

## Factor Influencing the Decision Making of Muslim Tourist on Selecting Hotel in Bangkok

ปัจจัยที่มีอิทธิพลกับการตัดสินใจเลือกโรงแรมในเขตกรุงเทพมหานคร  
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### Abstract

Over the past decades, there has been an increasing number of Muslim tourists as well as increasing of the products and services to accommodate Muslim tourists to be more convenient during their stay in a destination country. Hence, Halal Tourism has created increasing awareness among the Muslim tourists since 2010. The purposes provided component and factor for Muslim tourists in accordance with the religious routines. The research method of collecting the data was a questionnaire and in-depth interview from 410 of foreign Muslim tourists and interviewed 17 hoteliers. Data was collected by using Exploratory Factor Analysis method (EFA) with Loading Factor and Eigen value  $\geq 0.5$ . The research findings demonstrated that KMO equals to 0.957, Bartlette's test of Sphericity equals to 27,720 (P Value = 0.000) and degree of freedom (df) = 990. The research team concluded that the actors related to Muslim tourists travelling in Thailand had deducted from 7 factors to 5

factors which were 1) hospitality and facilities had factor loading between 0.681–0.852, variance equals to 57.881, 2) Physical evidence and Other Services had factor loading between 0.632–0.748, variance equals to 4.730, 3) Responsibility to Religious and Society had factor loading between 0.586–0.743, variance equals to 6.204, 4) Staff Service skills and Responsibility had factor loading between 0.536–0.678, variance equals to 3.164, and 5) Service Safety and Security had factor loading between 0.515–0.637, variance equals to 2.825. The researchers concluded the importance for the hotel business are to have knowledge and preparation of obtaining the Halal certificate and implementing the Islamic hotel service practice which will enable them to face with opportunities and the challenges to develop the services for foreign Muslim tourists in Thailand in AEC Era.

**Keywords** Muslim Tourists, Service for Muslim

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## บทคัดย่อ

งานวิจัยเรื่อง "ปัจจัยที่มีอิทธิพลกับการตัดสินใจเลือกโรงแรมในเขตกรุงเทพมหานครของนักท่องเที่ยวมุสลิม" จัดทำขึ้นโดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีอิทธิพลกับการเลือกใช้บริการโรงแรมในเขตกรุงเทพมหานครของนักท่องเที่ยวมุสลิม โดยใช้แบบสอบถามจำนวน 410 ชุด และการสัมภาษณ์จากผู้ประกอบการ / ทำงานในธุรกิจโรงแรม จำนวน 17 คน จากนั้นจึงนำแบบสอบถามมาวิเคราะห์ข้อมูลโดยใช้ การสกัดองค์ประกอบเชิงสำรวจ (Exploratory Factor Analysis : EFA) โดยการกำหนดค่าหนัก (Loading Factor) และค่าเจาะจง (Eigen value) ที่  $\geq 0.5$  ซึ่งผลการศึกษาพบว่า ค่าการตรวจสอบความเหมาะสมของกลุ่มตัวอย่าง (Kaiser-Meyer-Olkin : KMO) เท่ากับ 0.957 และค่า Bartlette's test of Sphericity เท่ากับ 27,720 (P Value = 0.000) และค่าองค์ความเสรี (degree of freedom : df) เท่ากับ 990 และจากการวิเคราะห์ปัจจัยรายด้านพบว่า ปัจจัยที่มีอิทธิพลต่อการเลือกใช้โรงแรมในเขตกรุงเทพมหานครของนักท่องเที่ยวมุสลิม มากที่สุด ได้ลดลงจาก 7 ด้านเหลือเพียง 5 ด้าน ซึ่งแต่ละด้านมีค่าอิเกนเรห์ว่าง 1.271 - 26.046 และสามารถอธิบายความแปรปรวนได้ รวมกันร้อยละ 57.881 ซึ่งสามารถจัดแบ่งกลุ่มปัจจัยได้ ดังนี้ ด้านที่มีค่าหนักมากที่สุด คือด้านการอำนวยความสะดวก ความสะดวก มีค่าหนักองค์ประกอบตั้งแต่ 0.712-0.852 รองลงมาคือ ด้านความรับผิดชอบต่อสังคมและศาสนา

