

THE ROLE OF TOURISM IN ISLAMIC DA'WAH

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THE ROLE OF TOURISM IN ISLAMIC DA'WAH

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
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AUTHOR DECLARATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I hereby declare that the work in this academic project is my own except for quotations and summaries that have been duly acknowledge.

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KEDAH

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ABSTRAK

Pelancongan merupakan sebarang kegiatan yang berkaitan dengan *musafir, rehlah, siahah, hijrah, ziarah* dan *riadah* yang merangkumi perniagaan, menuntut ilmu, berdakwah, meninjau keindahan alam, mendapat maklumat dan iktibar, kesihatan dan rekreasi. Di Malaysia pelancongan menjadi semakin penting kepada ekonomi negara dan ia merupakan salah satu industri yang banyak mendatangkan tukaran asing kepada Malaysia. Kajian yang dijalankan berdasar kepada kajian lapangan ini adalah untuk melihat peranan sektor pelancongan dalam aktiviti dakwah. Kajian ini ditumpukan kepada agensi-agensi pelancongan yang terlibat dalam sektor pelancongan. Tujuan kajian ini adalah untuk mengenalpasti usaha-usaha yang telah dijalankan dalam sektor pelancongan dalam melaksanakan aktiviti dakwah dan adakah ia mempunyai ruang dalam sektor pelancongan. Untuk memperolehi data, kaedah soal kaji selidik telah digunakan, kajian ini dilakukan ke atas 40 orang responden yang terdiri daripada kakitangan agensi pelancongan. Hasil kajian mendapati tidak terdapat kegiatan dakwah yang dijalankan dikebanyakkan agensi pelancongan, penulis juga mendapati tidak terdapat usaha-usaha yang dijalankan dalam mana-mana agensi pelancongan berhubung dengan kegiatan dakwah.

ABSTRACT

Tourism is an activity concerning about *musafir*, *rihlah*, *siahah*, *hijrah*, *ziarah* and *riadah* which include dealing in business, finding knowledge, preaching, enjoying the nature of environment, getting the information, health and recreation. In Malaysia, Tourism has become important for the economy the country and it is one of industries that contribute foreign exchange for Malaysia. The research done is based on field study to see the role of tourism in Islamic *dakwah*. This research is focuses on tourism agencies involved in tourism. The purpose of this study is to know the efforts in tourism sector in carrying out the preaching activity and to what extent in the tourism sector. To get the data, the method of questionnaires is used and the questionnaires are distributed to 40 respondents, mostly the staff of tourism agencies. The result shows there is an activity of *dakwah* that have performed by tourism agencies. The researcher also found that there is no effort that done by tourism sector to contribute in the *dakwah* activity.

ملخص البحث

تعتبر السياحة نشاط مهما، وهي تتعلق بالسفر والرحلة والمهجرة والرياضة. وهذه النشاط تشتمل على التجارة، و طلب العلم والدعوة بالإضافة إلى الاستمتاع بالمناظرة الجميلة. وهذه الأمور تساعد على تزويد المعلومات في شتى ميادين العلم والموفية، وكذلك تساعد على محافظة الصحة وترويح النفس. ومن الملاحظ، أن بلادنا ماليزي تهتم بهذا النشاط (السياحة) الذي ساهم في رفع مستوى الاقتصاد خاصة في تبادل العملات من دول أخرى. لذا، جاء هذا البحث تركيزا على السياحة ودورها في نشر الدعوة. بالإضافة إلى ذلك، أن هذا البحث يركز على الجهود التي قامت بها الشركة السياحية المتعلقة بهذا النشاط. ويهدف هذا البحث إلى التعرف عن هذه الجهود ودورها في القيام بمهام الدعوة، وكذلك للتعرف عن مدى تأثير في نشر الدعوة. وانطلاقا من هذا، فجمع المعلومات تقوم باستخدام ورقة استبيان على أربعين شخصا الذي يتكون من الموظفين المعنيين بما النشاط. ويبدو أن نشاط الدعوة غير موجود ف تلك الشركة السياحية. إضافة إلى ذلك. لا خطت الكاتبة عدم وجود الجهود التي تتعلق بمهام الدعوة في مجال السياحة.

