MODEL ARABIC FOR ISLAMIC TOURISM IN SELANGOR: NEEDS ANALYSIS

MODEL BAHASA ARAB UNTUK PELANCONGAN ISLAM DI SELANGOR: ANALISIS KEPERLUAN

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Abstrak*: Kajian ini adalah berdasarkan kepada analisis keperluan linguistik bagi model Bahasa Arab Untuk Pelancongan Islam di Selangor. Kajian ini berasaskan kepada teori Analisis Keperluan Bahasa yang dipelopori oleh Hutchinson dan teori Waters yang mengumpul maklumat mengenai keperluan pelancong Arab dan pengamal industri pelancongan yang terdiri daripada tiga elemen; "keperluan", "kekurangan" dan "kehendak". "Keperluan" adalah untuk mengesan faktor pelancong Arab memilih Malaysia khususnya negeri Selangor sebagai destinasi pelancongan Islam. Manakala "kekurangan" meninjau persepsi mengenai penggunaan bahasa Arab dalam sektor pelancongan Islam. "Kehendak" pula mengkaji kehendak pelancong Arab terhadap penggunaan bahasa Arab sebagai bahasa pelancongan Islam. Dapatan kajian ini akhirnya mencadangkan modul bahasa Arab untuk pelancongan Islam di Selangor.*

Kata Kunci: *Bahasa Arab Pelancongan Islam, Model Analisis Keperluan, Keperluan, Kekurangan, Kehendak*

Abstract*: The study is based on a preliminary study of linguistic needs analysis of Arabic for Islamic tourism. The study uses the "need analysis philosophy" of language teaching mainly from Hutchinson and Waters theory to collect information about the needs of learners, which consists of three elements; necessities, lacks, and wants. The "necessities"is to detect the factors of Arab tourists chose Malaysia and specifically Selangor as the Islamic tourism destination. The "lacks"is to define the perception of using the Arabic language in Islamic tourism sector.*

Meanwhile, the "wants" is to identify the will of Arab tourist to use Arabic language in Islamic tourism sector. The result of the study finally proposes module of Arabic for Islamic Tourism in Selangor.

Keywords: *Arabic For Islamic Tourism, Need Analysis Model, Necessities, Lacks, Wants*

Introduction

Traveling or *as-safar* has indeed become part of the Muslim way of life. Even Islam encourages its followers to wander and recognize the world, understand and appreciate the wonders of God S.W.T creation. Traveling in Islam is an activity that aims to achieve physical, social and spiritual needs (Kadir, 1989). Allah says:

> *"Say (Prophet Muhammad) travel through the land, and see how Allah commenced creation of creation from creation: then Allah will begin the creation again in the form of a new creation.*

> *(Al-Ankabut:20)*

Traditionally, Islamic tourism is associated with religious activities such as *haj* and *umrah*. The dimension of Islamic tourism has become widespread as more and more people start exploring out to other Muslim destinations. The existence of this new dimension has led to the transformation and development of other components related to the tourism industry namely the food industry, aviation, transportation and so on. Malaysia is an undiscovered country providing this Islamic tourism package. Islamic tourists, especially from Middle Eastern countries, have started to make Malaysia one of their tourist destinations, especially on summer holidays. The number of Arab tourists traveling to Malaysia is increasing every year, especially after the September 11, 2001 event. Studies on the importance of Arabic language in the Islamic tourism industry have not been much produced. From this point on, the researcher feels the need for a modelling of an Arabic language analysis requirement for Islamic tourism to meet the needs.

Problem Statement

The use of Arabic in the field of Islamic tourism in Malaysia requires the preparation of skilled manpower and other related facilities. This preparation is crucial in ensuring the objective of delivering best-in-service and customer-friendly services, especially to Arab tourists. Looking at this scenario the government through the Ministry of Tourism and Culture supported by other agencies need to redouble efforts to attract more Arab tourists to continue to make Malaysia particularly the state as a tourist destination of them. Reflecting on this issue, researchers felt that there should be a model for analysing Arabic language needs for Islamic tourism in Malaysia, especially in the state of Selangor. Studies on Arab tourist factors have chosen some places in Selangor as an Islamic tourism destination that needs to be analysed. Furthermore, researchers need to also analyse Arab tourists' perceptions of their lack of knowledge and their use of Arabic as the language of Islamic tourism in Selangor. Through this study, Islamic tourism Arabic language model will be built.

