers should go beyond simply providing Halal-certified products and instead incorporate full religious frameworks that match with Muslim tourists' spiritual and cultural aspirations. Establishing explicit Halal verification standards, guaranteeing transparency in service delivery, and implementing culturally sensitive practices can increase the perceived value of Halal hospitality. Finally, by incorporating these Islamic values into their service models, hospitality companies can improve their market position, attract more loyal customers, and contribute to the long-term expansion of Halal tourism.

POLICY IMPLICATIONS

The conclusions of this study have important policy implications for the hospitality industry, regulatory organizations, and government officials. To effectively capitalize on the growing demand for Halal tourism, governments must acknowledge the vital role of religious elements in Halal-friendly hospitality and develop comprehensive plans to incorporate these values into national tourism frameworks.

First, hospitality service providers should be encouraged to create, execute, and market religious Halal-friendly services in order to attract and keep Muslim travelers. This includes not only adhering to Halal food and housing standards, but also providing a holistic experience that is consistent with Islamic religious beliefs, such as modest clothing guidelines, gender-sensitive facilities, and Islamic leisure activities. To encourage compliance, government agencies should implement certification programs that reward firms that follow strict Halal hospitality requirements.

Second, regulatory organizations should establish and enforce strong quality assurance processes to ensure that Halal hospitality services match the religious, cultural, and religious requirements of Muslim travelers. Certification agencies, such as JAKIM (Department of Islamic Development Malaysia), should develop standardized rules to promote consistency across hospitality providers, decreasing ambiguity and enhancing client confidence. In addition, businesses should conduct ongoing monitoring and audits to verify that they maintain high religious and service standards.

Third, the position of Malaysia as a global leader in Halal tourism should be strengthened through national and international tourism campaigns that highlight the religious aspects of Halal hospitality. Marketing efforts should focus on Malaysia's dedication to religious and cultural diversity, as well as the country's attempts to provide a smooth and authentic Halal tourism experience. Malaysia can continue its leadership position in the global Halal tourism market by advertising itself as a destination that promotes religious and religious compliance.

 Finally, government agencies, educational institutions, and industry actors should work together to develop research and training programs on Halal hospitality ethics. Universities and research institutions should incorporate Halal tourism ethics into hospitality courses to prepare future industry professionals to cater to Muslim tourists. Simultaneously, capacity-building programs for

hospitality providers should be implemented, with personnel being trained in Halal hospitality principles and customer service best practices for Muslim guests.

LIMITATIONS AND FUTURE RESEARCH

Despite its merits, this study has drawbacks. One of the most significant limitations is the regional breadth of data collection, as the conclusions are based on replies from Muslim travelers in Malaysia. While Malaysia is a major Halal-friendly travel destination, cultural and regulatory differences between nations may affect the findings. Future study could broaden its scope by investigating Halal hospitality ethics in a variety of cultural and geographical contexts, including non-Muslim-majority countries that want to attract Muslim tourists. Comparative research across locations would provide a more complete picture of how Halal tourism is perceived and executed globally.

Furthermore, this study used cross-sectional data, which captures travelers' perceptions at a specific point in time. Given that trust and loyalty grow over time, longitudinal studies tracking changes in visitor behavior and views could be useful in future research. Such an approach would provide more in-depth insights into how long-term exposure to Islamic Halal hospitality affects consumer pleasure and loyalty. Another area for future research is the examination of technical advancements in Halal hospitality. Digital verification systems, block chain-based Halal certification, and AI-driven service personalization are all emerging developments that have the potential to improve transparency and trust in Halal hospitality. Exploring how these technologies affect travelers' trust and loyalty may provide significant insights for industry practitioners and regulators seeking to improve service delivery in the Halal tourism sector.

Furthermore, future research should look into how religious elements influence Muslim tourists' willingness to pay a premium for Halal-friendly services. Understanding price sensitivity and value perception in connection to religious conformity would offer firms with more specific rules for pricing and service differentiation. In conclusion, while this study has provided valuable insights into the religious dimensions of Halal hospitality and their impact on tourists' perceived value, trust, and loyalty, more research is needed to address its limitations and broaden people understanding of Halal tourism ethics in various global contexts. By continuing to investigate these areas, researchers and industry stakeholders may ensure that Halal-friendly hospitality services remain relevant, competitive, and responsive to the changing needs of Muslim travellers globally.

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Chapter XIV

THE SERENITY TRAVEL KIT: A SENSORY-FRIENDLY SOLUTION FOR FAMILIES WITH CLASSIC AUTISTIC CHILDREN

Farah Nadhiera Binti Iskandar[1], Farah Ain Hamimah Binti Ramlee[2], Noor Suzzane Binti Abdullah[3] Siti Hajar Mohd Shahar[4]

[1,2,3] Universiti Teknologi MARA (UiTM) Cawangan Kota Kinabalu Sabah

ABSTRACT

The Serenity Travel Kit addresses the unique challenges faced by families traveling with children diagnosed with classic autism. With autism affecting approximately 1 in 68 newborns and being four times more prevalent in boys than girls, there is a significant need for solutions that support families during travel. Children with Autism Spectrum Disorder (ASD) often experience sensitivities to stimuli such as noise, crowds, and disruptions to routine, which can lead to anxiety, discomfort, and behavioural challenges in unfamiliar environments. The kit comprises several innovative components designed to enhance travel experiences. The Tantrum Vest features gentle compression technology and a noise-blocking hood, providing comfort and reducing anxiety in overwhelming environments. A discreet Tracker Pin offers real-time location monitoring for safety, while an Essential Oil Roll-On delivers calming aromatherapy benefits supported by research showing positive effects on anxiety reduction in autistic children. The kit also includes a Busy Book for engagement and focus during long trips, and a comprehensive Sanitary Kit with sensory-friendly hygiene products. The primary objectives of this research are to address sensory sensitivities, enhance safety, promote emotional regulation, and empower caregivers with appropriate tools and resources. The kit's design aligns with Maqasid Shariah principles, emphasizing compassion and support for families while promoting inclusive tourism in Malaysia. Its commercialization potential is significant, with distribution planned through online platforms, specialty stores, and autism therapy centres. This solution stands out from competitors by specifically targeting the needs of classic autistic children and their families, combining sensory support, safety tools, and comfort items in one portable package. The benefits extend beyond individual users to society at large, promoting inclusivity and encouraging businesses to become more accommodating to individuals with autism. Through strategic partnerships with autism organizations, healthcare professionals, and targeted marketing campaigns, the Serenity Travel Kit aims to make travel more accessible and enjoyable for families affected by autism, while contributing to Malaysia growing inclusive tourism sector.

