

TOURIST MOTIVATION TOWARDS
“PONDOK PELANCONGAN” PROGRAM:
IN PERSPECTIVE OF RELIGIOUS AND SPIRITUAL TOURISM

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A thesis submitted in fulfilment of the
requirements for the award of the degree of
Master of Science (Tourism Planning)

Faculty of Built Environment
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DECEMBER 2010

ACKNOWLEDGEMENTS

First and foremost, I would like to thank God with all my gratitude for his blessing throughout this study. In completing this study, I was in contact with few people namely academicians, government officers, religious practitioners and domestic tourists. They have contributed a lot towards my understandings and thoughts.

In particular, I want to express my utmost appreciation to my supervisor, Professor Dr. Zainab Khalifah for her encouragement, guidance and critics in supervising my thesis. I am also grateful to my co-supervisors Profesor Dr. Amran Hamzah and Dr. Hairul Nizam Ismail for their sincere guidance, advices and motivation.

I am also indebted to Universiti Malaysia Kelantan (UMK) for funding my Master's degree studies. Then, I would like to extend my special thanks to my dearest fellow postgraduate colleagues for their genuine views and support throughout this study. Not to be forgotten, my beloved parents and family members for their continuous support and pray throughout the time.

ABSTRACT

Religious and spiritual tourism seems to be a growing trend in tourism industry where there are greater demands from tourists who seek for more spiritual experience when travelling to add meaning in their life. This study emphasizes on *Pondok* institution that serve as a religious education institution which has now been geared to be offering a new form of tourism product which has been termed as "*Pondok Pelancongan*" program. The program is mainly aim to cater for the Muslims tourists (*domestic tourists*) who look for religious knowledge and spiritual enhancement which relies on the Islamic touristic experience. The program will be offered in the state of Kelantan Darul Naim which has always been associated with the image of "*Serambi Mekah*" and "*Negeri Tadahan Wahyu*" which is of potential to attract tourists to engage with the program. Hence, this study attempts to identify the tourist motivation particularly for "*Pondok Pelancongan*" program. The researcher will identify the push and pull factors that are better able to lead and attract tourists towards the program. Interview sessions have been conducted with the government officers, religious practitioners and tourism association since they are well-versed with the program in an effort to get the information firsthand during the preliminary stage of the study. Apart from that, the questionnaire survey has been carried out to identify the demography of respondents, awareness and demand towards the program, and the importance of the push and pull factors towards the program. Finding shows that there is demand for "*Pondok Pelancongan*" program even though the program is not quite familiar among the respondents. To a large extent, most of the respondents are willing to participate in the program which is a favorable indicator for the program to succeed in near future.

ABSTRAK

Pelancongan keagamaan (*religious*) dan rohani (*spiritual*) merupakan trend yang semakin berkembang dalam industri pelancongan di mana terdapatnya permintaan yang menggalakkan daripada para pelancong yang cenderung untuk mendapatkan input kerohanian semasa bercuti untuk menambah makna dalam hidup mereka. Kajian ini menekankan kepada institusi *Pondok* yang berperanan sebagai institusi pendidikan agama yang mana ianya diusahakan untuk menawarkan suatu bentuk produk pelancongan baru yang telah diistilahkan sebagai program "*Pondok Pelancongan*". Program tersebut mensasarkan pelancong Muslim (*pelancong domestik*) yang mencari ilmu keagamaan dan peningkatan rohani yang berkisarkan kepada pengalaman pelancongan yang bercirikan Islam. Ianya akan ditawarkan di negeri Kelantan Darul Naim yang sering dikaitkan dengan imej "*Serambi Mekah*" dan "*Negeri Tadahan Wahyu*" yang berpotensi untuk menarik para pelancong agar menyertai program tersebut. Justeru, kajian ini cuba mengenal pasti motivasi pelancong terutamanya terhadap program "*Pondok Pelancongan*". Pengkaji akan mengenal pasti faktor penolak dan faktor penarik yang mempengaruhi pelancong terhadap program ini. Sesi temubual telah dijalankan yang mana melibatkan pegawai kerajaan, ahli-ahli agama dan pertubuhan pelancongan memandangkan golongan ini lebih arif mengenai program "*Pondok Pelancongan*" dalam usaha untuk mendapatkan maklumat di peringkat awal kajian. Selain itu, soal selidik telah dijalankan untuk mengenal pasti demografi responden, kesedaran dan permintaan terhadap program tersebut dan kepentingan faktor penolak dan faktor penarik terhadap program tersebut. Dapatan kajian menunjukkan terdapatnya permintaan terhadap program "*Pondok Pelancongan*" ini walaupun ianya masih baru. Selain itu, kebanyakan responden berminat dan sanggup untuk menyertai program "*Pondok Pelancongan*" sekaligus menunjukkan reaksi yang positif bagi program ini untuk berjaya di masa akan datang.