**AN IMPORTANCE-PERFORMANCE ANALYSIS
OF HALAL TOURISM ATTRIBUTES AND TOURIST SATISFACTION:
EVIDENCE FROM THE NEW ZEALAND MUSLIM COMMUNITY**

By

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ABSTRACT

Tourist satisfaction has a vital role in success destination management. In the context of the Halal tourism market, Muslim tourists have different needs than other tourists, therefore, specific attributes such as Islamic attributes are needed. Many studies of Islamic attributes focus on the context of international tourists' satisfaction. However, no study of tourist satisfaction with Generic and Islamic tourism attributes with Importance-Performance Analysis has been undertaken in a non-Muslim country focusing on the Muslim domestic tourists.

This paper attempts to fill the research gap in the literature by exploring tourist satisfaction with tourism attributes in a non-Muslim country using Importance Performance Analysis and analyse tourism attributes by comparing it to tourists' characteristics. The research aims are: (i) identify the importance and performance of generic and Islamic destination and accommodation attributes from the New Zealand Muslim domestic tourist perspectives; (ii) investigate Muslim domestic tourists' Satisfaction with New Zealand generic and Islamic destination and accommodation attributes using Importance-Performance Analysis; (iii) analyse differences in generic and Islamic attributes according to different tourists' characteristics.

This study adopts the post-positivist paradigm with a quantitative research approach. The sample study of 225 Muslim domestic respondents was analysed with relevant statistical analyses. Means analysis, Importance-Performance analysis, and T-test to develop tourists' characteristics analysis were also implemented to analyse the data.

The finding show that generic attributes were more important than Islamic attributes. Moreover, Islamic attributes need to be enhanced and develop to meet Muslim domestic tourists' needs and satisfaction. Furthermore, the tourists' characteristics found (11) significant differences on the attributes, with the most significant differences found in Islamic attributes at destination (5). Additionally, some suggestions affiliated with the practical recommendation and the future development of the New Zealand tourism industry are presented for the destinations and accommodation managers.

Keywords: Tourist Satisfaction; Importance-Performance Analysis; Halal Tourism; Non-Muslim Country; New Zealand

**I would like to dedicate this thesis to
My Dearest Parents**

***Papa, Mama, thesis ini untuk kalian
Aku ada hingga sekarang, semua berkat kalian***

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CHAPTER ONE: INTRODUCTION

1.1. Introduction

Halal tourism is one of the markets with a significant market share, attracting attention of practitioners and researchers. What distinguishes Halal tourism from other forms tourism markets is its link with Islamic law (Shariah), which provides strategy guidelines for developing the Halal tourism market's 'products and services (Battour & Ismail, 2016). Sharia or Islamic law gives Halal tourism distinctive characteristics, namely the special needs that Muslim tourists have, which are related to their beliefs as Muslims, and are commonly known as Islamic tourism attributes. In non-Muslim majority countries, such as New Zealand, Halal tourism is expanding. However, it is not easy for non-Muslim majority countries to develop and manage Halal destinations because Muslim tourists have these particular travel needs and demands guided by their belief systems which motivate them to travel to a specific destination (Battour et al., 2014; Collins & Tisdell, 2002; Dabphet, 2021). In the literature, it can be seen that many Muslim majority countries such as Turkey (Bogan, 2020), Malaysia (Battour et al., 2017; Hashim et al., 2007), Indonesia (Jaelani, 2017), and other Muslim-majority countries (Bogari et al., 2003; Harahsheh et al., 2019; Zamani-Farahani & Henderson, 2010) have investigated the needs of Muslim tourists in relation to Islamic attributes, but this is rarely done in non-Muslim majority countries (Dabphet, 2021; Han, Al-Ansi, Olya, et al., 2019), particularly when focusing on Muslim domestic tourists. Furthermore, although there have been studies about tourism destinations in New Zealand (Pearce & Schaenzel, 2015; Tsui et al., 2018), until now studies of Islamic tourism destinations of Muslim domestic tourists within New Zealand have not been undertaken.

Tourism attributes are an important part of what attracts a tourist to a destination. Still, all attributes have their respective potential strengths and weaknesses regarding importance and performance at each destination (Lee et al., 2004). Research that has examined the effect of tourism attributes (generic and Islamic) on Muslim tourists' satisfaction has found that tourist satisfaction will increase when performance attributes increase (Battour et al., 2014; Eid et al., 2019; El-Gohary, 2016). However, tourist destinations' competitiveness around each tourism attribute that exists in each destination also affects products and service tourism providers (Dabphet, 2021; Enright & Newton, 2004). In relation to tourist satisfaction, in this study,

researchers define this by focusing on post-consumption experience, as tourist satisfaction is defined as a cognitive-affective state arising from the experiences of tourists. (Ross & Iso-Ahola, 1991). Tourist satisfaction will be analysed using Importance-Performance analysis developed by Martilla and James (1977), and will examine the characteristics of Muslim tourists in relation to gender, age, religiosity level, etc. This will help to answer further the limitations of the research of Islamic attributes satisfaction of Muslim tourists in Thailand as the non-Muslim country conducted by Dabphet (2021).

Prior to Covid-19, CrescentRating reports that the Halal tourism industry was worth US\$121 billion, with a total of 131 million Muslim tourists in 2017, which is 10.2% of the total number of tourists worldwide and projected by 2026. CrescentRating also reports that the number of Muslim tourists will increase to 230 million, and that this will account for an expenditure of US\$300 billion (CrescentRating, 2019). However, as the pandemic has had a colossal impact on the travel sector with major changes occurring in the industry, the number of Muslims arriving dropped to 42 million in 2020. More than 90% of these trips were done in 2020, before the destinations closed borders (CrescentRating, 2021). In New Zealand itself, this change is also evident, the same as it was globally in 2019; New Zealand's total tourism expenditure in 2019 was NZ\$40.859 million (StatsNZ, 2019), while in 2020, New Zealand lost roughly half its number of tourists (Brunton, 2020). Thus, with a significant change in the number of international tourists visiting New Zealand, the tourist industry will depend more on tourism income derived from domestic tourists.

This chapter sets out the context for this study, which aims to answer the research gap about the needs and satisfaction of Muslim domestic tourists in New Zealand as a Muslim minority country. This study intends to assist destination and accommodation managers to increase Muslim tourists' satisfaction when providing their products and services to the Halal tourism market. The selection of New Zealand as the study location will be explained before the main aims of this study are outlined. Subsequently the research contributions will be presented followed by the thesis structure. Following that, the next section provides information about New Zealand tourism and the Muslim community in New Zealand.

1.2. Tourism and Muslims in New Zealand

New Zealand is a country known for its natural beauty and interesting culture and is thus attractive to tourists who visit destinations throughout the country. As a result, the tourism industry in New Zealand earns one of the highest incomes, around NZ\$40.9 billion in 2019, an increase of 4% (\$1.6 billion) compared to the previous year (StatsNZ, 2019). New Zealand, with an area of 268.021 km², is divided into two large islands, namely the North Island (Te Ika-a-Māui) and the South Island (Te Waipounamu), with approximately 700 small islands surrounding it (Palmer, 2008). With regard to regional tourism, New Zealand is divided into 31 tourist destination areas (RTNZ). Below is a map of the destination areas in New Zealand. The 31 destinations will form the basis of this research, (16) destinations in the South Island and (15) in the North Island, in order to examine the experiences at destinations visited by Muslim travellers. New Zealand attracts millions of tourists, domestic and international, each year. According to New Zealand statistics, New Zealand earned about \$17.2 billion from international tourists and \$23.7 billion from domestic tourists in 2019 (Smith, 2020).

Figure 1. 1: New Zealand destination region (RTNZ)

Even though Muslims in New Zealand are considered to be a small community compared to population groups holding other beliefs, Muslims in New Zealand have a long history dating back to the 1850s (Drury, 2015). Most of the Muslim population is settled in major areas such as Auckland and Christchurch (Kolig, 2009), which has led to several mosques and Islamic centres being spread across New Zealand, especially in Auckland (Kolig, 2009). Furthermore, Muslim culture in this country is also developing and growing, which can be seen from the number of Muslim organizations. The Federation of Islamic Associations of New Zealand (FIANZ) is an organization that represents Muslims in New Zealand. It is associated with other organizations and several mosques and Islamic centres in New Zealand (FIANZ, 2018). These organizations include: New Zealand Muslim Association Incorporated Auckland (NZMA); South Auckland Muslim Association Incorporated Auckland (SAMA); Waikato Muslim Association Incorporated (WMA) in Hamilton; Manawatu Muslim Association Incorporated (MMA) in Palmerston North; The International Muslim Association of New Zealand Incorporated (IMAN) in Wellington; Muslim Association of Canterbury Incorporated (MAC) in Christchurch; and Otago Muslim Association Incorporated (OMA) in Dunedin.

Figure 1. 2: International and Domestic tourists' spending comparison in New Zealand (StatsNZ, 2020b)

As mentioned earlier, New Zealand earns a large income from tourism every year – both from domestic tourists and from international tourists who travel to New Zealand. It can be seen in

Figure 1.2 above that domestic tourists who travel in their own countries on average spend more than international tourists (StatsNZ, 2020b). This has created increased pressure on the tourism destinations and stakeholders to handle the rapid development of the tourism industry, including Halal tourism. These reasons underlie the selection of New Zealand as the research location area in this study.

1.3. Research gaps and aims

As explained above, there is still limited research related to tourists' satisfaction with tourism attributes in a non-Muslim majority country (Dabphet, 2021; Han, Al-Ansi, Olya, et al., 2019). Furthermore, no study about Muslim domestic tourists has been undertaken in New Zealand as a non-Muslim majority country, hence it is expected that this research study will contribute to the literature and to the New Zealand tourism industry in particular.

Therefore, this research attempts to fill the gaps by examining tourists' satisfaction with Generic and Islamic attributes in New Zealand by using Importance-Performance Analysis and exploring differences between tourists' characteristics. The main aims are to:

1. identify the importance and performance of generic and Islamic destination and accommodation attributes from the New Zealand Muslim domestic tourist perspectives.
2. investigate Muslim domestic tourists' Satisfaction with New Zealand generic and Islamic destination and accommodation attributes using Importance-Performance Analysis.
3. analyse differences in generic and Islamic attributes according to different tourists' characteristics.

1.4. Research Contribution

This study seeks to contribute to Halal tourism literature by exploring the growing Halal tourism attributes within a non-Muslim majority context. Building on previous literature, this study aims to examine the satisfaction of Muslim domestic tourists with tourism attributes in tourism destinations and accommodation by using Importance-Performance analysis and understanding tourists' characteristics in relation to tourism attributes. This study expects to assist and provide some insight to destination and accommodation managers with regard to

increasing Muslim tourists' satisfaction with how their products and services are being provided to the Halal tourism market.

This research attempts to contribute to the tourism literature and New Zealand tourism industry. First, this research contributes to the literature in the domestic tourism industry by investigating tourists' satisfaction with tourism attributes using Importance-Performance Analysis and examining differences in satisfaction. Second, in relation to knowledge, this research is also applied to complex and heterogenous groups of travellers as demonstrated by the differences between genders, ages, levels of religiosity etc. Third, this research will provide an understanding and insight that is possibly useful to the tourism managers and business owners by gather information about tourism attributes that need more attention to improve them or to maintain the satisfaction level with them. Finally, studies of Muslim domestic tourists are limited, specifically in a non-Muslim majority country and it is therefore hoped that this research will contribute to the literature around Muslim domestic tourism and New Zealand's tourism industry literature in particular.

1.5 Thesis Outline

The study comprises into five chapters. The first chapter introduces the area of inquiry and the research gaps within the field of this study. In Chapter Two, the literature review sets the theoretical background for this study relating to the topics of Halal tourism, tourism attributes, tourists' satisfaction, tourists' characteristics, which provide the foundation of this research. Following that, Chapter Three discusses the development of the methodology and the data analysis method used for this research. Chapter Four presents the data gathered through this research and elaborates the data into three main sections based on the three research aims outlined. Finally, Chapter Five concludes the research with the discussion, theoretical and practical implications of the current findings, limitation of the study, future research opportunities, and summary.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

Chapter One described the main aims and objectives of this study. This chapter provides the background to the research by reviewing the relevant literature – that is, it critically reviews relevant terms and concepts about the study focus of this research. The research study explains development of and need for Halal tourism among domestic tourists, and also focuses on understanding tourist satisfaction and its measurement, followed by focusing on Muslim domestic tourists as the object of this study. Specifically, the study focuses on information related to the relevant methods used to investigate visitor satisfaction. Furthermore, this chapter provides an overview of the existing literature relative to Importance-Performance Analysis (IPA). This specific review of previous studies employing IPA as an analytical approach provides proper segmentation and information related to the research study. Literature about destination, accommodation and attributes is also reviewed in order to explain the tourism attributes available in published international journals with relation with Muslim domestic tourists.

2.2. Halal Tourism and Muslim tourists

The sub-chapter explains the relationship of Halal tourism with Muslim-friendly tourism in general, using appropriate literature to add to the understanding of Muslim tourists and their travel needs. An explanation of Halal tourism in the context of Muslim tourists' travel needs will contribute to the development of the framework for this study.

2.2.1. Definition of Halal

Halal is defined as what is permitted according to Islamic pedagogy, better known as Sharia Law (Al-Qaradawi et al., 2013). According to the Islamic viewpoint, Halal is inclusive of all activities in tourism that are 'permitted' based on Sharia or Islamic teaching. However, the concept of Halal is not applicable only to Muslims. Halal is an Arabic word and means 'permissible' or 'lawful'. The word is related to '*Toyyibaan*' meaning 'what is good for humans' (Battour et al., 2010). Furthermore, most non-Muslim people mostly know Halal only in relation to food - or Halal food. However, Halal has a more extensive meaning. In contrast, Haram is the antithesis of Halal, which means 'unlawful' or 'prohibited' (El-Gohary, 2016). Halal (permissible) needs to be understood within the context of five moral categories in Islam

(*al-ahkam al-khamsah*), what is in *fard* (compulsory), *mustahabb* (recommended), *makruh* (disliked), and *haram* (forbidden) (Battour & Ismail, 2016; Faruki, 1966; Razzaq et al., 2016). Halal and Haram are universal concepts that apply to numerous aspects of life and industries, one of which is the tourism industry, commonly known as Halal tourism. The following subsection will discuss in more detail what the meaning and aspects of Halal tourism are.

2.2.2. Halal tourism and its industry

Halal tourism has been considered as a trending and explorable market in the tourism industry (Rupo et al., 2018). The idea of Halal among non-Muslim people often relates only to food and what is allowed to be consumed under Islamic law (Bonne & Verbeke, 2008; Razzaq et al., 2016; Riaz & Chaudry, 2003). However, although Halal food is important, the meaning of Halal has an application that is much wider than just food (Wilson & Liu, 2011). In terms of meaning, Halal tourism is "any tourism object or activity that Muslims are allowed to use or engage in the tourism industry under Islamic teachings" (Battour & Ismail, 2016; Shafaei & Mohamed, 2015). Other explanations are that Halal tourism is an object, activity or action related to tourism products and services which are permitted or lawful to be used or consumed, according to Islamic law or Shariah (Olya & Al-Ansi, 2018). Halal tourism also refers to tourism packages that include Halal hotels, Halal foods, Halal logistics, and Halal financial activities (El-Gohary, 2016; J. C. Henderson, 2011). Another researcher adds that Halal tourism is a process of integrating Islamic values into all aspects of tourism activities, from accommodation and restaurants, to tourist attractions, which are align with Muslim beliefs (Siregar, 2018). Halal tourism incorporates a God-conscious approach in offering Muslims equal access to tourist facilities (Wilson, 2014). In contrast, Islamic jurists have deemed Haram as objects, activities or actions that are forbidden to Muslims (Bon & Hussain, 2010). It is strictly forbidden for Muslims to kill animal predators with long pointed tusks or fangs , Muslim people are not allowed to consume alcohol, and not allowed to eat certain meats such as pork (Bon & Hussain, 2010). The Halal and Haram laws have come from verses in the Quran, such as in Surat *Al Maaidah* (5:4-5), which outlines that apart from food that is classified as forbidden, other foods are considered Halal. Other verses in the Quran – *Surat Al-Baqarah* (2:173) – state what things are strictly forbidden for Muslims to consume – that is “Carrion, blood, flesh of swine and that which is consecrated for anything other than God is prohibited for you. Even, in these things, whoever is driven by necessity, intending neither sin nor transgression, there shall no sin upon him. Indeed, God is extremely forgiving, eternal in

mercy”. As mentioned above, the concepts of Halal and Haram not only apply to food, and verse Surat *Al-Maaidah* (5:90) from the Quran mentions that gambling and alcohol consumption are considered Haram – “O ye who believe! Intoxicants, gambling, *Al-Ansab*, and *Al-Azlam* (guidance for luck and decision, *mushrik*) are an abomination of shaitan’s (Satan) handiwork. Avoid (strictly all) that in order you may be successful”. Therefore, Halal (what is permissible) needs to be understood within the context of five moral categories in Islam (*al-ahkam al-khamsah*), what is in *fard* (compulsory), *mustahabb* (recommended), *makruh* (disliked), and *haram* (forbidden) (Battour & Ismail, 2016; Faruki, 1966; Razzaq et al., 2016).

The concept of Halal tourism, in general, can be classified under three (3) points. The first is "Need to Have", relating to things necessary to be performed or applied by Muslims. The next is "Good to Have", which is important if it is owned or obtained, but it is understandable when this cannot be done due to the absence of adequate facilities (Alim et al., 2015). The last one is "Nice to Have", which is a good thing to have or get, but it does not matter if it is not obtained (Al-Qaradawi et al., 2013; Nabillah, 2019). Table 2.1 below provides further explanation of the Halal concept. The Halal concept was perceived as an exclusive matter of religion, but now it has become the branding platform for hotel managers and tourism business operators to enlarge their products and services (Battour et al., 2021; Salindal, 2019). This concept has become the guidance of the tourism practitioner in order to develop their attractions to suit the Halal tourism market.

Table 2. 1: Halal tourism concept

Compulsory, most important	Need to Have	Prayer Facilities (Mosque) Halal Food and services Facilities
Less important	Good to Have	Water usage friendly washroom Ramadhan services and Facilities
Non-obligatory	Nice to Have	No non-Halal activities Sharia compliance recreation facilities

2.2.3. Muslim tourists and Muslim domestic tourists

The tourism industry, as is common in other industries, needs a consumer to maintain the industry's performance. In the tourism industry, the consumer is identified as a tourist. The tourists in the Halal tourism industry are usually known as Muslim tourists. Muslim tourists are defined as individuals of Muslim faith, who are interested in keeping and following their religious habits whilst traveling (Usman et al., 2019). Other researchers define Muslim tourists as those who have their own specific needs and demands related to their Muslim beliefs, which differentiate them from other types of tourist (Dabphet, 2021). Since Muslim tourists' needs and demands are guided by their belief system, as an example, their religious needs motivate Muslim tourists to travel to specific destinations, and Muslim attributes play an important role in their decision-making process and in determining which destination is chosen (Battour et al., 2014). Hence, the services and facilities provided by tourism and hotel operators have a major role in when and where to Muslim tourists, who are following their beliefs, will travel, and which services and facilities should be provided for these tourists.

According to the World Tourism Organisation (UNWTO), a person could be classified as domestic tourist when they are away for at least one night from their usual place of residence – in their home country (UNWTO, 2017). As the perspective of the country of reference, domestic tourists are also categorized as domestic visitors if they go on tourism trips and are resident in the countries in which they are travelling. Another explanation by (StatsNZ, 2017) states domestic tourism to be that which is undertaken by residents of a given country who are travelling to and staying in places inside their country of residence, but are outside their usual environment for not more than 12 months. The purpose of such domestic tourism could be for leisure, business, or other purposes. Therefore, people could be classified as domestic tourists if they are not in their area of resident for at least one day, with a specific purpose (leisure, business). As mentioned previously, tourists travel with a specific purpose, such as pleasure, business, health, study or learning, which could stimulate excitement and novelty when the tourists do or see something different (Lundberg, 1972). The act of travelling can provide relaxation and personal control (Chen et al., 2016). Several studies related to travelling show that travelling will also have an impact each individual's life satisfaction, and the satisfaction level gained from their travel experiences positively influences the tourists (Chen et al., 2016; Neal et al., 2007; Sirgy et al., 2011).

In the past decade, many researchers have conducted research in relation to Halal tourism. However, many were focused on Muslim international tourists visiting non-Muslim majority

countries as their travel destinations (Faulina et al., 2020; Jeaheng et al., 2019, 2020; Jia & Chaozhi, 2020; Najib et al., 2020). Muslim international tourists also visited Muslim-majority country (Akyol & Kiliç, 2014; Nassar et al., 2015). Some research focuses on Muslim domestic tourists in Muslim-majority countries (Maulani et al., 2021; Siregar, 2018) and some focus on Muslim domestic and international Muslim tourists visiting non-Muslim destinations (Dabphet, 2021; Han, Al-Ansi, Koseoglu, et al., 2019). Therefore, due to the lack of studies related to Muslim domestic tourists visiting non-Muslim majority countries, the present study has been undertaken to determine Muslim domestic tourists' satisfaction with the tourism attributes in the destination and accommodation.

2.3. Tourism attributes

Tourism Attributes dimensions in tourism can be in the form of physical attributes and intangible attributes that have a function in increasing consumer satisfaction (Battour et al., 2011; Eid & Elbanna, 2018). Attributes such as price, climate, etc., determine tourists' decisions of "where to travel" (Boit & Doh, 2014; Dann, 1981). Attributes can affect tourist satisfaction with a destination and promote tourists at a destination (Gannon et al., 2017; Kim, 2014). In relation to the attributes that will be discussed in this study, they will be divided into two, namely generic attributes and Islamic tourism attributes that will be elaborated below.