INTRODUCTION

Traveling with children with autism spectrum can be challenging for families due to overstimulation risks and safety concerns. The Serenity Travel Kit aims to address these challenges by providing sensory-friendly and safety-enhancing items that reduce stress, promote comfort, and ensure enjoyable travel experiences.

Autism, or autism spectrum disorder (ASD), is a complex developmental disability that typically appears during the first three years of life due to a neurological disorder affecting brain function. It is a condition that knows no racial, ethnic, or social boundaries and occurs across all family income, lifestyle, and educational levels. Autism is four times more prevalent in boys than girls and is estimated to affect as many as 1 in 68 newborns (NASOM, 2022). These statistics underscore the importance of tools and resources that can support individuals with autism and their families.

Among the different types of autism, Classic Autism is the most common form, affecting approximately 1 in every 500 people (Apex ABA Therapy, 2023). While there is no cure for autism, a variety of therapies and interventions can help individuals manage their symptoms and enhance their quality of life.

The Serenity Travel Kit is specifically designed to support children with autism and their families during travel. By including sensory-friendly items in the kit that may help reduce overstimulation and promote a sense of calm. Additionally, safety-enhancing tools like a GPS tracker may provide peace of mind for families, ensuring that the travel experience is both secure and enriching. With this kit, families may feel empowered to explore the world together, making travel more accessible and enjoyable for everyone involved.

PROBLEM STATEMENT

Traveling with children with autism spectrum presents unique challenges due to the heightened risks of sensory overload and safety concerns, often making the experience stressful for families. Children with Autism Spectrum Disorder (ASD) frequently experience sensitivities to stimuli such as noise, crowds, and disruptions to routine, which can lead to anxiety, discomfort, and behavioural challenges in unfamiliar environments (Zhao et al., 2023; Sedgley et al., 2017). For families, these difficulties are compounded by public misunderstandings of autistic behaviours, that further isolating their travel experiences (Sedgley et al., 2017).

Safety is another critical issue, as children with ASD may exhibit wandering behaviours or have difficulty understanding environmental dangers which can significantly increase the risks associated with travel (Yonkman et al., 2013). Managing these risks often requires extensive planning and specialized tools, including sensory-friendly and safety-enhancing supports (Yonkman et al., 2013). Caregivers must also navigate the psychological strain of managing their child's needs in high-stress situations, making travel an overwhelming prospect (Lee et al., 2021; Yılmaz et al., 2021).

Given these challenges, there is a need for practical solutions that prioritize the sensory comfort, safety, and overall well-being of children with autism while reducing the stress on their caregivers. Addressing these needs is essential to enable inclusive and enjoyable travel experiences for families. The Serenity Travel Kit seeks to meet this demand by offering thoughtfully designed, sensory-friendly, and safety-enhancing items to support families in overcoming these barriers.

OBJECTIVES

The primary goal of this research is to develop a comprehensive travel kit that addresses the unique challenges faced by families traveling with children diagnosed with classic autism. The Serenity Travel Kit is designed to improve the overall travel experience for both children and their caregivers by meeting sensory, safety, and emotional regulation needs. The specific objectives of this research are as follows:

1. *Provide a Travel Kit to Address Sensory Sensitivities*

Develop and include sensory-friendly items that help manage the heightened sensitivities experienced by children with classic autism. This includes tools and tactile comfort items that may reduce sensory overload and create a calming travel environment.

2. *Enhance Safety and Minimize Wandering Risks*

Incorporate safety-focused tools such as GPS-enabled tracking devices. This feature aims to ensure the child's safety while providing caregivers peace of mind during travel.

3. *Promote Emotional Regulation and Prevent Meltdowns*

Include calming tools and resources that are tailored to support emotional regulation. These tools are designed to help children manage stress, anxiety, and unexpected disruptions, reducing the likelihood of meltdowns.

4. *Empower Parents and Caregivers*

Equip caregivers with resources and tools specifically tailored to their autistic child's unique needs that may help build parental confidence and preparedness for various scenarios.

By achieving these objectives, the Serenity Travel Kit aims to create a more inclusive, safe, and enjoyable travel experience for families, while addressing the distinct needs of children with classic autism. The outcomes of this research will enhance the quality of life for these families, empowering them to explore new environments with confidence and comfort.

NOVELTY/UNIQUENESS

The Serenity Travel Kit is a unique and thoughtful solution designed specifically for parents of classic autistic children. Traveling can be challenging for children with autism, especially in busy or over stimulating environments. This kit combines sensory support, safety tools, and comfort items, all in one portable package to make travel easier and more enjoyable. What makes it different from other travel kits is how it focuses on the specific needs of classic autistic children.

1. *The Tantrum Vest*

One of the key features of the Serenity Travel Kit is the Tantrum Vest, specifically designed to provide comfort and reduce stress for children with autism. Unlike regular vests, the Tantrum Vest offers gentle compression that mimics a calming hug, helping to ease anxiety and promote relaxation. This feature is particularly beneficial for classic autistic children who may feel overwhelmed in busy or noisy environments, such as airports, restaurants, or crowded public spaces.