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GLOSSARY

‘Umra	A minor pilgrimage to Mecca, which does not count toward fulfillment of the religious duty
Al-fikr	Thought, idea, notion, meditation
Al-Hijr	The migration, specifically, In Islam religious History
Azan	Call to pray
Da’wah	Call, request, appeal, demand, claims, summons
Hajj	Pilgrimage. This is one of the five Pillars of Islam.
Ilmu	Knowledge, learning, lore, cognizance, acquaintances
Quran	Is Islamic holiest book, being the uncreated word of God revealed through Jibril to prophet Muhammad.
Rihla	Travel, journey, travelogue
Riyada	Practice, exercise,
Rukhsah	Permission, concession, license, franchise, admission
Sara	To go away, leave, depart, move away
Siyaha	Traveler, tourist, itinerant, dervish
Sunnah	It developed from meaning ‘customary practice’ to indicating the specifics actions and saying the prophet Muhammad himself.
Zikr	In Egyptian colloquial Arabic-literally- ‘remembrance’ ‘recollection’ ‘mention’
Ziyara	Visit, visiting, pilgrimage, specifically

ARABIC WORDS TRANSLITERATION SYSTEM

TRANSLITERATION TABLE

1. ALPHABET

Arabic	Latin	Example	Transliteration
ء	'	فأر	fa'r
ب	B	برد	burd
ت	T	تلّ	tall
ث	th	ثوب	thawb
ج	j	جدار	jidār
ح	h	حليب	halīb
خ	kh	خادم	khādim
د	d	ديك	dīk
ذ	dh	ذهب	dhahab
ر	r	رفيق	rafīq
ز	z	زميل	zamīl
س	s	سلام	salām
ش	sh	شعب	sha ^c b
ص	s	صخر	sakhr
ض	d	ضيق	dayq
ط	t	طازخ	Tālib
ظ	z	ظالم	zālim
ع	c	عقل	^c aql
غ	gh	غلام	ghulām
ف	f	فيل	fīl
ق	q	قلب	qalb

ك	k	كلام	kalām
ل	l	لَبّ	lubb
م	m	مال	Māl
ن	n	نجم	Najm
ه	h	هول	Hawl
و	w	ورق	Waraq
ي	y	يم	Yam

2. Short Vowel

Arabic	Latin	Example	Transliteration
_____	a	كَتَبَ	Kataba
_____	i	عَلِمَ	°alima
_____	u	غَلِبَ	Ghuliba

3. Long Vowel

Arabic	Latin	Example	Transliteration
ى , ا	ā	عالم, فتى	°ālim, fatā
ي	ī	عليم, داعي	°alīm, dā°ī
و	ū	علوم, أدعو	°ulūm, Ad°ū

4. Diphthong

Arabic	Latin	Example	Transliteration
و	aw	نوم	nawm
ي	ay	ليل	layl
يّ	iyy	شافعي	shāfi°iyy (ending)
وّ	uww	علوّ	°uluww (ending)

5. Exemptions

5.1 Arabic letter ء (hamzah) found at the beginning of a word is transliterated to the letter “a” and not to’.

Example: أكبر transliterated to: akbar (not ‘akbar).

5.2 Arabic letter ة (ta’ marbutah) found in a word without ال (al) which is coupled with another word that contains ال (al) at the beginning of it is transliterated to the letter “ t ”

Example: مكتبة الإمام transliterated to: maktabat al-imām.

However if the Arabic letter ة (ta’ marbutah) found in a word with ال (al), in a single word or in the last word in a sentence, it is transliterated to the letter “ h ” .

