

Exploring the Challenges and Potential for Islamic Edu Tourism at madrasah institutions in Malaysia

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ABSTRACT

Edu tourism at madrasah is a possible move to offer a new segment of Muslim-friendly tourism in Malaysia. The findings indicated that these madrasahs do have resources to be developed as tourist attraction, which can be part of Edu tourism element. Study revealed there are potentials for Edu tourism through in depth interview sessions which yielded three main attributes: recreation activities, spiritual and intrinsic values and locality and accessibility. On the other hand, the challenges faced by these madrasahs, in terms of financial and human resource are important consideration that require effective and efficient action from relevant authorities. However, it is believed that if these madrasahs receive support, Edu tourism could be the mechanism to help alleviate these challenges. Nonetheless, future studies may need to explore more on the feasibility and options for lending assistance for madrasah growth. The implication of the findings will be able to provide fundamental understanding on the madrasah management to generate income through tourism, be self-sustaining and at the same time, contribute to the social and economic wellbeing of the local community at large. Further, these findings can relate to the Tourism National Key Economic Areas (NKEA) focus to alleviate tourism to higher level of achievement by sustaining growth through new products discovery like Islamic Edu-tourism.

Keywords: Islamic tourism, Islamic Edu-tourism, madrasah tourism, Muslim-friendly, Edu-tourism