2.3.1. Generic attributes

Generic attributes or the generic tourism facilities and services are one of the main or vital attributes existing in a tourism destination, such as scenery, the friendliness of tourism providers, etc (Güzel, 2017; Meng et al., 2008). The same research mentions that generic attributes are defined as attributes that could satisfy tourists and create a revisit intention (Güzel, 2017). Generic attributes are mostly available at every tourism destination, during travel. Travel destinations need to have generic attributes in order to fulfil tourists' needs. Attributes such as a destinations' price, climate and culture could determine tourists' decisions on where they want to travel to (Boit & Doh, 2014; Dann, 1981). Each of the tourism destinations has its own attributes, different specialities and unique features compared to other destinations. Even though each of the tourism destinations has different and unique features of tourism attributes, there are main attributes that need to be available for tourists when they travel (Boit & Doh, 2014; Buhalis, 2000; Žabkar et al., 2010).

Atmosphere of destinations is one of the necessities in a tourism destination. Atmosphere or ambience could provide the feel of comfort, safety, security and relaxation for tourists during travel. One researcher found that atmosphere in tourist destinations, such as restaurants, could increase tourists' satisfaction level (Sulek & Hensley, 2004). Following that, *recreation centres* such as shopping facilities and other tourist attractions are becoming one of the main aspects of tourism attributes in the tourism industry. Without the availability of tourist attractions, tourists lose 'interest' in visiting and travelling (Žabkar et al., 2010). *Comfort and cleanliness* in tourism destinations also need to be fulfilled. The availability of properly maintained destinations will fully support the needs of tourists (Boit & Doh, 2014). The feeling of being 'welcome' by the locals and host (normally known as *local people attitude*) is also one of the important aspects required for tourists to gain memorable experiences during their travels (Buhalis, 2000). This also applies to lodgings as part of the hospitality industry. The staff or hosts need to provide a good service and attitude toward tourists (Buhalis, 2000). *The nature and climate* of tourism destinations might affect the tourists during travel on the destinations they visited (Faulina et al., 2020). The nature and climate could not be affected by the tourism workers; however, their 'effect' might affect tourists. As an example, tourists seeking to go hiking or camping would prefer to visit Rotorua because Rotorua is known as a region rich in scenic resources and Māori cultural heritage, which are the main attractions of the district (Steinmetz, 2010). Next is the *value for money* in tourism destinations. Knowing that destinations are worth the price of the available facilities provided is one of the points that tourists consider while they travel (Faulina et al., 2020). This is because tourists expect a high standard and expect value for the money they pay to meet their standards (Jefferson, 1995). Following that is *safety*: feeling safe and comfortable while travelling is one of the important considerations for tourists (Buhalis, 2000). The availability at tourism destinations providing hazard protection, emergency prevention consequently make safety an essential key to sustainable tourism (Lai et al., 2018). Therefore, it is important for tourism industry workers to have knowledge of safety training. Following that, *services information*, such as the availability of I-sites in tourism destinations is a necessity. Information needs to be available in brochures, travel books, and through tourism information and knowledge offered by tourism workers. The availability of information that tourists can access in relation to the areas they visit and what facilities the destinations offer is essential for tourists (Žabkar et al., 2010).

2.3.2. Islamic attributes

Islamic attributes have aspects that can influence an attribute in a tourist destination. Islamic attributes, also known as Sharia attributes, are types of attributes that specifically exist because of Muslim customers' demand (Battour et al., 2011). Battour et al. (2011) found that during the destination decision-making process, Muslim tourists would consider Sharia (Islamic law) to guide their choices of travel destinations and accommodation. The existence of Halal attributes or Islamic attributes is considered to have a very important role when Muslims decide to travel to a destination (Market, 2014). This attribute also represents the existence of Islamic norms and practices relevant to a tourist destination visited by a person (Battour et al., 2011), where it is possible that the absence of these attributes at the destinations visited will affect the satisfaction of visitors who have come to these destinations. As mentioned previously, attributes are classified as: tangible – the availability of prayer facilities, Muslim-friendly toilets; and intangible: Islamic entertainments, Dress codes, and Islamic morality (Eid & El-Gohary, 2015).

Several researchers' work found that there were attributes that should be provided by the destinations and accommodation provider to appeal to the Muslim traveller (Battour et al., 2011; Henderson, 2010; Razzaq et al., 2016; Stephenson, 2014). The availability of tourism destinations and accommodations providing for the *religious needs* of patrons, such providing prayer mats with *Qibla* (prayer direction) in a room occupied by Muslim guests (Stephenson, 2014). By providing first-class services and facilities for Muslim tourists, such as prayer mats, Quran, Surah Yasin and Tasbih and improved destination and accommodation rates may result in attract more tourists in the Muslim market (Din, 1989; Weidenfeld, 2006; Weidenfeld & Ron, 2008). Information about Muslim *places of worship* (Mosques and prayer rooms) can also be provided to the guests, such as Mosque and prayer rooms in which guests can perform Friday prayers (Henderson, 2010). The availability of *Halal food*, such as the halal meal choices at the accommodation, or restaurants providing Halal food with appropriate certification (Razzaq et al., 2016) is also attractive to Moslem tourists. Halal food is one of the crucial factors for Muslims when they travel. Halal food consist of any domesticated animals, non-predatory wild animals, grasshoppers, non-predatory birds, fish (with scales), seafood and plants which can be eaten if the poisonous and harmful materials are removed, without any contamination being carried from farm to table. Meanwhile, in contrast to Halal, Muslims classify Haram foods, such as dead animals, animals with long teeth or tusks, predatory birds with sharp claws, venomous animals, as those that are forbidden by Islam to be killed; also, pigs, dogs, donkeys,

crocodiles, blood, and meat cut straight from live animals and alcohol are all classified as Haram foods (Samori & Rahman, 2013; Wan Hassan & Awang, 2009).

The *banning of alcohol consumption and gambling*, such as the removal of alcoholic beverages during Muslim tourists' stay in accommodation is important (Razzaq et al., 2016). Following that, any pornographic content and any sexually suggestive programming options should be removed by *limiting room entertainment*. Tourism providers could help improve Halal tourism by blocking pay-per-view adult entertainment channels in hotel rooms and informing tourists how to avoid red-light district locations. Concern regarding sexual promiscuity may include the provision of *gender segregation areas*, such as separate swimming quarters, separate changing rooms for men and women (Stephenson, 2014). To some extent, some Muslim communities expect the tourism provider to ensure the facilities are all segregated according to sex, such as spas, gyms, pools (Battour et al., 2011). Appropriate *dress codes* for the tourism providers and workers are also important, such as the wearing of tidy, modest conservative dress by staff (Razzaq et al., 2016). Wearing appropriate clothing is important as tourism providers are aware of and respect the different cultural and religious backgrounds of their customers. *Cleanliness* is also a necessity for Muslims. Clean rooms and bathrooms are essential. Clean bathrooms are required to perform ablutions in and prepare for prayer, and clean rooms are required in which to conduct prayers (Razzaq et al., 2016). To some extent, countries, such as Mauritius, which cater for the Halal tourism market, also ensure that hotel supplies and amenities such as toiletries are Halal (Razzaq et al., 2016). The various Islamic attributes have been developed through a review of the literature around accommodation and destination. Below, the tourism destination attribute will be explained.

2.4 Tourism destination

A tourism destination is a location or place that is strongly reliant on tourism's economic advantages. A tourism destination can be a large location such as a city or region, or a small one such as a resort. Similarly, (Pike, 2015) defines a tourism destination as a place that tourists can visit and live in, typically in terms of inherent or exhibited natural or cultural value, historical significance, natural or built beauty offering leisure and amusement. Tourists see the tourist destinations they visit as a whole, allowing the tourism providers to develop a joint tourism product that can represent the tourist attractions they visit (Gomezelj Omerzel, 2011) and reflect the needs of tourists. The more attractive the tourism destination, the more likely it is for tourists to be interested and gain satisfaction from visiting it.

Tourism destinations are classified into several groups. Among these are geographic areas, such as coastal areas, rural areas, urban areas (Caber et al., 2012). Another researcher classifies tourism destinations into 'human-made' tourist destinations such as shopping centres, recreation areas and natural tourist destinations, or those originating from nature, such as mountains and beaches (Magi & Nzama, 2002). Another classification refers to the use of the location, for example places where tourist attraction activities are located, such as zoos and theme parks. A further destination classification is made in terms of accommodation houses such as hotels, motels, inns (Shoval et al., 2011). In relation to the research in this study, the researcher will classify tourism destinations into destinations and accommodations in order to classify the realm of the research area.

2.5. Importance-Performance Analysis

This sub-chapter discusses the studies using Importance-Performance Analysis in relation to tourism. The methodology and analytical approach used in previous research, and statistical tests are elaborated in detail in this chapter. The use of Importance-Performance analysis in this study is to simplify the fact that there are several studies that have investigated the use of Importance-Performance Analysis in relation to tourist segmentation in measuring tourist satisfaction.

Importance-Performance Analysis, first introduced by (Martilla & James, 1977), was developed to identifies products or services attributes to enhance tourists or customer satisfaction (Chen et al., 2016; Matzler et al., 2003). The Importance-Performance Analysis model is based on the conceptual foundations of the multi-attribute choice (Dwyer et al., 2012; Meyer & Westerbarkey, 1996). The model is being developed to underpin what the decision maker chooses. Important-Performance Analysis has been widely used by researchers in various fields namely, education, health care, leisure and recreation, tourism, theme parks, marketing, management (Chen et al., 2016; Chu & Choi, 2000; Deng et al., 2008; Oh, 2001; Tonge & Moore, 2007). The use of Importance-Performance Analysis is to present the result in a form of a two-dimensional grid that is straight forward to understand and interpret (Martilla & James, 1977). The matrix used in this analysis normally uses the Likert scale to represent each of several points. Some studies use the 4-point Likert scale (e.g., (Hultsman, 2001), 5-point (e.g., (Sheng et al., 2014), 6-point (e.g., (Mueller & Kaufmann, 2001), 7-point (e.g., (Murdy & Pike, 2012), 9-point (e.g., (Chen, 2014), 10-point (e.g., (Sörensson & von Friedrichs, 2013). The use of different scales depends on each researcher and on what they are researching.

In the process there is no right or wrong choice of scale, only the preferences of each researcher. Evan and Chon stressed that 7-point Likert scale is used in order to properly understand the respondents' level of answer choices, and to develop more specific comparisons needed. Below is the table that summarizes the 7-point Likert scale that has been used in the tourism literature, as the Likert scale is used in this study.

Table 2. 2: Research using 7-point Likert scale summary (Lai & Hitchcock, 2015)

Topic sector	Researcher	Number of attributes
Tourism policy	(Evans & Chon, 1989)	11
Hotels	(Chu & Choi, 2000)	26
Exhibitions	(Weber & Roehl, 2001)	22
Destination	(Fallon & Schofield, 2006)	22
Chinese Hotel	(Ryan & Huimin, 2007)	51
Travel Agency	(Perl & Israeli, 2011)	27
Destination	(Murphy & Pike, 2012)	23
Zoo	(Taplin, 2012)	17

Importance-Performance Analysis presents the results of analysis by using four quadrants.

The main attributes in each quadrant represent each possible outcome and provide an explanation of the importance and performance characteristics, in order to show the array of characteristics in each quadrant level.

- a. *Concentrate here*: represents low performance or fair performance on the extremely important attributes. This shows a low level of tourist satisfaction with the tourism attributes performance.
- b. *Keep up the good work*: Implies excellent performance on extremely important attributes and tourists are satisfied with the tourism attribute's performance.
- c. *Low Priority*: shows the poor tourism attribute's performance that are not important for tourists.
- d. *Possible Overkill*: Illustrates excellent performance on tourism attributes that is less important for tourists

Figure 2. 1: Importance-Performance Analysis (Martilla & James, 1977)

Importance-Performance Analysis (IPA) has been widely used in the tourism sector, yet most research has focused on specific tourism services or attractions. (Zhang & Chow, 2004) use the Importance-Performance Analysis to assess Hong Kong's tour guides in mainland China of the outbound visitors. (Liu et al., 2010) stressed that the main assumption in relation to the tourist's satisfaction level in the Importance-Performance analysis are based on the tourist expectations and evaluations of products' and services' performance. Other researchers argue that tourists could change their perspectives and expectations while travelling, and some might blurred the level of importance and performance attributes when surveys are conducted (Tonge & Moore, 2007). IPA measures the relative level of the importance and performances of different attributes to determine satisfaction level (Martilla & James, 1977). Therefore, using the importance-performance (satisfaction) matrix could provide tourism operators with information in relation to areas and attributes that need to be improved, based on tourist's experiences and needs during their travel.

2.6. Tourists Satisfaction

Tourist satisfaction has been covered by many researchers in a variety of tourism fields with a variety of explanations leading to it. More often than not, tourist satisfaction has been linked with loyalty or customer retention. However, (Bennett & Rundle-Thiele, 2004) stated that tourist satisfaction does not always relate to loyalty. According to other researchers, tourist satisfaction has an important role in market destinations successfully (Devesa et al., 2010; Žabkar et al., 2010). The satisfaction of tourists is the overall measurement from the opinions of travellers or tourists to destinations of every quality (Coban, 2012). It is considered as an important success indicator for destinations (Dabphet, 2021). The level of tourist satisfaction is also directly related to their travel needs. Therefore, it is important to understand a clear image of what tourists expect in the destinations they visit (Qu & Ping, 1999). According to (Pizam et al., 1978) tourist satisfaction is a measurement of how tourism products and services offered by tourism providers meet or surpass the expectation of tourist. Therefore, tourist satisfaction becomes one of the tourism business' keystones. It is because the organization's consumer satisfaction could increase the profit rate, in order to gain wider market share (Hasan, 2015). The main principle of satisfaction is comparison between expectation and the level of performance perceived by tourists (Yusendra & Paramitasari, 2018). This means that the satisfaction is a comparison between performance and expectations, and therefore, if tourists are satisfied with the condition of the perceived performance of products or services performance, it concludes that it is higher than the expectation. On the other hand, the tourists will experience disappointment when the perceived performance is lower than the expectations (Hasan, 2015).

In the tourism industry, there are eight factors that could affect visitor satisfaction (Bowen & Clarke, 2002; Pizam et al., 1978). (Chan, 2006) proposed the multi-scale evaluation model of visitor experience, a comprehensive evaluation of travel destination factors, including natural environment, natural attractions, accommodations, restaurants, stores, cultural entertainment, and heritage. A single attribute of destination has an impact on general impressions (Pizam et al., 1978). Therefore, each attribute of visitor satisfaction must be measured. The details of each attributes already mentioned on the previous sub-chapter (sub chapter 2.3), the Generic attributes and the Islamic attributes.

2.7. Tourists Characteristics

Tourists' characteristics are the market segmentation that can be used in research to understand the behaviour of tourists. This segmentation is a strategic tool to account for heterogeneity among tourists, which can be helpful for tourism and hotel stakeholders. Tourist characteristics are usually categorized in the demographics of the tourists who make tourist visits. Tourist characteristics can also come from the beliefs they hold or the cultures that are part of their lives. Age and gender-based research: research using age-based data has been used in relation to the travel and tourism literature because of the economic importance found in this. Previous research used several designations in the age categories used in the study. Some use the terms younger and senior (Moisey & Bichis, 1999). Some use the age range to show the differences in existing age groups (Beerli & Martín, 2004). Gender is also a tourist characteristic often used in the literature because significant differences were found between two different genders. Beerli and Martín (2004) added that education level, marital status and salary is also used to distinguish tourists in relation to their characteristics in general.

According to Kotler (2001), religion is part of a culture that can shape individual behaviour patterns. Individuals who believe in a particular religion and apply the values of their beliefs can influence their actions and decisions (Alam et al., 2011). Muslim have tourist characteristics that cause them to be risk averse and to seek products related to their beliefs and risk aversion (Wilson & Liu, 2010). Muslim tourists have special needs when travelling, most of which comply with Islamic rules. In this modern era, Muslims, as consumers, still try to maintain and apply Islamic values in their daily lives, and they are careful in their decision processes because what they decide is always related to Islamic rules which they must obey (Fajriyati et al., 2020; Wilson et al., 2013). These Islamic rules guide the Muslim individual in making decisions. This becomes a distinct characteristic based on the beliefs they hold.

2.8. Conceptual Framework

Conceptual frameworks have an important role in showing each relationship between different concepts used in the research. Conceptual frameworks help to structure research design and determine the research scope of the study (Pearce, 2012). A conceptual framework is a justification for why a study should be conducted (Varpio et al., 2020). The conceptual framework in this study is in the form of a Venn diagram. The use of Venn diagrams helps conceptualise the analysis implemented in this study, in relation to tourist satisfaction with tourism attributes in New Zealand as a non-Muslim country. Figure below (Figure 2.2) shows

the relationship between the importance and satisfaction that will be measured using the same points of this study, tourism attributes. The Importance-Performance Analytical approach will be used to measure the tourists' satisfaction level in relation to the attributes of tourism. Furthermore, the tourists' characteristics will be used to demonstrate the differences between genders, ages, levels of religiosity, etc. Therefore, the focus of this research is to answer the main question posed in this study – that is, to find out if generic and Islamic tourism attributes in destinations and accommodations in non-Muslim majority countries affect the satisfaction of domestic Muslim domestic tourists.

Figure 2. 2: Conceptual Framework

2.9 Summary

In conclusion, this chapter has reviewed the literature relevant to the research topic, “An Importance-Performance Analysis (IPA) of Halal Tourism Attributes and Tourist Satisfaction: Evidence from the New Zealand Muslim Community”. This study has explained the literature that exists in previous studies. It also gives an explanation of Halal tourism, Muslim domestic tourists, tourism attributes, and Importance-Performance Analysis (IPA), which is used as the theoretical analytical basis in the study. Also covered are the gaps and some major issues found in previous studies, which have focused on Islamic attributes such as worship facilities and Halal food and the level of satisfaction of Muslim tourists when they travel internationally in Muslim and non-Muslim countries (Dabphet, 2021; Jia & Chaozhi, 2020). However, little has been discussed about the levels of satisfaction among Muslim tourists and any perceived inconveniences they experience when they travel domestically in non-Muslim destinations. This study will help to fill a gap in the current literature on Muslim domestic travellers who travel within non-Muslim destinations. It also attempts to address the research gaps in the literature by investigating tourist satisfaction with the tourism attributes in New Zealand as a non-Muslim country, from the Muslim domestic tourist perspective, by using Importance-Performance Analysis. This study also intends to fulfil the limitations of previous research by Dabphet (2021) in relation to the examination of different satisfaction levels by using tourists’ characteristics. Following this literature chapter, the research methodology is developed and presented.

CHAPTER THREE: METHODOLOGY

3.1. Introduction

The purpose of this study was to examine the satisfaction with general and Islamic tourism attributes among domestic Muslim tourists in New Zealand as the non-Muslim majority country by using the Importance-Performance analysis analytical tool. The researcher believes that understanding this could allow tourism business managers and hotel owners to inform the planning, implementation, and development of the New Zealand tourism attributes. Therefore, (3) research aims were addressed in order to guide this research. This chapter outlines the research methodology used to investigate the aims develop in the previous chapter. The chapter also discusses the research method and philosophy employed in this research. The outline of this chapter is presented in the figure below (Figure 3.1).

Figure 3. 1: Outline of Chapter Three

3.2. Research paradigm

A paradigm is characterised by how researchers respond to ontological, epistemological and methodological questions (Guba, 1990), in which a paradigm is a guiding belief and assumption that influences and structures the research construct (Johannesson & Perjons, 2014). Therefore, a post-positivist approach was selected for this study in order to learn about the nature of and the interactions between reality and knowledge, and how to obtain the knowledge. Post-positivism guides the researcher's belief with regard to delivering the research aims and the research positions in the research study. Post-positivism focuses on emphasis meaning and seeks to explicate social concerns (K. A. Henderson, 2011). The presentation of a narrative that balances personal and professional, as well as theoretical interpretations of experience with a story is the value of post-positivism (Ryan, 2006).

Quantitative research is based on a positivist philosophical position about understanding human behaviour and experience, which could be explained through the influence of relationships (Johannesson & Perjons, 2014). However, in examining tourists' satisfaction with tourism attributes, this research works on individuals' different experiences and interpretations of each tourism attribute when they travel. Hence this research adopts a post-positivist paradigm due to its relevance.

3.3. Research Methodology and Research Method

In general, the post-positivism studies are more likely to employ quantitative methodology to collect data because this allows researchers to maintain research objectivity and to collect information about attitudes and points of view of the whole sample (Balnaves & Caputi, 2001). Further to that, the current study seeks to assess the potential relationship between constructs. The requirement could be met by conducting quantitative research (Creswell, 2014). Considering the requirements, a quantitative approach was deemed appropriate to be used as the predominant methodology for this research. Hence, the quantitative approach in this study aims to be beneficial in understanding domestic Muslim tourist satisfaction in New Zealand. Figure 3.1 below describes the research stages used in this research.

Determining the research method is a crucial stage when undertaking research. Quantitative research can be done using surveys, questionnaires, personality tests, and standardized research instruments (Cavana et al., 2001; Creswell, 2014). A questionnaire survey is used to collect

information from a person in a questionnaire that emphasizes a transparent set of research to gather information, analysis, and interpretation. (Veal, 2017). Thus, in order to identify the tourism attributes in New Zealand, the questionnaire was chosen to explore the tourists' satisfaction with the importance-performance for Generic and Islamic attributes. Furthermore, the New Zealand government continues to implement the lockdown and limit the number of people due to the Covid-19 cases restriction policy. This reason, underlie the reason why this study implements self-complete anonymous questionnaire, because this data collection tool considered optimal while following the health protocol set by the government. The quantitative research method was chosen as it: (i) meant being able to have a range of large samples; (ii) was one of the fastest and easiest ways to collect data; (iii) while maintaining the objectivity and accuracy of the variables involved; and (iv) due to these reasons, the data collection process could be automated via online questionnaires and/or automated answers, thus resulting in less cost compared to conducting interviews. Therefore, the questionnaire as the primary data collection tool was selected for the method of this study. Figure 3.1 below describes the research stages used in this research.