Example: المكتبة الأهلية transliterated to: al-maktabah al-ahliyyah
 قلعة qal‘ah
 دار وهبة dār wahbah

ABBREVIATIONS

AS	ʿalayh al-salām
comp.	compiler/compiled by
Def.	Definition
ed.	editor/ edition/ edited by
H	hijriyyah
M	mīlādiyyah
MTC	Malaysia Tourism Centre
n.a.	no author/no artist
narr.	narrated by
n.d.	no date/no year
n.pl.	no place
n.pb.	no publisher
p.	page
pp.	pages
perf.	performers
trans.	translator/translated by
RA	radiya Allāh ʿanhu/ ʿanha/ʿanhum
rev.	review/ revision of
SAW	salla Allāh ʿalayh wa sallam
SWT	subhānahu wa taʿālā
vers.	version
vol.	volume
writ.	written by

CHAPTER 1

INTRODUCTIONS

1.1 RESEARCH BACKGROUND

Tourism has become one of the income sources of our country, Malaysia. This tourism sector also contribute highest source of income. From the Islamic perspective regarding tourism, Islam do not prevent its followers to travel and enjoy the beauty of a place.

Islam encourages its followers to go traveling with a good intention. The Quran contains a lot of verses that call upon Man to go walking on this earth to learn and gain knowledge from what the earlier people had done.

﴿ أَفَلَمْ يَسِيرُوا فِي الْأَرْضِ فَيَنْظُرُوا كَيْفَ كَانَ عَاقِبَةُ الَّذِينَ مِنْ قَبْلِهِمْ ۗ

دَمَّرَ اللَّهُ عَلَيْهِمْ ۗ وَالْكَافِرِينَ أَمَثَلُوا لَهَا ﴿١٠﴾

“Do they not travel through the earth and see what was the End of those before them (who did evil) Go brought total destruction on them and similar (fates awaits) those who reject God”.

(Al-Quran, Muhammad 47 : 10)

قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ كَانَ عَاقِبَةُ الْمُجْرِمِينَ ﴿٦٩﴾

Say: "Go ye through the earth and see what has been the end of those guilty (of sin)."

(Al- Quran Al-Naml 27:69)

(*Fatwa Al-Azhar 20 April, 2001*)

Therefore, we should take this opportunity to find ways through tourism in Islamic Da`wah. Moreover, Islam is the main religion in our country. Da`wah Islam should be emphasized to any sectors to attract people to Islam as a truth religion. The writer would like to focus on tourism sector as one of the ways towards Da`wah Islamiah.

Tourism proves that it has successfully attracted many tourists of different religions and races from all over the world. Therefore, we should take tourism as an alternative to attract people to Islam. Da`wah elements should be engaged in tourism that is suitable to the Islamic ways which did not force any races to accept Islam as their way on life, as stated in the Quran in Surah Al-Baqarah verse 256 which means:

"Let there be no compulsion in religion: Truth stands out clear from Error: whoever rejects evil and believes in God hath grasped the most trustworthy handhold, that never breaks. Moreover, God heareth and knoweth all things.

An organization should be empowered with the knowledge of religion to make tourism as a way to enhance Da`wah. Normally, the Da`wah in our country is done through dialogue serious, forum, seminars, ritual festivals and others. We should realize that the preacher is job is not only to attract. People to Islam but to Islamize all facts of live. Islam is a complete way of life, as stated in Surah Ali Imran, 2:104 that means:

“ O ye of faith! Say not (to the apostle) words of ambiguous import, but words of respect; and hearken (to him): to those without faith is a grievous punishment.”

(Abu Hurairah Abdul Rahman, 2003)

The organizations that have increased the tourism product of Islam are Utas Travel and Tour, SHAHAZ Travel Tour Sdn.Bhd. and so on. These companies introduce the Islamic package and tourist destinations that based on Islam. This is where Islamic tourism needs to show the beauty of Islam and also the truth in Islam.

Generally, tourism activities are carried out in Malaysia is by Tourism Development Centre (TDC) that was formed in 1972. Malaysia is made known to the world that she is able to be tourism country. During those years, the exposition and promotion of selling Malaysia to the world was not done thoroughly. Sense of awareness of the people was still low. Nevertheless the tourism indnotry had added to the increment of economical income to the country. Therefore, the Ministry of Culture and Tourism was set up in 1987. The formation of this ministry is related to the awareness and sensitivity of government towards tourism itself.

