Muslim Friendly Digital Tourism Information:
How Indonesians Travel with Ease

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Abstract: This study uses a quantitative method to investigate how satisfied Indonesian Muslim travelers were with their experiences in Singapore, Thailand, Japan, and South Korea. Tourists from Indonesia who have traveled to these nations at least twice in the previous three years make up most of the population. The factors influencing Muslim tourists' satisfaction with the Tourism Digital Information they receive were examined using structural equation modeling (SEM) and partial least squares (PLS) data analysis. The findings reveal that respondents frequently use websites, apps, and other digital sources to research Muslim-friendly travel and believe that the Digital Tourism Information they receive is accurate and reliable. Additionally, respondents feel that the material offered in the Digital Tourism Information is explicit and detailed.

Keywords: Muslim Friendly Tourism, Digital Tourism Information, Travel.

1.   Introduction

With current technology that prioritizes media information, tourism activities shifting to digitalization, halal industry has become a competitive force in the international trade landscape, which is attracting the interest of Indonesian population. The number of Muslim tourists from Indonesia visiting Singapore, Thailand, Japan, and South Korea has increased rapidly; Singapore has become the world's Muslim market leader, and Thailand offers halal destinations for Muslims, and the Thai government has established Halal Industry Centre. Despite a small Muslim population, Japan has seen a number of Muslim tourists coming to the country because of its efforts to become more tolerant and friendly.

The potential for halal tourism in Indonesia is significant, with countries such as Asia Pacific, the Middle East, North Africa, Sub-Sahara Africa, Europe, and America being major contributors to this growth. This growth can be attributed to the increasing number of Muslim-minority countries, such as Brazil, Argentina, Australia, New Zealand, and Singapore, which have been producing halal non-Muslim industries. The Indonesian economy has also experienced a significant increase in digitalization, with information about destinations increasingly accessible to the public. This growth is attributed to the increasing number of Muslim destinations in ASEAN countries, such as Singapore, Thailand, Japan, and South Korea.

Businesses that provide travel services have realized the importance of technology and have built websites that make it easier for visitors to find information about the places they are looking for. Today, many activities can be integrated with the internet, which allows visitors to search for information about the places they are looking for. There are many advantages for potential travelers found in online tourism content. Gretzel et al. (2015) stated that users could use information technology to access information in real time, compare options, and plan trips more efficiently. In addition, this content allows visitors to better understand various destinations, attractions, accommodations, and restaurants. In the research on tourism marketing through social media, users can interact and collaborate with digital content about tourism.

There are many benefits for tourists and the tourism industry from the use of digital tourism data. First, travelers can easily and quickly access their information before, during, and after the trip. They can search for information about interesting tourist attractions, find advice and recommendations from other users, and make better travel plans. Secondly, digital tourism information also allows travelers to share their experiences through reviews, photos, or videos, which helps other travelers in their decision-making. As a third benefit, Xiang et al. (2017) stated that digital tourism information allows travelers to share their experiences.

At the same time, several issues need to be addressed to incorporate content into an internet-based tourism website. Neuhofer et al. (2014) stated that content success depends on the successful integration of technology with the overall travel experience. Also note the protection of user privacy, the control of inaccurate or confusing reviews, and data reliability. This also emphasized that continuous adjustments should be made to maintain the relevance and competitiveness of digital tourism information content.

This study addresses these issues: (1) The countries targeted by Indonesian tourists, especially those mentioned above, are still unclear about tourists satisfying about halal tourism destinations or lack of information; and (2)

Unknown factors that affect the satisfaction of Muslim Tourist. Therefore, the aim of the study is to analyse how Muslim tourists from Indonesia feel satisfied with digital tourism information when they are in Singapore, Japan, Thailand, and South Korea.

2. Methodology

This study uses a quantitative approach. This means that the data collected from this study is mostly in the forms of quantitative data, including numbers and statistics. The researchers collected a survey from Indonesian Muslim travelers who visited four Asian countries visiting Muslim-friendly spots (Singapore, Thailand, Japan, and South Korea), using an online survey and on the spot survey at Jogjakarta International Airport from 216 valid participants. The Hypotheses were tested using the Structural Equation Modelling (SEM) data analysis method with Partial Least Squares (PLS). Using the PLS-SEM methodology, theoretical models are tested, complex cause-and-effect connection models are estimated using latent and observable variables, and the model's ability to explain the target constructs of interest is assessed. This study uses judgment samplings and non-probability sampling techniques to identify the researchers' subjective evaluations. In this study, the researcher chooses units of samples based on the knowledge and experience that is believed to best represent particular features or properties important to the research's goals. The population consists of Indonesian tourists who have visited Singapore, Thailand, Japan, and South Korea. In the sample selection process, which includes determining research objectives, determining target populations, defining sample sizes, carrying out sampling, and collecting data, observed representation of samples against the target population. Study respondents are Indonesian tourists who have visited Asian countries with Muslim tourist destinations at least twice in the past three years.