To further enhance comfort, the vest includes a hood designed to block out disruptive noise, making it especially helpful for children with heightened sensitivity to sound. The materials used in the vest were carefully selected with the child's comfort in mind:

- Inner Lining: Made from Lycra fabric, known for being lightweight and cool, to ensure the child feels comfortable even during extended wear.
- Outer Layer: Crafted from soft wool, cotton, and fleece, providing a texture similar to a baby blanket for a sense of warmth and familiarity.

Additionally, the vest features adjustable straps that allow caregivers to customize the level of compression to suit the child's preference and specific needs. By combining sensory support with functional design, the Tantrum Vest helps create a soothing and secure experience for children, empowering families to navigate new environments with greater ease.

2. The Tracker Pin

Another standout feature of the Serenity Travel Kit is the Tracker Pin, a small and stylish accessory with a built-in real-time location tracker. Designed to look like a fun and fashionable pin, it provides a discreet way for parents to monitor their child's location in busy or unfamiliar places.

The Tracker Pin combines functionality with design, offering an extra layer of safety without being intrusive or drawing unwanted attention. It allows children to express themselves with a playful accessory while giving parents peace of mind, knowing they can easily locate their child if needed. This innovative tool adds both practicality and style to the travel experience, enhancing safety without compromising on comfort or individuality.

3. Essential Oil Roll-On

The Serenity Travel Kit includes an Essential Oil Roll-On, a simple yet effective tool for providing calming aromatherapy while on the go. Aromatherapy is well-known for its relaxing properties and is often used to manage symptoms related to psychiatric disorders, including those seen in children with autism. The soothing scents of essential oils, such as lavender and rosemary, are particularly helpful in reducing anxiety and stress levels, which are common in classic autistic children, especially in unfamiliar or stressful environments.

Research supports the use of essential oils for relaxation in classic autistic children. Ayub and Islam (2016), highlight that oils derived from plants like lavender and rosemary are frequently used to promote calmness, with the potential to alleviate anxiety. Furthermore, Dolah et al. (2022), found that aromatherapy oils can have positive effects in educational settings, helping autistic children feel more relaxed and focused. This suggests that these oils not only reduce stress but may also enhance overall well-being and support emotional regulation during travel or other activities.

By including an Essential Oil Roll-On in the kit, parents can easily apply these calming scents, providing their child with a sense of comfort and relaxation, especially when navigating the challenges of new or noisy environments. This simple tool serves to reduce anxiety and create a more peaceful atmosphere, supporting the child's emotional well-being throughout the travel experience.

4. The Busy Book

The Busy Book is an essential tool in the Serenity Travel Kit, specifically designed to help classic autistic children stay engaged and focused during long trips or waiting periods. It offers a variety of activities that stimulate the child's mind and support the development of motor skills, which is particularly beneficial for children on the autism spectrum who may struggle with maintaining focus or regulating their behaviour in unfamiliar or over stimulating environments.

These activities are carefully chosen to improve concentration while keeping the child entertained, which is especially useful in situations where they need to stay calm and engaged, such as during a long flight or while waiting at the doctor's office. For classic autistic children, the book provides a structured and comforting way to pass time, helping to reduce anxiety, prevent meltdowns, and support emotional regulation.

By keeping the child engaged with stimulating tasks, the Busy Book helps to reduce restlessness and frustration, promoting a more relaxed and enjoyable travel experience for both the child and the caregiver.

5. *Sanitary Kit*

The Sanitary Kit is another important component of the Serenity Travel Kit, designed specifically to address the hygiene and cleanliness needs of autistic children during travel. Autistic children often have heightened sensitivities to germs, textures, and scents, making hygiene routines especially challenging when on the go. This kit aims to make travel more comfortable and stress-free by providing essential sanitary items tailored to their needs. The Travel Sanitary Kit includes:

- Sanitizing Wipes: These wipes are gentle yet effective, offering a quick and easy way to clean hands or surfaces without causing irritation.
- Hand Sanitizer: A travel-sized bottle of alcohol-free hand sanitizer ensures that children can maintain cleanliness even when soap and water are not available. The sanitizer is formulated with child-safe ingredients to avoid skin irritation while offering effective protection against germs.
- Disinfecting Wipes: For children who may have sensitivities to public spaces, disinfecting wipes can be used to clean areas such as airplane trays, restaurant tables, or even toys. This extra layer of protection helps create a cleaner, safer environment during travel.
- Scent-Free Products: The kit may also include scent-free products to avoid overwhelming children who are sensitive to strong smells, ensuring that cleaning activities do not contribute to sensory overload.

By including these items in the travel kit, caregivers may ensure that their classic autistic children maintain a high level of hygiene without causing discomfort or added stress. The availability of these products makes it easier for parents to quickly address cleanliness concerns in unfamiliar or public settings, helping autistic children feel more comfortable and secure during travel. Additionally, this sanitary kit may help reduce anxiety associated with germs or cleanliness, contributing to a more relaxed and enjoyable travel experience for both the child and the caregiver.

Together, these innovative tools make the Serenity Travel Kit a truly special product. It takes into account the sensory, safety, and emotional needs of classic autistic children, offering a customized approach to travel. This kit is more than just a collection of items; it is a way to

make traveling a safer, more comfortable, and less stressful experience for both parents and their children.

The Serenity Travel Kit is different from other travel products because it is designed specifically for families with classic autistic children. It combines sensory-friendly tools, safety devices, and customizable features tailored to the unique needs of these families. This makes it comprehensive and more practical than regular travel kits, which often lack autism-specific components. The Serenity Travel Kit stands out by offering a well-thought-out solution that may support both the child's comfort and the family's peace of mind while traveling.