Malaysia became the host for the PATA Conference in 1986. This has shown to the world that was ready to go for tourism because tourism is beneficial to the country.

Anyway, the principles of tourism are not clearly conveyed to the sector. The cultural and entertainment elements are dominant in tourism. Our race is lacks ideas that define clarify and classify the positive or negative impact in tourism by exposing our culture with various combinations that showed that we did not have one national identity or nationalistic values.

Malaysia fests for instance, present the variety of races and cultures. It is valued with the objective for the sake of commercial and world trade. This may ruin the real culture. It seems that we are lacking of experts in cultures.

Tourism has made our country's destination become fascinating. Therefore in 1990 "Visit Malaysia Year" was launched. Through "Visit Malaysia Year" was estimated that billions of tourist will visited our country. The question is what are we suppose to show to the tourists? Is it enough with the cultural programs? On the other hand, is it only the entertainment part that we want to show? This matter should be thinking of and be analyzed and find the answers positively.

1.2 PROBLEM STATEMENT

Tourism activity can be seen as one of the industries that develop in Malaysia around three decades ago. A Ministry of Culture, Artistry and Tourism that was established at years of 1987 is to develop the field with regularly and contemplate. (Zulkifli Abd. Ghani: 2003).

Tourism is not only to present something as material, for happiness to get the economic profit but most important is religion values, culture and social that can make it impressive. (M. Hanafiah A. Samad: 1990).

Based on the statement above, this research is to know the efforts that have done by tourism sectors in dakwah activity. The research done is to see the problem faced by tourism sector in performs dakwah activity.

This research is also to see how dakwah can be performed in tourism sector. Beside that, this research also is to see what tourism activities present a special space in performing dakwah activities for tourists.

1.3 GOAL

The aim research is to identify role of tourism in the enhancing Da`wah activity

1.4 OBJECTIVES

- To identify the effort of tourism sector in carrying out the da`wah activity
- To find out whether tourism help in the da`wah activity
- To find out whether the da`wah activity has the opportunity to be applied In tourism sector.

1.5 RESEARCH QUESTION

Among the questions that arise are as follow:

- What are the effort done by the tourism sector in the da`wah activity?
- How could the tourism help in the da`wah activity?
- Does da`wah activity have a chance in tourism sector?

1.6 DEFINITIONS OF CONCEPT

Tourism Sector

Tourism sector has become one of the highest world industry and greatest growth in the economy and social phenomenon. The growth of tourism has caused certain impact on economics, environment and social in the destination area. These impacts as become the identity regarding to the increments and the characteristics of tourism.

(Abdul Kadir Haji Din: 1990)

Da`wah Activity

The word activity means actives (to be involved in certain activity)

The word da`wah comes from the Arabic word, which means: invitation, calling, offering, to call upon. Meanwhile, the person who performs the da`wah means that the person is doing the invitation towards others.

According to the dictionary, da`wah is:

To ask a man in a proper way according to Gods order for the prosperous and happiness of the people on earth and the life after death.

As stated in the Quran:

“Invite (all) to the way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious: for thy Lord knoweth best, who have strayed from His Path, and who receive guidance.” (Surah Al-Nahl: 16:125)

In conclusion, da`wah activity is the activity to call upon individuals or groups towards good and for the truth happiness and prosperity in this world and the life here after. **(Salahudin Bin Hussain. 1999)**

Tourism Activity

Tourism activity is phenomenon that involves the traveling of a person out from his own living place. These concepts focuses on certain important components of tourism, that consists of dynamic elements that involved in the destination that have been chosen. **(Abdul Kadir Hj Din, 1990)**

1.7 RESEARCH METHODOLOGY

1) Descriptive Research

This research is a **descriptive**, a kind of research that focuses on certain case with intensively and in detail. The subject is examined and comes from one case. This method covers research document to be explained as one incident in a form of questions using suitable information to simplify data collection about specific group, organization, the chosen place for the research, individual and activities that are being carried out.

