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Islamic Tourism in Langkawi Island: Enhancing Sustainability of Islamic Value

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Abstract: Industry of tourism in Langkawi is not only a contributor to the economic growth, but also the maintenance of cultural heritage. Reciprocal interaction between tourists and community have a strong role in helping to develop tourism activities. Thus, the preservation of Islamic values accordingly be among the aspects to be considered. This study aims to identify and introduce the new concept of Islamic tourism in Langkawi Island. This study used the inductive and analytical methods by reading the materials. Qualitative research such as analysis of documents were used to highlight the features of all concepts of tourism in Malaysia. The study found that the concept of Islamic tourism is considered as a new concept in the industry of tourism especially in the Langkawi Island. It certainly have positive or negative impact to enhance the sustainability of the Islamic tourism industry on the Langkawi Island by promoting Islamic awareness among tourists.

Keywords: Islamic Tourism, Langkawi Island, enhancement, sustainability, Islamic value

1. INTRODUCTION

World Tourism Organization (WTO) define tourism as the activities of visiting, travelling or business to any other places which located more than 83 kilometers or 50 miles from one's own residences and staying for less than a year with intention of leisure (Er Ah Choy 2013). Definition given by Hunziker and Krapf stated that tourism is a the sum of phenomena and relationships arising from the travelling and staying of non-residents, in so far as they are not connected with any earning activity and do not lead to permanent residence" (Mazlin Mokhtar *et al.* 2015).

Tourism is also an activity encouraged by the Creator. Legal business is dependent on the purpose of the exercise. The trip was to be compulsory or voluntary if the goal is in line with the legislation. Islam strongly encourages Muslims to commit an act that raise the level of faith and tourism is the one of the

effort that can increase a person's level of understanding and awareness (Abd. Wahab et al 2008). Tourism consists of short term movement of people to destinations outside their usual environment and their activities (Ying & Shang 2016). Tourism also involves activities that take place at the destination and the facilities created to cater to their needs. Based on this definition, it is understood that tourism is not merely consist of the entry of foreign tourists only, but also local tourists who spent the night in a tourist spot (Jamaluddin 2009).

The areas with natural uniqueness explored and developed for tourism purposes, either by evolution or intentionally developed by certain agencies. According to Butler, the development of a tourist destination is through a process of evolution, except for planned destination. Tourism develops in three stages, which is the discovery, local response and initiative, the last is institutionalization (Butler 2008). Malaysia is a country located in the equatorial region and the climate is appropriate (Azizan Marzuki 2010) with a variety of indoor and outdoor activities. The surface of the earth of this country consists of highlands and hills, beaches and islands and a large number of interesting places to discover which placed them among the top destinations for tourism (Jamaluddin 2009). The four seasons such as winter, summer and others does not occur in Malaysia. Thus, it give the positive impact for the tourism industry because tourism activities can be carried out throughout the year, especially during the holiday season for local tourists and summer for those who come from overseas.

The industry of tourism in this country has been explored since the 1970s and it began with the establishment of the Tourism Development Corporation of Malaysia on 10th of August 1972, as a statutory body who was responsible for the advancement of the country's tourism and recreation sector and enhance its contribution to the economy of this country (Er Ah Choy 2013 ; Jamaluddin 2009). On the 20th of May 1987, a new ministry was established by the government, known as Ministry of Culture, Arts and Tourism, which is an achievement secured by the Malaysia Tourism Promotion Board. Tourism industry in Malaysia has become one of the vital service sector that earns revenue in developing country's economy. (Md Shafiin et al 2013) and introduce Malaysia at world level. This industry grow further and reached a high level of success as the result of the government efforts to make sure Malaysia grows as a developing country in Asia. The tourism industry is a major economic activity that contributes to the nation's income (Mazlin Mokhtar et al 2015) and is expected to increase over the time. This increased proves that Malaysia has become the main destination for tourists either from outside or within the country.