3. Results and Discussion

Singapore and Thailand

With several Muslim-friendly attractions, Singapore is a prominent centre for Muslim culture. Masjid Sultan, a well-known mosque in Bugis, and Restaurant Halal, a halal restaurant in Geylang, Bugis, and Kampong Glam, are some of the most major Muslim-friendly attractions. Locals frequently travel to Arab Street, a popular area with Islamic culture and a blend of Arab and halal cuisine, to learn about and enjoy regional cuisine. Thailand has a wide variety of tourist hotspots that are welcoming to Muslims, including Bangkok, Patong Beach, Kathu, Patong, Jungceylon Shopping Mall, and Chiang Mai. Popular locations that provide halal cuisine and lodgings include Pantai Patong, Phuket's Shopping Centre and Halal Restaurant, Chiang Mai's Central Festival, and Koh Lipe Island. Thailand wants to make its Muslim population feel more included and welcome by embracing these cultural and religious traditions.

Japan

Muslims in Japan can discover various well-known worship sites, such as Tokyo Camii, in Tokyo, the primary mosque for Japan Muslims. Some cities in Japan also have halal food and authentic Japanese restaurants. Traditional Japanese eateries may be found in Asakusa, which also houses the well-known Kuil Senso-ji temple. The well-known tourist attractions in Kyoto, such as Kyoto Gogyo Ramen, Halal Ramen Tazawako, and Kyoto Halal Food, are equally well-known for their traditional cuisine and cultural offerings. The Japanese Muslims also enjoy visiting Arashiyama, Kawaramachi Street, and Osaka. The historic and culturally rich areas of Hokkaido and Okinawa provide the Muslim population with various religious and cultural venues.
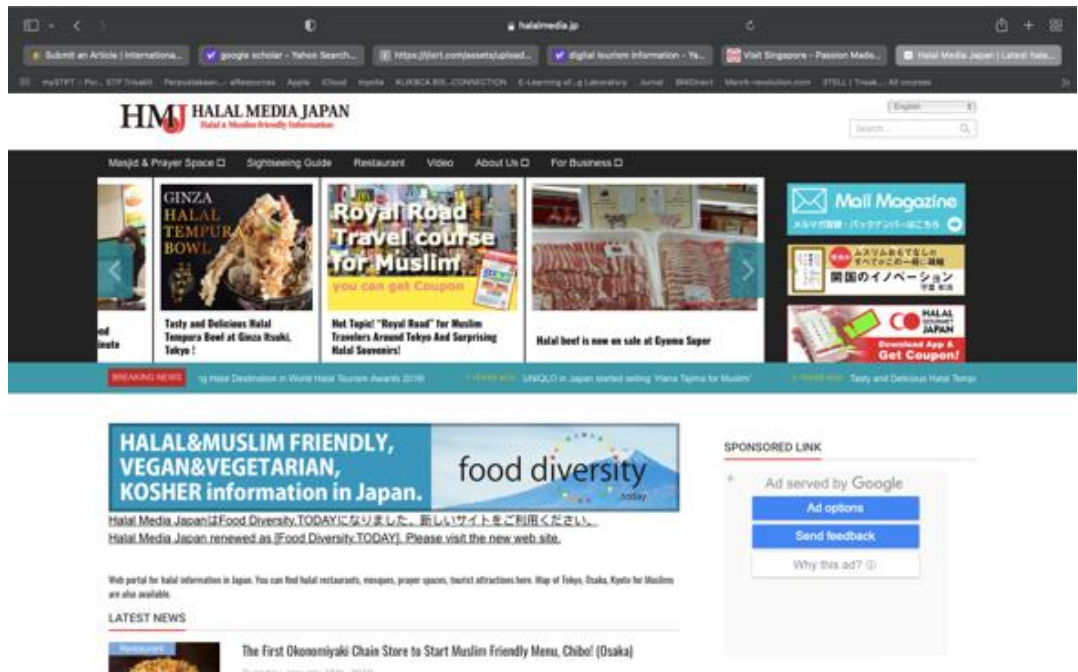
Fig. 1. Halal and muslim friendly.
Sources: Halal Media Japan (2015).