Descriptive Research- in which documents are studied to describe the event in question and using the information available, to facilitate inter – or intra- cultural comparisons as well as, comparisons over time. This type of research usually based on first level factual information, without manipulating or other wise analyzing the documents. (Sotirios Sarantos: 1999)

2) Research Place

This research concentrates on selected locations in Kuala Lumpur. The Researcher chose a tourism agency because this place is locate at Malaysian Tourism Centre (MTC). The researcher also choses the specific place because there is a department of tourism centre. Among the agency are SHAHAZ Travel and Tour Sdn.Bhd., HAROM FAST Travel sdn.bhd., NEPLINE TRAVEL Sdn.Bhd., MAJU MEHAR SINGH Sdn. Bhd. and KERANAMU TRAVEL AND TOURS Sdn.Bhd. The researcher will find out the data from these agencies.

3) Samplings

This research uses sampling method to gather data from the population or samples and the research is done on each element that is chosen randomly the particular group. Fifty people are randomly chosen as the respondent to get the information about the research done.

4) Data Collection Method

The researcher chooses the questionnaires method to gather the data. The researcher will distribute questionnaires for the respondents to answer.

5) Data Analysis

Data analysis is a critical study by which we extract information from the data collected. It is not confined to the descriptive sections, but rather pervades throughout the book as the main theme. (Bill Gillham: 1998)

The Statistical Package For The Social Science (SPSS) version 10.0 in the windows is being used to analyze data from the questions given to the group. This method is to enable the researcher to get percentages of respondents involved in the research case.

CHAPTER II

LITERATURE RIVIEW

This chapter describes a several similar researches and opinions concerning the research that have done by local or foreign researchers.

Islam And Tourism

With reference Al-Zuhail (1991) based on Allah S.W.T saying (Al-Ankabut),

قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ بَدَأَ الْخَلْقَ ثُمَّ اللَّهُ يُنشِئُ النَّشْأَةَ
الْآخِرَةَ إِنَّ اللَّهَ عَلَىٰ كُلِّ شَيْءٍ قَدِيرٌ ﴿٢٠﴾

Which means;

“Say: Travel through the earth and see How God brought about creation, Like this Allah will make a later creation: Because Allah has a power over all things. (al-Quran, Al-Ankabut, 29:20)

Based on this command by Allah SWT, it shows that the activity of tourism and journeys is a one of the part by *al-ilm al-fikr* that has from the thinking activity. This is followed by the opinion al-Zuhail that people do the journey need to go together with his mind and thinking deeply about the creations of Allah. In other words, tourism is not only involved with the physical strength but also mental and spiritual strength for the activity that is perform really has a benefit and to beleivers Allah S.W.T.

Sayyid Qutub(2000) explained the verse connected to tourism activity can open the eye and mind because tourism allows you to see by many new things that have not seen before. He also said that someone who stays in one place will not be interested anymore with the scenery and nature in his place. Nevertheless, when someone has go out and travel to another places, his thinking will change with see the scenery. Therefore, when he coming back to his place, possibility he will do the research and examine, then he will be able to adapt to the scenery in his country that was not given attention before. The interesting scenery in his own place will give a good inspiration he once ignored before. This is the real tourism form that uses all the five senses and feeling of human beings for praise the Creator.

Both appearances showed the concept of tourism that includes all aspects that encourage men to travel is based on the requirement in al-Quran.

Abu Zaki dan Zulkifli (2003) was concluding that tourism that based by combined between man and Allah. Moreover, man with nature will form the base of tourism that characterize on Ibadah.

Dr. Abdul Hakim Abdul Latif , (1963), was describe that referred to Islamic perspective, the rules of travel must be hold to the reasons and are consistent with Syarak.

According to **Rohimi Mat Dris (1993)** Islam does not only encourage their followers to travel, it also gives general guidance that obligations to religion not be neglected i in that journey. It is clear that tourism in Islam guides, protect and avoid a self from the substances that are contrary to religion.

Dr.Zulkiple Abd.Ghani (2003), was said that the paradigm of thinking by Islamic ummah in tourism sector needs to change according to Islamic teaching to permit them to see and manage a reality of competition that exist and further on to cope with the design and to manage tourism activity as based on Islamic teaching. The paradigm of thinking about tourism based on Al-Quran and As-Sunnah needs to be evaluated accurately based on context and time needed.