HOW IT IS RELATED TO THE CONCEPT OF MAQASID SHARIAH?

The Serenity Travel Kit is designed to assist Muslim families with classic autistic children, ensuring that they may travel comfortably and confidently. This aligns with the core values of Islam, particularly the principles of compassion, care, and support for all family members. In Islamic teachings, there is a strong emphasis on empathy and making life easier for others, especially those who face challenges. By addressing the specific needs of autistic children, the kit promotes these values and helps families travel with less stress and greater peace of mind.

The kit also supports the broader concept of Maqasid Shariah which is the objectives of Islamic law, which aim to promote the well-being of individuals and society. By enhancing the travel experience for families, the Serenity Travel Kit encourages Muslim families to explore different places in Malaysia, increasing their sense of comfort and safety. This can lead to more visits to popular tourist destinations, stays at local hotels, and dining at restaurants, thereby benefiting the local economy and tourism industry.

The product's focus on inclusivity, empathy, and accessibility reflects the Islamic principles of kindness, hospitality, and community support. These values are central to Malaysia's goal of becoming a top destination for Islamic tourism, where families feel welcomed and cared for. Additionally, the Serenity Travel Kit is Halal, meaning that the materials and ingredients used in its production do not violate Islamic guidelines in Malaysia. This ensures that the product is in line with the ethical standards required for Muslim consumers.

By promoting the Serenity Travel Kit through Islamic tourism events, travel fairs, and community gatherings, awareness can be raised within Muslim communities. This can create a positive cycle where more families experience stress-free travel, share their experiences, and encourage others to explore the beauty of Malaysia. As a result, the kit not only contributes to individual well-being but also strengthens Malaysia's reputation as an inclusive, family- friendly, and Halal tourism destination.

BENEFITS TO INTENDED USERS AND SOCIETY

For Parents: The travel kit may reduce travel anxiety by providing tools that help parents manage their children's needs. This gives parents' greater confidence when planning trips and outings.

For the Classic Autistic Children: The kit increases comfort and helps prevent meltdowns by offering sensory-friendly items that calm and engage children. This allows them to explore and enjoy new environments more freely.

For Society: By making public spaces more accessible for autistic individuals, the travel kit may promote inclusivity. It encourages businesses and public venues to be more accommodating, creating a more accepting and understanding community.

COMMERCIALIZATION POTENTIALS

The Serenity Travel Kit has significant potential in the market, especially as awareness of classic autism that continues to grow and families seek supportive products to help manage daily challenges. As more parents look for tools to ease travel and visits to public spaces, the kit may provide a practical and thoughtful solution to address these needs.

1. Distribution Channels

To reach as many families as possible, the travel kit may be sold through various distribution channels. Online platforms like Shopee, Lazada, and the product official website could serve as the main outlets where parents can easily purchase the kit. Additionally, it may be sold in autism therapy centres and stores that specialize in sensory-friendly products. Participating in autism-related events and expositions may also create more opportunities to directly showcase the product to families who might benefit from it.

2. Partnerships

Building partnerships with relevant organizations and professionals could help expand the product's reach. Networking with autism organizations and advocacy groups may assist in raising awareness. Therapists, pediatricians, and occupational therapists could recommend the travel kit to families they work with, potentially increasing its visibility. Collaborating with manufacturers of sensory-friendly products might also help ensure high product quality while maintaining reasonable production costs.

3. Marketing Campaigns

A targeted marketing strategy may help increase the kit's popularity. Social media platforms like Instagram, Facebook, and YouTube could be used to share real-life stories from families who have found the kit helpful, demonstrating its value and impact. Partnering with well-known autism advocates and parent influencers might also build trust and generate interest. Additionally, creating helpful online content, such as travel tips for parents of classic autistic children, could show how the travel kit works while offering valuable advice.

This approach not only helps raise awareness for families with autistic children but also introduces the product to a wider audience who might find it useful.

By utilizing trusted distribution channels, collaborating with key partners, and running engaging marketing campaigns, the Serenity Travel Kit may become well-known and widely used. This would provide many families with the support they need, making travel and visits to busy public places more manageable and less stressful.

CONCLUSION

The Serenity Travel Kit represents a thoughtful and comprehensive solution tailored to address the unique challenges faced by families traveling with classic autistic children. By integrating

sensory-friendly tools, safety-enhancing devices, and emotional regulation aids, the kit significantly improves the overall travel experience for both children and their caregivers. Its innovative design aligns with the principles of Maqasid Shariah, emphasizing compassion, inclusivity, and community support, while also promoting Malaysia's inclusive tourism initiatives.

The kit not only supports the immediate needs of families by reducing stress and enhancing safety but also fosters a broader societal impact by encouraging greater accessibility and awareness for individuals with autism. With strategic partnerships, targeted marketing efforts, and effective distribution channels, the Serenity Travel Kit has strong commercialization potential, ensuring its reach to those who need it most. By empowering families to explore new environments with confidence and comfort, this product underscores the importance of inclusive innovation in improving the quality of life and promoting social equity.

