

SERVICE INNOVATION TECHNOLOGY APPLIED BY HALAL TOURISM OPERATORS IN THAILAND

Tanatcha Sirisombat, Sarawut Jitsopa, Wanamina Bostan Ali*

Faculty of Management Sciences Prince of Songkla University
Wanamina.w@psu.ac.th

ABSTRACT

The outbreak of the epidemic in 2019 has had a severe impact on the world, particularly on the tourism sector, which has been directly impacted by tourists from both abroad and within the country. You are unable to travel normally. Tourism businesses must find a way to recover to survive. Tour operators employ a variety of strategies to revitalize Halal Tourism operators. Quantitative research was chosen by the researcher. A survey was conducted to ascertain the degree of agreement among tour operators regarding the factors of technological innovation in service to aid in their recovery. A sizable number of people responded. According to Krejcie and Morgan's theory, researchers were randomly selected from a 381 person sample size, and the evaluation was conducted via an online survey.

Keywords: *Halal tour, Tourism operator, Service innovation technology, Recovery, Pandemic*

1. Introduction

Tourism management's newest subfield is Islamic tourism (also known as Halal tourism), which targets Muslim travellers' specific requirements. The list goes on and on: from services such as hotels, transportation, and restaurants to leisure activities such as providing entertainment that is not incompatible with religious principles; Muslim daily necessities such as arranging prayer sites, for example; and everything in between. As defined by Nursanty (2013), the meaning of halal tourism is to provide tourism programs and attractions that are specifically tailored to Muslim needs. According to Henderson (Henderson, 2010), Islamic tourism encompasses all marketing and product development efforts that are directed at Muslim consumers and travellers. Even business owners are not motivated by religious beliefs in their daily operations.

Alba Hamarneh also refers to a campaign centred on the importance of Muslim and non-Muslim tourists to encourage Muslim travellers to visit their countries. Create new tourist attractions in the Muslim world, and strengthen inter-organizational and inter-governmental cooperation to attract more visitors (Alba Hamarneh, 2011).

Summary: Islamic tourism is concerned with factors, places, products (such as accommodations, food and beverages), dimensions (such as economy, culture, and religion), and service management that is related to Muslims and Islam. Islam and Karkkainen (2013) pointed out that, even though religious tourism is not a new phenomenon, there are some ethical issues to consider when marketing religious tourism. In the past, people travelled for religious reasons, such as on Christian-Muslim pilgrimages. However, Islamic tourism has emerged as a new commodity in the tourism industry, necessitating the development of halal products and services to meet the demands of such new dynamics and markets.

Index of Muslim Travel Around the World Global Muslim Travel Index (GMTI, 2015) data shows Islamic travel to be among the world's fastest-growing segments of the global tourism industry. The Muslim tourism market is estimated to be worth 4.9 trillion baht (\$145 billion), with 108 million Muslim tourists accounting for 10% of Thailand's total tourism economy, according to estimates. Muslim tourists are expected to grow to 150

million by 2020, accounting for 11% of the total tourism economy, with a total value of approximately 6.7 trillion Thai Baht (\$200 billion) in 2020.