Wan Ibrahim Wan Ahmad. (2003). Human being needs to manage the activity of tourism in this world with fairness and not to let any damage to nature and for the Akidah of Islamic ummah.

Tuan Ibrahim Tuan Man (1995) dan Sazelin Binti Arif (2003). Both researchers try to find out the impact of activity of tourism to the Muslim in the context of the development of tourism at Tioman Island and Malacca.

Tourism in Islam is not only for the sake of relaxation but also to get some benefit. Therefore, the reasons or aims of the journey on tourism needs to consider it in the aspect of Islam.

In the framework of a thesis by **Tuan Ibarahim (1995)**, he try to build the theoretical framework about tourism that based on Islamic perdspective. He propose some of term that take from verses of Quran and Sunnah that concerns about Tourism such as term of *sara* (29:29, 17: 46) , *rihalah* (30:15) , *Hijrah* (4: 100), *ziarah* (4:97), *musafir* dan *siyahah* which all of this terms is refer to the aspects of education and teachings, jihad, deep thought and to get the direction with the struggle to set up the words of Allah in this world. The concept of tourism in Islam as follow by him is not a new thing because there are various guidance concerning tourism especially in verses of al-Quran.

Tourism is an activity that is concerned by Islam. History was clearly show that this tourism activity was contributed to the development of oneself, community and for excellence of all Islamic ummah. **Asyraf hj. Ab Rahman. (2003).**

Dr. Yusuf Qardhawi. (1992), discussed in one of his books under the topic :
(حول قضايا الإسلام والعصر) said some important things concerning about the tourism from Islamic perspective. Among them is, the perception of Islam to tourism. As follow by him, Islam is not prohibit Muslims from traveling and going on journey on earth. Furthermore not one religion that given concentration on tourism like Islam that focuses on traveling as to find knowledge and traveling to find income, traveling for religious pilgrimage like Haji and Umrah. No wonder Islam encouraged their ummah for the purpose of tourism and traveling totally of law and distribution (Rukhsah), traveler ethics and zikr or pray that connect with travelers in Islam.

Abd.Kadir Hj. Din (1997) Islam and Tourism gave emphasis the positive impacts of tourism industry and avoid any matters that give negative impacts.

Dakwah and Tourism

According by academic discussion concerning the role of tourism in dakwah, this activity is still limited because it has never got any particular attention among the renounce figures of Muslim. Nevertheless, despite the limited number of writers who are serious about this issue, there are some of research and writing that have done to see the Islamic perspective related to the dakwah that perform through tourism activity.

However there are still no particular activity that generates dakwah activity for the tourists who visit to Malaysia. Most of dakwah activities that have been carried out are based on local population and did not have speciality to attract enthusiasm among tourists to appreciate Islamic nature. Nevertheless, in tourism not all companies merely exhibit politeness and culture in Malaysia but they also inserted delicately in about the beautiful Islam.

Asyraf Haji Abdul Rahman (2003) clarify that in Islam encourages tourism in early development of Islam, A Mecca and Medina, were the centres of tourism besides being religious centre, culture and trades that were important in the Peninsular of Arab Land. On the other hand, the contribution of religious and traders of Arab also helped to develop the spread of Islam. This situations was show that the activity of spreading Islam and tourism are closely connected to and encouraged by religion.

Prof. Madya Datin Dr. Hj. Andek Masnah Andek Kelawa (2003) in his research concerning the tourism activity said based on Allah saying in Surah At-Taubah: verse 12;

التَّائِبُونَ الْعَابِدُونَ الْحَامِدُونَ السَّائِحُونَ الرَّاكِعُونَ السَّاجِدُونَ
الْأَمْرُونَ بِالْمَعْرُوفِ وَالنَّهْيِ عَنِ الْمُنْكَرِ وَالْحَافِظُونَ لِحُدُودِ اللَّهِ
وَبَشِّرِ الْمُؤْمِنِينَ

Which means:

Those who turn (to Allah) with repentance; Who serve him; who wonder in love for the cause of Allah; Who bow down and prostrate themselves in prayer; Who reinforce good and prevent evil; And stay within the limits set by Allah;- (these are the happiest people). So proclaim the glad news to the believers. (A-Quran. At-Taubah, 9:112)

Based on the verse above, tourism industry in the of Islamic is a combination between beautiful, esthetic and ethic beauty that carried towards beneficial, peaceful and harmony suitable with Shariah needs and devotion to Allah.