In order to enhance knowledge of Islamic tourism, (Mohammad Imran, Mohammad Najib, Ghazali and Siti Rosilawati, 2018) conducted a preliminary study with focus on three main fields of Islamic tourism: Education Tourism, Health Tourism and Business Tourism.

Research Question
1. What is the form of Arabic language needs for Islamic tourism in Selangor?
2. What areas can be explored using Arabic for Islamic Tourism in Selangor?
3. How far is the need analysis theory used in the construction of Arabic language model for Islamic tourism?

Research Objective
1. Analyse Arabic language needs for Islamic tourism in Selangor.
2. Identify 3 main areas of Islamic Tourism that can be explored in Selangor.
3. Explain the importance of the need analysis theory in the construction of Arabic language model for Islamic tourism.

Literature Review
Studies involving an Arabic model analysis of Islamic tourism have never been conducted before. Although studies on the use of Arabic in the context of general tourism have been conducted by researchers. Among the studies involving Arabic with the general tourism in Malaysia is the study conducted by Nurul Husna binti Roslan (2015) in her thesis discussing the challenges faced by Arabic learners while studying the Arabic Language for Tourism and its reasons. While Muhammad Nizwan Musling (2015) in his study analysed Arabic language requirements among Malaysian taxi drivers at the Kuala Lumpur International Airport (KLIA) listed on the Tourism Taxi Ambassador program, to communicate with Arab tourists. The findings show that oral communication in Arabic is very clear in 24 situations in 3 main functions, namely social communication (such as greetings and greetings) and career communications (such as provision of services and assistance).

Meanwhile, Mohammad Najib Jaffar (2013) in his study on the Arabic Language teaching module at Malaysian institutions of higher learning focuses on the study of the effectiveness of Arabic language teaching modules at universities. The study found that the percentage of attitudes and motivation towards the Arabic teaching modules of tourism is high. Meanwhile, Zalika Adam (2013) in her study focused on discussions on Arabic language teaching features for tourism purposes. This study has successfully introduced the teaching module for the Tourism Arabic course which is in line with the current needs of students and practitioners in the tourism industry in Malaysia. Hj Sulaiman bin Ismail (2008) in his study of Arab tourists and service providers on the use of Arabic in delivering information and information at KLIA, found that most Arab tourists were satisfied with public facilities and facilities information such as Arabic language instruction provided at KLIA. However, the ease of information in the form of printed materials such as pamphlets, brochures and so on is very much needed and should be expanded to guide Arab tourists.

In addition, this study focused on need analysis theory of Waters and Hutchinson (1987) which analyse the lacks, wants and needs of Arab tourists. Mohammad Najib Jaffar (2018) suggested that there are objectives and techniques of need analysis that should be take on consideration.

Hutchinson and Waters (1987) used three terms to explain 'needs' such as 'necessities', 'wants' and 'lacks'. They defined 'necessities' as the type of need determined by the requirements of the target circumstances, which is what the learner should know in order to work successfully and efficiently in the aimed situation. According to them, "the type of need is determined by the demands of the target situation, that is, what the learner has to know in order to function effectively in the target situation". Hutchinson and Waters stressed that merely identifying the

necessities is insufficient because it is also vital to understand what the learners' existing knowledge were. Then, the target competency against the existing competency can be easily matched, and the gap between them which is learners' lacks will be identified.
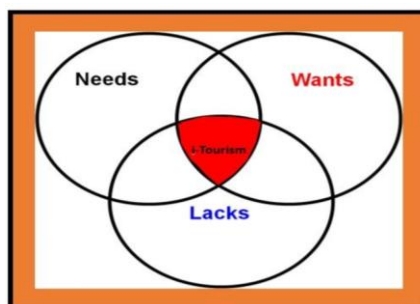
Theoretical Framework of Need Analysis

Results and Discussions

Arabic for Islamic Tourism

According to Hamira Zamani-Farahani (2010) religion plays an important role in the development of a country's industry. A study conducted by Mohamed Battour (2014) shows that the religion of a country is related to the satisfaction of tourists from abroad. Accordingly, Islamic tourism is defined as any activity, event, experience or involvement, passed under the circumstances of exploration that is consistent with the values and Islamic law, with the aim of enjoying in an Islamic framework, either one or all of the following: history, art, culture, inheritance, way of life, economy, health, education or any dimension of human life. Traditionally, Islamic tourism is associated with religious activities such as *haj* and *umrah.* The dimension of Islamic tourism has become widespread as more and more people start exploring out to other Muslim destinations.