Figure 3. 1: Research process stage

3.3.1. Selection of study site and Population

Selecting the study site is one of the crucial things to be done when conducting a research study. This research investigates the tourist's satisfaction of the tourism attributes in non-Muslim majority country; therefore, as a non-Muslim country, New Zealand was chosen as the study site. As mentioned in Chapter One, New Zealand is a country with approximately 1% of Muslims in its population yet is one of the countries that attracts many tourists, both international and domestic. The Covid-19 pandemic has spread globally and affected many industries, and tourism has received the biggest impact (Hong et al., 2020). Added to this is the fact that Muslim populations around the globe are undeniably growing, and the existing industries must prepare for this, including the tourism industry (Battour & Ismail, 2016; Yan et al., 2017). Hence, New Zealand was identified to be a suitable site for conducting this research. Moreover, the Muslim tourists were chosen to be the population in this study. The use of Muslim tourists is because this research relates to Islamic attributes where Muslims necessitate these attributes to be part of their life.

3.3.2. Research instruments

After carefully formulating research questions and sample selection, the next step was to develop the data collection instrument. The questionnaire was used as the research instrument for this research with domestic Muslim tourists. Questionnaire questions were based mainly on the tourism attributes classification of generic attributes (Boit & Doh, 2014; De Nisco et al., 2015) and Islamic attributes (Battour et al., 2011; Faulina et al., 2020). After implementing secondary research gained from journals and government-related information, the four (4) categories of tourism attributes were formed. A total of (29) generic and Islamic tourism attributes were identified and used in the Self-complete questionnaires. In addition, Importance-performance was chosen to assess the tourists' satisfaction with tourism attributes in New Zealand as the non-Muslim majority country.

3.4. Questionnaire design

3.4.1. Development of variable measurement

To ensure the validity and reliability of a measurement, the present study employed scale items from previous studies. In addition, several changes related to the wording were applied to fit the context in this study because clear and appropriate descriptions have an essential impact on the validity of the measurement results (Churchill Jr, 1979; Kim et al., 2012; Nielsen, 2014). In relation to generic Islamic tourism attributes on the satisfaction of domestic Muslim tourists, the researcher adapted several measurements and tailored them to meet the needs of this study. These will be explained in the sub-sections below. Furthermore, in relation to the Likert scale as a measurement scale in this study, there are some opinions about using the number of Likert scales as a measurement tool. According to one researcher, fewer scales categories on the Likert scale will result in a rough scale, resulting in the loss of raters' powers to give valid answers. On the other hand, the category of a scale that is too broad can affect the overall result, and the rater's response becomes limited (Jacoby & Matell, 1971; Munshi, 2014). Other studies suggest using a wide range of scales to collect precise results (Allen & Seaman, 2007). Furthermore, considering the reliability of participant responses, it shows that the 7-point scale may perform better than the 5-point rating scale because the choice of items is determined from the questionnaire construct (Joshi et al., 2015). From the same study, it is also stated that the 7-point rating scale is considered ideal because it is shown to have the highest range in scale reliability (Cox III, 1980; Joshi et al., 2015). From this explanation, the researcher decided to use a 7-point Likert scale to get optimal results from this research.

3.4.2. Questionnaire outline

The following will explain the distribution of the research questionnaire used in this study. The detailed questionnaire located in the appendices (Appendix 2).

a. Screening section

Screening questions were used to eliminate respondents who did not fit the targeted profile for this study. Prior to the main part of research questions, three screening questions were asked to ensure the respondents eligibility. The first question determined if the respondents were aged 18 or above or considered to be of legal age. The second, question asked if the respondents were Muslim in their religion; and the third asked where the respondents had travelled domestically around New Zealand.

b. Main body

In the main part of the questionnaire, tourism attributes-related questions were asked. The first sub-section covered the travel behaviour of the respondents. The next two sub-sections focused on the main construct of Importance-Performance measurement of the tourism attributes by using the 7-Likert scale (Table 3.1). The questionnaire outline questions are explained in Table 3.2 for the generic attributes and in Table 3.3 for Islamic attributes. These parts consisted of four main tourism attributes groups, namely: The Generic attributes destination; Islamic attributes destination; Generic attributes accommodation; Islamic attributes accommodation, with the total of (29) attributes. Furthermore, an additional “N/A” option was added in the performance sub-section to accommodate the respondents who never engaged with certain attributes during their travel. The last sub-section of the research questionnaire contained demographic questions. In order that the respondents understood what each sub-section related to while answering the questions, the researcher provided an explanatory note at the beginning of each sub-section for respondents, which referred to their travel experiences when answering the questions. Respondents were also given an opportunity to write feedback, or any comments related to the questionnaire.

Table 3. 1: Questionnaire outline and responses (7-point scale)

Attributes group		Amount (n)	Scale Respond anchors
Generic attributes	Destination	(10)	Important – “Extremely Important” to “Not at all important”
Islamic attributes		(7)	
Generic attributes	Accommodation	(6)	
Islamic attributes		(6)	
Generic attributes	Destination	(10)	Performance – “Extremely Satisfied” to “Extremely
Islamic attributes		(7)	
Generic attributes	Accommodation	(6)	
Islamic attributes		(6)	

Table 3. 2: Generic attributes

Generic Attributes Group	Items	Codes	Sources
Destination	Atmosphere	AD	(Ball & Giakoumis, 2003; Li, 2012; Mistry, 2018; Pike, 2002)
	Availability of tourist centred activities (ex: shopping facilities)	SF	
	comfort and cleanliness	CC	
	Local people attitude toward tourists	LP	
	Nature	NA	
	Value for Money	WP	
	Safety	SD	
	Health services and facilities	HS	
	Climate	CD	
	I-site (visitor information centres)	IS	
Accommodation	Value for Money	WP	(Fajriyati et al., 2020; Mistry, 2018; Razzaq et al., 2016; Reisinger et al., 2009)
	Cooking Facilities	CF	
	Safety	SA	
	Comfort and Cleanliness	CC	
	Tourists related information (ex: brochures)	TI	
	Staff/Host polite and friendly to the guests	PO	

Table 3. 3: Islamic attributes

Islamic Attributes Group	Items	Codes	Sources
Destination	Mosque	AM	(Battour et al., 2011; Fajriyati et al., 2020; Razzaq et al., 2016)
	Prayer room	PR	
	Water supply for Ablution (Wudhu)	WS	
	Segregated public/ private area of different gender	SA	
	Products having halal logo and certificate	HP	
	Restaurants having halal logo and certificate	HF	
	Restaurants not selling alcoholics drinks	AD	
Accommodation	Prayer mat, Qibla sign	PQ	(Battour et al., 2011; Fajriyati et al., 2020; Faulina et al., 2020; Razzaq et al., 2016)
	Muslim related information provided by the staff/host (ex: Halal food, prayer time)	MI	
	Multilingual channels and language	MC	
	Limiting sexual permissiveness by blocking pay-per-view in room entertainment	SP	
	Staff/host wearing tidy and modest clothes	TC	
	Good services from staff/host (ex: no room for racism)	GS	

3.5. Data collection

Questionnaires for this study were distributed both online and offline with the help of several Muslim organizations in New Zealand such as: The International Muslim Association of New Zealand (IMAN), The Federation of Islamic Associations of New Zealand (FIANZ), and several Halal business owners. The questionnaire was distributed over 5 weeks, from 21 April to 1 June 2021. A total of 375 questionnaires were returned, with a total of 22 offline questionnaires and 353 online questionnaires. However, only 225 were complete and used in this research. Furthermore, on the concluding page respondents were thanked for their participation and given the opportunity to join the gift draw provided in the questionnaire. The gift draw consisted of a total of (5) \$NZ25 New World gift cards. Further explanation will be given in the sub-sections below.

3.5.1. Sampling

The context of the research study was quite specific, in relation to the domestic Muslim tourists in New Zealand. Therefore, the study could not use random samples from the general tourist population as respondents, because it may then include the non-Muslim tourists who would not fit the desired sample. Therefore, it was necessary, due to the circumstances, to use a sampling technique that did not involve a random selection sample (Cavana et al., 2001). A non-probability purposive sampling approach was deemed to be appropriate because this sampling method could be confined to only specific types of people who could provide the needed information (Cavana et al., 2001).

To be qualify as respondents, the individuals needed to be aged 18 years or older, Muslim, and must have travelled to New Zealand as a tourism destination. These criteria were necessary to create a baseline to make the comparison for the research. A final requirement was that the respondents had have lived in New Zealand in order to ensure they went travelled domestically. Furthermore, the researcher asked the sample participants to refer the questionnaire to other people from their community who might fit the research study criteria to create a snowballing sampling.

3.5.2. Data collection method

The data collection process was carried out online and offline. Online collection, by using Qualtrics, aimed to enhance accessibility and convenience. The online questionnaire could be

very efficient in relation to the cost and speed of data collection (Cavana et al., 2001). In addition, Qualtrics, as the web-based online software, were set to maintain the anonymity of respondents. Other researcher also added that the use of the internet for anonymous questionnaires could protect the participants in this research (Creswell, 2014; van Hamersveld & de Bont, 2007).

Furthermore, the Offline questionnaire distribution was placed at several locations in Wellington, New Zealand. Such as the Kilbirnie Mosque, Marrakech Café, Garuda Restaurant - the restaurants and café were owned by Muslims and specifically sold Halal food. To maintain the confidentiality of respondents' information when answering the offline questionnaire, the researcher prepared a locked box to enter the completed questionnaire into the box. The targeted locations were not tourism destinations but locations with a high probability of being visited by people with Muslim beliefs. This method was used because Muslims are part of a minority group in New Zealand. By using snowballing sampling, this research was able to be distributed offline with the help of the New Zealand Muslim community. Furthermore, secondary data, synthesized from books, journals, statistics and the internet, helps determine the outline of the research. Books and journals also provide information about previous research, which is related to this present research. Some websites, such as Stats NZ (New Zealand statistics), provide data graphics that helped identify this research.

3.5.3. Pilot tests

Pilot tests were used to understand any possibilities that could have happened in the research. In order to minimize the error, this type of test was used to see more clearly every aspect needed. There were two tests conducted in order to test all aspects of the research questionnaire (e.g., clarity of the questions, multiple choice response options, approximate time to complete). The pre-test of the research questionnaire was done with a total of five (5) people. These people were researcher friends from the university. The pre-test was distributed via researcher private social media on 15 April 2021. Within two days, the researcher received the feedback from them. The sample of respondents were asked questions in relation to the approximate time in which they finished the questionnaire, the question flow in the questionnaire, and how easy it was for them to finish and understand all of the questions. The approximate time was asked in regard to be included in the information sheet. After several responses from the five sample respondents, the researcher arranged the questions in a more appropriate order. Following that, the pilot test was done using an online questionnaire and gained approximately (18) responses

on 20 April 2021. After receiving the feedback from the respondents who joined the pilot-test, some changes such as responses answer options in the religiosity group category as part of the demography section, correct the wording accuracy were made to develop the questionnaire. Later on, the final refined questionnaire started being distributed between 21 April 2021 and 1 June 2021.

3.5.4. Ethics approval

Prior to the questionnaire distribution, approval was obtained from The Human Ethics Committee (HEC) at the Victoria University of Wellington to ensure that the research conducted complied with research ethics and academic integrity. In this study, all respondents responded anonymously to protect privacy and to encourage a greater and more accurate set of responses. This quantitative research was approved by The Human Ethics Committee on 16 April 2021 (application No. 00000029178), before starting the data collection.

3.6. Data Analysis

The data obtained in this study used descriptive analysis. Descriptive research refers to a method that aims to explain the characteristics of each research variable. The descriptive analysis shows several characteristics of social phenomena by calculating the frequency and central tendency measures, namely the Mean, Median, and Mode (Blaikie, 2003). The use of percentages can also make it easier to make comparisons on each variable value. Furthermore, the standard deviation is also used to understand the average variation of the mean value. If the standard deviation has a small value, it indicates that the existing data has a value comparable to the value of the mean. (Field, 2013; Finn et al., 2000).

The analysis framework is helpful to support the analysis of data structure and present research findings using a knowledgeable approach that is easy to understand (Pearce, 2012). The analysis of this study follows the three (3) research aims presented in the Introduction chapter (Chapter One). In the first research aim, the means and standard deviation were used to explain the tourists rating for the importance and performance of generic and Islamic tourism attributes with tourist satisfaction when visiting domestic tourism destinations. Furthermore, from the second research aim, the Means of the first research aims (29) attributes were used to generate the importance-performance grid to illustrate the relationship between importance and performance of tourism attributes as a measure of tourists' satisfaction. This implementation process was adapted from research by Martilla and James (1977) in relation to the Importance-performance analysis. In the third aim, the paired sample T-test was applied to test for

significant differences of the performance attributes from (29) tourism attributes in relation to the four (4) tourist characteristics.

Figure 3. 2: Analytical Research Framework

3.6.1. Type of analysis used

a. Means analysis

Means analysis is a test that intends to combine and compare the similarities and differences encountered in the existing data (Field, 2013). Means analysis is the basis that will be used as the foundation of analysis in this research to answer the first aim of this study, and as part of aims 2 and aims 3. Means will be used considerably in the T-test analysis and Importance-Performance analysis.

b. Importance-Performance Analysis

As explained in the previous chapter (Chapter Two) this research adopts Importance-Performance analysis developed by Martilla and James 1977. Importance-Performance analysis was used to analyse the generic and Islamic tourism attributes in New Zealand, to gain the domestic Muslim tourists' satisfaction. The Importance-Performance Analysis model is based on the conceptual foundations of the multi-attribute choice (Dwyer et al., 2012; Meyer & Westerbarkey, 1996). The use of Importance-Performance Analysis is to present the result in a form of a two-dimensional grid that is easy and straight forward to understand and interpret (Martilla & James, 1977). The matrix used in this analysis normally uses a Likert scale to represent each of points. The Importance-Performance analysis grid is divided into four (4) quadrants: *Concentrate Here* shows the low performance on the extremely important attributes. *Keep up the Good work* shows high performance with extremely important attributes. The *Low Priority* quadrant illustrates the low performance with the attributes that were not important to respondents. Lastly, *Possible Overkill* represents the excellent performance on attributes that are less important to respondents.

c. Paired T-test and Cross tabulation

The paired T-test and cross tabulation is used to analyse the third aim of this study. To analyse the differences of tourism to tourists' characteristics. Paired sample T-test is a type of test that compares two means gained from the same respondents. The *P*-value of the data will show the significance level. If the *p*-value is less than 0.05, there is a significant difference between the two means (Field, 2013). As the *p*-value shows less than 0.05, we can conclude there is a statistically significant difference.

The cross-tabulation analysis is also known as the contingency table analysis. This analysis is most often used to analyse categorical data or nominal measurement scales. The analysis, as mentioned earlier, proposes to represent the overall group of respondents and

sub-groups obtained from the data from respondents. This analysis is also beneficial for showing combinations of frequency distributions and observations of two to more than two variables (Wildemuth, 2009).

d. R-software

R is a statistical computing and graphics programming language that is used to clean, analyse, and graph data (Chambers, 2008). It is usually used to estimate and display results reached by researchers from different fields and academics of statistics and research methodologies. The R software was used to display the Importance-Performance Analysis grid used in this research. The use of R software is considered to help provide a more precise representation of Importance-Performance Analysis, making it easier for the readers to understand the findings obtained in this research.

3.7. Research Limitation

Although this research has been designed by following the appropriate methods, it is not without its limitations. Firstly, this was due to the limited timeframe for data collection, resulting in the minimum adequate sample size, which is suitable for this present sample study but not enough to fully examine each attribute and its variables. Further studies are suggested in order to gather more data so that a deeper understanding and better group classification can be developed for future research. One of the reasons for the limited timeframe of this study was the Covid-19 pandemic, which caused the researchers to experience some obstacles during the research. Which affected the progress duration and research performance of the thesis.

Secondly, a further limitation to this study concerns the questionnaire design and the fact that the Halal tourism prospect questions were asked, but not included in the analysis due to the lack-of-depth questions asked in the questionnaire. Following that, there is the fact that the nationality-related question in the demographic part combined the Middle East and Latin America (Appendix 2 – Q25). The classification implementation was following the StatsNZ census, classified major ethnicity in New Zealand in (6) categories (StatsNZ, 2020a). In terms of geography this will not be a major problem; however, due to the Religiosity focus on this research, this leads to bias, and makes these particular tourists' characteristics unusable for this study. Also, in relation to the questionnaire design, this research develops a use of opposite Likert-scale. However, this will not impact the result of the research, only the way researcher interprets the research.

Lastly, the third limitation was related to the fact that the researcher and the supervisor were not from the Muslim community. However, the researcher comes from the country with the largest Muslim population; Indonesia – 12.7% of the total Muslim around the globe (Faulina et al., 2020). Added to this is the reason that the previous supervisor for the first 10 months is a Muslim. However, amid my study period, he resigned from the university due to some personal issues. These reasons underlie the research topic carried out in this study. However, the identified limitations show the challenge of studying tourists' satisfaction with general and Islamic tourism attributes; these identified limitations do not diminish the quality of thesis data gained for this study but are necessary precautions for other researchers who want to conduct similar research.

3.8. Summary

In conclusion, this chapter has presented the methodology of the research study. The quantitative method was chosen after examining the literature and the research aims – the use of post-positivism as a research paradigm and questionnaire as survey method fitted the aim of obtaining a large sample of respondents. Furthermore, New Zealand as the non-Muslim majority country was chosen as a suitable place to conduct quantitative research related to the tourists' satisfaction with tourism attributes. The questionnaire was designed to be suitable for a large sample to provide an exact result of Importance-Performance of generic and Islamic tourism attributes. The analytical framework of this research, as well the data analysis used were also presented in this chapter. The following chapters will present the findings of the research study.

CHAPTER FOUR: FINDINGS

4.1. Introduction

This chapter attempts to answer the research aims:

1. identify the importance and performance of generic and Islamic destination and accommodation attributes from the New Zealand Muslim domestic tourist perspectives
2. investigate Muslim domestic tourists' Satisfaction with New Zealand generic and Islamic destination and accommodation attributes using Importance-Performance Analysis.
3. analyse differences in generic and Islamic attributes according to different tourists' characteristics.

Firstly, this chapter presents information about the demographic profile of respondents. This will emphasise respondents' travel behaviour and their characteristics found in this research (who they are, where they are come from) in order to provide an overview for the reader (Section 4.2). Secondly, the next section (Section 4.3) aims to identify the importance level and performance level of each tourism attribute, in order to answer the first aim of this research. Means analysis is used to provide an interpretation of importance and performance level on each attribute. Furthermore, on the Section 4.4, Muslim domestic tourists' satisfaction will be analysed using the means analysis and importance-performance grid. On the section (Section 4.5) destinations and accommodation attributes satisfaction of tourists' characteristics will be analysed by using paired sample T-test and cross tabulation. The tourists' characteristics category is gained from the tourists' demography. Finally, this chapter will present summary findings and the overall result of tourist satisfactions with generic and Muslim tourism attributes in destinations and accommodation (Section 4.6). The discussion, contribution and overall conclusion of this study will be presented on chapter 5.

4.2. Demography Profile and Travel Behaviour

The respondents' profile is an important part of the quantitative research because it provides information in relation to the sample used. This section elaborates the respondents' profiles, characteristics, and their travel patterns, which will be elaborated into four different characteristics group. Gender, ethnicity, age, area of residency, travel duration, accommodation choices, etc will be explained in this sub-section.

4.2.1. Respondents Demography Profile

Respondents' profiles are an important aspect of the quantitative research. The tables below (Table 4.1; Table 4.2) present the information and the sample used in this study. In relation to gender, the sample is dominated by Females who made up 54.2% (122) respondents of the total sample. Furthermore, more than 55% of people in this study are young-adult respondents between 18 and 34 years old. Following that, the 55 - 65 or older -old age group were the fewest respondents in this study, accounting for 4.4% (10) respondents. In terms of ethnicity, respondents who participated in this study were varied. The majority of the respondents were Asian, accounting for 52.4% (118) respondents, followed by Middle eastern and Latin America ethnicity groups who accounted for 19.1% (43) respondents.

Table 4. 1: Respondents' demographic Profile

Gender	Frequency (n)	Percent (%)
Female	122	54.2
Male	103	45.8
Total	225	100

Age	Frequency (n)	Percent (%)
18-24	64	28.4
25-34	64	28.4
35-44	59	26.2
45-54	28	12.4
55 - 65 or older	10	4.4
Total	225	100

Ethnicity	Frequency (n)	Percent (%)
Asian	118	52.4
Middle Eastern/Latin American	43	19.1
European	22	9.8
African	19	8.4
Pacific People	16	7.1
Māori	7	3.1
Total	225	100

In residency status, most of the respondents were holding the New Zealand citizenship for 42.2% (95) respondents. On the contrary, the Working holiday visa, Dual Citizenship, respectively 1.3% (3) and 0.9% (2) respondents hold the least amount. On the same table (Table 5.2) the living duration of the respondents are presents. The table shows that majority of respondents has been living in New Zealand for more than 5 years – 54.7% (123) respondents. Following to that, according to respondents' area of residency, there are 83.5%% (188) respondents resided in North Island, with the rest were resided in South Island. This is in line with the New Zealand population distribution, where over three-quarters of New Zealand population live in North Island. (StatsNZ, 2021b). The detailed of Table 4.2 could be seen on Appendix 4.