มีค่าหนักองค์ประกอบตั้งแต่ 0.729-0.586 ด้านที่ 3 ได้แก่ ด้านสุขลักษณะ-สุขอนามัย มีค่าหนักองค์ประกอบตั้งแต่ 0.748-0.632 ด้านที่ 4 ด้านประสิทธิภาพในการให้บริการของพนักงาน มีค่าหนักองค์ประกอบตั้งแต่ 0.678-0.536 และด้านที่ 5 ด้านการรักษาความปลอดภัย มีค่าหนักองค์ประกอบตั้งแต่ 0.637-0.515 นอกจากนั้น ผู้วิจัยยังได้เสนอแนะให้ผู้ประกอบการธุรกิจที่พัก ให้ความสำคัญในการพัฒนารูปแบบการให้บริการที่เน้นกลุ่มนักท่องเที่ยวชาวมุสลิมเพิ่มขึ้น เนื่องจากการเป็นตลาดใหญ่และมีการขยายตัวอย่างต่อเนื่อง รวมไปถึงศึกษาหลักศาสนาบัญญัติของศาสนาอิสลามเบื้องต้น เพื่อนำไปสู่การพัฒนาธุรกิจที่พักให้ถูกต้องตามศาสนาบัญญัติ หรือ Shariah-Compliant Hotel รวมทั้งการขอรับใบอนุญาตมาตรฐานการให้บริการแบบฮาลาล หรือ Halal Certificate เพื่อเป็นการสร้างความมั่นใจให้กับนักท่องเที่ยวมุสลิมว่าจะได้รับการดูแล เอาใจใส่ได้อย่างถูกต้องตามหลักศาสนาบัญญัติ สร้างความประทับใจให้กับนักท่องเที่ยวมุสลิม และสร้างโอกาสและการได้เปรียบทางธุรกิจ ในประเทศไทยเพื่อการเป็นผู้นำด้านการบริการท่องเที่ยวและโรงแรมในกลุ่มประเทศสมาชิกเศรษฐกิจอาเซียน คำสำคัญ นักท่องเที่ยวมุสลิม, การบริการสำหรับนักท่องเที่ยวมุสลิม

## Statement of the Research Problem

Hotel and Tourism Industry is one of the largest industries and generates a tremendous income to the country, at the end of 2557 B.E. (2014) Thailand generated up to 1,172,798.17 million Baht (Tourism Authority of Thailand, 2557) which was a top rank comparing to the other ASEAN member countries as well as the 7th rank of the world (UNWTO, 2014). In the beginning of 2558 B.E. from January to May, there were 12,448,641 tourists arrival which increased 24.72% comparing with the same period of last year

and earned 592,923.37 million Baht (International Economics Information Center, 2558 B.E.). The previous numbers were an affected from the stability of domestic political and the expansion of the Chinese, European and Muslim tourists. However, the main reason that still retaining the number of tourist is mostly concern to ways of Thai living, cultures, and traditional (UNWTO). In a next 10 years, the number of tourists travelling to Asia will increase up to 27% comparing to this year which is 20% and become advantages to the service sectors in this region. It is able to start or expand their

business to be more variety such as increase the tour package to travel throughout the ASEAN countries to promote and support the tourism in the targeted country.

Pew Research Center, Non-Government Organization reported the Mapping of the Global Muslim Population since 2553 B.E.(2010) found that currently, there are 1.57 billion of Muslim population all around the world or 23% out of 6.8 billion of world population. Most of Muslim live in Asia-Pacific regions, almost 972.5 million or 61.90% of all Muslim (PEW Research Center, 2009).