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Chapter XV

SANDAKAN SPOT ON APPLICATION

Nurshafiana binti Shamsuddin[1], Aswinne Asffrina binti Talip[2], Hanny Ly Dayana binti Abdullah[3], Ainul Mardhiah binti Damit[4], Boyd Sun Fatt[5]

[1,2,3,4] Faculty of Hotel and Tourism Management, University Teknologi MARA (UiTM), Kota Kinabalu Sabah Branch

ABSTRACT

"Sandakan Spot On" is a smartphone application designed specifically for budget-conscious Android users visiting Sandakan, Sabah, Malaysia. Currently, there is no dedicated app that focuses solely on Sandakan's unique travel needs, leaving tourists relying on scattered websites and fragmented information. "Sandakan Spot On" fills this gap by bringing together a comprehensive database of budget-friendly options in Sandakan, including accommodations, food, activities, transportation, and cultural experiences. This database was developed through extensive research of online articles and travel resources. A convenient new feature allows users to easily reserve seats at their preferred restaurants directly in the app. This unique approach eliminates the need for travelers to navigate multiple websites and apps, saving time and effort. The app's powerful filtering system allows users to easily search and compare options based on their budget, interests, and travel style, ensuring that they only see relevant and affordable choices. By simplifying travel planning and promoting local businesses, it is anticipated that 'Sandakan Spot On' will significantly improve the travel experience for budget-conscious tourists while fostering sustainable economic growth in Sandakan.

INTRODUCTION

Sandakan, Sabah, Malaysia, is a place rich in natural beauty, diverse wildlife, and cultural attractions. However, its tourist potential is often limited by the lack of comprehensive and easily accessible travel information. This mobile app innovation which is called "Sandakan Spot On" is an all-in-one place application to find important travelling info, particularly for Android users on a budget as many websites and resources are spread out around the web. Having built an incredible database of low-cost accommodation, food, entertainment, transport and cultural events, "Sandakan Spot On" fills a large void in Sandakan's digital tourism infrastructure. Everything will be sorted and shown by price point. The app ensures a smooth and enjoyable travel experience by incorporating easy-to-use budget filters that allow travelers to explore possibilities within their budget. Therefore, users can quickly explore and evaluate possibilities based on their hobbies, travel preferences, and budget with the help of the app's powerful filtering process, ensuring they only see relevant and affordable options.

The "Sandakan Spot On" app offers more than just providing information. It is different than the other apps because it has a useful new feature that enables customers to quickly reserve seats at their favorite restaurants right in the application and thus, makes life and traveling much easier. This new approach could save travelers from the hassle of checking multiple websites and apps. "Sandakan Spot On" aims to greatly enhance the travel experience while promoting sustainable economic growth in Sandakan by providing travelers on a limited budget with the resources they need to organize their trips. In addition to improving the traveler experience, the app's extensive database and user-friendly interface will help local companies and promote ethical travel.

PROBLEM STATEMENT

Sandakan is a major tourist destination in Sabah, Malaysia, and is famous for its ecotourism and wildlife viewing, where visitors come from all parts of the world. Unfortunately, the absence of any serious and user-friendly tourism website for budget travelers really hampers further development of its tourism sector. While Sandakan boasts an abundance of experiences to offer, the current landscape of planning resources leaves many budget-savvy travelers frustrated and disoriented.

While existing tourism platforms provide a wide array of options, they often lack the specific features and information required by those seeking affordable experiences in Sandakan. It is cumbersome to find and compare budget-friendly accommodations, tours, and activities, which wastes time and is discouraging. The traveler often finds themselves overwhelmed by a huge array of options, without an easy way to filter by budget, and struggle to identify choices that fit their financial constraints.

This is also one of the reasons why local businesses in Sandakan are not developing. Most of the budget accommodations, restaurants, and tour operators lose their potential bookings simply because there is no platform to market their services. Without a centralized hub for budget-conscious travelers, these businesses cannot reach potential customers, which ultimately limits their reach and growth potential.

OBJECTIVES

1. To develop a comprehensive database of hotels, food spots, wildlife activities, cultural experiences, and adventure activities in Sandakan, categorized and easily searchable;
2. To make travel planning easier for price-conscious travelers by providing easy and intuitive features to search, filter, provide information, and show pictures of the places.
3. To design intuitive and easy-to-navigate interface for travelers to plan their trip with ease, thus making their experience smooth and enjoyable.

NOVELTY/UNIQUENESS

The "Sandakan Spot On" app aims to transform travel planning in Sandakan, Sabah, by providing a comprehensive and budget-friendly platform for tourists. The app draws inspiration from the mobile app "CashSave", as described in the paper "Personal Finance and Budgeting Mobile App, "CashSave"" (Awaloedin et al., 2024). "CashSave" highlights the need for user-friendly tools that empower individuals to effectively manage their finances. This principle resonates with the challenges faced by budget travelers who often struggle to find affordable travel options and manage their expenses. By providing a centralized database of budget-friendly accommodations, food, activities, transportation, and cultural experiences, "Sandakan Spot On" aims to streamline travel planning and promote responsible financial decisions among travelers.

The app also addresses the digital tourism gap in Sandakan, which lacks a dedicated platform for comprehensive travel information and booking services. Research by Archi et al. (2023) highlights the growing need for digital technology to support sustainable tourism destinations. The study highlights the importance of comprehensive information access for travelers and the growing demands for eco-friendly travel options. "Sandakan Spot On" aims to fill this gap by providing a centralized platform for budget-friendly travel information, thus encouraging travelers to explore Sandakan's diverse offerings while minimizing their environmental impact.

A further study by Lu et al. (2015) examined the factors influencing traveler acceptance of travel apps, emphasizing the importance of user-friendliness, value-added features, and compatibility with traveler preferences. "Sandakan Spot On" addresses this concern by offering a time-saving platform that combines information on accommodations, dining options, activities, and transportation, making it easier for travelers to find relevant and budget-friendly options. The app's booking feature also streamlines experiences by allowing travelers to schedule experiences directly, saving them time and effort.

The impact of the app goes beyond general travel planning, particularly impacting the wildlife tourism sector. The need for digital transformation in this area, as highlighted in the article "The Challenges of the Digital Era When Making Reservations at Ragunan Wildlife Park DKI Jakarta" (Awaloedin et al., 2024), is in line with the app's focus on online ticketing arrangements for wildlife encounters. "Sandakan Spot On" aims to simplify wildlife experiences by providing a central booking platform for a variety of activities such as Orangutan rehabilitation center visits, jungle trekking and marine adventures. This eliminates the need for travelers to contact multiple operators, streamlines the booking process and offers real-time availability and pricing information.