Table 4. 2: Respondents' residency status, duration, and area of residency

Residency status	Frequency (n)	Percent (%)
New Zealand citizenship	95	42.2
Student Visa	48	21.3
Work Visa	39	17.3
Permanent Resident	38	16.9
Working Holiday Visa	3	1.3
Other (Dual Citizenship)	2	0.9
Total	225	100

Duration of living in New Zealand	Frequency (n)	Percent (%)
3-5 Years	58	25.8
More than 15 years	58	25.8
1-2 Years	41	18.2
6-9 Years	34	15.1
10-15 Years	31	13.8
Less than one year	3	1.3
Total	225	100

Area of Residency	Frequency (n)	Percent (%)
Wellington: North Island	104	46.2
Auckland: North Island	62	27.6
Dunedin: South Island	9	4
Central Otago: South Island	8	3.6
Canterbury: South Island	7	3.1
Southland: South Island	5	2.2
Bay of Plenty: North Island	4	1.8
Manawatu: North Island	4	1.8
Northland: North Island	4	1.8
Queenstown: South Island	4	1.8
Waikato: North Island	4	1.8
Taranaki: North Island	3	1.3
Waitaki: South Island	2	0.9
Aoraki: South Island	1	0.4
Gisborne: North Island	1	0.4
Hawkes Bay: North Island	1	0.4
Wairarapa: North Island	1	0.4
West Coast: South Island	1	0.4
Total	225	100

4.2.2. Respondents Travel Behaviour

In accordance with the respondents' travel behaviour, this sub-section presents respondents' travel location based on the 31 regions of New Zealand destinations gained from the Regional tourism New Zealand (RTNZ) tourism destination map. Based on the respondents' answers, the top five visited destinations were Queenstown 22.7% (51), Auckland 11.6% (26), Lake Taupo 8.4% (19), Canterbury 7.1% (16), and Bay of Plenty 5.8% (13), with the rest of the regions are presented in Appendix 5. As shown in Table 4.3 below, the majority of respondents were travelling in a group. Most of the respondents travelled with family members, partners and friends – 75.6% (170) respondents. Same pattern were found in statistics made by *tourismnewzealand.com*, that most of New Zealand domestic tourists travel party were family (Smith, 2021). This is followed by 24% (54) respondents who travelled alone, and lastly one respondent answered 'Other' and explained that they went on a trip with people from a Facebook community group they had never met before.

Table 4. 3: Travel destinations and travel party

Travel Destination	Frequency (n)	Percent (%)
Queenstown: South Island	51	22.7
Auckland: North Island	26	11.6
Lake Taupo: North Island	19	8.4
Canterbury: South Island	16	7.1
Bay of Plenty: North Island	13	5.8

Travel Party	Frequency (n)	Percent (%)
Family	77	34.2
Alone	54	24
Partner	51	22.7
Friends	42	18.7
Other	1	0.4
Total	225	100

“Other” = Facebook friends’ community

4.2.3. Travel Duration and Place of Stay

Accommodation type and duration of travel are described in this sub-section. In the relation to respondents' travel holiday duration, most of the respondents travelled for more than 2 nights – 76.4% (172) respondents – with the rest of the respondents travelling between 1 and 2 nights (23.6% (53) respondents). In terms of accommodation type, this was mainly dominated by Hotels for 32.9% (74) respondents, followed by Airbnb 21.8% (49) respondents, as the second highest. On the other hand, the lowest category, the Luxury Lodges, accounted for 4.4% (10) respondents followed by Hostels 3.1% (7) respondents. Furthermore, there were 6.7% (15) respondents who answered as '*Other*' – these respondents described that they stayed at Family and Relatives' Houses (2.7% (6) respondents), holiday homes (1.8% (4) respondents), Campervans (1.8% (4) respondents), and Apartments, which accounted for 0.4 (1) respondents. Based on New Zealand statistics, it is found that most of domestic tourists stayed at hotel when they travel. In relation with tourist' length of stay, it is found more than 70% of the domestic tourists were travel in an overnight trips (statsNZ, 2021a).

Table 4. 4: Travel duration and Accommodation type

Travel Duration	Frequency (n)	Percent (%)
3-5 nights	112	49.8
1-2 nights	53	23.6
6-7 nights	32	14.2
more than one week	28	12.4
Total	225	100

Accommodation type	Frequency (n)	Percent (%)
Hotel	74	32.9
Airbnb	49	21.8
Motel	26	11.6
Boutique and Lodges	25	11.1
Bed and Breakfast	19	8.4
Other	15	6.7
Luxury Lodges	10	4.4
Hostels	7	3.1
Total	225	100

Other accommodation type	Frequency (n)	Percent (%)
Family and relatives house	6	2.7
Holiday home	4	1.8
Campervan	4	1.8
Apartment	1	0.4
Total	15	6.7

4.2.4. Respondents' Islamic Characteristics

The survey showed that the majority of the respondents were born and raised as Muslim, Converted to Islam, accounted for 87.1% (196), and 12.9% (29) respectively. In relation to this finding, there were no studies undertaken in New Zealand with specific statistics that could be compared to this research. The reason behind this is that New Zealand is a non-Muslim majority country, with only 1% of its population being Muslim, even though Islam is rapidly growing compared to other religions in New Zealand (StatsNZ, 2018). In terms of respondents' religiosity level, more than 50% of the respondents classified themselves as 'Religious' – 54.2% (122) respondents. Following that, 29.8% (67) classified themselves as 'Mildly religious', followed by 11.1% (25) 'Very Religious' respondents, and lastly 4.9% (11) respondents classified themselves as 'Secular' – the least religious.

Table 4. 5: Respondents' Religious characteristics

Converted to Islam or born and raised as Muslim	Frequency (n)	Percent (%)
I was born and raised as a Muslim	196	87.1
I converted to Islam	29	12.9
Total	225	100

Religiosity Level	Frequency (n)	Percent (%)
Religious	122	54.2
Mildly Religious	67	29.8
Very Religious	25	11.1
Secular	11	4.9
Total	225	100

4.3. Tourism attributes

Tourists tend to assess the importance of different components of tourists' attributes based on the number of factors, ranging from their travel objectives to their travel experiences. The assessment of importance might impact the level of the performance they experience during travel. This section attempts to answer the first research aim of the research study: to identify the importance and performance of generic and Islamic destination and accommodation attributes from the New Zealand Muslim domestic tourist perspectives. The importance and performance attributes ratings are presented in this section. Four groups of tourism attributes were classified, namely: Generic attributes Destination, Generic attributes Accommodation, Islamic attributes Destination, and Islamic attributes Accommodation. The means analysis is used to identify the tourism attributes level of importance and performance.

Seven Likert scales were used to gain the findings below. In terms of Importance:(1) Extremely Important; (2) Very Important; (3) Moderately Important; (4) Neutral; (5) Slightly Important; (6) Low Importance; (7) Not at all Important were used to represent the 7-Points Likert scale of the level of importance of each. Furthermore, in the performance categories: (1) Extremely Satisfied; (2) Moderately Satisfied; (3) Slightly Satisfied; (4) Neither Satisfied or Dissatisfied; (5) Slightly Dissatisfied; (6) Moderately Dissatisfied; (7) Extremely Dissatisfied were used to represent the performance level of each tourism attribute experienced by respondents during travel. In addition to this, a 'Not Applicable'

answer option was provided to help the respondents who did not experienced some of these tourism attributes during their travel.

4.3.1. Destination

a. Generic Attributes Destination – Importance

This sub-section presents the importance of Generic attributes at destination in a total of (10) attributes from the 225 respondents, with 7-Likert scale as the measurement tools. Table 5.6 below presents the (10) generic tourism attributes, which are (SD) Safety (1.66), (NA) Nature (1.68) and (WP) Value for money (1.78) where the three attributes with the high level of importance. Safety was perceived as the most important attribute in this generic tourism attributes group. This is because the New Zealand domestic tourists tend to focus on safety and wellbeing during their travel. On the other hand, (SF) Tourist-centred activities ranked as the second lowest (2.56), followed by (IS) I-Site (3.03). These results correlate with Nature as the top two attributes, which shows that the domestic tourists tend to focus more on natural attraction rather than shopping facilities and other tourist-centred activities. In relation to the average means, the overall means level of importance in this tourism attributes group was relatively high, accounting for (2.125). This means that, in general, the respondents importance level was relatively high.

Table 4. 6: The Importance of Generic attributes at Destination

Importance of Generic Attributes at Destination	Importance		
	Mean	SD	RO
(SD) Safety (ex: I feel save during my stay)	1.66	0.82	1
(NA) Nature	1.68	0.815	2
(WP) Value for Money	1.78	0.897	3
(CC) Comfort and cleanliness	1.86	0.854	4
(AD) Atmosphere	2.04	0.834	5
(CD) Climate (ex: good weather)	2.09	1.057	6
(HS) Health services and facilities	2.21	1.12	7
(LP) Local people attitude	2.34	1.117	8
(SF) Availability of Tourist centred activities	2.56	1.277	9
(IS) I-site (Visitor information centres)	3.03	1.751	10
Average	2.125	1.0542	

SD: Standard Deviation; n= 225 in all cases; RO: Rank Order

b. Generic Attributes Destination – Performance

As shown in Table 4.7 below, the top three attributes having high performance means were (NA) Nature (1.48), (SD) Safety (1.7), followed by (CC) Comfort and cleanliness at the destination (1.76). In relation to the standard deviation of these attributes, it was less than (1.0), meaning it shows a little variation in terms of respondents' responses regarding the satisfaction level. The same table also presents the performance of the bottom three generic attributes at destinations: (SF) tourist-centred activities (2.07), followed by (HS) Health and services Facilities (2.1) and lastly, (IS) I-site (Visitor information centres) (2.29), as the availability with the least performance means. With regard to the number of respondents, the performance result had slightly different numbers of respondents compared to the Importance. The reason for this was that in this questionnaire, respondents were provided with the "Not Applicable" answer option. In more detail, the table below shows quite a drastic drop in the respondents' answers relating to the Health Services and Facilities performance (213), indicating that some destinations did not provide Health services, or it relates to the respondents' lacks of awareness in this attribute. Compared to the Generic attributes of destination importance (Section 4.3.1.a), (NA) Nature and (SD) Safety have the same performance and importance ranking, ranked 1

and 2. While in the third place, (WP) Value for money in the Generic attributes' destination importance. However, at the performance level, it shows (WP) Value for money is located in fifth place, while (CC) Comfort and Cleanliness is in third place, replacing (WP) Value for money in performance of Generic attributes destination.

Table 4. 7: The Performance of Generic attributes at Destination

Performance of Generic Attributes at Destination	Number of respondents used	Performance		
		Mean	SD	RO
(NA) Nature	225	1.48	0.762	1
(SD) Safety (ex: I feel save during my stay)	225	1.7	0.794	2
(CC) Comfort and Cleanliness	224	1.76	0.778	3
(AD) Atmosphere	223	1.78	0.725	4
(WP) Value for Money	225	1.87	1.025	5
(LP) Local people attitude	223	1.93	0.963	6
(CD) Climate (ex: good weather)	224	1.96	0.993	7
(SF) Availability of tourists centred activities	224	2.07	0.972	8
(HS) Health services and facilities	213	2.1	1.098	9
(IS) I-Site (Visitor Information centres)	224	2.29	1.147	10
Average		1.894	0.9257	

SD: Standard Deviation; RO: Rank Order

c. Islamic Attributes Destination – Importance

Table 4.8 below presents the importance means of Islamic attributes in destination, with the total of (7) tourism attributes. Overall, the two highest importance means were related with the availability of (HF) Restaurant has Halal logo and certificate (2.08) and (HP) Product has Halal logo and certificate (2.14). On the contrary, the bottom two of the Islamic attributes group in Importance were (AM) Mosque (2.84) and to (AD) Restaurant not selling alcoholic drinks, (3.28). In terms of (AM) Mosque, this finding aligned with the respondents' comments about the non-availability of Mosques during their travels.

– “As for prayer room/Mosque, we often don't really mind, because we can pray anywhere as long as the place is clean and that we have enough water for Wudhu”

This statement indicated that Muslim tourists could adapt to what the environment could not provide. In relation to (AD) Restaurant not selling alcoholic drinks, the finding shows that most of the respondents tended not to mind that restaurants or foods stalls sell alcohol. One of the respondents also commented they will feel more appreciated if the restaurants or food stall provide more information about it.

– *“if restaurants, have it on their website that their meat supplied is halal or they can cater for halal dietary requirements e.g., separate grill, halal meat and no alcohol in drinks and foods (like how Burger Fuel gives us the option) that would be extremely appreciated”*

The average means of Islamic attributes Destination Importance were (2.557), with average standard deviation of (1.464).

Table 4. 8: The Importance of Islamic attributes at Destination

Importance of Islamic Attributes- Destination	Importance		
	Mean	SD	RO
(HF) Restaurants having Halal logo and certificate	2.08	1.198	1
(HP) Products have Halal logo and certificate	2.14	1.194	2
(WS) Water supply for ablution (wudhu)	2.24	1.37	3
(PR) Prayer room	2.56	1.546	4
(SA) Segregated public/private area of different gender	2.76	1.662	5
(AM) Mosque	2.84	1.502	6
(AD) Restaurants not selling alcoholics drinks	3.28	1.78	7
Average	2.557	1.464	

SD: Standard Deviation; n= 225 in all cases; RO: Rank Order

d. Islamic Attributes Destination – Performance

In general, the level of Islamic attributes Performance at the destination were lower compared to the importance. The highest means of Performance attributes were (3.09) while in the Importance (Section 4.3.1.c), the highest means accounted for (2.08). Furthermore, table 4.9 below presents the performance of Islamic attributes in the New Zealand tourist destinations. The top three attributes were (WS) Water supply for ablution (Wudhu) (3.09), followed by (SA) Segregated public/private area of different gender (3.15), and the (HP) Products have Halal logo and certificate (3.22). On the other hand, the second to last attributes' performance

were (PR) Prayer room (3.47), and lastly the (AD) Restaurant not selling alcoholic drinks (3.55) that also have the least number of respondents answering these questions (203). This also means that most of the Restaurant respondents visited during travel were selling alcoholic drinks.

Table 4. 9: The Performance of Islamic attributes at Destination

Performance of Islamic Attributes at Destination	Number of respondents used	Performance		
		Mean	SD	RO
(WS) Water supply for ablution (wudhu)	215	3.09	1.507	1
(SA) Segregated public/private area of different gender	207	3.15	1.32	2
(HP) Products have Halal logo and certificate	219	3.22	1.487	3
(HF) Restaurants having Halal logo and certificate	221	3.24	1.558	4
(AM) Mosque	209	3.29	1.537	5
(PR) Prayer room	214	3.47	1.543	6
(AD) Restaurants not selling alcoholics drinks	203	3.55	1.39	7
<i>Average</i>		<i>3.287</i>	<i>1.4774</i>	

SD: Standard Deviation; RO: Rank Order

4.3.2. Accommodation

a. Generic Attributes Accommodation – Importance

Following the previous sub-section presenting the level of importance and performance of tourism attributes at destination, this sub-section provides an explanation in relation to the generic and Islamic attributes in accommodation. This sub-section presents the Generic attributes accommodation importance level. Table 4.10 below shows (CC) Comfort and Cleanliness (1.61) as the highest rank in the importance level in accommodation; Following that is the (WP) Value for money of the accommodation (1.87). The standard deviation for these high attributes rankings was suggests that there was mostly consensus among the respondents in evaluating the importance of these tourism attributes. On the other hand, the second to last attributes on the table were the (CF) Cooking facilities availability (2.36) and (TI) Tourists-related information at the accommodation, which accounted for (2.88).

Table 4. 10: The Importance of Generic attributes at Accommodation

Importance of Generic Attributes at Accommodation	Importance		
	Mean	SD	RO
(CC) Comfort and Cleanliness	1.61	0.743	1
(WP) Value for Money	1.87	0.807	2
(SA) Safety	2	0.904	3
(PO) Staff/host polite and friendly to the guests	2.02	0.942	4
(CF) Cooking facilities	2.36	1.417	5
(TI) Tourist-related information (ex: brochures)	2.88	1.513	6
<i>Average</i>	<i>2.123</i>	<i>1.054</i>	

SD: Standard Deviation; n= 225 in all cases; RO: Rank Order

b. Generic Attributes Accommodation – Performance

In relation to the performance of Generic attributes accommodation, the three highest and two lowest performances were highlighted. The three highest performances in generic attributes were the (CC) Comfort and Cleanliness (1.87), followed by the (PO) availability Staff/Host polite to the guests (2), and (SA) Safety at accommodation (2.03). On the contrary, the second to last attributes were the (CF) Cooking Facilities (2.2), which also have the least number of respondents answering, (211) from the total of (225) respondents. This means that most of the respondents did not experience this attribute during their travel. Finally, the generic attributes accommodation with the lowest performance was the (TI) Tourists related information, accounting for (2.24). The standard deviation of this attribute's performance group was (0.9973) – less than (1.0). This showed that the values tend to be close to the mean. Compared to the Importance level of Generic attributes, (CC) Comfort and Cleanliness attribute rank first, in line with the level of performance. However, (WP) Value for money ranks second on the importance level was slightly different. In performance, (WP) Value for money ranks in fourth, the second place superseded by (PO) Staff/host polite and friendly to the guests.

Table 4. 11: The Performance of Generic attributes at Accommodation

Performance of General Attributes at Accommodation	Number of respondents used	Performance		
		Mean	SD	RO
(CC) Comfort and cleanliness	224	1.87	0.863	1
(PO) Staff/host polite and friendly to the guests	220	2	1.023	2
(SA) Safety	223	2.03	0.939	3
(WP) Value for Money	223	2.08	0.948	4
(CF) Cooking facilities	211	2.2	1.105	5
(TI) Tourist-related information (ex: brochures)	218	2.24	1.106	6
Average		2.07	0.9973	

SD: Standard Deviation; RO: Rank Order

c. Islamic Attributes Accommodation – Importance

Table 4.12 presents the importance Means of six (6) Islamic attributes at Accommodation. The top three highest importance attributes were the (GS) Good services from staff/host (2.05), (MI) Muslim related information (2.84), and the (PQ) Prayer mat, Qibla sign (3.10). Furthermore, this sub-section also presents the second to last Islamic attributes importance, namely the (SP) Limiting sexual permissiveness by blocking pay-per-view in room entertainment (3.57), and the least important attribute according to the respondents in this study was (MC) Multilingual channel and language (3.95). In comparison with the previous sub-section – the generic attributes Accommodation – the Means on Islamic attributes Accommodation were lower (3.133), while in Generic attributes (2.123), meaning that possibly the respondents in this study think that the Generic attributes were more important compared to Islamic attributes.

Table 4. 12: The Importance of Islamic attributes at Accommodation

Importance of Islamic Attributes at Accommodation	Importance		
	Mean	SD	RO
(GS) Good services from staff/host	2.05	1.234	1
(MI) Muslim-related information provided by the staff/host (ex: Halal food, Prayer time)	2.84	1.59	2
(PQ) Prayer mat, Qibla sign	3.10	1.663	3
(TC) Staff/host wearing tidy and modest clothes	3.29	1.837	4
(SP) Limiting sexual permissiveness by blocking pay-per-view adult channels in-room entertainment	3.57	1.879	5
(MC) Multilingual channels and language	3.95	1.85	6
Average	3.133	1.675	

SD: Standard Deviation; n= 225 in all cases; RO: Rank Order

d. Islamic Attributes Accommodation – Performance

Table 4.13 below presents the performance means of Islamic attributes Accommodation with six (6) attributes in total. The highest three were the (GS) Good services from staff/host, accounted for (2.25), followed by the (TC) Staff/host wearing tidy and modest clothes (2.7) and (SP) Limiting the sexual permissiveness by blocking in room entertainments (3.33). Furthermore, the same table (Table 5.13) also presented the two lowest of the means performances from the Islamic attributes Accommodation, meaning that these attributes provided less satisfaction to the respondents during their stay. Second to last were the (MC) Multilingual channel and language (3.52), and (PQ) Prayer mat, Qibla sign (3.72) which provided the least satisfaction to the Muslim domestic tourists. This finding aligned with the comments gained from the respondents.

– “*We could manage to not have a prayer mat and stuff because we bring our own...*”

Another respondent also stated that the accommodation they stayed in tended not to provide the attributes, in which case they needed to bring their own prayer mat and any Muslim-related necessity.

– “Sometimes, you get used to not having facilities makes you have so low expectations of things that are Halal. Means you bring your own things and booked a place you can make by your own”.

Table 4. 13: The Performance of Islamic attributes at Accommodation

Performance of Islamic Attributes at Accommodation	Number of respondents used	Performance		
		Mean	SD	RO
(GS) Good services from staff/host (ex: treat Muslims nicely, no room for racisms)	216	2.25	1.154	1
(TC) Staff/host wearing tidy and modest clothes	207	2.7	1.21	2
(SP) Limiting sexual permissiveness by blocking pay-per-view adult channels in-room entertainments	180	3.33	1.366	3
(MI) Muslim-related information provided by the staff/host when being asked (ex: Halal food, prayer time, warning about red-light districts: such as pub/night club/prostitutes' area)	191	3.45	1.618	4
(MC) Multilingual channels and language (ex: English and Arabic)	187	3.52	1.341	5
(PQ) Availability of prayer mat, qibla sign	185	3.72	1.703	6
Average		3.162	1.399	

SD: Standard Deviation; RO: Rank Order

4.3.3. Summary - Aim 1

In conclusion, this section rates each tourism attribute by the importance and performance means level to answers the first aim of this study. Although this research was limited due to the sample size, it contributes to giving an elaborated explanation about the generic and Islamic tourism attributes, as to present the level of importance and performance in a non-Muslim majority country such as New Zealand, from the perspective of Muslim domestic tourists. This section found that the means level of importance is generally higher than the performance level attributes. Furthermore, the generic attributes occupy a higher level of importance and performance than the Islamic attributes. The next section will discuss the tourism attributes by using the Importance-Performance analysis grid to provide an insight of Muslim domestic tourists' satisfaction and to answer the second aim of this research.