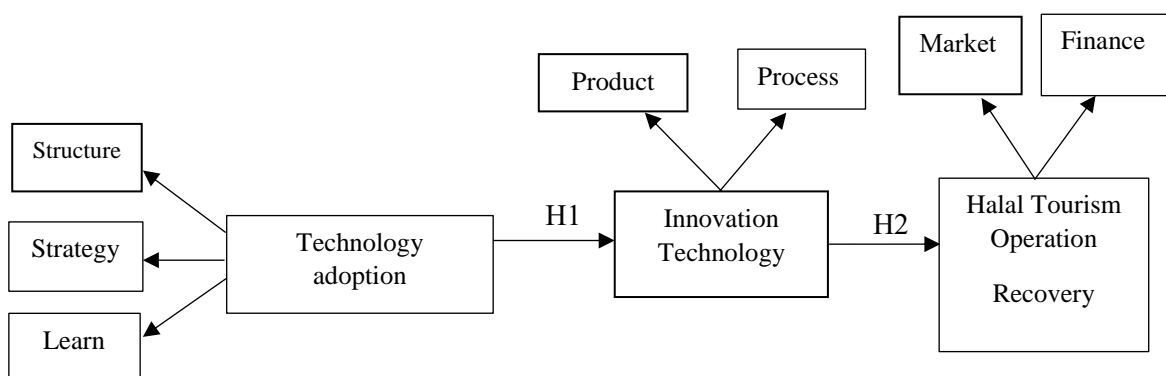
Nursanty (2011) considers Islamic tourism for Muslims to be as important as tourism in Turkey and Malaysia for non-Muslims. Furthermore, many other countries are attempting to attract Muslim tourists from all over the world by providing amenities and services that are by Muslim beliefs. Muslim passengers are not served alcoholic beverages at hotels or resorts where halal food is served. Halal food is meat that has been slaughtered properly and does not contain ingredients that are prohibited by religion. Airlines in the Islamic tourism industry have a spa and swimming pool that are separated between men and women. It is not permitted to serve alcoholic beverages or eat pork products at this event. Customers can choose from a variety of religious channels to watch at their leisure. The times for prayer are announced. The World Tourism Organization (WorldTourism Market, 2007) recommends an initial approach for airlines entering the halal market, which includes serving halal food, announcing prayer times, placing the Quran in a pocket in front of the seat, and seating male and female passengers in separate sections of the plane, among other things. The purpose of this study is to determine whether or not a halal tourism operator makes use of service innovation technology to aid in recovery during a pandemic.

The findings of this study will be useful to both tour operators and researchers in the future. Tour operators can rely on the findings of this study to help them plan their businesses more effectively. To revitalize and enable tour operators to continue operating in the face of the epidemic, innovative service technology must be utilized. As a result, this study contributes to the literature on tourism operators in Thailand by providing empirical results that can be used to guide future research in the field.

2. Materials and methods

According to the findings of the literature review on the causes and effects of innovative halal services, which includes causal variables such as co-production services, market focus, and technology adoption, there are three types of effect factors: The following are the rationale factors: The quality of the service. As illustrated in Figure 1, this resulted in the development of a conceptual framework for hypothesis testing using empirical data from the Halal tourism industry.

Figure 1 Conceptual Framework for Cause and Effect of Service Innovation



Hypothesis 1: Technology adoption has a positive influence on the innovation of technology

The adoption of technology has a positive impact on knowledge, creativity and digital technology cause adoption and use of technology and result in the behaviour of using technology in work. This is a creative behaviour arising from the adaptation of technology to work and creating innovations in a new work process resulting from the application of technology. These creative behaviours are correlated with the core competencies of the halal tourism industry, in terms of knowing new technologies to increase the efficiency of work and increase the value of the work. Creative behaviour is therefore very important to the halal tourism industry in Thailand.

Hypothesis 2: Innovation technology has a positive influence on Halal Tourism Operation recovery

Guidelines for using technology to develop standards for Halal tourism services to accommodate Muslim tourists. It is considered a way to enhance the good image of the Thai halal tourism industry. It can be said to be a guideline in determining the direction of development and upgrading the service standards of halal tourism, to accommodate Muslim tourists. This will help encourage tourists to have confidence in using the service. Get services that meet your needs and create a learning experience, and the enjoyment of walking to Thailand. Build good friendships between hosts or service providers and tourists or service users. This can gain confidence from Muslim tourists and attract tourists to use the service again, and have been told about the quality and standard service. This is to promote Thai tourism along with forwarding to related businesses such as Halal Travel Company Halal Souvenirs Center to provide a standard service as well.

Under the research topic of halal tourism operators using innovative service technology for rehabilitation during the epidemic, the population from this study is a list of tour operators. This is because the researcher wants to know which of the factors tour operators see the most weight in rehabilitating halal tourism. The total number of tour companies in Thailand involved 50,000 companies.