Further, the Crescentrating; the Halal Tourism specialist in Singapore and DinarStandard; the U.S.A. company monitoring the Muslim live found that the Muslim tourist market is going to increase since 2011 and the market price value raised up to 126,100 million US dollars while the growth rate ability will be inflated up to the 4.8% annually until 2020 while the number of Muslim population is also increasing from 1,600 million to 2,200 million in 2032 or 26.40% of world's

population (Chirawadee Rattanaphitoonchai, 2013).

Thailand is one of the most famous destination for the Muslim tourists. In 2014, Thailand reached 24.78 million tourists which are higher than last year up to 305,686 and going to increase every year predictably up to 29.51 million in 2015 as well as able to generate the revenue up to 1,437,878 million Baht.

Therefore, Muslim tourist is an opportunity for many firms in Thailand to emerging a several kind of business which is not only Halal food as before but service firms can also support the Muslim tourist in another business such as textile, medicines, cosmetics, herbs and surely the hotel and restaurant provide for Muslim tourist which can be one of the new trend business and able to earn income enormously.

#### **Objectives of the research**

1. To study service factors related to the foreign Muslim tourist
2. To study Muslim tourist behaviors

#### **Conceptual Framework of the Research**



**Conceptual Framework of Factor Analysis adapted from Thurlow M.L. and Team (2007)**

Source : <http://www.cehd.umn.edu/NCEO/onlinepubs/Technical26.htm>

According to the above statement, the research and team have a highly interested in study Muslim tourist in terms of the needs, demands and behavior stay in hotel. The team research has collected the data from many sources according to the Muslim tourist such as the research paper written by Anon Kra-Ormkeaw (2012), Somyot Wang-Abdul Lor (2012), Mohd Rizal Razalli (2013), Nor Zafir Md Salleh (2013) and found that Thailand has an abundantly opportunity in term of Muslim tourism development. The research team found that the needs, demands and behavior of Muslim tourists during traveling are according to the Pillars of Islam and the Article of Iman. This is because a Muslim has to act according to and believe in the Pillars of Islam and the Article of Iman; otherwise, it is considered as a sin. As Islam is a way of life, a Muslim is required to perform the religious duties everywhere. For instance, a Muslim traveler needs to perform his or her religious routine such as prayer (Salaah) five times a day and consume Halal food while traveling. This calls for concern among hoteliers to provide such facilities that enable Muslim travelers to perform their regular religious duties. For example, the hotel can put up sign on the direction of Mecca in the hotel room, offer prayer mat upon check-in, and provide Halal food and information on prayer time. In the view of some experts, the analysis of religious needs is vital in providing hotel services and designing a marketing strategy. Thus, it is worthwhile for hotel managers to understand how Muslim tourists should perform their religious routines to satisfy their needs while traveling. This understanding will enhance the design of

new hotel service to the targeted guests. The researcher and team also discovered the opportunity to stimulate the Muslim tourist comes to travel in Thailand by changing and adapting the attitudes of service and the service strategies to be more focus on the Muslim group especially the religious practice. Hence, in this research, The researcher and team focus to study in the areas as follow: 1) physical evidence 2) food and drink 3) equipments 4) staff 5) security 6) hospitality 7) responsibility to society and religion practice and also focus on studying and finding the proper service standard for the Muslim tourist to maximize the tourist satisfaction level. The researcher and team believes that the result of this research will bring a better utilized for hotel businesses to ready to welcome the Muslim tourist as well as to create the good reputation and sustainable of Thailand tourism in the nearly future.