By addressing the digital tourism gap, promoting budget-friendly options and facilitating wildlife encounter bookings, "Sandakan Spot On" has the potential to significantly enhance the travel experience in Sandakan, Sabah. It offers a valuable resource for both tourists looking for

affordable and sustainable options and local businesses looking to reach a wider audience. The app is not just a tool for booking travel arrangements. It represents a commitment to foster responsible tourism, promote local businesses, and preserve Sandakan's unique natural and cultural heritage.

The novelty of "Sandakan Spot On" is about how it introduces a power and budget-oriented filtering system in the travel exploration and tour planning in Sandakan, unlike most travel applications offering simple filtering options. "Sandakan Spot On" goes on another level by introducing a system where users can set prices correctly for a variety of travel components such as activities, dining, and transportation accommodations. This enhanced filtering capability greatly eases the process of finding options that fit one's budget and saves them from the frustration of sifting through irrelevant results, thus saving valuable time for the traveler.

Next, instead of wasting hours navigating through endless listings across various websites and apps, "Sandakan Spot On" enables travelers to set a specific price range for each category, be it hotels, restaurants, tours, or even transportation. The sophisticated filtering system then instantly displays only the options that fall within travelers' budgets, making sure travelers are presented with relevant and affordable choices. This approach not only saves time but also eliminates the stress and disappointment of finding out that an attractive option is beyond the customer's financial reach.

"Sandakan Spot On" can give the budget traveler confidence in exploring Sandakan in all its aspects, assured that only options within his budgetary reach are presented to him. This is its uniqueness among generic travel applications, thus making "Sandakan Spot On" a must for travelers in their quest for an ideal experience within the confines of their budget.

HOW IT IS RELATED TO THE CONCEPT OF MAQASID SHARIAH?

The Sandakan Spot On app aligns with the Islamic principle of Hifz al-mal, the preservation of wealth, by empowering travellers to make responsible financial decisions. This app provides a database of budget-friendly accommodations, restaurants and activities which allows users to plan their trip within their means and avoid unnecessary expenses. This approach not only benefits individual travellers, but also fosters a healthy and vibrant economy by increasing the visibility and reach of local businesses. By promoting affordability, the app encourages travellers to spend money wisely, supporting both personal finances and the economic prosperity of the Sandakan community.

BENEFITS TO INTENDED USERS AND SOCIETY

Sandakan Spot On offers several advantages for the intended users, specifically budget-conscious travelers. Its primary benefit lies in improved accessibility to comprehensive travel information. The app consolidates data from various sources, eliminating the need for extensive web searches. This enhances convenience by providing an intuitive interface and powerful filtering tools designed to streamline trip planning within budget limitations. Finally, the app directly promotes affordability by highlighting budget-friendly options for accommodation, dining, activities, and transportation, maximizing the travel experience without exceeding financial constraints.

The app's benefits also extend beyond individual travelers, contributing positively to society. It fosters sustainable tourism by promoting local businesses and eco-friendly activities, thus

supporting both the local economy and environmental preservation. This contributes to economic growth by expanding the reach of Sandakan's businesses and increasing their potential for revenue generation. Finally, the app raises awareness of Sandakan's tourism potential, attracting a wider range of visitors and further stimulating the local economy.

COMMERCIALIZATION POTENTIALS

The "Sandakan Spot On" app helps people find fun things to do in Sandakan, Sabah without spending a lot of money. Firstly, it is important to know who the target market is. The "Sandakan Spot On" app targets two key audiences like tourists who are on a budget and local business. Budget people are travelling to Sandakan and are looking to enjoy themselves without spending over budget. It aims to maximise their vacation experience with affordable funds. For example, people are looking for cheap places to stay, affordable food, and fun activities without spending more money and tips to save money. Also, it can help local businesses in Sandakan to get more customers. These include businesses that serve tourists, such as hotels, food and travel agencies. They want more people to see them, draw in new clients, provide them exclusive offers, and leave a positive impression on those that come in. An effective user engagement and brand awareness strategy is necessary for the app to be widely adopted and successful. Social sharing and local influencer collaborations are two important factors that might be very important.

Any software or brand can benefit greatly from social sharing in the digital era. "Sandakan Spot On" can inspire people to share their experiences on social media, encouraging others to discover Sandakan, by incorporating social media sharing tools smoothly. Casually advertising is encouraged by allowing users to share images, reviews and even trip plans straight from the app to social media. Additionally, encouraging the usage of particular hashtags associated with the app and Sandakan (#SandakanSpotOn, #SandakanTravel) boosts visibility and fosters a sense of community. Giveaways or contests that require social media sharing can increase participation even more and convert consumers into supporters of the brand.

Local influencers, like YouTubers, Instafamous or travel bloggers have a big impact on their followers, especially those who are enthusiastic to see new places and travel. By collaborating with these personalities, "Sandakan Spot On" can gain credibility and a specific audience. Publicity can be produced by working with influencers to produce interesting material, including blog entries, videos, Instagram stories, or social media takeovers that highlight the app and Sandakan's attractions. Promotion is encouraged and a sense of exclusivity is created when influencers are given special deals to share with their followers or exclusive access to new features. Building trust and authenticity with their followers is achieved by encouraging influencers to emphasise the app's capabilities and advantages while sharing their real-life experiences using it.

"Sandakan Spot On" can create a vibrant community, encourage app adoption, and eventually help local Sandakan companies and budget-conscious tourists succeed by utilising social media sharing and influencer relationships. In addition to supporting local companies and enhancing everyone's travel experience, the app has the potential to develop into an essential tool for exploring the area. The app requires a substance user engagement and brand awareness strategy in order to be widely adopted and successful. Local influencer collaborations and social sharing are two important factors that can have a big impact on this.