The tourism sector is also expected to continue the growth with the increasing number of tourists from 25 million in 2012 to 36 million in 2020 (Chamhuri Siwar et al 2013). The rapid economic development enables the tourism sector to be among the most important sectors in this country. The improvements of tourism industry also helps to improve the economy for manufacturing, services, agriculture, and other sectors (Chamhuri Siwar et al 2013). This is in line with the objectives of developing countries to develop every sector that helps generate the nation's revenue.

In addition to achieving the goal of a developing country, Malaysia as a Muslim country is in the lead in tourism sector and are able to dominate the international tourism market. According to Jabil, 2015, Islamic countries covers 30% of the world population by the year 2025. In 2008, for example, Malaysia has recorded almost 22 million tourists or 16% of the total number of tourists among the Muslim countries. In addition, the revenue of US \$ 15 billion earned is 15% of the total revenue from the tourism sector in the OIC countries, (Jabil et al 2015).

Besides, Malaysia who is also a member of the Organization of the Islamic Countries (OIC) succeed brilliantly when the nation placed second after Turkey either in terms of tourist arrivals as well as revenue generated from tourism. Of the 38 Muslim countries seriously involved in the development of the tourism sector, only 10 countries managed to really have an impact and a significant contribution at the global level, namely Turkey, Malaysia, Egypt, Morocco, Indonesia, Saudi Arabia, Lebanon, Tunisia, Syria and United Arab Emirates (UAE) (Jabil et al 2015).

This clear improvement proves that Malaysia has the potential to dominate the world tourism sector based on its unique land's surfaces, a strategic equatorial climate (Md Shafiq et al 2013) for tourism activities and systematic tourism facilities provided by the government and travel agencies involved. In addition, the tourism sector in Malaysia is not solely based on commercial tourism but also Islamic tourism activities that was recently introduced but now increasingly recognized.

The concept of Islamic tourism that runs in Malaysia is also not only focused on a single purpose such as to perform the ritual and not focused on a particular season. The concept of Islamic tourism in Malaysia varied either by visiting the various religious places or carrying out activities that remind people to God. Due to the tourism concept of Islam itself still failed to find its own appropriate definition (Jabil et al 2015) the application of the concept of Islamic tourism is wide and can be processed into any form of appreciation and the impact of Islam.

2. RESEARCH BACKGROUND

Langkawi consists of 99 small islands and rocks situated in the northern part of Malaysia in Kedah (Mohd Samsudin & Muhammad Sulong 2013). Pulau Langkawi which is located in the north of Peninsular Malaysia at a latitude of 6° to 6° 30'U 10'U and longitude 99° to 100° T 35'T has undergo changes especially in terms of development and the tourism industry. Langkawi has become a 'Duty free Island' in 1987 and continues to thrive since the declaration until it flourish into a tourist town in 2001 (Dara Aisyah et al 2013).

Langkawi is also known by several nicknames like 'Fantasy Island', 'Pulau Seri Negeri', 'Island Mahsuri', 'Metos Island' and 'Duty Free Island'. The development of the tourism sector is the heart of the main island of Langkawi after the government took positive steps to make Langkawi as an international tourist destination. The government also spends millions of ringgit for the construction of infrastructure and public facilities as well as many others for the development of the tourism sector (Johan Afendi & Mohamad Zaki 2010). The rapid development of the island, particularly in the tourism industry which is targeted as a major tourist destination for the challenges of 2020.

Langkawi is renowned for its natural beauty and distinctive features which put it as a top destination in the region and become an important asset to the development of tourism. In addition to its natural beauty, Langkawi provides tourists with various sports and recreational activities as a tourist attraction in Langkawi. Furthermore, the historical characteristic, culture, customs and traditional values as well as shopping in Langkawi also has its own uniqueness that can draw tourists to come.

3. PROBLEM STATEMENT

Langkawi Island is a major tourist destination in the state of Kedah. In addition to the main attraction of the duty free mall, Pulau Langkawi is an island rich in natural resources. It thus appeal to the nature lover

of mainly foreign tourists who really love the atmosphere and weather of Malaysia which was different from where they were from.