From the total 50,000 companies tour operator population, due to limited circumstances and time, the researcher took a simple sampling. The researcher selected the sample group according to the theory of Krejcie and Morgan, resulting in a sample number of 381 companies. The researcher sends a sample of 400 because it protects against unhealthy data.

Krejcie and Morgan's formula (Krejcie and Morgan's, 1970 cited in Dortha Holmes, 2016) is as follows:

$$n = \frac{\chi^2 N p (1 - p)}{e^2 (N - 1) + \chi^2 p (1 - p)}$$

Figure 2: Krejcie and Morgan's formula (Krejcie and Morgan's, 1970 cited in Dortha Holmes, 2016)

n = sample size

N = population size

e = acceptable sampling error

χ^2 = chi-square of degree of freedom 1 and confidence 95% = 3.841

p = proportion of population (if unknown, 0.5)

THE THEORY OF KREJCIE & MORGAN CHARTS

Table 1: Determining Sample Size for Finite Population (Krejcie and Morgan, 1970)

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.— N is population size.
 S is sample size.

From the situation of the epidemic of COVID-19 that gives time to study and visit the area is quite limited from the above information can be concluded that there was one group of the population that the researcher selected for the survey was Tour operators by using the formula Krejcie and Morgan from the total population of 50,000 companies. Resulting in a sample of 381 companies but the researcher will average the questionnaire to all of the above four groups of 400 companies to protect against unhealthy data.

2.1 Research Paradigm

Basic of classification

- Propose of the study: Analytical research: Due to the Assessing the Key factors in Recovery the Tourism operator research model was surveyed to find the relationship between the most important factors in To revitalize halal tourism with the tour operator.
- Process of the research: Quantitative research: Due to the Assessing the Key factors in Recovery the Tourism operator research model was surveyed, and the data was

collected through a survey method. Focus on collecting multiple numbers of data for mathematical calculations. Doing the analysis which has a category as positivism is a type of research with many people it is a study for a large population. Want to find out the nature, trends, social conditions, or agreement level of tourism operators about the factors that will make halal tourism and tour operator Recovery.

- Outcome of the research: Applied research: Due to the Assessing the Key factors in Recovery the Tourism operator research model was surveyed, this research was conducted in less than 1 year, focusing on a short-term research model. Emphasize the information obtained for further processing.

- Logic of the research: deductive research: Due to the Assessing the Key factors in Recovery the Tourism operator research model was surveyed Therefore, this study was designed to assess the factors leading to the recovery of halal tourism and tour operators.

2.2 Research process

The researcher has determined a method for conducting research studies to implement the study methodology and be by the research objectives.

1. Select a research topic of interest to study. The researcher has chosen to study Tourism operator's Recovery
2. Study research papers and gather relevant information
 - a.) Study literature and research related to Service innovation technology.
 - b.) Study literature and research related to tourism operators' recovery.

3. Results and Discussion

According to the limited time available for this research study, this research used descriptive statistics by using frequency, percentage, and mean by presenting in the form of a table for descriptive interpretation to explain information in demographic, technology adoption, co-production service, and market focus. The section is used for analysis to answer the research question of Halal tourism operation recovery by using innovative technology.

From the modified model, it can be explained that tour operators' behaviour agreed in terms of the content on The Technology adoption and the opinions on Innovation Technology during the pandemic are as follows:

The technology adoption that influences the Halal tourism operation for recovery during the pandemic is at the highest level, having a mean score of 4.2 and a standard deviation of 0.643. It shows that the overall respondents agreed in terms of the content on technology adoption during the pandemic.

The opinions on Innovation Technology that influence the Halal tourism operation for recovery during the pandemic are at a high level, has a mean score of 4.1 and a standard deviation of 0.695. It shows that the overall respondents agreed in terms of the content on Innovation Technology during the pandemic.

4. Conclusion

In the era of the COVID-19 epidemic, halal tour operators agree that using technology and innovation in public relations or tourism promotion is important, and most entrepreneurs believe that it makes customer or visitor service more accessible, convenient, and faster than ever. As a result, most entrepreneurs are focusing more on adapting to the use of technology as a medium for customer communication.

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