#### **Population, Sampling Technique and Research tools**

In this preliminary research study focused on Muslim tourists who are travelling in Thailand, as the statistic recorded the number of Muslim tourist was 1,437,878 represent to the number of the research population. The method usage to discover the sample group was Taro Yamane formula by specified 0.05 level of error, the result of the sample group was 399.88 samples or 410 samples. The areas of data collection were the famous tourist attractive around Bangkok as well as the in the hotel such as Emerald Buddha Temple and The Royal Grand Palace, Arun Temple, Chetupol Temple, Vimanmek Mansion by using the accidental sampling

method. Further, in this research also made an interviewed with 17 hoteliers who work in the 3-4 stars for 8 hotels in Bangkok.

The research tools used the satisfactory questionnaire with 5 scales of Likert, the content of Cronbach Alpha Coefficiency was 0.992 and Content Validity (Item-objective Congruence Index : IOC) was 0.57. Also used the Semi-Structure questionnaire was used to interview 17 hoteliers.

The statistical analysis were both of

descriptive statistics for the general information of the sample group of population and the second part was explained by the analyzed of exploratory factor analysis (EFA).

### Research Result and Discussion

The research result will be presented in two ways both of descriptive statistic according to arithmetic mean (and SD.) for the general information and the descriptive statistic in accordance with Factor analysis (Exploratory Factor Analysis - EFA) as follow:

**Table 1 presents General Information of the respondent**

Items	n = 410	Percentage (%)
<b>Sex</b>		
Male	278	67.80%
Female	132	32.20%
<b>Age</b>		
20-30 Yrs	23	5.60%
31-40 Yrs	144	35.10%
41-50 Yrs	154	37.60%
More than 50 Yrs	89	21.70%
<b>Education</b>		
Lower than Bachelor's degree	1	0.20%
Bachelor's degree	251	61.30%
Master's degree	135	32.90%
Higher than Master's degree	23	5.60%
<b>Marital Status</b>		
Single	88	21.50%
Married	313	76.30%
Divorced	5	1.20%
Separated	4	1.00%
<b>Occupation</b>		
Government Officer	23	5.60%
Company Officer	182	44.44%
Housewife	46	11.20%
Business owner	107	26.10%
Student	52	12.70%
<b>Living continent</b>		
Asia	377	92.00%
Africa	14	3.40%
Europe	19	4.60%

From the Table 1, the result found that 278 of respondents are male (67.80%) and 132 are female (32.20%) and most of them are between 41-50 years and 31-40 years old (37.60% and 35.10% respectively). More than 50% of all respondents graduated in Bachelor's degree (61.30%) and single (76.30%). The result of

occupation found that most of them are company officer, business owner, and housewife by 44.44%, 26.10% and 11.20% respectively. The last question of the first part reveals that most of the respondents are from Asia up to 92% and follow by Europe and Africa continent with 4.60% and 3.40% respectively.

**Table 2 presents The Muslim Tourist Behavior**

Items	n = 410	%
Experienced Thailand		
No	214	52.20%
Yes	196	47.80%
Length of stay in Thailand		
1 day	3	0.70%
2 days	32	7.80%
3 days	20	4.90%
4 days	106	25.90%
5 days	152	37.10%
More than 5 days	97	23.70%
Purpose of Travel		
Recreation Purpose	382	93.20%
Meeting and Conference Purpose	22	5.40%
Medical and Treatment	6	1.50%
Accompany		
1 person	20	4.90%
2 persons	25	6.10%
3 persons	45	11.00%
4 persons	79	19.30%
More than 4 persons	241	58.80%
How do you know Thailand?		
TV	1	0.20%
Newspaper	13	3.20%
Magazine	98	23.90%
Social medias	246	60.00%
Friends	52	12.70%
Reasons to travel Thailand		
Expenditure	67	16.30%
Attractions	164	40.00%
Hospitality	179	43.70%
Attraction Preferences		
Nature	324	79.00%
Culture	59	14.40%
Entertainment	26	6.30%
Others	1	0.20%
Purpose of interest		
Thai cultures	294	71.70%
Thai foods	86	21.00%
Thai desserts	25	6.10%
Others	5	1.20%
Overall impression of travel		
Extremely satisfied	342	83.40%
Satisfied	48	11.70%
Moderate satisfied	16	3.90%
Not satisfied	4	1.00%
Service facilities provided in the hotel related to Muslim		
No	72	17.60%
Yes	338	82.40%