South Korea

Muslim-targeted tourism attractions in South Korea include Dongdaemun Market, Gyeongbokgung Palace, Tower Seoul, and other well-known locations. Jeju Island is a well-liked travel destination because of its places, including Jeju waterfall, Cheonjiyeon, Manjanggul Cave, Jeju Loveland, and Jeju Stone Park. The history and culture of the Jeju people are on display at the Jeju Folk Village Museum. There are many different restaurants and attractions at Dongmun Market. Nami Island, 63 kilometres from Seoul, is a well-liked tourist destination. There is a sizable dining room for guests as well as halal and vegetarian food selections. For those looking for a distinctive and delightful experience, the island's varied infrastructure and regional cuisine make it the perfect location. Musala/Praying room is also available on Nami island.
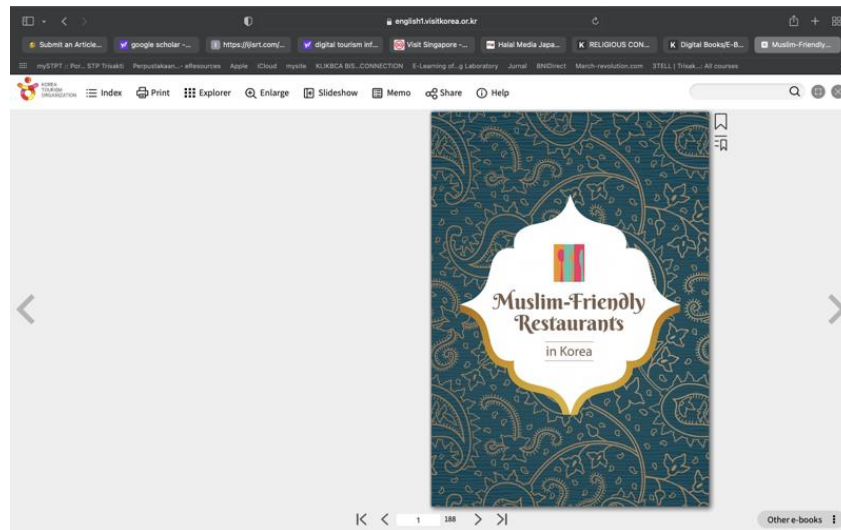

Fig. 2. E-book and link from visitkorea.or.kr.
Source www.english1.visitkorea.or.kr.

Digital Tourism Information

Findings based on the mean ratings provided for each statement related to Digital Tourism Information: (1) I can quickly find the official destination/travel agency/airline apps I need (websites) about Muslim-friendly tourism" in Singapore, Thailand, Japan, and South Korea: This statement had an overall rating of 3.7454. This suggests

that respondents have a favorable opinion of how simple it is to find the necessary digital tourist information about Muslim-friendly travel; (2) I believe the information I receive about Muslim-friendly tourism from official websites, travel agencies, and airline apps" Singapore, Thailand, Japan, and South Korea: This statement has an overall score of 3.8148. This shows that respondents typically believe the information they receive regarding Muslim-friendly travel from digital sources is accurate and trustworthy; (3) I frequently use websites and apps from official destinations, travel agencies, and airlines to research Muslim-friendly travel" Singapore, Thailand, Japan and South Korea: This statement has an overall score of 3.8380. This suggests that respondents regularly use online travel information regarding Muslim-friendly destinations when making travel plans; (4) I frequently visit websites or use Muslim-friendly travel apps in the past three years" Singapore, Thailand, Japan, and South Korea: This statement received an average score of 3.7593. This shows that over the past three years, respondents tend to browse websites or utilize Muslim-friendly travel apps frequently. (5) I always find the information about Muslim-friendly tourism that I need on the websites or apps of Muslim-friendly tourism" Singapore, Thailand, Japan, and South Korea: This statement had an overall rating of 3.7315. This suggests that the majority of respondents believe they can always obtain the details they require about Muslim-friendly travel on the websites or apps they use; (6) The information provided in the Digital Tourism Information (Websites, Official Destination/Travel Agency/Airlines Apps) about Muslim-friendly tourism is clear and detailed" Singapore, Thailand, Japan and South Korea. This statement had an overall rating of 3.6343. This shows that most respondents believe the information about Muslim-friendly travel supplied in the Digital Tourism Information is sufficient in terms of clarity and detail. (7) The information about Muslim-friendly tourism provided in the Digital Tourism Information (Websites, Official Destination/Travel Agency/Airlines Apps) meets my needs" Singapore, Thailand, Japan and South Korea. This statement had an overall rating of 3.6481. This shows that most respondents believe the information about Muslim-friendly travel offered in the Digital Tourism Information satisfies their demands.