The major tourist attraction for travelers to travels here are aimed at commercial tourism facilities based on accommodation, transport and shopping in the duty free zone. In addition, the Island also has many interesting places and have a variety of legends which also makes tourists want to come for sightseeing. Plus, its unique nature also become an important attractions. Tourism concept known as “3S” (sun-sea-scenery), a ‘sun-sea-views’ still hold a major focus of tourist attractions. (Jamaluddin 2009). However, some new concept of tourism was introduced to meet the demand of tourists on the island that include eco-tourism, health tourism, cultural tourism, adventure tourism and youth tourism to promote the arrival of the various segments of travelers to these destinations (Johan Afendi & Mohamad Zaki 2011).

The review of the literature found that Islamic tourism is still new and have still to find its right concept. There are various views and concepts given to Islamic tourism. Furthermore, there are some components and purposes of travel that are appropriate with Islam. Therefore, the observation is carried out in Langkawi as an observation in order to implement the concept of Islamic tourism in tourism activities. It is thus aim to clarify that Islamic tourism can be implemented using various methods.

4. RESEARCH OBJECTIVES

During the study, several objectives have been targeted to be achieve. Among the objectives are:

- i) To identify the concept and content of Islamic tourism that had already exists.
- ii) To review Islamic tourism component that can be implemented in Pulau Langkawi.
- iii) To implement Islamic tourism on the island.

5. RESEARCH METHOD

The study was conducted using the method of literature study and observation. The literature review was conducted to assess the results of previous studies in order to achieve a clear understanding of Islamic tourism. Based on a literature review, the observations were carried out in the field to implement the findings of the literature. The observation method was carried out to the rest of the field by researchers has found and completed the results of this study.

6. RESULTS AND RESEARCH FINDINGS

6.1. Islamic Tourism

Islamic Tourism is a reformed tourism concept that was introduced in the tourism sector to the world. However, since the introduction, the concept of Islamic tourism has yet to find a clear and generally accepted definition. According to Jabil 2015, generally Islamic tourism is religious-based tourism and related with travel or visits to shrines in various seasons of the year. Islamic Tourism is not only focused on activities to visit religious places and the purpose of the travels are not only for pilgrimage like Hajj and Umrah. However, travel and tourism in Islam also is an activity that has the goals and objectives to be achieved in terms of physical, social and spiritual goals. Furthermore the scope of Islamic tourism is

actually a far superior area in accordance with the nature of Islam, which is a way of life and Islam itself is easy (Jabil et al 2015).

It is because Islam in the context of tourism is divided into a number of things that can be summarized in three main components. First, the reformation of Islamic culture and the spread of Islamic culture itself, second is the benefit from the economic side to the Muslim community and the third is to strengthen self-esteem and confidence, identity and faith as well as addressing the problem of stereotypes that exist within the Muslim community (Chamhuri Siwar et al 2013). Islamic Tourism is different with commercial tourism for putting the blessing of Allah as the ultimate goal. In addition, tourism component in Islam actually can be implemented in a planned and systematic way nor achieved indirectly as a result of the impact of tourism activities that take place.

Tourism from the Islamic point of view is one of the ways of living and traveling itself was a very basic nature in a human life and in accordance of the human nature. As described in Surah al-Ankabut verse 20 which means: "Travel in the earth and see how He makes the first creation, then Allah creates the latter creation; surely Allah has power over all things ". Apart from this verse there are many other verses found in the Qur'an, which is the call of God for man to wander, explore and discover this vast land (Jabil et al 2015). Henderson 2003, stated also that according to the Qur'an, Muslims are also encouraged to travel to visit his families and appreciate the natural beauty of God's creation. In addition, traditionally adventures are related to religion, especially when religion became the main purposes for adventure.

According to the Islamic perspective, the concept of tourism involves traveling out of an individual's place of residence for a certain period of time with a religious or spiritual purposes. From a much broader side, as soon as someone steps out from one's own houses with the intention for Allah S.W.T it has become a ritual. Generally, Islamic tourism and religious tourism is linked to the visit or travel to the holy places in various seasons of the year. However, the scope of Islamic tourism is much broader and covers all types of tourism that aims to honor and respect the principles of religion, tracking the old civilization and its heritage, visiting the cities and nations to learn and know about it, to relax or for recreational purposes and treatment (Jabil et al 2015).