4.4. Importance-Performance Analysis of Tourism attributes

This section discussed the second aim of this research, which attempts to investigate Muslim domestic tourists' satisfaction with New Zealand destination and accommodation attributes using Importance-Performance Analysis. The purpose of this second aim is to understand the level of satisfaction of Muslim domestic tourists. To answer this research aim, the means analysis was implemented to examine the Importance-Performance means, in order to present the Importance-Performance grid. These grids will be highlighted in relation to each tourism attribute gained from the respondents' questionnaire.

Figure 4.1 below displays the tourism attributes from four (4) different categories. The importance-performance grids were used to illustrate the relationship between importance and the performance means were plotted on a scatter chart with the Importance located on the Y axis, and Performance in the X axis. The intersection lines were created by using the average means of each scale. The same approach was used by the original developer of Importance-Performance Analysis, Martilla and James (1977), in order to produce the four quadrants that represent each of the attributes. From the Figure 4.1 above, it showed that the lines of the overall importance were (2.53), and the performance were (2.44). Following that, the Generic attributes Destination group was presented by using the colour green, Islamic attributes Destination by using purple, Generic attributes Accommodation using orange, and lastly the Islamic attributes Accommodation using the colour blue.

As seen in the Importance-performance grid below (Figure 4.1), two groups, Generic attributes Destination and Generic attributes Accommodation, were mainly located in the "Keep up the Good work" quadrant. On the contrary, the Islamic attributes groups were mainly located in the "Low Priority" quadrant. Whereas only a small number of attributes located in the "Possible Overkill" and "Concentrate Here" quadrants. By this overall presentation figure (Figure 4.1), it is shown that most of the Muslim domestic tourists tend to not consider Islamic tourism attributes to be as crucial as the Generic attributes. In the next sub-section, further explanation provides more detail in relation to the tourism attributes of destination and accommodation following the study sample size. The explanation aforementioned will be helpful to discover whether the attributes in Destinations and accommodations in New Zealand provide satisfaction and are valuable to meet the tourists' demand.

Figure 4. 2: IPA comparison group of Tourism attributes

4.4.1. Destination

a. Generic Attributes Destination

The Importance-Performance analysis grid below presents the satisfaction level of respondents with the generic tourism attribute at Destination. The illustration showed a majority of the generic attributes categorised as high-importance and high-performance – located in quadrant C “Keep up the Good work” – (AD) Atmosphere, (CC) Comfort and cleanliness, (CD) Climate, (HS) Health services and facilities, (LP) Local people’s attitude toward tourists, (NA) Nature, (SD) Safety, (WP) Value for money. Following that, (SF) Tourist-centred activities, (IS) I-site (visitor information centres), located in the quadrant D “Concentrate Here”, shows that these two attributes have high importance with slightly low performance. While there were no attributes located in the other two quadrant – quadrant A “Possible Overkill” and quadrant B

“Low Priority”. Overall, the grid implies that the majority of generic attributes at destination were categorised as high satisfaction.

Figure 4. 3: IPA grid of Generic attributes at Destination

b. Islamic Attributes Destination

In relation to the Islamic attributes at Destination, the grid shows the opposite compared to the generic attributes at destination. Figure 4.3 below, shows that the majority of Islamic attributes were located in quadrant B: “Low Priority”, (AD) Restaurant not selling alcoholic drinks, (AM) Mosque, (PR) Prayer room, (SA) Segregated area for different gender. Furthermore, on the different quadrant, quadrant A: “Possible Overkill” there was a total of three attributes – (HP) Product have Halal logo and certificate, (HF) Restaurant have Halal logo and certificate, (WS) Water supply for ablution (Wudhu) – meaning that these three attributes have low-importance with high-performance. All the attributes in Islamic tourism attributes destination were located in the top quadrant, meaning that most have a comparatively low importance. Furthermore,

Figure 4. 4: IPA grid of Islamic attributes at Destination

4.4.2. Accommodation

a. Generic Attributes Accommodation

In relation to accommodation, the generic attributes have a similar scatter pattern to the generic tourism attributes in Destination (Section 4.4.1.a). These patterns on the Figure 4.4 below show that the generic attribute tourism in New Zealand plays a significant role in satisfying tourists. Most of the attributes located in lower quadrant, Quadrant C: “Keep up the good work” and Quadrant D: “Concentrate Here” (TI) Tourist-related information. This means that tourist-related information attributes have a high-importance with a low performance. Therefore, this attribute needs to be assessed and develop more in tourists’ accommodation.

Figure 4. 5: IPA grid of Generic attributes at Accommodation

b. Islamic Attributes Accommodation

Figure 4.5 below presents the Islamic attributes at accommodation from the total of six (6) attributes. The Figure shows the majority of Islamic attributes accommodation are located in quadrant B: “Low Priority”. This means the availability of these attributes – (PQ) Prayer mat and Qibla sign, (MI) Muslim related information, (MC) Multilingual channels and language, (SP) Limiting sexual permissiveness by blocking pay-per-view room entertainment, and (TC) Staff/host wearing modest and tidy clothes – were not seen as necessary in the New Zealand tourists’ accommodation. Following that, one attributes – (GS) Good services from staff/host, is located in quadrant C: “Keep up the good work”, mean that the accommodation staff and managers provide a good service to the tourists in the tourism accommodation. In comparison, three attributes are located in quadrant A, "Possible overkill", on the Islamic attributes’ destination group (Section 4.4.1.b). On the contrary, there are no attributes located in quadrant A in the Islamic attributes’ accommodation group.

Figure 4. 6: IPA grid of Islamic attributes at Accommodation

4.4.3. Summary – Aim 2

To sum up, the sections above presented the generic and Islamic tourism attributes through the lens of Importance-Performance analysis. A total of (29) attributes were classified and elaborated in this section. From the findings above, results indicates that generic tourism attributes in Destination and Accommodation mainly fulfil the satisfaction of the Muslim domestic tourists, by showing they have good performance and good importance. On the other hand, in terms of Islamic attributes in Destination and Accommodation, most of the attributes are located in the “Low Priority” quadrant, meaning they have a low importance and low performance. Furthermore, the next section explains the third aim of this study in relation to the tourists’ characteristics with the tourism attributes.

4.5. Tourists Characteristics with Tourism attributes – Aim 3

This section answers the third aim of this research. It analyses similarities and differences in Generic and Islamic attributes according to different tourists' characteristics that highlight the behavioural indicators, and demographics, such as age and gender, and Muslim-related classifications. The purpose of analysing the third aim in this study is to distinguish the differences found in each characteristic's groups, which might assist destination and accommodation managers and policymakers in New Zealand in formulating an effective tourism marketing plan to attract Muslim domestic tourists. The tourism attributes will be analysed with the independent T-Test. In addition, cross-tabulation will be applied to understand each tourists' characteristics in more detail to present the significant similarities and differences regarding the respondents' answers on each tourism attribute.

Table 4.14 below presents the significance level of tourism attributes from four (4) different groups – Generic attributes Destination, Islamic attributes Destination, Generic attributes Accommodation, and Islamic attributes Accommodation. Each significant attribute will be displayed in more detailed tables below. In total, there were (26) significant relationship and four (4) types of tourists' characteristics used. In the important category, there were (15), and from the performance category, there were a total of (11) significance. However, this finding will only focus on the performance significance because this finding tries to put more emphasis on the tourists' attributes performance satisfaction. Furthermore, in relation to each tourism attribute, there were three (3) significant performances in Generic attributes Destination, five (5) in Islam attributes Destination and three (3) in Generic attributes Accommodation. There were no significant performances in the Islamic attributes Accommodation group.

Table 4. 14: Significant table of the tourists' characteristics

Significance Paired T-test Table		letter code	Importance				Performance			
			Male vs Female	Religious vs Not Religious	Age 18-34 vs 35-65	Born and raised as Muslim vs Converted to Islam	Male vs Female	Religious vs Not Religious	Age 18-34 vs 35-65	Born and raised as Muslim vs Converted to Islam
GAD	Atmosphere	AD					SIG			
	Availability of tourist centred activities (ex: shopping facilities)	SF				SIG				SIG
	comfort and cleanliness	CC								
	Local people attitude toward tourists	LP								
	Nature	NA								
	Value for Money	WP								
	Safety	SD								
	Health services and facilities	HS				SIG		SIG		
	Climate	CD								
	I-site (visitor information centres)	IS								
IAD	Mosque	AM	SIG	SIG						
	Prayer room	PR	SIG	SIG				SIG		

GAA	Water supply for Ablution (Wudhu)	WS	SIG		
	Segregated public/ private area of different gender	SA			
	Products have Halal logo and certificate	HP	SIG		SIG
	Restaurants have halal logo and certificate	HF	SIG	SIG	SIG
	Restaurants not selling alcoholics drinks	AD			SIG
	Value for Money	WP			SIG
	Cooking facilities (ex: pantries, fridge, kitchen utensils)	CF	SIG	SIG	SIG
	Safety (ex: availability of fire alarm, water sprinkles, emergency exit)	SA			
	Comfort and cleanliness	CC			
	Tourist-related information (ex: brochures)	TI			SIG
	Staff/host polite and friendly to the guests	PO			
	Availability of prayer mat, qibla sign	PQ			
	Muslim related information provided by the staff/host (ex: Halal food, prayer time)	MI	SIG		
	Multilingual channels and language (ex: English and Arabic)	MC			
	Limiting sexual permissiveness in-room entertainments	SP		SIG	
IAA	Staff/host wearing tidy and modest clothes	TC	SIG		
	Good services from staff/host at the accommodation (ex: no room for racism)	GS			

4.5.1. Gender

The tables below (Table 4.15; Table 4.16; Table 4.17) display the significant attributes from the performance category. Each of the table includes more detailed T-test data and cross-tabulation.

a. Atmosphere attributes – GAD

Table 4.15 below presents the “Atmosphere” of Generic tourism attributes Destination (p -value = 0.017). The table shows there is statistically significant difference in answers between the male and female respondents. Findings present (102) Male, (121) Female, and (2) NA – “Not applicable”. Table 4.15 shows that the majority of Males were more satisfied with the performance of the destinations Atmosphere compared to Females when travelling. The same table shows that in general Males have more consistent while, while Females have a wider variety of answers option.

Table 4. 15: T-test and Cross tabulation significance performance of Atmosphere – Gender

Generic Attributes - Destination	Performance		
	Sig	t	df
Atmosphere	0.017	2.411	221

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

Performance of Generic attributes Destination – Atmosphere (Valid – 223)								
Characteristics	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (N.A)
	%	%	%	%	%	%	%	(n)
Male (102)	24.5	61.8	12.7	1	0	0	0	(2)
Female (121)	44.6	47.9	5.8	0	0.8	0.8	0	

b. Restaurants have Halal logo and certificate – IAD

Table 5.16 represents the significance of “Restaurant has Halal logo and certificate”, from the Islamic attributes Destination. A total of (103) Males, (118) Females, and (4) NA – “Not applicable” were classified. The *P*-values show significant of (p -value = 0.027). In this group, there is a significant difference in the answers to these two gender groups. In general, the Female were slightly less satisfied with the performance of restaurant attributes that have Halal logos and certificates than the Males group.

Table 4. 16: T-test and cross tabulation Performance of availability restaurant have Halal logo – Gender

Islamic Attributes - Destination	Performance		
	Sig	t	df
Restaurants have halal logo and certificate	0.027	0.239	219

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

Performance of Islamic Attributes Destination – Restaurants have halal logo and certificate (Valid – 221)								
Characteristics	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (NA)
	%	%	%	%	%	%	%	(n)
Male (103)	3.9	31.1	30.1	16.5	10.7	3.9	3.9	(4)
Female (118)	11.9	32.2	19.5	13.6	11	5.9	5.9	

c. Tourist-related information – GAA

In Table 4.17 below, the significance value of this attribute was (p -values = 0.04), with a total of (218) valid answers, there were (103) Male, (115) Female, with (7) NA – “Not applicable”. The existing table shows women have more varied perceptions than men, who in the majority are moderately satisfied with the performance of tourist-related information attributes. More than 18% of females answered Neutral from the same table, while Males only answered 4.9%. Furthermore, 92.2% of Males choose "Satisfied", while 80% of Females choose.

Table 4. 17: T-test and cross tabulation Performance of Tourist related information – Gender

Generic Attributes - Accommodation	Performance		
	Sig	t	df
Tourist-related information (ex: Brochures)	0.04	-0.314	216

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

**Generic Attributes Accommodation –
Tourists related information (ex: Brochures) (Valid – 218)**

Characteristics	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (NA)
	%	%	%	%	%	%	%	(n)
Male (103)	19.4	55.3	17.5	4.9	0	1	1.9	(7)
Female (115)	27.8	40.9	11.3	18.3	1	0.9	0	

4.5.2. Age Group

The tourists' characteristics, age, consist of one significant performance tourism attribute, from the Islamic attributes Destination category. The age group classifications gained from the demography-related questionnaire consist of five (5) – Age 18-24, Age 25-34, Age 35-44, Age 45-54, Age 55 - 65 or older. However, to make comparison suitable for the test, the age category was grouped into two (2) of (i) Age 18-34 and (ii) Age 35-65. The sub-section below will present in more appropriate detail the significance attribute.

a. Restaurants have Halal logo and certificate – IAD

The attribute of “Restaurants have Halal logo and certificate” shows significance of (p -value = 0.043), with a total of (221) valid responses. There were (128) from Age category 18-34, (93) from Age 35-65 and (4) of NA – “Not applicable”. From these two categories, it shows that Age group 18-34 was in the majority with higher satisfaction in the performance of “Restaurant availability to have Halal logo and certificate” compared to the older tourists in Age group 35-65.

Table 4. 18: T-test and cross tabulation Performance of Restaurant have Halal logo and certificate – Age group

Islamic Attributes - Destination	Performance		
	Sig	t	df
Restaurants have halal logo and certificate	<i>0.043</i>	-1.413	219

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

**Islamic Attributes Destination –
Restaurants have Halal logo and certificate (Valid – 221)**

Characteristics	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (NA)
	%	%	%	%	%	%	%	(n)
Age 18-34 (103)	7	35.2	27.3	13.3	8.6	4.7	3.9	(4)
Age 35-65 (93)	9.7	26.9	20.4	17.2	14	5.4	6.5	

4.5.3. Religiosity Level

In the religiosity level group, two tourism attributes were found to be significant in relation to the performance, resulting to a slightly different perspective of tourists' satisfaction. The religiosity level group was gained from the demography questions (Appendix 2) that consist of four (4) answer option: (1) Very Religious, (2) Religious, (3) Mildly Secular, and (4) Secular. However, to create an appropriate analysis, the level of religiosity was classified into two main categories: (i) Religious from the first two answer option category – (1) Very religious and (2) Religious and (ii) Not-Religious gained from (3) Mildly Secular and (4) Secular. Further explanation regarding each significant attribute is presented below.

a. Health services and facilities – GAD

Table 4.19) below displays the significant performance of Generic tourism attributes at Destination – Health services and facilities. From this table, it can be seen that the significance of this two-comparison group was (p -value = 0.042). Furthermore, there was a total of (213) valid answers (134) from the Religious group, (74) Not-Religious, and (12) of NA – “Not applicable”. From Table 4.19 below, there were quite slight differences in the answers to the *Moderately Satisfied* answer choices – (134) are Religious, accounting for 48.9%, while Not-Religious accounted for 41.9% - a 7% difference. Furthermore, Slightly Dissatisfied, in the Religious group hold a percentage of 1.4%, and the Not-Religious group accounts for 5.4%. The two-example comparison displays a same gap-pattern, in the Generic tourism attributes at Destination.

Table 4. 19: T-test and cross-tabulation Performance of Health services and Facilities – Religiosity Level

Generic Attributes - Destination	Performance		
	Sig	t	df
Health services and facilities	0.042	-1.095	211

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

**Generic Attributes Destination –
Health Services and Facilities (Valid – 213)**

Characteristics	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (NA)
	%	%	%	%	%	%	%	(n)
Religious (134)	30.2	48.9	10.8	7.9	1.4	0	0.7	(12)
Not-Religious (74)	29.7	41.9	14.9	6.8	5.4	0	1.4	

b. Prayer room – IAD

Still from the same tourists' characteristics group – Religious and Not-religious – this sub-section presents the significance (p -value = 0.046) of Prayer room attribute from Islamic attributes Destination category. There was a total of (214) valid responses with (140) from the Religious group, (74) Not-Religious and (11) of NA – “Not applicable”. Table 4.20 below shows a respondents answer variance. As seen, the *Extremely Satisfied*, the Religious group accounted for 10.7% and the Not-Religious for 4.1%. The example shows that there was a variance of satisfaction answers from the religiosity group. Furthermore, it shows a clear trend: more than 53% of tourists in the Religious group were Satisfied with Prayer rooms. An interesting finding was found in the Neutral category. Religious has a percentage of 20.7% and Not-Religious at 27%, which is quite reasonable and in line with one respondent's comment stating that they have no problem and are used to the presence or absence of a prayer room at a tourist destination they visit.

– “As for prayer room/mosque, we often don’t really mind because we can pray anywhere as long as the place is clean and that we have enough clean water for wudhu”.

Table 4. 20: T-test and cross-tabulation Performance of Prayer room - Religiosity Level

Islamic Attributes - Destination	Performance		
	Sig	t	df
Prayer room	0.046	-0.597	212

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

Characteristics	Islamic Attributes Destination – Prayer Room (Valid – 214)						
	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied
	%	%	%	%	%	%	%
Religious (140)	10.7	24.3	18.6	20.7	15.7	3.4	5.7
Not-Religious (74)	4.1	20.3	20.3	27	16.2	2.7	4.1
							(n)
							(11)

4.5.4. Born as Muslim and Converted to Islam

This sub-section presents the significant finding from the Muslim tourist characteristics group, Born as Muslim and Converted to Islam. The grouping classifications were gained from the questionnaire demography (Appendix 2). In this section, there were five (5) significant attributes namely, (1) Tourist-centred activities – Generic attributes Destination, (2) Restaurant not selling alcoholic drinks – Islamic attributes Destination, (3) Products have Halal logo and certificate – Islamic attributes Destination, (4) Value for money – Generic attributes Accommodation, (5) Cooking Facilities – Generic attributes Accommodation. The details of each significance attribute were provided below.

a. Tourist-centred activities – GAD

The table below provides the significance of Tourist-centred activities from Generic attributes Destination and the significant value of this attribute (p -value = 0.027) and the t -value of (t -value = 1.248)., with a total of (196) Born Muslim, (28) Converted to Islam, and (1) of NA – “Not applicable. In addition to the different perception answers from these two tourist characteristics, the number of valid answers from both groups is also significantly different. Furthermore, as one of the examples in Converted to Islam (75%) was answered *Moderately Satisfied*; however, on the Born Muslim, there was 50.5% of respondents. Furthermore, in the Born Muslim group, the answer was more varied, from *Extremely Satisfied* to *Moderately Dissatisfied*, compared to the Converted to Islam. The finding shows the majority of people Converted to Islam were *Moderately Satisfied* with the Tourist-centred activities performance. However, this may relate with the much smaller group of respondents Converted to Islam than Born as Muslim.

Table 4.21: T-test and cross tabulation performance of Tourists centred activities - Born Muslim and Converted to Islam

Generic Attributes - Destination	Performance		
	Sig	t	df
Availability of tourist centred activities (ex: shopping facilities)	0.027	1.248	222

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

Characteristics	Generic Attributes Destination – Tourists centred activities (ex: Shopping Facilities) (Valid – 224)							
	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (NA)
	%	%	%	%	%	%	%	(n)
Born Muslim (196)	26.5	50.5	14.3	4.6	3.1	1	5.7	
Converted to Islam (28)	21.4	75	0	3.6	0	0	0	(1)

b. Restaurant not selling alcoholic drinks – IAD

The following Table 4.22 presents the significance of Islamic performance relationship tourism attributes at Destination – Restaurants not selling alcoholic drinks. There was a total of (203) valid answers, with (176) respondents Born as Muslim, (27) Converted to Islam, and (22) of NA – “Not applicable. From this number of respondents choose “Not Applicable”, shows that this attribute was slightly difficult to implement in the context of a non-Muslim majority country, because alcohol consumption is classified as normal in a non-Muslim majority country. Furthermore, Table 4.22 also shows that respondents Converted to Islam were more satisfied with the Restaurant performance attributes during their travel compared to the Born Muslim respondents. This attribute shows *P*-value of (*p*-value = 0.047) with t-value (t-value = 3.155). In general, Born Muslim respondents’ answer were more varied, compared to the Converted to Islam. This variation creates the Converted to Islam respondents’ group more focused in terms of satisfaction, accounted for 77.7%, while Born Muslim accounted for 68.4%.