From the above result related to the Muslim tourist behavior during they stay in Thailand, the result found that many of respondents never visited Thailand up to 214 respondents or 52.20% and most of them would like to stay in Thailand for 5 days (37.10%) and 4 days (25.90%) with 382 respondents travelling in Thailand for the leisure purpose or 93.20%.

The accompany of the respondents found that most of respondents travelling in Thailand with 4 people (58.80%) also they get to know about Thailand from the various channels of the social medias such as tourism websites and Facebook, travel magazines, and friends or 60.00%, 23.90% and 40.00% respectively. Examining the destination reveals that most of the tourists travel to the natural sites up to 79.00% and follow by cultural sit and

entertainment which are 14.40% and 6.30%. Further, the research result proved that most of the respondents are extremely satisfied up to 83.40%, and there is only 1% is not satisfied. Lastly, when examined about the service and facilities supported the religious practiced in the hotel of the respondent stay found that many hotel don't have any facilities or service to support the Muslim tourist up to 82.40% and all of the Muslim tourist.

**Table 3 presents Kaiser-Meyer-Olkin (KMO) and Bartlett's Test**

Items	Ratio
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.957
Bartlett's Test of Sphericity	Approx. Chi-Square 27,720
Sphericity	df 990
	Sig. .000

The above table presents the result of the KMO and Bartlett's Test, we found that the KMO is .957 represents that the all of factors are acceptable and able to use in this research. The Bartlett's Test is correlated significantly (Chi-Square = 27,720, df = 990 and P-Value < .001) also represents to the relevant and appropriate of the factors.

After the tests of KMO and Bartlett's Test, there are 45 variables were applied in the research with the Eigen Value > 1.00, Factor Loading > 0.50, Factor Extraction at the Maximum Likelihood and Varimax with Kaiser Normalization, the result found that there were 5 factors accepted.

**Table 4 presents Initial Eigenvalues, Variance, and Cumulative percentage**

Factors	Eigenvalues	Variance	Cumulative %
1. Service Safety and Security	1.271	2.825	74.804
2. Staff Service skill and Responsibility	1.424	3.164	71.979
3. Physical Evidence and Other Services	2.129	4.730	68.815
4. Responsibility to Religious and Society	2.792	6.204	64.085
5. Hospitality and Facilities	26.046	57.881	57.881

From table 4 shows the Initial Eigenvalues, Variance and Cumulative percentage of the relationships between the factors related to the Muslim tourist behavior

and the hotel service by using the Orthogonal Varimax rotation, the result found 5 acceptable factors in descending order of Eigenvalues (1.271 to 26.046) and Variance (2.825 to 57.881).

and follow by Responsibility to the Social and Religious routine practiced, Physical Evidence and Service, Staff Service Responsibility, and Professional skills Development and Security factors respectively.

**Table 5 presents Service Component 1 : Factor related to Hospitality and Facility\***

Component	Factor Loading
1. First aids kit provided	0.742
2. Qiblat Symbol provided	0.841
3. Domestic and Distance calls	0.813
4. Internet	0.823
5. English TV channels provided	0.817
6. Muslim TV channels provided	0.842
7. Muslim Newspaper and Magazines provided	0.808
8. English translated Al-Quran Bible provided	0.852
9. Arab translated Al-Quran provided	0.721

\*Eigenvalues 26.046, Variance 57.881

The above table shows the factor loading of hospitality and facility which are 9 components and the factor loading are between 0.681 – 0.852. English translated Al-Quran Bible has the maximum factor loading (0.852) because not many hotel provides the Al-Quran Bible for the Muslim tourist and also the Muslim TV channel is another component that Muslim tourist would like to have during they stay in the hotel with the

factor loading of 0.842, Qiblat Symbol (0.841), Internet (0.823), English TV channel (0.817), Domestic and distance calls (0.813), Muslim magazine and newspaper (0.808), first aid kit (0.742) and Arab translated Al-Quran has the minimum factor loading at 0.721. The first factor is related to the service and facility provided for the Muslim tourist, hence, this factor is appropriately changed to hospitality and facility.