CONCLUSION

In conclusion, Sandakan Spot On app has the ability to change affordable travel from a daunting task to an accessible and pleasurable experience for all. The app contributes to a more inclusive and accessible travel experience for all by providing travelers with the tools and information they need to plan and book affordable trips, fostering a vibrant community of budget-conscious travelers, and implementing a sustainable commercialization strategy, all while supporting the growth of the tourism industry. Sandakan Spot On is more than just an app, it is a portal to a world of low-cost travel experiences, allowing travelers to explore the world while staying within their budget and making the most of each excursion.

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Chapter XVI

FAITH-EXPLORER THE SCAFFOLD FOR MUSLIM-FRIENDLY ADVENTURE TOURISM DESTINATIONS

Muhammad Haniff Najmi Mazli[1] Siti Salwa Md Sawari[2]

[1] Kulliyyah of Sustainable Tourism and Contemporary Language, International Islamic University Malaysia.

[2] International Institute for Halal Research and Training, International Islamic University Malaysia.

ABSTRACT

There exists a notable gap in the provision of experiences that cater to Muslim travellers' specific cultural and religious needs. The lack of inclusive guidelines tailored to Muslim travellers results in limited access to suitable adventure tourism offerings, hindering destination competitiveness and community engagement. Therefore, this research aims to explore the needs and preferences of Muslim travellers in adventure tourism, and to develop a conceptual framework for Muslim friendly adventure tourism. This research aims to develop a comprehensive conceptual framework for Muslim friendly adventure tourism, as well as to integrate halal-friendly amenities, cultural sensitivity and community engagement strategies. It is hoped that this research will become practical guidelines and best practices for adventure tour operators and destination managers to enhance the inclusivity and authenticity of adventure tourism experiences for Muslim travellers. The framework and recommendations of this research will guide industry stakeholders, policymakers and destination managers in promoting Muslim friendly adventure tourism, fostering cultural exchange and enhancing destination competitiveness in Malaysia and other countries as well.

INTRODUCTION

Adventure tourism has shown a remarkable growth and great recovery improvement after five years since the post-pandemic of COVID-19. It was presumed by United Nations World Tourism Organisations (UNWTO) that the outbreak gave an adverse impact to adventure tourism due to the upsurge of the recessions (Adventure Travel Trade Association, 2020). Nevertheless, there is a wide mark where adventure tourism, all of a sudden emerges as one of the leading trend within the tourism industry. It is stated that the average rate of occupancy for adventure travels had increased significant from 52% in the year 2021 to 65% in the following year (i.e. 2022). This shows that the recent data provided by Adventure Travel Trade Association (2023) displays a notable acceleration in revitalisation of the tourism industry specifically in adventure tourism destinations.

Simultaneously, this phenomenon does not only occur within adventure tourism. The other subfields such as Islamic Tourism, Muslim-Friendly Tourism, and Halal Tourism are also embracing the revitalisation and the recovery of the tourism industry sectors. This created opportunities to attract more Muslim travellers to Muslim countries especially the OIC member states (COMCEC, 2021) through respective NTOs. Currently, only Malaysia, Indonesia, and UAE are enthusiastically promoting Muslim-friendly destinations as a trend within every subfields of tourism industry. According to COMCEC (2021), Muslim travellers are projected to reach 178 million, accounting for 11.4% of global tourist arrivals. This demonstrates that the needs of Muslim-friendly facilities and services fluctuated among Muslim travellers. At this instant, both adventure tourism and Muslim-friendly tourism have cultivated as one of the Muslim travellers' demand within tourism industry.

PROBLEM STATEMENT

Although there are increasing pattern in adventure tourism demands among Muslim travellers, it is still inadequate and lacking of the provision of experiences that cater to their specific cultural and religious needs despite the guidelines provided to Muslim travellers. As a consequence, it has resulted in limited access to suitable adventure tourism offerings, hindering destination competitiveness and community engagement. This was supported by Al-Ansi (2020) and Sharif et al. (2021), who stated that the absence of inclusive frameworks that highlighted the guidelines to address their religious requirements were obstructed from allowing Muslim travellers to have suitable adventure tourism experiences.

Plus, adventure tourism destinations still lack of halal-certified facilities and services (Kamarudin & Mansor, 2022; Jamaludin & Sharif, 2020) gives challenges in accommodating the dietary, prayer and cultural needs of Muslim travellers. This limits Muslim travellers since the religious requirements were unable to partake in immersive adventure experiences. Also, there is a notable gap in comprehending the cultural sensitivities and religious beliefs of Muslim travellers within the adventure tourism destinations (Sadi & Sharif, 2023; Olya & Al-Ansari, 2021). Therefore, it became a missed opportunity for destination marketers and tour operators to create inclusive experiences in Muslim-friendly adventure tourism destinations.

OBJECTIVES

1. To identify the specific needs and preferences of Muslim travellers in adventure tourism activities.
2. To develop a Faith-Explorer framework in facilitating the experiences in Muslim-friendly adventure tourism experiences.

NOVELTY / UNIQUENESS

The novelty and uniqueness of this framework for Muslim-friendly adventure tourism integrates the concept of ACES 3.0 model proposed by CrescentRating. This model is an instrument to attract and cater seeking destinations for the growing of Muslim travel market (GMTI, 2022, para. 22). Another uniqueness is that when this framework integrates ACES 3.0 model, it evaluates the Muslim-friendly facilities and Muslim-friendly services within a tourism destination. This uniqueness helps to serve this expanding market and ensure that Muslim travellers would have a more hospitable experience in a particular destination.