Table 4. 22: T-test and cross tabulation Performance of Restaurant not selling alcoholics drinks - Born Muslim and Converted to Islam

Islamic Attributes - Destination	Performance		
	Sig	t	df
Availability of restaurants not selling alcoholics drinks	0.047	3.155	201

Sig= *p*-value < 0.05; t= (t-values); df= Degree of freedom

Characteristics	Islamic Attributes Destination – Restaurant not selling alcoholic drinks (Valid – 203)							Not Applicable (NA)
	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	
	%	%	%	%	%	%	%	(n)
Born Muslim (176)	28	21.6	18.8	35.2	11.4	5.1	5.1	(22)
Converted to Islam (27)	7.4	33.3	37	18.5	3.7	0	0	

c. Products have Halal logo and certificate – IAD

This sub-section explains the significance of Islamic attribute Destination group, Products have Halal logo and certificate. The significance of this particular attribute in relation to Born Muslim and Converted to Muslim groups was (p -value = 0.022) with t -value of (t -value = 3.36). A total of (219) responses were used, with (190) Born Muslim, (29) Converted to Islam, and (6) NA – “Not applicable”. Table 4.23 below shows the majority of respondents Converted to Islam were more *Satisfied* with Products have Halal logo and certificate, compared to the Born Muslim respondents. As an example, in the three *Satisfied* category – *Extremely satisfied*, *Moderately Satisfied*, and *Slightly Satisfied*, a total of 89.6% were gained from Converted to Islam, while only 58.9% from Born Muslim category.

Table 4. 23: T-test and cross tabulation Performance of Product have Halal logo and certificate - Born Muslim and Converted to Islam

Islamic Attributes - Destination	Performance		
	Sig	t	df
Products have Halal logo and certificate (Processed based on the Muslim law/Syariah)	0.022	3.36	217

Sig= p -value < 0.05; t = (t -values); df= Degree of freedom

Characteristics	Islamic Attributes Destination – Products have Halal logo and certificate (processed based on Muslim Law/Syariah) (Valid – 219)							
	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	
	%	%	%	%	%	%	%	(n)
Born Muslim (190)	6.3	28.4	24.2	19.5	11.6	6.3	3.7	(6)
Converted to Islam (29)	20.7	37.9	31	6.9	0	3.4	0	

**Islamic Attributes Destination –
Products have Halal logo and certificate (processed based on Muslim Law/Syariah)
(Valid – 219)**

Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (N/A)
%	%	%	%	%	%	%	(n)
6.3	28.4	24.2	19.5	11.6	6.3	3.7	(6)
20.7	37.9	31	6.9	0	3.4	0	

d. Value for money – GAA

Table 4.24 presents the significant attribute of Generic attributes Accommodation, Value for money. There was a total of (223) answers with a significance P -value of (p -value = 0.018), categorized into (194) Born Muslim, (29) Converted to Islam, and (2) of NA – “Not applicable” answer. The Generic attributes destination Value for Money shows a difference. For example, 3.5% of Born Muslims answered as *Dissatisfied*, while most converted to Islam respondents were *Satisfied* for the Value for Money attribute.

Table 4. 24: T-test and cross tabulation Performance of Value for money – Born Muslim and Converted to Islam

Generic Attributes - Destination	Performance		
	Sig	t	df
Value for Money	0.018	0.463	221

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

Characteristics	Generic Attributes Destination – Value for Money (Valid – 223)							
	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	
	%	%	%	%	%	%	%	(n)
Born Muslim (194)	27.3	46.4	21.1	2.6	1	2	0.5	(2)
Converted to Islam (29)	17.2	69	10.3	3.4	0	0	0	

e. Cooking facilities – GAA

Table 4. 25 presented the relationship significance of Generic attributes Accommodation of Cooking Facilities (p -value = 0.002). A total of (211) responses were recorded with (182) respondents Born Muslim, (29) Converted to Islam and (14) of NA – “Not applicable” answers. As seen on the table below, it shows that around 93.1% of Converted Islam respondents were in the majority *Satisfied* with this attribute, compared to the Born Muslim respondents who accounted for 86.3%. Following that, the table shows that some of the respondents were not experiencing this attribute, as shown from the (14) NA data gained from the questionnaire, meaning some of the accommodation visited by the Muslim domestic tourists were not provide this attribute.

Table 4. 25: T-test and cross tabulation Performance of Cooking Facilities - Born Muslim and Converted to Islam

Generic Attributes - Accommodation	Performance		
	Sig	t	df
Cooking facilities (ex: pantries, kitchen utensils)	0.002	0.707	209

Sig= p -value < 0.05; t= (t-values); df= Degree of freedom

Characteristics

**Generic Attributes Accommodation –
Cooking facilities (ex: pantries, kitchen utensils) (Valid – 211)**

	Extremely Satisfied	Moderately Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Moderately Dissatisfied	Extremely Dissatisfied	Not Applicable (NA)
	%	%	%	%	%	%	%	(n)
Born Muslim (182)	29.7	37.4	19.2	9.3	3.8	0	0.5	(14)
Converted to Islam (29)	17.2	69	6.9	3.4	3.4	0	0	

4.5.5. Summary – Aim 3

In conclusion, this section provides the finding to answer Aim 3, to analyse the similarities and differences from the generic and Islamic attributes according to different tourists' characteristics. A total of (11) significant performances were presented by highlighting unique features found from the total of (4) tourists characteristics category. There were (3) significant attributes from the Gender category, where the trend indicates that females held a larger amount than Males with more varied answers. Next, (1) from the Age group category shows that the overall young-adult age group 18-34 is more satisfied with the attribute's performance. Following that, there were (2) from Religiosity Level, which shows that more individuals classify themselves into *religious* groups. Lastly, (5) significant from the Born Muslim and Converted to Islam categories hold the highest number of significant relations. However, in terms of respondents' quantities, they have the most contrasting differences compared to other groups, where the Converted to Islam group category were not more than (30) respondents.

4.6. Conclusion

In conclusion, the Findings chapter of this study addresses the significance attributes gained from the (29) tourism attributes with the tourists' satisfaction in New Zealand as the non-Muslim majority county. The demography of the respondents (Section 4.2), followed by the means and each tourism attributes ranking (Section 4.3), the Importance-Performance analysis of each attributes group (Section 4.4), and the comparison and differences gained from the tourism attributes tourists' characteristics (Section 4.5).

From the Section 4.3, result indicates that Safety (Generic attributes Destination), Restaurant has Halal logo and certificate (Islamic attributes Destination), Comfort and Cleanliness (Generic attributes Accommodation), and Good services from staff and host towards Muslim (Islamic attributes Accommodation) were the highest importance attributes. Furthermore, Nature (Generic attributes Destination), Water supply/*Wudhu* (Islamic attributes Destination), Comfort and Cleanliness (Generic attributes Accommodation), Good services from staff and host towards Muslim (Islamic attributes Accommodation) have the highest performance attributes satisfaction.

In the Section 4.4 findings shows that most of the attributes in Generic attributes Destination were classified as high-important and high-performance. The Islamic attributes Destination were mostly located in the low-important and low-performance quadrant. The Generic

attributes Accommodation were mostly located in high-importance and high-performance, while on the contrary the Islamic attribute Accommodation group were, in the majority, classified in the low-important and low-performance quadrant. Lastly, in relation to the tourists' characteristics categories (Section 4.5), there were a total of (11) significant attributes in the Performance – (3) from the Gender group, (1) from the Age group classification, (2) from Religiosity level, and lastly, (5) significance from the Born Muslim and Converted to Islam tourist's category.

CHAPTER FIVE: DISCUSSION, CONTRIBUTION, AND CONCLUSION

5.1. Introduction

This chapter discusses the findings presented in the previous chapter. The discussion in this chapter aims to enrich the understanding of the findings of this study, namely, to examine insights gained regarding the satisfaction that domestic Muslim tourists experience with tourism attributes in New Zealand as a non-Muslim majority country. This research has used Means analysis, Importance-performance analysis (IPA) and T-test as the analytical tool to address the three research aims outlined in Chapter Four: Findings. To recap, these aims are to:

1. identify the importance and performance of generic and Islamic destination and accommodation attributes from the New Zealand domestic Muslim tourist perspectives.
2. investigate domestic Muslim tourists' Satisfaction with New Zealand generic and Islamic destination and accommodation attributes using Importance-Performance Analysis.
3. analyse differences in generic and Islamic attributes according to different tourists' characteristics.

Chapter Five consists of six (6) parts. The first section (Section 5.2) discusses the finding linked to the first aim, in relation to (29) tourism attributes presented in this thesis. Section 5.3 discusses the Importance-Performance analysis of domestic Muslim tourists' satisfaction with the four (4) tourism attributes group. The next section (Section 5.4) discusses the third aim of this study, that is, the tourists' attributes in relation with their characteristic traits which emerged in the findings discussed in Chapter 4: Findings. Section 5.5 presents the research contribution in relation to the academic literature. Implication for destination and accommodation managers and the development of future research are also explained in Section 5.5. The limitations of this study are explained in Section 5.6. Finally, Section 5.7 concludes the main finding and the research significance.

5.2. The Importance and Performance level of tourism attributes for Destination and Accommodation

This section discusses the findings of the first aim of this research. The first finding identifies the importance and performance of the tourism attributes in New Zealand destinations and accommodations from the point of view of respondents in this study, namely, Muslims who live in New Zealand. The tourism attributes consist of four (4) groups.

The finding found is that "Safety" is an attribute having the highest rating of importance for Muslim tourists. This finding is in accordance with research by Li (2012), which shows that "Safety and Security" are tourism attributes that have the highest importance in certain destinations; Li's research location was in China in relation to American leisure travellers. Similarly, research by Mistry (2018) also found that Safety was the most important attribute influencing tourist satisfaction. His research, located in India, focused on tourists who travel to Gujarat as their destination. The second most important attribute was "Nature". New Zealand's natural beauty is, without a doubt, one of the foremost and significant tourist attributes. This finding is in line with research done by Taylor (1998), states that travellers who come to New Zealand tend to seek the "unspoilt" nature that New Zealand provides, which represents beauty and authenticity.

In contrast, the "tourist-centred activities" in this study, such as shopping facilities, have different results to previous studies since this attribute is revealed to be given low importance. Previous research has demonstrated that "shopping" can affect tourists' satisfaction and intentions to revisit travel destinations (Suhartanto & Triyuni, 2016). Added to this, research by Fajriyati et al. (2020) showed that tourist-centred activities and shopping centres develop destination characteristics. The last attribute from the generic attributes' destination category with the lowest importance is "I-site" or information centre. The low level of importance given to these attributes indicates that Muslim domestic tourists do not really need them. This may be due to Muslim tourists actually living in and already knowing the country in which they are domestic tourists. Meanwhile, a study conducted on Muslim tourists who visit non-Muslim tourist destinations, Fajriyati et al. (2020) shows that sufficient tourist information is essential and demanded by tourists. Regarding performance in generic attributes at the destination, "Nature" is the attribute with the highest performance, while "I-Site" has the lowest satisfaction performance. This is quite similar to the importance level of this attribute group, where "Nature" is in second place, and "I-site" have the lowest performance level.

Furthermore, the group (ii) Muslim tourism attributes destination is still in the category of destination attributes. In this attribute group, there are (7) identified attributes. The attribute that has the most prominent level of importance is "Restaurant has Halal Logo and certificate". Moreover, the attribute with the second-largest importance is "Product has Halal logo and certificate". These two attributes have in common the availability of Halal in terms of consumption, in this context, namely restaurants and processed products that have a Halal label and are quite common. As we can see, the New Zealand government itself has collaborated with FIANZ as the Muslim organization in New Zealand, which is starting to implement "Halal-friendly" food choices being provided around the country. Newzealand.com, as the official government website, has also prepared a Halal-related guide (tourism, 2019). Another study, conducted by (Razzaq et al., 2016), also added that New Zealand is known as one of the largest countries exporting halal beef and lamb. On the other hand, the two attributes that have the lowest importance in the category of Islamic attributes destination are the availability of "Mosque" and "Restaurant not selling alcoholic drinks". These two things are quite common in Muslim majority countries. As in a study conducted in Malaysia by Battour et al. (2017) on travel motivation and satisfaction concerning tourism attributes, it was stated that the existence of "worship facilities" such as mosques and "non-availability of alcoholic drinks" were important (Battour et al., 2017). However, in relation to New Zealand, this is not important, as confirmed by one of the comments written by a respondent in this study, who states it was difficult to find a Mosque as part of the worship facilities during his travels. On the performance category the Islamic tourism attributes at destination identified the "Water Supply for ablution" and "Segregated Public/private area of different gender" were important for the Muslim domestic tourists that visit destinations. This in contrast with the finding from (Razzaq et al., 2016) that shows some of New Zealand destinations still could not able to provide this attributes to its tourists.

The next group category is (iii) Generic attributes in Accommodation. In this attribute importance group, there is a total of six (6) attributes, where "Comfort and Cleanliness" and "Value for money" in tourism accommodation are reported to be important. This finding is supported by other research conducted in India Mistry (2018), which discusses the influence of attributes related to the importance of tourist attributes. Respondents in this study stated that although when travelling they considered other things, such as religious places, historical places, monuments, and so on, however, the first factor they considered as part of those would be "Value for money". Concerning "Comfort and cleanliness", Li (2012), in his research, found

that these attributes have a reasonably high importance priority from the point of view of American tourists travelling in China. However, from the same study, it was stated that China could still perform well in these particular attributes (Li, 2012). In the context of New Zealand, different research also found that “Price”, “Cleanliness of the hotel”, and “Comfortable mattress and pillow” were rated as the most important attributes, which shows that New Zealanders prioritise these factors when they travel. On the contrary, in this group category, “Cooking facilities” and “Tourist-related information” are the two attributes with the lowest importance. On the Performance level, “Comfort and Cleanliness” and “Staff/host polite and friendly to the guests” are found as the highest satisfaction performance. On the other hand, “Cooking facilities” and “Tourists related information” are the two attributes with the lowest performance. The result is quite different from Fajriyati et al. (2020) research, which indicates that “tourist information” has a significant and positive influence with the high satisfaction. Meanwhile, in the “Cooking facilities” attribute, it was found that this attribute has high importance (Nash et al., 2006). However, this may have something to do with the focus of Nash’s research, which was on backpacker accommodation and not on accommodation in general.

The last category is (iv) Islamic attributes Accommodation, consisting of six (6) tourism attributes. It was found in this study that "good services from staff/host" and "Muslim-related information provided by the staff/host" such as information about Halal food restaurants, prayer times being listed were the most important. A similar finding was found in a study conducted in Indonesia by Faulina et al. (2020), which stated that Muslim tourists attach importance to good services and Muslim-related information in their travels. One respondent in this study also added that they feel safe living in this country and experience a good service during their travels. Meanwhile, the following two attributes have the lowest importance: "Limiting sexual permissiveness by blocking pay-per-view adult channels in-room entertainment" and "Multilingual channel and language". These two things have something in common, namely they are entertainment provided by the accommodation. If we compare Battour et al. (2011) research, these two attributes are considered important for tourists who travel in Malaysia. However, in the context of New Zealand as a non-Muslim majority country, this is not a crucial problem for domestic tourists. Muslim tourists, because Muslims are a minority group, while New Zealand itself is a country that legalizes a varied range of adults entertainment Griffiths (2010) and is also a country that supports LGBTQ+ (Lesbian, gay, bisexual, Transsexual, Queer) (Coetzee & Liu, 2019). Which, in related to the context of

religion, these two things hard to combined. On the performance satisfaction level category, “Good services from staff/host” and the availability of “Staff/host wearing tidy and modest clothes”. This in line with the finding from Battour et al. (2011), mentioned that most of Muslims appreciate if the Female hotel staff wear hijab and not short skirt. Even though these suggestions might be hard to apply in the context of non-Muslim majority country, however, they still have similar point of view.

In short, this section has discussed the finding of Aim 1 of this study, where the tourism attributes in tourist destinations and accommodation in New Zealand have a varied level of importance, performance and differ from some findings from other studies. Several factors, such as differences in research locations and the respondents involved might cause differences and affect the findings. The existence of limited guidelines and studies on tourism attributes in relation to Muslim domestic tourists limits the depth of discussion that can be had about some of these findings. In the next section, the aims of these two studies are discussed and will highlight the level of satisfaction of Muslim domestic tourists using Importance-Performance analysis.

5.3. The Importance-Performance Analysis of the Destination and Accommodation tourism attributes

Table 5. 1: Summary of research Aim 2

RESEARCH AIM 2	investigate domestic Muslim tourists' Satisfaction with New Zealand generic and Islamic destination and accommodation attributes using Importance-Performance Analysis.
RESULTS	<p>Generic attributes Destination</p> <ul style="list-style-type: none"> - <i>Keep up the good work Quadrant- (8) attributes</i> (AD) Atmosphere (CC) Comfort and Cleanliness; (CD) Climate; (HS) Health services facilities; (LP) Local people's attitudes towards tourists; (NA) Nature; (SD) Safety; (WP) Value for money - <i>Concentrate Here Quadrant- (2) attributes</i> (SF) Tourists centred activities; (IS) I-site <p>Islamic attributes Destination</p> <ul style="list-style-type: none"> - <i>Possible overkill Quadrant- (3) attributes</i> (HP) Products have Halal logo and certificate; (HF) Restaurants have Halal logo and certificate; (WS) Water supply for ablution - <i>Low Priority Quadrant- (4) attributes</i> (AD) Restaurant not selling alcoholic drinks, (AM) Mosque, (PR) Prayer room, (SA) Segregated area for different genders
	<p>Generic attributes Accommodation</p> <ul style="list-style-type: none"> - <i>Keep up the good work Quadrant- (5) attributes</i> (CC) Comfort and Cleanliness; (CF) Cooking Facilities; (PO) Staff/host polite and friendly; (SA) Safety; (WP) Value for Money - <i>Concentrate Here Quadrant- (1) attributes</i> (TI) Tourists related information <p>Islamic attributes Accommodation</p> <ul style="list-style-type: none"> - <i>Keep up the good work Quadrant- (1) attributes</i> (GS) Good services from staff/host - <i>Low Priority- (5) attributes</i> (PQ) Prayer mat and Qibla sign; (MI) Muslim related information; (MC) Multilingual channel and language; (SP) Limiting sexual permissiveness by blocking room entertainment; (TC) Staff/host wear modest and tidy clothes

this section discussed the research finding gain from aim 2. This section will elaborate in four (4) tourism attributes group. The quadrant gained from the Importance-Performance analysis grid used. First is (i) the generic attributes at destination. In this attribute group, it is found that “I-site” or the visitor information centre and “Tourist-centred activities” located in the Concentrate Here quadrant, means these attributes have high-importance with a low-performance (Figure 4.2). In terms of the availability of “I-site”, the findings were different

compared to research from Li (2012) about a case study of American leisure travellers to mainland China. In that research, Li (2012) classified I-site – Tourist information in the Keep up the good work quadrant, meaning this attribute has a high-importance and high-performance. Similarly, with the “I-site”, regarding the “tourist-centred activities such as shopping, there was a different finding by Li (2012), whose research showed that the attribute could be classified as low-importance with high-performance.

Following that, regarding the (ii) Islamic attributes Destination (Figure 4.3), most of the attributes – 4 out of 7 attributes – “Restaurant not selling alcoholics drinks”, “Mosque”, “Prayer room”, “Segregated public/private area of different gender” – were located in the Low priority quadrant, meaning that these attributes were classified as low-importance with a high-performance in New Zealand from the Muslim domestic tourists’ point of view. In comparison to this, Battour et al. (2011) found different results in relation to research concerning Islamic attributes of destination in Malaysia; the findings in that study stated that “Banning of alcohol consumption”, “Worship places” (Masjid/prayer room) – have a big impact on attracting Muslim tourists. However, the same research also mentioned that some of these aspects were limited to Muslim-majority countries due to these attributes aspects not being realistic within westernized non-Muslim majority societies (Battour et al., 2011).

In the accommodation category, the (iii) generic attributes Accommodation (Figure 4.4), one attribute – “Tourist-related information” – was located in the Concentrate here quadrant. This finding was in contrast to the research from Fajriyati et al. (2020) who found that tourist-related information were the least needed in a tourist’s destination. However, other attributes, such as “Value for Money”, “Comfort and cleanliness”, “Staff/Host polite and friendly to the guests” were located in the Keep up the good work quadrant. This shows a similarity to the research from Mistry (2018) about Gujarat tourist attractions in India. The Mistry (2018) study shows that these attributes (i.e., Value for money, Cleanliness, Friendliness of people local food language differences) strongly influenced the tourist’s satisfaction. The same research mentioned that these attributes increase and impact on the tourists’ overall satisfaction.

Furthermore, in relation to the (iv) Islamic attributes Accommodation (Figure 4.4), one attribute is located in Keep up the good work quadrant "Good services from staff/host". This finding was similar to research by Battour et al. (2011), who found that this attribute is imperative for tourism services. Research conducted by the same author also found that the existence of a good attitude and services was able to increase tourist satisfaction and revisit intention (Battour et al., 2011; Battour et al., 2017). On the contrary, in majority, the majority

of the remaining of the attributes are located in the Low priority quadrant: “Multilingual channels”, “Muslim related information provided by the staff/host”, “Prayer mat, Qibla sign”, “Limiting sexual permissiveness by blocking pay-per-view in room entertainment”, and “Staff/host wearing tidy and modest clothes”. This is in contrast to the findings by Battour et al. (2011) and Faulina et al. (2020) in relation to the (PQ) Prayer mat, Qibla sign, (SP) Limiting sexual permissiveness by blocking pay-per-view in room entertainment. These attributes were found to be a necessity for the Muslim tourists. The difference in findings may have something to do with the difference in the location of the research areas, where their research is in Muslim majority countries (Malaysia and Indonesia), which makes these tourism attributes crucial in determining tourist satisfaction in travelling. On the other hand, to support if these tourism attributes are irrelevant for tourist destination in a non-Muslim majority such as New Zealand, another finding was also confirmed by Razzaq et al. (2016), with his research on whether New Zealand is ready for Halal tourism. The research findings indicate that although New Zealand is increasingly promoting itself as a Muslim-friendly destination, the provision of Halal is still limited. There are still many aspects of this requirement that need to be performed for the further implementation of Halal tourism.