**Table 6 presents Service Component 2 : Factor related to the Religious and Society \***

Component	Factor Loading
1. 24 hours prayer room	0.729
2. Prayer time alert service	0.686
3. Prayer room available for staff	0.724
4. Prayer room available for the villagers	0.699
5. Effective Waste and Water Management	0.672
6. Understand and Respect to all religious	0.586
7. Never supported a Prostitute and/or Illegal products and activities	0.605

\*Eigenvalues 2.792, Variance 6.204

The table 6 shows the Responsibility to the social and religious practiced factor loading, the result found that the 24-hours prayer room available for the Muslim guest has the highest factor loading (0.729), follow by prayer room available for staff (0.724) and prayer room available for villagers (0.699). There is additional

information of the second and the third components that the Muslim tourist also would like to pray altogether with the hotel staff and the villagers who are Muslim too. As the result, the factor is changed to responsibility to the religious and society because the respondents focused more to the religious routine practice.

**Table 7 presents Service Component 3 : Factor related to Physical Evidence and Other Services\***

Component	Factor Loading
1. Smoking Zone separately	0.632
2. Convenience Public toilets	0.671
3. Appropriated in-room air flow	0.704
4. Qiblat Symbol	0.732
5. Cleanliness of Prayer room	0.712
6. Cleaning area before Praying	0.748
7. Halal food symbol in the restaurant	0.693

\*Eigenvalues 2.129, Variance 4.730

Table 7 presents the physical evidence and other services factor loading, the result of study found that the Cleaning area before praying available has the most factor loading (0.748) because it is a compulsory for all Muslim to clean their body before praying but some of the hotel is not provide for them. Qiblat symbol available in the hotel is the second

highly factor loading (0.732), follow by cleanliness of the praying room (0.712), and the smoking zone area has least factor loading at 0.632. Most of the components are mostly explained to the physical evidence and some explanation of other services, the factor is able to use physical evidence and other services.

**Table 8 presents Service Component 4 : Factor related to Staff Service skill and Responsibility\***

Component	Factor Loading
1. Hotel Staff understands how to choose the correct equipment for Muslim	0.653
2. Chef chooses raw foods by the instructions of Islamic prescriptions	0.678
3. Staff knows the forbidden food contamination of Halal food	0.663
4. No other food contamination during the transportation	0.536
5. Hotel staff is good appearance	0.564
6. Hotel staff is well-trained and friendly	0.547
7. Hotel staff is fluently Thai and well-trained to communicate English	0.584
8. Hotel staff is well-trained in a basic service for Muslim guest	0.648

\*Eigenvalues 1.424, Variance 3.164

From the table 8, it presents staff service responsibility factor loading, the most factor loading concerned to chef who knows how to cook the Halal food in accordance with the Islamic prescriptions (0.678). This is very importance for the Muslim tourist that they have to ensure themselves that the food they are going to eat is an authentic Halal food and

cooks in the Islamic way of cooking. Then they expect that the chef choose understand about the way to cook the Islam or Halal food. The second high of factor loading is staff should know the forbidden food and not mix the Halal food with other food which Muslim tourist cannot eat (0.663). Next is follow by hotel staff should understand how to select the proper

equipment for Muslim tourist (0.653). The least of factor loading is food contamination during the transportation or food logistic (0.536). Most of the components referred to the staff skill, this factor is able to used staff skill and responsibility.