Basically, we can say that the concept of Islamic tourism are tourism first and spiritual first. However, it depends on the intentions of the individuals. For example, a group of participants of 14 days Umrah package from Malaysia which has the main purpose or primary purpose to visit Mecca and Medina only to perform the umrah. It can be categorized as a spiritual first tourism. But in the last two weeks there, the travel agency has brought them to visit places such as the remains and monuments of Islamic history, shopping centers and experience the atmosphere of Arab life in the desert. Thus, tourism could be considered as a secondary objective for them. This contrasted with a group of participants from Malaysia who joined packages to Guangzhou, China for 5 days. Their main goal is to travel there while shopping and the tourism are categorized as tourism first. However, during in Guangzhou, the agency took them to the Islamic attractions such as the oldest mosques of Huaisheng and some remains and monuments of history of Islam in China. In this case, the spiritual aspect is regarded as a secondary objective of the course (Jabil et al 2015).

Islam sees tourism as a form of appreciation and reasoning in seeking the pleasure of Allah S.W.T. This is in contrast to the concept of tourism, according to a Western perspective that makes hedonism as

the basis for the success in achieving the goal of tourism through 4's (sun, sea, sand and sex). (Jabil Mapjabil et al 2015). Tourism and Islam also integrated nature of the political, economic, legal and social policy. Based on the Islamic point of view, tourism is part of the religion or way of life and traveling itself is very basic nature of human life and human nature. Travel and tourism in Islam is an activity that has a purpose and ultimate goal to be achieved in terms of physical, social and spiritual goals or spiritual (Farahani & Henderson 2010).

Islamic Tourism is a new product in the world of tourism and has gained a place in the community of the world. Building, ceremonies, festivals and religious events are the main attractions for tourists who are in the religion (Henderson 2003). In 2008, Islamic tourism was introduced in Malaysia in line with the voicing of Islam Hadhari by Tun Ahmad Badawi, the Prime Minister of Malaysia at that time. Islamic Tourism has long been develop in the world, but was newly introduced in Malaysia. Malaysia is also known as a country that provides a Muslim-friendly services and occupied the first place with a grade of 8.3 as a Muslim-friendly holiday destination beating other Muslim countries such as Egypt, UAE, Turkey, and Saudi Arabia. The establishment of Islamic Tourism Center in early 2010 under the Ministry of Tourism Malaysia is the best platform to strengthen the Islamic tourism sector of the country. Malaysia as a developing country becomes the focus of Muslim travelers from around the world and is known as a popular holiday destination because of its image as a safe and rapidly developing Islamic country. (Chamhuri Siwar et al 2013).

However, to facilitate the management of Islamic tourism in Malaysia, a special concept was formed. Islamic Tourism Center (ITC), the agency responsible for managing the Islamic tourism in Malaysia said the concept of Islamic tourism as an industry or activity related to travel to visit places that have a history of Islam, the culture and heritage of Islam and also to understand and experience way of life of Islam. In addition, Islamic tourism are a travel that are based on sharia and in accordance with the demands of faith and not punctuated by any intents and purposes, elements or activities contrary to the requirements of sharia (Chamhuri Siwar et al 2013).

According to Nor Arifah 2015, in Islam itself there are five travel purposes that are explained by Abdullah Qassim al-Kasr. Among its objectives is a travel that requires thinking and learning from them, a travel to increase their knowledge, a travel with purposes to visit because of Allah and to visit sick peoples, a travel to see the beauty of nature and a travel for relaxation and education. All this types of tourism portrayed that tourism is a necessity inherent in Islam and be encouraged to be further develop according to Islamic principles. Additionally, tourism in Islam is also a claim that has been called by God to His servant to explore the horizons and learn the lessons from it. The vast and wide world with its beautiful nature can give millions of lessons, awareness and knowledge for the travelers (Nor Arifah & Rosmawati 2015).