The above explanation demonstrates that using Importance-Performance analysis is beneficial in providing a clear overview of tourists’ satisfaction and managerial implications. De Nisco et al. (2015) suggested that Importance-Performance analysis is suitable for identifying the most needed attributes when the importance rating is inconsistent. The comparison between the findings in this study and other researchers’ findings has also added more depth and understanding to the insights gained with regard to this study. Furthermore, the next section discusses the similarities and differences between the tourists’ characteristics in relation to tourism attributes.

5.4. The Differences of Tourism attributes according to Tourists' Characteristics

Table 5. 2: Summary of research Aim 3

RESEARCH AIM 3		To analyse differences in generic and Islamic attributes according to different tourists' characteristics
RESULTS	<i>The Performance significance of Tourists Characteristics</i>	Gender: Male – Female (AD) Atmosphere – GAD (HF) Restaurant have Halal logo and certificate - IAD (TI) Tourist related information – GAA
		Age: Age 18-34 – Age 35-65 (HF) Restaurant have Halal logo and certificate - IAD
		Religiosity level: Religious – Not-Religious (HS) Health services and facilities – GAD (PR) Prayer room - IAD
		Born as Muslim – Converted to Islam (SF) Tourists centred activities – GAD (AD) Restaurant not selling alcoholic drinks – IAD (HP) Product have Halal logo and certificate – IAD (WP) Value for Money – GAA (CF) Cooking Facilities – GAA

The third aim of this research was achieved by using the paired T-test. This meant pairing the tourists' characteristics developed in this study. A total of four (4) tourists' characteristics group were used. The discussion will start from the tourists' characteristics group that has the highest number of significant differences.

The category with the most significance different number was Born Muslim – Converted to Islam, which means that there are quite contrasting answers from the two groups of tourists' classifications. The classification was also divided into two groups; (1) Born as Muslim, and (2) Converted to Islam. There are (5) significant performance attributes, namely "Tourist-centred activities" – GAD, "Product has Halal logo and certificate" – IAD, "Restaurant not selling alcoholic drinks" – IAD, "Value for money" – GAA, and lastly "Cooking facilities" – GAA. In relation to these two groups, the prejudice that exists among Muslims is also quite strong, one of which is the view that people who are born Muslim have a greater level of faith,

Muslim individuals who have a strong Islamic identity will lead to Islamically-oriented appeals (Babbie, 2020; Eid & El-Gohary, 2015). This result was justified from research conducted by Shakona (2013). Research that explains the influence of religion in the decision to visit a tourist accommodation shows differences between people born Muslim and converted to Islam in determining travel decisions (Shakona, 2013). Shakona (2013) research covered Born as Muslim respondents - 48.5% and Converted to Islam - 51.5%, and found that people born as Muslims had stronger intentions in choosing Sharia-compliant hotels as tourist destinations. Although in terms of number, the existing tourists' characteristics differ greatly from research by Shakona (2013), the current research has a total of 86.5% "Born as Muslim" and 13.75% of respondents converted to Islam. Nevertheless, albeit the difference in percentages, the findings showed similar results.

The second tourists' characteristics category with the highest significant was Gender. In relation to gender, this study found (3) significant performances, namely "Atmosphere" – GAD; "Restaurant has Halal logo and certificate" – IAD; and "Tourist-related information" – GAA. These significant tourism attributes show differences in the perception of answers and possible understanding. Based on research conducted by (Collins & Tisdell, 2002), the travel pattern of Australian travellers regarding Gender perceptions mentioned that there were variations in both men and women when travelling. There are also differences in perceptions of several tourism attributes that were reasonably related (Kwok et al., 2016; Suki, 2014).

The next category is part of Muslim-related tourists characteristics, Religiosity level. Tourists in this category are classified into two groups: (1) Religious and (2) Not-Religious. A total of (2) significant attributes in the performance category were found, namely "Health and services" – GAD and "Prayer room" – IAD. In relation to this classification with the tourism industry, no research has been found that also uses these tourists' characteristics to compare individual satisfaction in travelling. However, the research (Bergan & McConatha, 2001) examined the relationship between religiosity and life satisfaction and implies that people with a strong level of religiosity have a major influence on their life satisfaction.

Age group was the tourists' characteristics category that have the lowest significance difference. Tourists in this category are divided into two groups, namely (1) Age 18-34 and (2) Age 35-65. There is only one significant performance in this age group, namely "Restaurant have Halal logo and certificate" - IAD. Based on research conducted by Biswas et al. (2020) concerning the age of tourists as a moderating factor, it is stated that age influences accessibility and attraction with regard to tourists' satisfaction. Furthermore, the same paper also explains

that the age of tourists was found to be an exogenous construct, which means that the independent variables in their study (attraction and accessibility) were positively significant in relation to the tourists' satisfaction as the dependent variable. On the other similar topic, research also stresses that age has a positive moderating effect on tourists' satisfaction (Assaker et al., 2015; Chi, 2011). From this, it can be concluded that group differences in terms of age have different perceptions and as a result, could influence tourist perceptions and satisfaction. From the discussion about findings in this study, it can be concluded that tourists' characteristics in this context focus more on tourists' behavioural and demographic characteristics that are different in changing the perception and satisfaction of tourists in travelling. In the next section, the researcher will discuss the contributions and implications of this research.

5.4. Research Contribution

5.4.1. Contribution to Knowledge

This research contributes to the existing literature by adding insight into tourists' satisfaction, tourism attributes, and Muslim domestic tourists in non-Muslim majority countries. Based on the key findings in this study, theoretical contributions are made through (1) identifying the importance of tourism attributes; (2) examining the tourism attributes by using Importance-Performance analysis; (3) validating the four categories of tourists' characteristics from the tourism attributes in relation to tourists' satisfaction. By elaborating the discussion explained above, the theoretical contributions suggest that the highlighted gap in Chapter One has been partially filled. This research provides further understanding of tourism and literacy that is directly associated with New Zealand tourism. This study is the first study to measure tourist satisfaction of Islamic and generic tourism attributes in a non-Muslim majority country as the location site by using Importance-Performance analysis and examines of differences on satisfaction between the tourists' characteristics categories. The study demonstrates that, by using these analysis, better information regarding the needs of Muslim tourists can be provided to destinations, accommodation managers and governments.

Other contribution this study makes is the finding that Islamic attributes have limited influence on Muslim domestic tourists' satisfaction in general. This is different compared to the earlier studies, which assertively identify that Islamic attributes have a positive impact on tourists' satisfaction (Battour et al., 2014; Fajriyati et al., 2020). Future study may take this revelation

into consideration when conducting research on Muslim-related tourism attributes in a non-Muslim majority country. It is quite probable that the results in this study are due to the fact that Muslim domestic tourists in this research have lived in New Zealand for a long time period. Additionally, the present study finds that most of the generic tourism attributes have a positive influence on Muslim domestic tourists' satisfaction. It can be understood that Muslim domestic tourists do not see major Islamic attributes as a necessity in a non-Muslim majority country. For future studies this discovery may be taken into consideration when examining tourists' satisfaction related to Muslim-friendly tourism in a non-Muslim majority country.

5.4.2. Contributions to Practice

In this section, the research implications and recommendations to the tourism stakeholders and New Zealand government will be elaborated. This discussion includes implications for (i) Tourism practitioners, (ii) Destination manager (iii) Accommodation managers and stakeholder, (iv) the New Zealand government, and (v) Muslim organisations. Halal tourism has been developed in many Muslim majority countries (Faulina et al., 2020; Jeaheng et al., 2019; Zamani-Farahani & Henderson, 2010) and non-Muslim majority countries (Fajriyati et al., 2020; Mistry, 2018), and it has been a relatively new research area in the context of New Zealand.

In relation to the (i) tourism practitioners, previous research demonstrates that Importance-Performance Analysis is a prominent tool to provide accurate information in relation to tourism attributes. This analysis provides information about each attribute that needs attention – “Concentrate here”, “Area of strength – Keep up the good work”, “Possible overkill” and “Low priority” areas. The Muslim domestic tourists' satisfaction with regard to the tourism attributes will also provide more niche and specific information for the future development of Muslim-friendly tourism in non-Muslim majority countries. This research is expected to provide insights for tourism business practitioners in operating their tourism enterprises and to recommend how to increase Muslim tourists' satisfaction. (Said et al., 2020)

The next is for the (ii) Destination managers and (iii) accommodation managers and stakeholders. The research shows that tourists yearn to experience the Islamic attributes of the destination and accommodation facilities they visit. However, New Zealand, as a Muslim minority country, is still not able to provide this, even though New Zealand has started promoting itself as a Muslim-friendly destination (Razzaq et al., 2016). The services offered in New Zealand such as mixing of Halal and non-Halal foods and serving of alcohols at hotels

and restaurants are still widespread. Moreover, Halal tourism and hospitality knowledge within the industry is still limited (Razzaq et al., 2016). Therefore, tourism destinations and accommodation are expected to apply understanding and implement training to the destination and accommodation workers, including combining an understanding of Halal with promotions on existing Destinations and accommodations.

There is still no practical guide from the New Zealand government which can be used which concerns the development of Muslim-friendly tourism attributes. To develop New Zealand as Halal tourism destination on the long run, the (iv) New Zealand government need to develop a suitable development of New Zealand tourism in general, and New Zealand as Muslim-friendly tourists' destination in particular. As recommended by Said et al. (2020), in order to ensure the efficiency of Halal tourism implementation government could streamlined the relevant information by the use of authorised web portal. Through the use of websites or mobile applications, country authorities could provide information about the location of available Halal food, and other information related to Muslim, such as Halal logos. Government could also cooperate with the (v) Muslim organisations to provide these services. The Muslim organizations act as advisors who can provide additional insight on what Muslim tourists need.

Finally, although the researchers found that Muslim domestic tourists are not too concerned with Islamic tourism attributes, it must be understood that the Muslim population worldwide is increasing and has a particular demand and market, namely Halal tourism. Even though New Zealand has started promoting Halal tourism to attract Muslim tourists, many aspects still need to be considered in order to be able to positively promote Halal-related offerings. Therefore, the provision of Halal tourism is more complicated (Razzaq et al., 2016; Stephenson, 2014). Muslim-friendly tourism requires a substantially nuanced understanding of Muslim consumers and culture with the different demands that come from the tourism practitioners as well as Muslim tourists themselves. Another thing to note is that travellers are not a homogeneous group of customers, they have their own unique needs and behaviour, with the result that different satisfaction could be gained from the same tourism experience (Lockyer, 2000; Pizam & Ellis, 1999).

5.4.3. Future research development area

Even though this research has been designed as effectively as possible, there are still some aspects that need to be developed for future research. Based on other research using

Importance-Performance as the analytical tools, (De Nisco et al., 2015; Disastra et al., 2018) it is suggested that studies with the same benefit should be applied in different areas.

Second, it is recommended that future researchers should use data collection methods before and after the tourist visit in order to help minimize bias and produce feasible and more specific data for future research. Thirdly, in addition, this study only aims to determine the satisfaction level of Muslim domestic tourists concerning the importance and performance of tourism attributes in New Zealand. Further research on tourists' demands relating to other tourism attributes – generic or Islamic – integrates tourists' satisfaction and perceptions of New Zealand as the non-Muslim majority country to visit. The research could adopt quantitative, qualitative or a mixture of research methods.

Fourthly, this study uses a quantitative method, which makes for a lack of depth in the research compared to research on tourists' satisfaction in relation to other tourism attributes (Abror et al., 2019; Sukiman et al., 2013), which focuses on qualitative methods or mixed research methods in order to minimize the existing bias. Therefore, with regard to future research, a different approach could be developed to establish more findings and insight. Fifth, the use of average means without using generic means makes this research focus on the limitations in this study. Essentially, for tourism practitioners to understand which areas are deemed lacking, it is suggested that further research uses generic means and average means to make a notable correlation between the existing tourism attributes. Lastly, more attributes group, and the use of more proper term and classifications to make a better grouping attributes category, as implemented by El-Gohary (2016) and Battour et al. (2011).

5.5. Limitations

Some of the limitations of this study have been described in Chapter Three (Section 3.7). In this section, the limitations will be further elaborated to understand the overall strengths and weaknesses of the study. The use of a niche topic in this study means that the sample in this study cannot cover a large study sample because of the application of a sampling method to a group with distinct criteria, namely domestic Muslim tourists. This research is also too broad because it takes the background of the research location in one country, namely New Zealand. Further research recommends applying other samples and on a larger scale, one of which involves comparisons of international and domestic tourists in one particular tourist destination as applied by Mistry (2018). Taking the location focus into one specific tourism Destination

could create more impact in terms of practical implications that can be applied by the individual who controls the Destination management. At the time of writing, the Covid-19 pandemic still arose and influenced the worldwide industries. In which also affecting the academic industry in general and this research study in particular.

On the other hand, the use of a niche topic in this research develops the research reference literature, which can help the development of Halal tourism, especially as there is limited empirical research about Halal tourism in non-Muslim majority countries such as New Zealand, Because the fact is that Muslims make up only about 1% of the total population of New Zealand (Ward, 2011). The next section provides an overall summary of this research.

5.6. Conclusion

In conclusion, this research contributes to the relationship between Muslim domestic tourists' satisfaction and tourism attributes in New Zealand as a non-Muslim majority country by using Importance-Performance analysis. From this research, it is concluded that Importance-Performance analysis was a useful tool to provide an insight for the New Zealand tourism industry with the implications it helped to gain from this research.

The research indicates that the generic attributes were mainly important for Muslim domestic tourists in New Zealand. These generic attributes, such as safety and value for money, have the highest importance for tourists' satisfaction. Regarding the Islamic tourism attributes category, the attributes have less important to Muslim domestic tourists. The performance of generic tourism attributes in destination, this was positively high and also responsible for enhancing tourists' satisfaction. In relation to tourists' characteristics group, study shows that people Born Muslim and Converted to Islam were mostly have different point of view in terms of the tourism attributes satisfaction level.

Islamic tourism attributes are important to Halal tourism in a tourism destination. However, this research did not receive significant attention from tourists. Tourism practitioners also need to prepare more for Halal, both in knowledge, training, and application of services related to Halal tourism. Lastly, although this research generally finds that these tourism attributes have relatively high importance-performance, it is still necessary to have a proper design and implementation of these attributes to achieved high tourist satisfaction.

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APPENDICES

Appendix 1: Information Sheet

Project Title: An Importance-Performance Analysis (IPA) of Halal Tourism Attributes and Tourist Satisfaction: Evidence from the New Zealand Muslim Community

Greetings, thank you for opening the survey!

Who Am I?

My name is Grace Liallahu, I am currently a master's student in Tourism Management at Victoria University of Wellington. I am undertaking this research project towards my master's thesis.

What is the aim of the project?

This project is being undertaken as part of my master's degree in Tourism Management. this research attempts to fill the gaps by examining tourists' satisfaction with Generic and Islamic attributes in New Zealand by using Importance-Performance Analysis and exploring differences between tourists' characteristics. The main aims are to:

1. identify the importance and performance of generic and Islamic destination and accommodation attributes from the New Zealand Muslim domestic tourist perspectives.
2. investigate Muslim domestic tourists' Satisfaction with New Zealand generic and Islamic destination and accommodation attributes using Importance-Performance Analysis.
3. analyse differences in generic and Islamic attributes according to different tourists' characteristics.

How can you help?

In this study I am looking for participants who are Muslims, residents in New Zealand and who have travelled domestically in New Zealand. This questionnaire is entirely anonymous and voluntary, and it is not permissible for any respondent to be identified in connection with this questionnaire. There are no right or wrong answers, the researcher only interested in your response. The questionnaire will take approximately 13 minutes to complete. The respondent could withdraw the questionnaire if the respondent considers it is too time-consuming. The instruction on how to answer the questionnaire is on the subsequent page. Please only complete this survey once.

Participants are invited to enter a gift draw to win one of five NZ\$50 New World gift cards following the questionnaire completion. If the participants wish to join the gift draw, please click the link attached at the questionnaire's end page. The link will take you to a different questionnaire page to provide the information needed at the end of the questionnaire. The draw will be held on the 1st of June 2021.

This is a secure online questionnaire; all responses collected will be anonymous. All the information related to the questionnaire responses will only be viewed and accessed by the researcher and her supervisor. All data printed will be kept in a locked file with access limited to the researcher. Any electronic data will be kept in a password-protected file only accessible by the researcher. The anonymous data collected in this survey will be destroyed by 01/08/2023.

Information from this research will be used as part of my master's thesis. It is possible that the questionnaire result appears and presented in an academic or professional journal and conferences. However, the respondents' identities will remain confidential.

This questionnaire has been approved by the Victoria University of Wellington Human Ethics Committee, application number: 0000029178

If you have any concerns, questions, or problems, please feel free to contact:

Student researcher:

Name: Grace Emmanuella Liallahu

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Role: Associate Professor

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Human Ethics Committee information:

If you have any concerns about the ethical conduct of the research, you may contact the Victoria University of Wellington HEC Convenor: Associate Professor Judith Loveridge. Email hec@vu.ac.nz or telephone +64-4-463 6028

Appendix 2: Questionnaire

Title: An Importance-Performance Analysis (IPA) of Halal Tourism Attributes and Tourist Satisfaction: Evidence from the New Zealand Muslim Community

Q1 Are you aged 18 or above?

☐ YES (1)

☐ NO (2)

Skip To: End of Survey If Are you aged 18 or above? = NO

Q2 Are you a Muslim?

☐ YES (1)

☐ NO (2)

Skip To: End of Survey If Are you a Muslim? = NO

Q3 Have you ever been on domestic holiday in New Zealand?

(A New Zealand domestic holiday is defined as a vacation in New Zealand outside their usual environment for more than 24 hours. Domestic tourist in New Zealand is classified as travelling for more than 40 km outside the usual environment for more than 24 hours, for leisure purposes).

☐ YES (1)

☐ NO (2)

Skip To: End of Survey If Have you ever been on domestic holiday in New Zealand? (A New Zealand domestic holiday is defined... = NO

Intro: The following questions are related to your ***LAST*** domestic holiday destination(s) and accommodation(s) in New Zealand.

(A New Zealand domestic holiday is defined as a vacation in New Zealand outside their usual environment for more than 24 hours. Domestic tourist in New Zealand is classified as travelling for more than 40 km outside the usual environment for more than 24 hours, for leisure purposes).

Q4 When was your LAST domestic holiday in New Zealand

- ☐ Not more than 12 months ago (1)
- ☐ 1-2 years ago (2)
- ☐ 3-5 years ago (3)
- ☐ More than 5 years ago (4)

Q5 How long was your **LAST** domestic holiday in New Zealand?

- ☐ 1-2 nights (1)
- ☐ 3-5 nights (2)
- ☐ 6-7 nights (3)
- ☐ More than 1 week (4)

Q6 Who did you travel with?

- ☐ Alone (1)
- ☐ Family, how many people: (2)

- ☐ Friends, how many people: (3)

- ☐ Partner (4)

- ☐ Others, please specify (5) _____

Q7 In which region(s) did you spend at least ONE night during your ***LAST*** domestic holiday in New Zealand? *(Tick all that apply)*

☐ North Island: Northland (1)	☐ South Island: Nelson Tasman (16)
☐ North Island: Auckland (2)	☐ South Island: West Coast (17)
☐ North Island: Waikato (3)	☐ South Island: Lake Wanaka (18)
☐ North Island: Ruapehu (4)	☐ South Island: Queenstown (19)
☐ North Island: Taranaki (5)	☐ South Island: Fiordland (20)
☐ North Island: Whanganui (6)	☐ South Island: Marlborough (21)
☐ North Island: Manawatu (7)	☐ South Island: Kaikoura (22)
☐ North Island: The Coromandel (8)	☐ South Island: Hurunui (23)
☐ North Island: Bay of Plenty (9)	☐ South Island: Canterbury (24)
☐ North Island: Rotorua (10)	☐ South Island: Aoraki (25)
☐ North Island: Gisborne (11)	☐ South Island: Mackenzie (26)
☐ North Island: Lake Taupo (12)	☐ South Island: Waitaki (27)
☐ North Island: Hawkes Bay (13)	☐ South Island: Central Otago (28)
☐ North Island: Wairarapa (14)	☐ South Island: Dunedin (29)
☐ North Island: Wellington (15)	☐ South Island: Clutha (30)
	☐ South Island: Southland (31)

Q8 In which of the following region did you spend the ***longest*** period of domestic holiday in New Zealand (**Choose one**)

The next following questions will be based on your answer in this question

☐ North Island: Northland (1)	☐ South Island: Nelson Tasman (16)
☐ North Island: Auckland (2)	☐ South Island: West Coast (17)
☐ North Island: Waikato (3)	☐ South Island: Lake Wanaka (18)
☐ North Island: Ruapehu (4)	☐ South Island: Queenstown (19)
☐ North Island: Taranaki (5)	☐ South Island: Fiordland (20)
☐ North Island: Whanganui (6)	☐ South Island: Marlborough (21)
☐ North Island: Manawatu (7)	☐ South Island: Kaikoura (22)
☐ North Island: The Coromandel (8)	☐ South Island: Hurunui (23)
☐ North Island: Bay of Plenty (9)	☐ South Island: Canterbury (24)
☐ North Island: Rotorua (10)	☐ South Island: Aoraki (25)
☐ North Island: Gisborne (11)	☐ South Island: Mackenzie (26)
☐ North Island: Lake Taupo (12)	☐ South Island: Waitaki (27)
☐ North Island: Hawkes Bay (13)	☐ South Island: Central Otago (28)
☐ North Island: Wairarapa (14)	☐ South Island: Dunedin (29)
☐ North Island: Wellington (15)	☐ South Island: Clutha (30)
	☐ South Island: Southland (31)

End of Block: Tourist Destinations and Accommodations

Start of Block: Tourist Destinations and Accommodations cont.