The respondents' perceptions of the accessibility and veracity of digital tourism information about Muslim-friendly travel are generally favourable. They also routinely use and access websites and apps catering to Muslim travelers. In general, respondents say they can find the information they require and that it satisfies their needs. The information might be provided more clearly and completely.

Indonesian Muslim Tourists Satisfaction when They are in Singapore, Japan, Thailand, and South Korea

The official website of the government or tourism organization is one of the online resources used as a reference (Horng and Tsai, 2010). Religious tourism is still less in demand because people prefer beautiful, well-known countries to religious tours. To attract tourists, it is important to provide information with the convenience of digital tourism information. The study from Buhalis and O'Connor (2005) stated that Information and Communication Technologies (ICTs) have revolutionized the hospitality and tourism industries. The nations that offer digital services catering to the needs of Muslims have either maintained their favorable rankings or experienced upward shifts in position. Thailand has maintained its second-ranking position and offers diverse digital services catering to Muslim travelers' needs. These services are developed by the government tourism organization and commercial enterprises with global operations, Cuesta-Valiño et al. (2020). The study also stated that a country must necessarily have digital resources to rank highly among Muslim-friendly travel destinations and so be able to draw in the Muslim market. In the contemporary day, prospective tourists can conveniently utilize the internet to explore and discern disparities in values and products provided by diverse tourist attractions, Tso and Law (2005).

Factors That Affect Indonesian Muslim Tourist Satisfaction on Digital Tourism Information

The study by Cahaya (2023) found that content favorable to Muslim friendly in Japan frequently shares links to specific Muslim resource websites relevant to the account in the caption or bio section. Some websites might improve by giving Muslim travellers additional details about certain tourism locales and more individualized advice. Based on the study by Parahiyanti et al. (2022), it has been proven that the official website of tourism agency is critical for Muslim tourists and the urge for the availability of digital information to support Muslim majority countries in attracting increasing numbers of Muslim tourists.

4. Conclusion

Digital technologies have a big impact on how satisfied Indonesian Muslim tourists are with the information on digital tourism. According to research, Indonesian Muslim tourists use mobile apps to organize trips, reserve accommodations, and coordinate travel in Singapore, Japan, Thailand, and South Korea. They require information on halal food options, Islamic tourist attractions, and Muslim-friendly vacation spots in Japan. In South Korea, customer satisfaction is broken down into categories such as halal-friendly food and drinks, electronic or online marketing to attract visitors, trouble finding mosques or mushollas for prayer worship, a lot of alcoholic beverages

sold, and simple information access. User-friendly websites, well-designed material, and personalized counselling are all factors that influence Indonesian Muslim tourists' satisfaction with digital tourism information. Targeting a diverse audience, creating practical applications for Muslim travellers, and marketing their use among tourists are obstacles to the adoption of mobile apps for Muslim-friendly travel. Mobile apps can be a useful tool for Muslim-friendly travel despite these difficulties.

The novelty of the research is that it highlights the significant positive relationship between digital tourism information and tourist satisfaction among Indonesian Muslim tourists. This study indicates that respondents frequently use online travel information regarding Muslim-friendly destinations when making travel plans. The growing reliance on technology in the travel sector and the demand for travel suppliers to meet the unique needs and preferences of Muslim travellers are both evidenced by the usage of websites, apps, and other online tools to study Muslim-friendly vacation destinations.

The research also sheds light on the obstacles to the adoption of mobile apps for Muslim-friendly travel, such as targeting a diverse audience, creating practical applications for Muslim travellers, and marketing their use among tourists. Despite these difficulties, the study suggests that mobile apps can be useful for Muslim-friendly travel. Overall, the research provides valuable insights into the preferences and needs of Indonesian Muslim tourists and highlights the importance of providing digital tourism information that caters to their specific requirements.

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