**Table 9 presents Service Component 5 : Factor related to Service Safety and Security\***

Component	Factor Loading
1. Installed the standard of wiring system and regularly check up by specialist	0.637
2. Fire Exit is available conveniently and safety with good ventilation	0.515
3. 24-hours CCTV	0.617

\*Eigenvalues 1.271, Variance 2.825

From the above table presents a safety and security factor loading, the result found the factor loading only 3 component with the most factor loading is hotel should have installed the standard of wiring system and regularly check up by specialist (0.637), follow by 24-hours CCTV (0.617) and fire exit available (0.515). These three components are the most concern from the Muslim tourist to ensure that they will be safe during they stay in the hotel. This factor is used service safety and security.

#### **Conclusion and Recommendation**

This research is collected the data from 410 respondents who were travelling in Thailand at the most famous attraction in Bangkok by asking with the research questionnaire. The information analyzed by using Factor analysis (Exploratory Factor Analysis - EFA) method, SD. to find out the KMO and Bartlett's Test. The result found that the KMO = .957, Approx. Chi-Square = 27,720, df. = 990 and Sig. = .000 or P < .001, Eigenvalues > 1.00 and Factor loading > 0.5.

From the beginning of the study, there are 7 factors related to the relationship between the tourist behavior and the hotel service standard in Thailand which are

1) physical evidence 2) food and drink 3) equipments 4) staff 5) security 6) hospitality 7) responsibility to society and religion practice. However, at the end of the research found that there are 5 major of factors related to Muslim tourist behavior, needs, demands and hotel service standard in Thailand which are

1) Hospitality and Facilities including English translated Al-Quran (0.852), Muslim channels (0.842), Domestic and distance calls (0.841), English TV channels (0.817), Internet (0.813), Newspaper and magazines (0.808), First aids kit provided (0.742) and Arab translated Al-Quran (0.721) .

2) Responsibility to Religious and Society including 24-hours prayer room available for the Muslim guest(0.729), prayer room available for staff (0.724) and prayer room available for villagers (0.699), Prayer time alert service (0.686), Waste and water management (0.672), No support illegal things (0.605), and respect to all religious (0.586).

3) Physical Evidence and Other Services including the cleaning area before praying time (0.748), Qiblat symbol (0.732), cleanliness of praying room (0.712),

appropriate room with air flow (0.704), halal food symbol (0.693), convenience public toilet (0.671), and smoking zone (0.632).

4) Staff Service skill and Responsibility including chef chooses raws food to cook by using the instruction of Islamic prescriptions (0.678), staff knows the forbidden food from Muslim tourist (0.663), staff knows how to select the equipment for Muslim tourist (0.653), staff has well-trained to service the Muslim guest (0.648), staff communicate Thai fluently and appropriate English communication (0.584), staff has good appearance (0.564), staff has well-trained and friendly (0.547), and never contaminated food during the transportation (0.536).

5) Service Safety and Security including installed the standard of wiring system and regularly check up by specialist (0.637), 24-hours CCTV (0.617) and fire exit available (0.515).

Further from the research conducted, there several issues were highlighted by the respondent such as the regulations to obtain

Halal certificate, and to be Shariah-Compliant Hotel (SCH) standard as available in Malaysia or other Muslim countries. It is a big opportunity to implement the Islamic hotel concept or SCH because the tremendous growing number of the Muslim tourist from all around the world with an expected grow fast for this market. However, this opportunity will come with the big challenges for hotel business owner in Thailand to have their at least accept in the differences way of living and religious practice among the various kind of tourist which is not only Muslim. The future studies should be carried out about the concept as you can clearly see from the discussion as well as make a better understand about the Shariah-Compliant Hotel in order to have more competitive advantages for the hotel business owner in Thailand and to be able to attract these tourist, enabling them to increase the hotel profits. As the researcher mentioned earlier, the Muslim tourists are lucrative market and they spend more than other tourist.

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