Q9 What kind of accommodation did you use during your holiday in your selected destination in [\\${Q8/ChoiceGroup/SelectedChoices}](#)

- ☐ Bed and Breakfast (1)
 - ☐ Boutiques and Lodges (2)
 - ☐ Hotel (3)
 - ☐ Hostels (4)
 - ☐ Luxury Lodges (5)
 - ☐ Motel (6)
 - ☐ Air BnB (7)
 - ☐ Other, please specify (ex: staying with family and relatives) (8)
-

Q10 You selected [\\${Q8/ChoiceGroup/SelectedChoices}](#). How did you hear about this destination?

- ☐ Internet (1)
- ☐ Television (2)
- ☐ Social Media (3)
- ☐ Friends and Relatives (4)
- ☐ Books and Travel Guides (5)
- ☐ Travel Agency (6)
- ☐ Fairs and/or Exhibitions (7)
- ☐ It was part of the travel/tour package I joined (8)
- ☐ Other, please specify (9) _____

End of Block: Tourist Destinations and Accommodations cont.

Start of Block: Importance of Attributes at the Destinations and Accommodations level

Info The researcher is now interested in finding out your perception **level of importance** on the following attributes that are related to your stay in \${Q8/ChoiceGroup/SelectedChoices}

Q11 The Generic Attributes related to the Destination(s)

How important were the following generic attributes when you made your decision to spend your domestic holiday in \${Q8/ChoiceGroup/SelectedChoices}

Importance – Generic attributes Destination	Extremely Important (1)	Very Important (2)	Moderately Important (3)	Neutral (4)	Slightly Important (5)	Low Important (6)	Not at all important (7)
Atmosphere (AD)	☐	☐	☐	☐	☐	☐	☐
Availability of tourist centred activities (ex: Shopping facilities) (SF)	☐	☐	☐	☐	☐	☐	☐
Comfort and Cleanliness (CC)	☐	☐	☐	☐	☐	☐	☐
Local People attitude toward tourists (LP)	☐	☐	☐	☐	☐	☐	☐
Nature (NA)	☐	☐	☐	☐	☐	☐	☐
Value for Money (WP)	☐	☐	☐	☐	☐	☐	☐
Safety (SD)	☐	☐	☐	☐	☐	☐	☐
Health and services facilities (HS)	☐	☐	☐	☐	☐	☐	☐
Climate (CD)	☐	☐	☐	☐	☐	☐	☐
I-Site (Visitor information centres) (IS)	☐	☐	☐	☐	☐	☐	☐

Q12 Islamic Facilities and Services in the Destination(s)

How important were the following Islamic facilities and services when you made your decision to spend your domestic holiday in
\${Q8/ChoiceGroup/SelectedChoices}

Importance – Islamic attributes Destination	Extremely Important (1)	Very Important (2)	Moderately Important (3)	Neutral (4)	Slightly Important (5)	Low Important (6)	Not at all important (7)
Mosque (AM)	☐	☐	☐	☐	☐	☐	☐
Prayer room (PR)	☐	☐	☐	☐	☐	☐	☐
Water supply for ablution - Wudhu (WS)	☐	☐	☐	☐	☐	☐	☐
Segregated public/private area of different gender (SA)	☐	☐	☐	☐	☐	☐	☐
Products have Halal logo and certificate (HP)	☐	☐	☐	☐	☐	☐	☐
Restaurants have Halal logo and certificate (HF)	☐	☐	☐	☐	☐	☐	☐
Restaurants not selling alcoholics drinks (AD)	☐	☐	☐	☐	☐	☐	☐

Q13 Generic Attributes in the Accommodation(s)

How important were the following generic attributes when you booked your accommodation during your domestic holiday in
\${Q8/ChoiceGroup/SelectedChoices}

Importance – Generic attributes Accommodation	Extremely Important (1)	Very Important (2)	Moderately Important (3)	Neutral (4)	Slightly Important (5)	Low Important (6)	Not at all important (7)
Value for Money (WP)	☐	☐	☐	☐	☐	☐	☐
Cooking Facilities (CF)	☐	☐	☐	☐	☐	☐	☐
Safety (SA)	☐	☐	☐	☐	☐	☐	☐
Comfort and Cleanliness (CC)	☐	☐	☐	☐	☐	☐	☐
Tourists related information (ex: brochures) (TI)	☐	☐	☐	☐	☐	☐	☐
Staff/host polite and friendly to the guests (PO)	☐	☐	☐	☐	☐	☐	☐

Q14 Islamic Facilities and Services in the Accommodation(s)

How important were the following Islamic facilities and services when you booked your accommodation during your domestic holiday in
 \${Q8/ChoiceGroup/SelectedChoices}

Importance – Islamic attributes Accommodation	Extremely Important (1)	Very Important (2)	Moderately Important (3)	Neutral (4)	Slightly Important (5)	Low Important (6)	Not at all important (7)
Prayer mat, Qibla sign (PQ)	☐	☐	☐	☐	☐	☐	☐
Muslim related information provided by staff/host (Ex: Halal food, Prayer time) (MI)	☐	☐	☐	☐	☐	☐	☐
Multilingual channels and language (MC)	☐	☐	☐	☐	☐	☐	☐
Limiting sexual permissiveness by blocking pay-per-view in room entertainment (SP)	☐	☐	☐	☐	☐	☐	☐
Staff/host wearing tidy and modest clothes (TC)	☐	☐	☐	☐	☐	☐	☐
Good services from staff/host (ex: no room for racism) (GS)	☐	☐	☐	☐	☐	☐	☐

The researcher is now interested in finding out your **level of *satisfaction*** regarding a range of attributes related to your stay in
\${Q8/ChoiceGroup/SelectedChoices}

Q15 Generic Attributes related to the Destination(s)

Please rate your level of satisfaction with regards to the following generic attributes related to your visit at \${Q8/ChoiceGroup/SelectedChoices}

Performance – Generic attributes Destination	Extremely Satisfied (1)	Very Satisfied (2)	Slightly Satisfied (3)	Neutral (4)	Slightly Dissatisfied (5)	Moderately Dissatisfied (6)	Extremely Dissatisfied (7)	Not Applicable (8)
Atmosphere (AD)	☐	☐	☐	☐	☐	☐	☐	☐
Availability of tourist centred activities (ex: Shopping facilities) (SF)	☐	☐	☐	☐	☐	☐	☐	☐
Comfort and Cleanliness (CC)	☐	☐	☐	☐	☐	☐	☐	☐
Local People attitude toward tourists (LP)	☐	☐	☐	☐	☐	☐	☐	☐
Nature (NA)	☐	☐	☐	☐	☐	☐	☐	☐
Value for Money (WP)	☐	☐	☐	☐	☐	☐	☐	☐
Safety (SD)	☐	☐	☐	☐	☐	☐	☐	☐
Health and services facilities (HS)	☐	☐	☐	☐	☐	☐	☐	☐
Climate (CD)	☐	☐	☐	☐	☐	☐	☐	☐
I-Site (Visitor information centres) (IS)	☐	☐	☐	☐	☐	☐	☐	☐

Q16 Islamic Facilities and Services in the Destination(s)

Please rate your level of satisfaction with regards to the following Islamic facilities and services related to your visit at $\{Q8/ChoiceGroup/SelectedChoices\}$

Performance – Islamic attributes Destination	Extremely Satisfied (1)	Very Satisfied (2)	Slightly Satisfied (3)	Neutral (4)	Slightly Dissatisfied (5)	Moderately Dissatisfied (6)	Extremely Dissatisfied (7)	Not Applicable (8)
Mosque (AM)	☐	☐	☐	☐	☐	☐	☐	☐
Prayer room (PR)	☐	☐	☐	☐	☐	☐	☐	☐
Water supply for ablution - Wudhu (WS)	☐	☐	☐	☐	☐	☐	☐	☐
Segregated public/private area of different gender (SA)	☐	☐	☐	☐	☐	☐	☐	☐
Products have Halal logo and certificate (HP)	☐	☐	☐	☐	☐	☐	☐	☐
Restaurants have Halal logo and certificate (HF)	☐	☐	☐	☐	☐	☐	☐	☐
Restaurants not selling alcoholics drinks (AD)	☐	☐	☐	☐	☐	☐	☐	☐

Q17 Generic Attributes in the Accommodation(s)

Please rate your level of satisfaction with regards to the following generic attributes related to your stay in [\\${Q8/ChoiceGroup/SelectedChoices}](#)

Performance – Generic attributes Accommodation	Extremely Satisfied (1)	Very Satisfied (2)	Slightly Satisfied (3)	Neutral (4)	Slightly Dissatisfied (5)	Moderately Dissatisfied (6)	Extremely Dissatisfied (7)	Not Applicable (8)
Value for Money (WP)	☐	☐	☐	☐	☐	☐	☐	☐
Cooking Facilities (CF)	☐	☐	☐	☐	☐	☐	☐	☐
Safety (SA)	☐	☐	☐	☐	☐	☐	☐	☐
Comfort and Cleanliness (CC)	☐	☐	☐	☐	☐	☐	☐	☐
Tourists related information (ex: brochures) (TI)	☐	☐	☐	☐	☐	☐	☐	☐
Staff/host polite and friendly to the guests (PO)	☐	☐	☐	☐	☐	☐	☐	☐

Q18 Islamic Facilities and Services in the Accommodation(s)

Please rate your level of satisfaction with regards to the following Islamic facilities and services related to your stay in
 \${Q8/ChoiceGroup/SelectedChoices}

Performance – Islamic attributes Accommodation	Extremely Satisfied (1)	Very Satisfied (2)	Slightly Satisfied (3)	Neutral (4)	Slightly Dissatisfied (5)	Moderately Dissatisfied (6)	Extremely Dissatisfied (7)	Not Applicable (8)
Prayer mat, Qibla sign (PQ)	☐	☐	☐	☐	☐	☐	☐	☐
Muslim related information provided by staff/host (Ex: Halal food, Prayer time) (MI)	☐	☐	☐	☐	☐	☐	☐	☐
Multilingual channels and language (MC)	☐	☐	☐	☐	☐	☐	☐	☐
Limiting sexual permissiveness by blocking pay-per-view in room entertainment (SP)	☐	☐	☐	☐	☐	☐	☐	☐
Staff/host wearing tidy and modest clothes (TC)	☐	☐	☐	☐	☐	☐	☐	☐
Good services from staff/host (ex: no room for racism) (GS)	☐	☐	☐	☐	☐	☐	☐	☐

Q19 Overall, how would you rate your domestic holiday experience in
\${Q8/ChoiceGroup/SelectedChoices}?

- ☐ Extremely satisfied (1)
- ☐ Moderately satisfied (2)
- ☐ Slightly satisfied (3)
- ☐ Neither satisfied nor dissatisfied (4)
- ☐ Slightly dissatisfied (5)
- ☐ Moderately dissatisfied (6)
- ☐ Extremely dissatisfied (7)

In this part, the researcher interested in your opinions related to the *prospect development* of Halal tourism in New Zealand.

Q20 I believe that the availability of more Halal tourism attributes and service facilities will *increase the level of satisfaction* of New Zealand's Muslim community.

- ☐ Strongly agree (1)
- ☐ Agree (2)
- ☐ Somewhat agree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat disagree (5)
- ☐ Disagree (6)
- ☐ Strongly disagree (7)

Q21 I trust that the availability of more Halal tourism attributes and service facilities will *increase the number of non-resident Muslim tourists* who visit New Zealand.

- ☐ Strongly agree (1)
- ☐ Agree (2)
- ☐ Somewhat agree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat disagree (5)
- ☐ Disagree (6)
- ☐ Strongly disagree (7)

End of Block: Halal Tourism Prospect

Start of Block: Personal Information

Q22 Please tick one of the most *suitable* answer

- ☐ I was **born and raised** as a Muslim (1)
- ☐ I **converted** to Islam (2)

Q23 How would you describe yourself on the following *scale of religiousness*

- ☐ Very Religious (1)
- ☐ Religious (2)
- ☐ Mildly religious (3)
- ☐ Secular (4)

Q24 *Gender*

- ☐ Male (1)
- ☐ Female (2)

Q25 *Ethnicity*

- ☐ African (1)
- ☐ Asian (2)
- ☐ European (3)
- ☐ Māori (4)
- ☐ Middle Eastern/Latin American (5)
- ☐ Pacific People (6)
- ☐ Other, please specify (7) _____

Q26 *Marital* status

- ☐ Married (1)
- ☐ Widowed (2)
- ☐ Divorced (3)
- ☐ Single (4)

Q27 *Age*

- ☐ 18 – 24 (1)
- ☐ 25 – 34 (2)
- ☐ 35 – 44 (3)
- ☐ 45 – 54 (4)
- ☐ 55 - 65 or older (5)

Q28 Highest *education* level

- ☐ High school/College (1)
- ☐ Diploma (2)
- ☐ University (3)
- ☐ Professional degree/Certificate (4)

Q29 *Employment* status

- ☐ Employed full time (1)
- ☐ Employed part time (2)
- ☐ Unemployed (3)
- ☐ Retired (4)
- ☐ Student (5)

Q30 Which of these represent your *income* last year?

- ☐ No Income (1)
- ☐ NZ\$1 to NZ\$24,999 (2)
- ☐ NZ\$25,000 to NZ\$74,999 (3)
- ☐ NZ\$75,000 to NZ\$99,999 (4)
- ☐ NZ\$100,000 or more (5)

Q31 How long have you *been living* in New Zealand?

- ☐ Less than one year (1)
- ☐ 1-2 Years (2)
- ☐ 3-5 Years (3)
- ☐ 6-9 Years (4)
- ☐ 10-15 Years (5)
- ☐ More than 15 Years (6)

Q32 *Where* do you live?

☐ Aoraki (1)	☐ Manawatu (16)
☐ Auckland (2)	☐ Marlborough (17)
☐ Bay of Plenty (3)	☐ Nelson Tasman (18)
☐ Canterbury (4)	☐ Northland (19)
☐ Central Otago (5)	☐ Queenstown (20)
☐ Clutha (6)	☐ Rotorua (21)
☐ Dunedin (7)	☐ Ruapehu (22)
☐ Fiordland (8)	☐ Southland (23)
☐ Gisborne (9)	☐ Taranaki (24)
☐ Hawkes Bay (10)	☐ The Coromandel (25)
☐ Hurunui (11)	☐ Waikato (26)
☐ Kaikoura (12)	☐ Wairarapa (27)
☐ Lake Taupo (13)	☐ Waitaki (28)
☐ Lake Wanaka (14)	☐ Wellington (29)
☐ Mackenzie (15)	☐ West Coast (30)
	☐ Whanganui (31)

Q33 What type of *status* do you hold in New Zealand?

- ☐ Work Visa (1)
 - ☐ Working Holiday Visa (2)
 - ☐ Student Visa (3)
 - ☐ New Zealand Citizenship (4)
 - ☐ Permanent Residency (6)
 - ☐ Other, please specify (*ex: Dual citizenship*) (5)
-

Q34 If you have any further comments and details, please indicate them below

End of Block: Respondent Demography

Start of Block: Closing and Gift draw

Q35 You have reached the end of the questionnaire.

Thank you for participating, we appreciate your help.

An option to win one of five \$50 *New World gift card* is now offered to you. If you would like to participate, please click

[HERE](#) so we could take you to a separate page.

Appendix 3: Koha/gift draw questionnaire

Gift/ Koha drawn

Hi, thank you for willing to participate in the gift draw

This gift draw/koha total prize is a NZ\$250 New World gift card that will be distributed among the five winners. Therefore, each person will get a NZ\$50 New World gift card.

The data submitted in this survey will be removed after the gift-draw process finish.

The data gained from this questionnaire will not be used for any other usage outside of prize drawing processes and will not be related to the main questionnaire that you have previously completed.

This gift-draw will be announced on 1st June 2021. A total of five winners will be contacted through the data they provide on the next page of the questionnaire.

Please provide your active email for the gift-drawn

Thank you for participating in this gift-draw.

The total of five winners will be contacted using the information provided above.
Further details of the winners will be asked if required.

Regards,

Grace Liallahu – researcher

liallagr@myvu.ac.nz

Appendix 4: Respondents Demography Profile

Gender	Frequency (n)	Percent (%)
Female	122	54.2
Male	103	45.8
<i>Total</i>	<i>225</i>	<i>100</i>

Age	Frequency (n)	Percent (%)
18-24	64	28.4
25-34	64	28.4
35-44	59	26.2
45-54	28	12.4
55-64	10	4.4
<i>Total</i>	<i>225</i>	<i>100</i>

Ethnicity	Frequency (n)	Percent (%)
Asian	118	52.4
Middle Eastern/Latin American	43	19.1
European	22	9.8
African	19	8.4
Pacific People	16	7.1
Māori	7	3.1
<i>Total</i>	<i>225</i>	<i>100</i>

Residency status	Frequency (n)	Percent (%)
New Zealand citizenship	95	42.2
Student Visa	48	21.3
Work Visa	39	17.3
Permanent Resident	38	16.9
Working Holiday Visa	3	1.3
Other (Dual Citizenship)	2	0.9
<i>Total</i>	<i>225</i>	<i>100</i>

Duration of living in New Zealand	Frequency (n)	Percent (%)
3-5 Years	58	25.8
More than 15 years	58	25.8
1-2 Years	41	18.2
6-9 Years	34	15.1
10-15 Years	31	13.8
Less than one year	3	1.3
<i>Total</i>	<i>225</i>	<i>100</i>

Area of Residency	Frequency (n)	Percent (%)
Wellington: North Island	104	46.2
Auckland: North Island	62	27.6
Dunedin: South Island	9	4
Central Otago: South Island	8	3.6
Canterbury: South Island	7	3.1
Southland: South Island	5	2.2
Bay of Plenty: North Island	4	1.8
Manawatu: North Island	4	1.8
Northland: North Island	4	1.8
Queenstown: South Island	4	1.8
Waikato: North Island	4	1.8
Taranaki: North Island	3	1.3
Waitaki: South Island	2	0.9
Aoraki: South Island	1	0.4
Gisborne: North Island	1	0.4
Hawkes Bay: North Island	1	0.4
Wairarapa: North Island	1	0.4
West Coast: South Island	1	0.4
<i>Total</i>	<i>225</i>	<i>100</i>

Appendix 5: Travel Destination and Travel Party

Travel Destination	Frequency (n)	Percent (%)
Queenstown: South Island	51	22.7
Auckland: North Island	26	11.6
Lake Taupo: North Island	19	8.4
Canterbury: South Island	16	7.1
Bay of Plenty: North Island	13	5.8
Waikato: North Island	12	5.3
Rotorua: North Island	10	4.4
Southland: South Island	9	4
Northland: North Island	8	3.6
Wellington: North Island	8	3.6
Lake Wanaka: South Island	7	3.1
Dunedin: South Island	7	3.1
The Coromandel: North Island	4	1.8
Hawkes Bay: North Island	4	1.8
Manawatu: North Island	3	1.3
Wairarapa: North Island	3	1.3
Nelson Tasman: South Island	3	1.3
West Coast: South Island	3	1.3
Fiordland: South Island	3	1.3
Marlborough: South Island	3	1.3
Central Otago: South Island	3	1.3
Ruapehu: North Island	2	0.9
Mackenzie: South Island	2	0.9
Waitaki: South Island	2	0.9
Taranaki: North Island	1	0.4
Kaikoura: South Island	1	0.4
Aoraki: South Island	1	0.4
Clutha: South Island	1	0.4
<i>Total</i>	225	100

Travel Party	Frequency (n)	Percent (%)
Family	77	34.2
Alone	54	24
Partner	51	22.7
Friends	42	18.7
Other	1	0.4
<i>Total</i>	<i>225</i>	<i>100</i>

Appendix 6: Research Poster

A3 Poster – Located at restaurants, and others Halal location

Have You Ever Been ON DOMESTIC HOLIDAY IN NEW ZEALAND?

Greetings, **Ramadan Mubarak 1442 H**

My name is **Grace Liallahu**.
I am a Master's student in tourism
management at
Victoria university Wellington.

My research project is entitled:

**Factors Affecting Domestic Tourists'
Destination Satisfaction: Evidence
From Muslim Travelers in New Zealand**

THANK YOU
For your help!

Win your chance to get
\$50 NEW world gift card for
5 lucky winners!

**If you, or someone
you know is:**

- **Muslim**
- **Lives** in New Zealand
- Has been on **domestic holiday**
around New Zealand
- and **Age 18** or over

Please, help me to fill in
this questionnaire by
copy the link or scan the
barcode.

The survey is live until:
1 June 2021

[HTTP://VUW.QUALTRICS.COM/JFE/FORM/SV_A59DYOPS4GFP1KC](http://vuw.qualtrics.com/jfe/form/sv_A59DYOPS4GFP1KC)

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME AT:
LIALLAGRAC@MYVUW.AC.NZ

Have You Ever Been ON DOMESTIC HOLIDAY IN NEW ZEALAND?

Greetings, **Ramadan Mubarak 1442 H**

**If You, or someone
you know is:**

- **Muslim**,
- **Lives** in New Zealand,
- Has been on **domestic holiday** around New Zealand,
- and **Age 18** or over.

**Please, help to fill in this
questionnaire by copy
the link or scan the
barcode.**

The survey is live
until: 1 June 2021

[HTTP://VUW.QUALTRICS.COM/JFE/FORM/SV_A59DYOPS4GFP1KC](http://vuw.qualtrics.com/jfe/form/sv_a59dyops4gfp1kc)

Win your chance to get **\$50 New
World** gift card for
5 lucky winners!

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME AT:
LIALLAGRAC@MYVUW.AC.NZ