Another novelty for Faith-Explorer is that this scaffold has not been introduced yet in Muslim-Friendly Tourism and Hospitality Assurance and Recognition. Muslim-Friendly Tourism and Hospitality Assurance and Recognition or MFAR is "a recognition awarded to tourism industry players and businesses that have fulfilled specific Muslim-Friendly Tourism and Hospitality guidelines" (para. 1). To this point, the guideline for Muslim-friendly adventure tourism destinations has not been outlined under the recognition by Islamic Tourism Centre (ITC), where only two recognitions that has been comprehend and acknowledge by the Islamic tourism industry in Malaysia which are tourist accommodation premises and travel operating businesses. Therefore, the framework for Muslim-friendly adventure tourism destinations would be a nice introductory for tourism industry specifically adventure tourism, and Muslim-friendly tourism.

HOW IT IS RELATED TO THE CONCEPT OF MAQASID SHARIAH

Faith-Explorer scaffolds Muslim-friendly adventure tourism destinations and it heavily relies on the faith-based needs highlighted by Global Muslim Travel Index (GMTI, 2024) which is Maqasid al-Shariah. The faith-based needs in Muslim-friendly tourism were categorised into three different segmentations, which are: need-to-have, good-to-have, and nice-to-have. These segmentations are based on Maqasid al-Shariah: "Need-to-Have" is derived from al-Daruriyyah (essential), "Good-to-Have" is derived from al-Hajiyyah (complementary), and "Nice-to-Have" is derived from al-Tahsiniyyah (enhancement). The framework for Muslim-friendly adventure tourism destinations will be derived from this concept.

BENEFITS TO INTENDED USERS AND SOCIETY

1. Muslim Travellers

This framework benefits Muslim travellers by raising awareness of the existence of a framework for Muslim-friendly adventure tourism. Muslim travellers will be able to recognise and analyse the extent to which this framework is able to facilitate the provision of Muslim-friendly adventure tourism experiences. It seems that this framework is able to increase their level of satisfaction with tourism-related activities. Overall, it enhance the likelihood of their revisit intentions.

2. Mufti Scholars

This framework benefits Muslim Scholars to improvise it by associating the principles of Islamic jurisprudence to be involved with the framework based on major Islamic School of Thought. It can also help the Muslim Scholars to revise and update the framework for Muslim-friendly adventure tourism if there are new trends in the tourism industry that emerges and also to ensure that it aligns with Islamic principles and practices that have been outlined in the framework.

3. Tourism Industry Policymakers

This framework benefits tourism industry policymakers by bringing various attention from tourism industry in encouraging a deeper understanding of the emerging framework for transforming adventure tourism into Muslim-friendly adventure tourism. Tourism industry policymakers can also work with Muslim scholars to improve Muslim-friendly adventure tourism with a modern approach.

CONCLUSION

To conclude, Faith-Explorer for Muslim-friendly adventure tourism destinations has the potential to develop practical guidelines and best practices for adventure tour operators, destination managers and local communities, promoting the integration of halal-friendly amenities and culturally practices. Therefore, by fostering greater community engagement and encouraging cultural exchange, this framework will eventually support sustainable tourism initiatives which offer more actionable insights that can transform adventure tourism industry. Likewise, this creates more inclusive and enriching experiences for Muslim travellers while benefiting local economies and communities at the same time.

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ABOUT THE EDITORS

SITI SALWA MD SAWARI is an Assistant Professor at the Department of Tourism, Kulliyyah of Sustainable Tourism and Contemporary Languages (KSTCL), International Islamic University Malaysia. She currently holds a joint appointment at the International Institute for Halal Research and Training (INHART) and is a member of the Muslim Young Shariah Scholars Association. She has served as an academician teaching Muslim-friendly tourism since 2018. Her current research interests include Muslim-friendly tourism, mosque tourism, spiritual tourism, tourism management, and tourist behavior. Siti Salwa is also a former Research Fellow at CrescentRating, where she contributed to advancing knowledge and best practices in the global Muslim travel market. In addition, she has made significant contributions to the academic field through the publication of book chapters and journal articles on topics such as halal food, the halal industry, and tourism. She has also presented her research findings at various international conferences.

MUHAMMAD HANIFF NAJMI BIN MAZLI is a freelance Research Assistant for both International Institute for Halal Research and Training (INHART), International Islamic University Malaysia and Kulliyyah of Sustainable Tourism and Contemporary Languages (KSTCL), International Islamic University Malaysia. He holds a Bachelor's degree in Tourism Management and is currently pursuing a Master's degree in Halal Industry Management at International Institute for Halal Research and Training (INHART). In 2024, MUHAMMAD HANIFF NAJMI participated in two international conferences as a presenter, focusing on Muslim-friendly tourism, adventure tourism, and Maqasid al-Sharia

SYNOPSIS

"INNOVATIONS IN MUSLIM-FRIENDLY TOURISM: EMERGING SOLUTIONS AND BEST PRACTICES" presents an overview of the evolving landscape of the Muslim-friendly tourism industry. This book chapter explores a diverse range of pioneering initiatives—from cutting-edge technologies to thoughtful design concepts and strategic paradigms—all aimed at meeting the changing needs and preferences of Muslim travelers. It highlights emerging solutions such as SafeZone and SoloGo, which enhance travel safety and offer personalized support. The chapter also showcases faith-integrated technologies like the Deenverse smart watch and OurPilgrimage, which seamlessly blend religious practices with modern convenience. Additionally, it features innovative brands like Special P's App, and destination-specific tools such as Vista Vibe and Sandakan Spot On. Niche solutions, including Ayacase, a hijab pin organizer, and Hopveler, an e-hailing service tailored for tourists in Malaysia, are also explored—reflecting the growing diversity and depth of Muslim-friendly travel innovations.