Islam has laid down some ethics that should be maintained in the development of the tourism industry. Tourism Ethics must be preserved the most is the base of tourism must take place within the limits permitted by God, whether it is the tourists or the locals. In other words, when the whole system running it according to Islamic perspective then it is a great worship and have a superior value (Nor Arifah & Rosmawati 2015). Islam also urged its followers to travel to see places in the world, especially for those with noble intent. This is because the travel will open the eyes and minds of the travelers to knowledge, experience and new perceptions in order to be a lesson and a reminder for the tourists. Tourism is actually helpful to people, especially Muslims. Therefore, the tour would be run as outlined by Islam (Nor Arifah & Rosmawati 2015).

This newly introduced Islamic Tourism seems to still unable to find the right definition and concept. Therefore, based on the results of the literature review that was conducted and observations made in Langkawi Island, Islamic tourism can be implemented in this area. In addition, Muslim-friendly services that are available either from the point of halal food preparation, hotels as well as accommodation, there are also other components of tourism that can be applied in the implementation of tourism activities in Pulau Langkawi. Tourism activities that occur on the island of Langkawi can also include all the components contained in Islam. Additional travel purposes prioritized in Islam can also be applied in the implementation of tourism activities in the island. Based on the observation of Islamic tourism, Langkawi also has a different appeal to other tourist destinations and is unique. Islamic Tourism in Langkawi Island has a more distinctive concept of which Islam that existed was more implied. 2010 Azizan Marzuki also said that the island are listed as among the nine preferred tourist destination in plan to be developed.

6.2. Islamic Tourism in Langkawi Island

Langkawi Island is an attractive, major tourist destination in Kedah. There are many areas to visit whether for the purpose of relaxation, recreation, scientific visits, exploring nature and various other physical activities. Pulau Langkawi fits the images as a preferred tourist destination for all tourists, regardless of the age group whether for a family holiday, traveling or exploring the region with friends for tourists. Areas of interest to explore on Langkawi Island consists of various small islands and beaches, mountains and caves and historical places and has various original legends. Azie Farhani 2012, stated that based on the notes issued by the Langkawi Development Authority (LADA) an increase of 0.34 million occur in tourist arrivals from 2007 to 2010.

Langkawi is an island located in the North of the Straits of Malacca, South Andaman Sea and on the borders between Malaysia and Thailand. The name Langkawi is a combination of 'lang' and 'Kawi'. 'Lang' is derived from the Malay word of eagle while 'Kawi' is taken from the name of the stone found on the island of Langkawi. An eagle monument that was built at the Eagle Square near the Kuah Jetty is the main attraction for the travelers upon arriving here. If you notice the eagle monument was built on the rock called Kawi stone (LADA Bulletin 2013: 3). As such this monument become a major symbol that introduce to tourists to the island. The tourists, whether local or foreigners, will surely carved the memory by taking pictures at the monument as a sign of their arrival to the island of Langkawi.

The exploration of the surrounding area of Langkawi Island can be done shortly because the topography of the island allows travelers to make a round of the island through roads provided. Tourists can explore the island of Langkawi with the help of a tourist guide, plus even for travelers who like to explore on their own can explore the environment of this island by relying on a map provided. Additionally, travelers can choose a destination and set their own itinerary to their wish. This is due to the easy access of transportation provided by rental car, motorcycle or even a bicycle provided with a reasonable rate. In addition, the distance between the places to be visited are nearby.

For tourists who love adventurous activities, they have the opportunity to set their feet on the summit of Mat Cincang Mountain, which is the highest peak on the island. In addition to be able to feel cool at the atmosphere of this peak, tourists also have the opportunity to ride the cable car that has two stops before reaching the summit. Plus, there is a hanging bridge on the mountain that tested the courage of the travelers to cross because of the strong winds and there are parts of the bridge that was built with glass. At its peak,

the tourists can enjoy the immense expanse of the natural beauty. Among them are the shining blue sparkle of the sea, lush vegetation around the area and the wind is cool and comfortable at the top of it. The general atmosphere of this beautiful nature proved the power of God in creating the universe. Muslim tourists especially can strengthen confidence at the prowess of greatness and power of the Almighty Creator and there is no power that can beat Him. In addition to enjoying the natural beauty and uniqueness of the atmosphere at the top, the Muslims can indirectly strengthen the faith and belief in Islam. This is one of the component of tourism that can be executed on the summit of Mat Cincang Mountain.