The existence of this new dimension has led to the changes and developments of other companions associated with the tourism industry, such as the food industry, aviation or transport industry and so on, to meet the needs of this unique segment. These include the efforts undertaken by higher learning institutions in the country that introduce Arabic courses for Tourism Purposes in undergraduate degree studies. (Mohammad Najib, 2013: 1) This course is offered to meet market needs in the tourism sector. According to Abdul Rahman Chik (2007), Arabic Tourism is one of the areas of Language for Specific Purposes (LSP) that requires language adjustment and special terms as well as having a separate teaching module. While Arabic for the Purpose of Islamic Tourism, researchers conclude that the course aims to produce industry players who are proficient in Arabic which takes into account the principles of *shariah* as a guide in tourism management.

The Importance of Arabic in the Islamic Tourism Industry in Malaysia

Arab tourists have begun making Malaysia one of their tourist destinations every summer vacation. The number of their traveling to Malaysia is increasing every year, especially after the September 11, 2011 event (Mohammad Najib, 2016). This event has a huge impact on the trend of Arab tourists as they face the difficulty of obtaining visas for the United States and Europe. At the same time, they were forced out of their homeland because the hot weather there sometimes reaches 50 degrees Celsius. In addition, Malaysia is fortunate to have a valuable asset with a rich tropical treasure with diversity of flora and fauna and multi-racial society. No less

like a mushroom hotel and accommodation that grows after rain in the country makes travellers from the Middle East (https://industripelanconganmalaysia.wordpress.com/).

The Selangor Tourism Statistics (Tourism Selangor) showed a significant increase in the number of Arab tourists in 2017 compared to the previous year. Saudi Arabia (214,859 people), United Arab Emirates (25,357), Lebanon (2,223 people), Syria (6,504 people), Yemen (10,025 people), Kuwait (15,156 people) and Iraq (4,403 people) the number increased by 3 times compared to the 2016 figure of 86,798. It is undeniable that the significant increase of Muslim tourists from the Middle East is due to the events of 11 September 2001. To organize various local tourism development programs and the development of local cultural product marketing strategies to Muslim tourists, the government through the Tourism Malaysia established the Islamic Tourism Centre (ITC) on March 16, 2009. ITC was registered as a Company Berhad in accordance with the Companies Commission of Malaysia under the Companies Act 1965 (Abdul Ghani Abu, Dewan Budaya, March 2013).

The Malaysian Government has made various efforts to encourage Arab tourists to come to Malaysia. It also received support from Malaysia Airlines (MAS) and other airlines, displaying a documentary video about Malaysia aired on flights in Arabic, especially 30 minutes before landing at KLIA. This video explains important information pertaining to our country. The "Arab ambassador" who serves as a receptionist to Arab tourists will be ready at the arrival hall to welcome travellers from the Middle East. Those who serve as Arab ambassadors are fluent students in Arabic. They are known as the Arab Ambassador and Announcer Program. This is especially for Arab tourists and this is the privilege and priority they provide to them as compared to other travellers. (Sulaiman Ismail, 2008: 20).

For Arab tourists, there are still many who are not fluent in English. As such, they need people who can communicate and provide guidance in Arabic as well as signage in Arabic language to point to the location of the location within the KLIA (Sulaiman, 2008: 17-18). This Arabic signboard facilitates their affairs, especially Muslim passengers to pray and get *halal* food. As a courtesy, KLIA provides a prayer hall available on every floor of the main terminal building and satellite buildings and 25 halal food outlets in public areas and transit areas. (www.halaltrip.com).