Tourism domain regularly gives benefit in economic, it is a recreation activity that is accepted by Islam in a harmonious, intellectual and morality context that are based on Tawhid. Islam confesses that tourism domain can give benefit to individual and country. The spread of knowledge, gives self-calmness and economic growth.

In contrast, visit or tour to non-beneficial places that could be connected to dangerous or consist with negatives elements not included an necessary tourism in Islam. Moreover, Islam allows the individual who want to go on tour to care for important matters. Yet a avoiding from the matters that unnecessary things out through the tour such as bad activity that can hinder objective to preach Islam.

Nevertheless, previous researchers also found negative aspects in tourism. The researchers also do the research in some areas related with dakwah issue and gave the effects onthe teenagers concerning their moral and deterioration.

Research done by **Tuan Ibrahim Tuan Man (1995)** evaluated some negative aspects that was occurred in Tioman Island, Pahang in context tourism development. In his research, there a rapid development in tourism industry that affected changing of the sosio-economic and societies life style. What we can conclude here, dakwah activity did not occur in that area based on research done to the society in that area. But the bad foreign cultures has become more serious and really worrying.

Based on the research, the development in tourism sector in the context of dakwah Islamiah can not be revealed because the material development attributs more special compared to dakwah Islamaih. Tourists who come to this country have the tendency to bring in their own culture rather than following and enjoy the beauty of Islam

In the other hand, **Abdul Kadir Hj.Din (1991)** in his writing was describe some negative influences existed through tourism sector. One of the negative aspects in tourism industry is towards moral value of the local population. Among them are crimes such as robbery, murder, rape, prostitution and also diseases, disorteded culture and influences from the western.

Ideris Endot & Abdul Wahab Latif (2003) planned a working paper to carry out the changes of sosio culture that are faced by the Muslim society in Pulau Perhentian, Terengganu. Based on the research, it can be seen that tourism industry gives job opportunity to society to enjoy different kinds of work particularly connected to tourism and at the same time help to increase the rate of National Gross Production Role. Despite of, the changes that carry on by tourism industries in society is a change of sosio-culture in material attribute.

Dr. Badlihisam & Mohd. Hisham (2003), also discussed on the appreciation on Islam related with dakwah issue that is carried out in Pulau Perhentian, Terengganu. Based on their research, there are tourism activities was carry out in that area. Fortunately, they have strong faith in Islam religion.. Tourism agency which carry tourism activity in that area also has guidelines that do not contradict with religious teaching. Moreover, what we can conclude here there are adaptation of cultural values that are not contrary to Islamic teaching. Islamic dakwah were being carried in that area were really given emphasis by dakwah institution and education in the context of tourism as to deference Islamic belief while facing tourism industry..

For those, in positive aspect can be seen to know whether tourism sectors in our country contain the dakwah elements of Islam.

CHAPTER III

RESEARCH METHODOLOGY

In this research, the writer uses descriptive methodology to collect relevant data. In the method consist of questionnaires distribution and field research or study. The Questionnaires approach is used because it is more comprehensive to gather suitable data from target group involved in tourism activity.

This research also employs field study that methods focuses on some tourism agencies chosen by researcher to get the data .The researcher chooses the location situated in the area of Malaysia Tourism Centre (MTC). This is because of the strategic location of this activity in the heart of Kuala Lumpur.

The staff of tourism agencies being selected to be the respondents. The respondents come from different tourism agencies that are situated at Bangunan Angkasa Raya Development, Jalan Ampang, and Kuala Lumpur. The tourism agencies in that area are sufficient for the writer to collect relevant and adequate data.