Island Tour or activities of exploring the island also represent some of the key activities carried out by tourists on the island of Langkawi. The tourists were taken by speedboat to explore the area around the island starting from the estuary to the sea. During this activity the tourists were assisted by tourist guides. The tourists were taken to the preservation of marine animals in cages made by local residents. During this tour the travelers are introduced to many species of marine animals, mostly rare to be found. Then the tourists will also be introduced to the various types of rocks and small islands where rock was created as a result of erosion that occurred after the waves hit the beach. Among the forms of rock are a lying human, turtle, alligator heads and many of the islands are uniquely shaped like a shoe, langsuir, concierge and many more. The tourists also brought almost to the middle of the ocean, which forms the border between the two countries, namely Malaysia and Thailand.

The main destinations usually addressed in Island Tour package is to Pulau Dayang Bunting. Pulau Dayang Bunting is the largest island of Langkawi Island in Kedah. The only way to the island is through speed boat from Kuah Jetty with a distance of 17.6 kilometers. The island got its name from the story of the sacred giantess named Dayang Bunting. The island resembles a giant pregnant woman lying complacent in a glance. On the way to Tasik Dayang Bunting, there is a mountain that resembles a woman lying by the shape of the head, chest and a pregnant stomach.

Among the places of interest here is also Tasik Dayang Bunting and the Cave of Langsuir. Langsuir Cave is located in the middle of the trip to Tasik Dayang Bunting. This cave was formed due to erosion of the waves from the sea millions of years ago. There are various forms of stalactite which have various shapes and hence named langsuir. In the middle of Pulau Dayang Bunting there is a freshwater lake the size of three football fields. A jetty was built on the banks of Pulau Dayang Bunting for the tourist boats to stop. The uniqueness of the existence of fresh water in the middle of a sea of salt water also proves that God is the Almighty lord that created everything. Malay community believes that after any women who had trouble to get pregnant take a dip in the lake she would obtain offspring. But in order to believe the legend or beliefs of old people, as Muslims who believe in the power of God, we should investigate the truth of this legendary saga first whether it will lead to the wrong belief or damaging the faith. The discovery of this legendary story gives impact on the individual to think rationally and puts logic into consideration before believing it blindly.

Island Tour activities also provides golden opportunity for travelers when they are given the time to watch the eagles for which there is an area that is always full of eagles. When the speed boat approached the area the eagles will come down low to the water of the sea as if it is running a special show. There are several species of eagles that are not easily found elsewhere. It thus coincides with the history of this island that is known for its 'Lang' which is an eagle. If they are lucky, visitors can watch eagles catch fish for their food. Island tour activities also becomes a priority for the tourists who come to Langkawi for tourism activities because the tour would not be completed without exploring the island.

Next, when following the activity in Island Tour, the tourist would also be brought to enjoy the crystal clear water beaches. The tourists have the opportunity to swim at the seaside while playing with crashing waves and diving in the clear water while looking at the ocean floor and learnt some types of fish with beautiful patterns and various types of corals that live in the ocean. Furthermore, the tourists were taken to explore the caverns of the sea. Tourists can see the unique surface of the wall of the cave and heard a cave main inhabitant - bats and small birds in the area. Activities in Island Tour includes a variety of exciting activities and provide an opportunity for travelers to explore the vast ocean. If at Mat Cincang Mountain travelers were tested to gather courage to deal with the fear when in was in high peak, when following activity in Island Tour, travelers should be brave enough to cross the ocean in a speedboat faced with strong waves and winds.

In addition to testing the bravery of a tourist, they can also express gratitude to God because they have the opportunity to discover the unique variety of life on the sea as well as the opportunity to cross the vast ocean. The power of the Creator is not only just to enjoy the beauty of the mountain peaks but also when in the middle of the blue sea. Once again the Islamic tourism component was found when exploring the area around the island. Not just to express gratitude and to remember the power of God the Creator, the tourists can also explore the world of science such as identifying the species of animals in the various sea and the opportunity to exercise such as, swimming and diving. In addition to undergoing activities that gives benefit to the physical and intellectual, tourists also have the opportunity to fill the spiritual and religious needs to the brim. This once again proves the implementation of Islamic tourism in Langkawi Island becomes the income of the island as well as commercial travel.