Educational Tourism
The Government of Malaysia seeks to ensure world-class education can be provided in this country. Students from around the world come to Malaysia to pursue their studies. Education is an effort to promote Malaysia in the eyes of the world. (Sim, 2007). Furthermore, Malaysia is a well-known country as an Islamic state that practices moderation and good tolerance among the international community. Malaysia is regarded as an example country among Islamic countries in the Middle East such as Jordan, Egypt, Iraq, Libya, Yemen, Saudi Arabia, and so on. Foreign students in Arab countries and other Islamic students feel at ease in Malaysia. They can live, do their job as students, and get along with the local community. They are also free to worship and to perform their own worship with the local community. Ease of worship and getting halal food also has a positive impact. (IPPTN, 2009)

Besides the quality of education, twinning programs with foreign universities, the uniqueness of Malaysian culture, the ease of transportation, political stability and physical environment, weather conditions stability (Ruzanna Syamimi, 2012: 59-62) language and communication factors are also important for students who came from abroad. (IPPTN 2009). The International

Islamic University of Malaysia (IIUM) Policy which makes Arabic and English as the medium of instruction and learning as well as the official affairs of the university, is the choice of students from overseas, especially from the Middle East. (www.iium.edu.my) Universiti Sains Islam Malaysia (USIM) also mandates the use of Arabic for certain courses. (www.usim.edu.my). While other universities such as the University of Malaya (UM), Universiti Kebangsaan Malaysia (UKM), allow the use of Arabic language for dissertation or thesis writing for a particular field of study)

Apart from pursuing higher education, there are also academicians, researchers, government officials and even Middle Eastern students coming to the country for the purpose of attending seminars, whether as a presentation paper or even a participant. The seminars employed by Middle Eastern scholars to present papers and to register as participants. In these seminars, studies on Arabic linguistics and literature are scientifically discussed. The language used during the conferences is Arabic, English and Malay.

Business Tourism
In addition, the main factor of the arrival of Arab tourists to Malaysia is for international business and trade purposes. (Abdul Ghani Abu, Dewan Budaya, March 2013). The Malaysia International Halal Exhibition 2016 (MIHAS 2016) which took place at the Kuala Lumpur Convention Centre (KLCC) attracted more foreign participants to introduce health-based food products in the country. West Asian countries have the opportunity to introduce new products that come from their countries. MIHAS 2016 is accompanied by over 500 local and international companies with 643 exhibition booths. (www.utusan.com, April 2, 2016).

According to Strategic Planning Division of the Malaysia External Trade Development Corporation (MATRADE), Wan Latiff Wan Musa said Malaysia's position as one of the forerunners of the *halal* industry also gave the country a great opportunity to be among the destinations that attracted exporters of halal materials. (www.utusan.com, March 30, 2016). Meeting sessions are held through a business venture that is to find local traders and foreign buyers. Through this method, both parties know each other. In fact, MATRADE with the cooperation of the Institute of Translation & Book Malaysia (ITBM) provides language translators to facilitate both parties. (www.utusan.com, April 4, 2014) As some MATRADE participants are businessmen from the Middle East, Arabic - Malay / English - Arabic translators are provided for this business deal. Apart from the food and services sector, Arab investors are also keen to invest in the property sector in Malaysia. There are joint ventures in property developers Dubai, Saudi Arabia and Malaysia to build Arab City in Ampang, Kuala Lumpur.

According to an Arab property developer, after studying the world market, they find that Malaysia is only a good location to invest. Malaysian culture can be easily accepted by any foreign citizen. In addition, Malaysia has a good infrastructure and is endowed with natural resources and strengthened with its political stability. They have never heard of violence in Malaysia. In all respects they find that Malaysia is the right place to start their investments. (www.utusan.com, January 26, 2009)

Health Tourism
The arrival of Arab tourists to Malaysia is not limited to educational and business purposes only, but some of them come to our country for medical services at medical centers. In general, the demand for health tourism in Asia is increasing especially in India, Thailand, Singapore, Malaysia, South Korea and the Philippines. Travelers from around the world, especially from the

United States, Britain, Europe, Japan and the Gulf countries are the major markets for health tourism in the region. (Http: //www.asharqalawsat.com, January 13, 2007)

Malaysia is currently focusing on the health tourism industry as one of the country's economic resources by taking its position in Southeast Asia which is the focus of Middle East tourists. He also noted that among these factors the industry is growing rapidly in Malaysia is due to the fact that there is a facility to pay the cost of treatment as well as the infrastructure of medical facilities provided internationally. According to the Malaysia Tourism Corporation, medical expertise in Malaysia has reached the best standards in the world. (Madhu Pillai, 2008: 62). Most private hospitals get international recognition by achieving high quality and standards. Furthermore, all private medical centres need to get approval from the Ministry of Health (http://www.thestar.com, 10 January 2016). Most hospitals in Malaysia provide space for patients comprising luxurious treatment rooms or wards and comfortable suites with full-time nurse services (Madhu Pillai, 2008: 62). Some hospitals also provide beds for guardians who accompany patients. At affordable prices, most foreign patients get luxurious suites for the comfort of themselves and those who accompany them.