The researcher use method to get the data and the purpose is to compile and use the method a process of study. Some of questions are being formed to get the opinion from respondents about the topic of research. About 40 selected respondents answer the questionnaire and research that was distributed. Moreover, library method is done also to partake previous researches, articles, journals, magazines, Internet and so on.

Method or Statistical Package For the Science Social (SPSS) version 10.0.is used too.Moreover, the exact this analysis data static method is used to get more efficiency data and free from erratum. The researcher also use the method of analysis computer data.

3.2 Research Design

Researcher chooses descriptive method and field study to gain data on dakwah activities and see how this sector support it.

To collect the data, researcher chooses some of the tourism agencies that situated in Bangunan Angkasa Raya Jalan Ampang, Kuala Lumpur as a place to distribute the questionnaire. These agencies are situated in the area of Malaysia Tourism Centre (MTC). A permission letter from the manager of the company involved was asked first before distributing the questionnaires to the workers.

Library research is also done to get more detailed data. Library research is a research that is carried out in library and the purpose is to get information and data get from the previous researches, articles, magazines, newspapers, internet and all the books that are relevant to the researched. Al- Quran also used as to prove the truth to one problem.

3.3 Research Scope

From research aspect, the aspect the process of study focuses on tourism agencies merely in Kuala Lumpur area. Moreover, to make the research easier, a lot of tourism agencies were chosen by distributing questionnaires. Choosing respondent was done disregarding the gender, occupation or pos and level of education. The chosen respondents who those work in the tourism agencies.

3.4 Collection of Data

3.4.1 Location

3.4.2 Respondents

3.4.3 Data Collection Method

3.4.4 Questionnaires

3.4.5 Data Analysis

3.4.1 Location

This research was carried out in the area of Kuala Lumpur. This area was chosen by concerning the tourism activities that has existed for quite some time. The reports are gained from the tourism agencies situated in Bangunan Angkasa Raya, Jalan Ampang, Kuala Lumpur. This building belongs to Bank Kerjasama Rakyat Malaysia Berhad.

The building houses many tourism agencies responsible managing and providing service to local and foreign customer. Among the companies chosen by researcher are SHAHAZ Travel and Tour Sdn. Bhd., HAROM FAST Travel Sdn. Bhd, NEPLINE TRAVEL Sdn. Bhd. MAJU MEHAR SINGH Sdn. Bhd and KERANAMU TRAVEL AND TOURS Sdn. Bhd.

All the tourism agencies belongs to Angkasa Raya Development Sdn. Bhd. And this company fully belongs to Bank Kerjasama Rakyat Malaysia Bhd. The operation did by all the agencies and focus on the promotion activity and selling on tourism products and flight tickets from specific company.

3.4.2 Respondents

Choosing respondent was done in basic manner without knowing the par job, gender and education. The purpose to was to find out the views from the staff agency about tourism responsibility in preaching activity base on questionnaires that was distributed. Constantly, the researcher focuses more on to the tourism agencies that are protected by public manager. This is to make it easy in processing answer to staff involved in that agency. Choosing respondents exist in some of tourism agencies. This is because most rating tourism agencies that involved and total of staff in that agency compare to the other agencies. About 40 selected respondents answer the questionnaire that was distributed.

3.4.3 Data Collecting Method

In this research the method being used to collect all the data which are connected between tourism responsibilities and preaching activity. Research legislation is based on research objective and factual problem that is already discussed in chapter one. Questionnaires are being distributed to all staff working in the tourism agencies come from chosen companies in the area of Kuala Lumpur.

3.4.4 Research Question Design

In the Questionnaires, have three parts there are part A, part B, part C based on research question in chapter one. The entire question merely need the respondent choose the answer provided.

Generally, these questionnaires has 13 questions including the three parts. All the questions are based on research ids discussed in chapter 1. The questions covers::

- What are the efforts was doing by tourism sectors in preaching activity?
- How does impetuous tourism helps in preaching activity?
- Does the preaching activities shapes in tourism sector?