After a long travel across the vast blue ocean, tourists also have the opportunity to visit a place of recreation that is also the focus of tourists with families, especially the Seven Wells Waterfall. This recreational park has its own history and legends which sometimes is believed to be the mythical legends transmitted by nearby residents. Notwithstanding legend that were told, a strong belief must believe that everything that happened was a provision and the will of Allah the Almighty. This recreational park is also a well-known place in Langkawi Island and the good facilities provided for the tourists. Pulau Langkawi is not only famous for its beautiful islands and vast beaches, but also known for high and unique waterfall.

If the activity in Island Tour provides an opportunity for tourists to cross the sparkling blue ocean, the Telaga Tujuh provides the opportunity for tourists to swim in freshwater rivers. Not only fun activities like taking a dip in a waterfall can be done but the tourists also have the opportunity to relax while listening to the chirping of little animals floating through the air. The gentle breeze softly caressing your cheek can help relaxing the mind and body after the travelers exhaust themselves exploring the surrounding area. The river that have quite a strong current and cold can rejuvenate the body. God's power was clearly reflected once one enjoy the vast variety of natural beauty. In addition, it helps in training the travelers to help maintain the cleanliness of the environment in which cleanliness is part of faith. This is because, the cleanliness of the waterfall must be maintained in order to prevent the outbreak of leptospirosis and the breeding of mosquitoes which may pose a risk to other travelers. The nature in responsibilities is also among the qualities that should be nurtured in every human personality as well as to answer the demands of the Islam.

After crossing the high peak, ocean and cascading waterfalls, travelers can also appreciate the beauty of sunset at dusk. The scenery at seaside when watching sunset becomes even more beautiful compared to

when it is in the urban area. Most tourists either foreign or local tourists will be at seaside during sunset such as Chenang Beach, Tanjung Rhu, Eagle Square and there are many other beaches in Pulau Langkawi. The atmosphere is very unique, beautiful and peaceful moments while appreciating the sunset. At dawn when darkness subsided as the sun rises proves to be difficult situations for tourists to take pictures because of not enough lighting. But when the sun set it become the current focus portrait of memories for the tourists while on holiday on the island and at the beach. The moment was so unique and its beauty is hard to be captured. The bright color of the sky moving slowly and darkened prove the Power of God who arranges all activities of this nature indirectly gave serenity and conviction to the corners of travelers' conscience. Generally Islamic tourism in Langkawi Island has been unconsciously and indirectly implemented.

Langkawi Island are not lacking in places to make scientific visits. It is because the island is also rich with the stories of legend. Starting with the history of this island that was named Pulau Langkawi and made the eagle monument as the main symbol of the island that has a rich variety of unique and legendary tales. The eagle monument is not the only one with its own history but there are a few other places who have a legend. Apart from the already mentioned history of the destinations on the sea, Pulau Dayang Bunting and Cave Langsuir, Makam Mahsuri, Beras Terbakar and Telaga Tujuh also has its own history. But there are many myths in the delivery of these legends itself. Histories that made their mark in these places makes these places as a major famous major destination visited by tourists. Most travelers who are interested to know the history of this special place are groups of students and tourists.

CONCLUSION

Islamic concept of tourism in Langkawi Island can be carried out either directly or indirectly. It can thus be seen as the travel agency involved in the provision of tourism facilities especially in accommodation such as hotels, boarding houses or chalets. Most of the accommodation provided is Muslim-friendly by providing even a small prayer room, a marker of the kiblah direction in every room and a prayer room even in coastal areas or in recreational parks. It indirectly remind tourists to prioritize prayers despite traveling because it is the primary duty of every Muslim. Additionally, halal food is also easy to obtain wherever their destinations is, even when conducting activities in the middle of the ocean, there is also a transit point for travelers to relax and dine. Travel agencies in Langkawi Island always provides a variety of meals, regardless of the mountain, in the middle of the island or at the seashore. A variety of food are prepared either seafood, western, and the most popular food category which is the neighboring country, Thailand's-base food. This is to some extent able to promote Langkawi as a tourist destination with a rich variety of dishes that is surely halal. It can also attract the attention of tourist from the outside, especially those who come from Muslim countries.