Language Need Analysis
Need analysis is a process that is systematic and comprehensive to explore the need for something. In the field of language for example, many definitions have been put forward by the language scholar regarding this requirement analysis. Nunan (1988: 5) defines it as a technique or procedure in collecting and gathering the information required in forming a language module or program. The effectiveness and success of a language program is the result of exploration and gathering of student language needs.

Brown (1995: 36), sees the need analysis as a comprehensive and systematic collection and analysis of all concrete and subjective information in determining the effectiveness and efficacy of a curriculum or program in meeting the needs and needs of the language learning of a particular student within a specific as well as to influence the teaching and learning process. An analysis of the requirements that can be implemented can be a comprehensive list of what the student wants to accomplish and target. It is very useful in the process of developing learning materials, learning activities, evaluating and developing teaching and learning strategies, building effective approaches in the evaluation system, and being able to reassess the effectiveness and suitability of the program with the students' original needs. Iwai et al. (1999: 6) mentions that generally the need analysis refers to the activities undertaken in gathering information to be the basis of building a curriculum that can meet the needs of the student group. The needs are organized according to the priority of the results effectively.

Objective of Need Analysis
For the purpose of developing Language education that balances the needs of institutions, educators, and program participants, requirement analysis becomes an important tool for determining material including language syllabus for specific purposes. The construction of a language curriculum should take into account the needs analysis including syllabus (Evans & Maggie, 1998; Nation & Macalister, 2010). Need analysis is a continuous procedure established before the course or program is implemented (Evans & Maggie, 1998; Kharma, 1998; Nation & Macalister, 2010; Richards, 2001; Richterich & Chanceral, 1980), when implemented (Nation & Macalister, 2010; Richterich & Chanceral, 1980) and after being implemented (Nation & Macalister, 2010; Richards, 2001; Richterich & Chanceral, 1980).

However, Graves (2008) believes that the need analysis is an irregular and incomplete process because the needs of the students are determined by the various parties, not just the students and the instructors, but also involve the superiority among the various parties. According to him, diversity of views can trigger conflicts. The views of Graves (2008) need to be seen from a more positive context as conflict can be overcome by selecting the right individuals and being able to provide appropriate information. The appropriate individual selection can generate different expertise and complement the language requirements required for the construction of the language syllabus. Equivalent syllabuses with language requirements benefit learning outcomes (Nation & Macalister, 2010). In addition to educators' understanding of the curriculum, which needs to be developed for the benefit of the participants in the course of the course, through the analysis of language requirements (Print,

Importance of Language Need Analysis
In order to realize the production and development of a complete, compact and practical language program, all relevant aspects and factors need to be considered. Language policies, expectations and community needs, knowledge of program resources and barriers should be the basis for determining their success. Aspects of situations, goals, syllabus, procedures and theories of teaching and learning, testing and knowledge of the natural characteristics of the students need to be taken seriously in strengthening their success. All information related to this aspect can only be obtained through a need analysis (Najjah Salwa, et.al. 2012: 656).

Therefore, many language scholars emphasize the process of analysis of these needs in the forming of a syllabus or language program. Taba (1962) as an example explains that the earliest step in planning and the formation of a curriculum or syllabus is to carry out analytical requirements. In fact it should be an essential prerequisite in determining the objective or content of an effective language program (Brindley, 1989). Brown (1995), sees that this requirement analysis is an important first step in developing a complete and comprehensive language curriculum or language program.

Conclusion
Tourism Selangor supports all efforts to increase the number of Western Asian tourists to Malaysia. Therefore a follow-up study needs to be done to find out the true reality of Arab tourists choosing Selangor as an Islamic tourism destination. The study should also examine their perceptions of the weaknesses or constraints of the use of Arabic language in the Islamic tourism sector in Selangor. In addition, the analysis needs to be carried out against their will for the use of Arabic as the language of Islamic tourism. This study will eventually propose the Arabic module for Islamic Tourism.

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