The tourism industry is a major income generator for the economy of Langkawi Island. In addition, the majority of the locals on the island is indigenous Muslims. The increasing number of tourists arriving on the island also affected the increase to the economy on the island. It shows that tourism has a positive impact on the economy of Muslims. It can thus be seen as the tourism sector provides jobs for residents of the island, especially in the service provision of accommodation, transport and public facilities as well as places that require workforce. Most of the contributors to the human work force is made up by the local Muslim community. Those involved with the business industry are also mostly Muslims. This indirectly shows that they answer to God's call to engage in business and emulate the example shown by the Prophet s.a.w.

In addition to the tourist facilities that have been provided by travel agencies, the natural beauty that unfolds on the island can also bring every individual to approach the Almighty Creator and strengthen the faith and beliefs of Muslims who truly appreciate the beauty of nature. Touring on the island to give the opportunity to the tourists through various natural uniqueness. Exploring the island is as if going on a trip to some other tourist destinations at the same time. It is because the island's tourists have the opportunity to be at the top of the mountain, crossing the vast blue ocean, appreciating life on the ocean floor and exploring life in the cave. Various activities can be carried out during the holiday on the island of Langkawi without having to go far from one destination to another.

The wide area of the island gave the opportunity for tourists to explore all the uniqueness and differences with other tourism destinations. In addition, travelers will also ride different kinds of vehicle all the way to the island. In addition to the car as other tourist attractions, tourists also have the opportunity to feel the atmosphere of a plane, ferry, speed boat, cable car and cycling to explore the island. This indirectly will make the tourist admire the area and the provision of God and to be able to come to the island that was away from the mainland by a wide range of vehicle of your wish. Transportation provided by the government and travel agencies have also become an attraction for tourists who intended to come to Langkawi Island.

Next, Langkawi Island is also rich with its legend and history. Starting with the name of the island which have a history that would make tourists want to come just because they want to know the historical truth. In addition, there are many other places that have their own history and legend around the island. Among them are the eagle monument located at Eagle Square, the legendary *Makam Mahsuri*, *Telaga Tujuh*, *Beras Terbakar* and many more. Although there are numerous myths surrounding these legends, but this legend become an attraction for tourists, especially foreign tourists who wants to know the truth of the legend. Besides the tourists can explore the history as tourists mainly Muslim tourists can also increase the faith and strengthen the faith in order to believe every myth they received. Although, every legend delivered has logic but keep in mind that there is nothing that can happen without God's permission.

Islamic Tourism conducted in Pulau Langkawi is basically the same as other tourist destinations, which according to the concept of provision are Muslim-friendly facilities and so forth. But indirectly the concept of Islamic tourism in Langkawi Island have differences with other Islamic tourism destination. It can thus be seen from the concept of Islamic values side that was obtained during the tourism activities carried out. If most of the tourist destinations of the places offer tours that are mainly religious explicitly like Islamic Civilization Park, Masjid Taj Mahal, City of Mecca and Medina which were already identified that the Islam that exists in the form of architecture, worship performed there and destination of travel itself. But Islamic values obtained in the performance of tourism in Langkawi is implied.

The literature review conducted to gain an understanding of Islamic tourism and observation methods in field studies carried out to apply the theory of Islamic tourism is understood as a results of the literature review that was carried out. During the observation conducted on the island of Langkawi, the values of Islam emerged as a result of the impact of the appreciation of the natural beauty of the vast and conscious existence after evaluating and enjoy a variety of activities during the trip. In addition to affirming faith in Allah, give thanks for the opportunity given and admire the greatness of the Creator, the tourists predominantly Muslim visitors also can express the humanity that should be in every individual. Among them are bravery, responsibility and so on. Revenue from tourism activities carried out will produce individuals who are more open-minded and have a higher level of thinking.

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