



Pains Model in The Development Of Muslim Women-Friendly Tourist Destinations

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ABSTRACT

Muslim Women-Friendly Tourist Destinations are now a global trend in the tourism industry, driven by the need for inclusive travel and in accordance with Sharia values. Based on the Mastercard-CrescentRating Muslim Women in Travel (MWIT) 2019 report, more than 45% of Muslim travellers are. This figure shows that Muslim women have a huge influence on travel planning and decision-making. The Global Muslim Travel Index (GMTI) emphasizes the importance of developing tourist destinations that are friendly to Muslim women, aiming to create a safe, comfortable, and inclusive travel experience. This research uses the PAINS model, which considers privacy, facilities, identity, network, and security factors, to evaluate and determine tourist destinations that meet the needs of Muslim women. The research method used is qualitative, through interviews, observations, and literature review. Data sources include books, journal articles, news, the Global Muslim Travel Index (GMTI) reports from 2021 to 2024, and research reports related to the PAINS model. The results of this research indicate that safety and privacy are the main factors in the selection of tourist destinations for Muslim women, followed by the importance of the availability of places of worship and access to information about the local community. These findings emphasize the need for the integration of Muslim-friendly services in tourism policies to create inclusive and sustainable experiences. This research enriches the literature on Muslim-friendly tourism and provides practical recommendations for the development of the tourism sector in both OIC and non-OIC member countries to enhance the competitiveness and quality of tourist destinations globally.

Keywords: Halal Tourism; Muslim Women-Friendly Tourist Destinations; PAINS Model; Inclusive Travel for Muslim Women; Sustainable Tourism

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ABSTRAK

Destinasi Wisata Ramah Wanita Muslim kini menjadi tren global dalam industri pariwisata, didorong oleh kebutuhan akan perjalanan inklusif dan sesuai dengan nilai-nilai Syariah. Berdasarkan laporan *Mastercard-CrescentRating Muslim Women in Travel (MWIT)* 2019, lebih dari 45% wisatawan Muslim melakukannya. Angka ini menunjukkan bahwa wanita Muslim memiliki pengaruh besar dalam perencanaan perjalanan dan pengambilan keputusan. *Global Muslim Travel Index (GMTI)* menekankan pentingnya mengembangkan destinasi wisata yang ramah bagi perempuan Muslim, yang bertujuan untuk menciptakan pengalaman perjalanan yang aman, nyaman, dan inklusif. Penelitian ini menggunakan model PAINS, yang mempertimbangkan faktor privasi, fasilitas, identitas, jaringan, dan keamanan, untuk mengevaluasi dan menentukan destinasi wisata yang memenuhi kebutuhan perempuan muslim. Metode penelitian yang digunakan adalah kualitatif, melalui wawancara, observasi, dan tinjauan pustaka. Sumber data antara lain buku, artikel jurnal, berita, laporan *Global Muslim Travel Index (GMTI)* dari tahun 2021 hingga 2024, dan laporan penelitian terkait model PAINS. Hasil penelitian ini menunjukkan bahwa keamanan dan privasi menjadi faktor utama dalam pemilihan destinasi wisata bagi perempuan muslim, diikuti dengan pentingnya ketersediaan tempat ibadah dan akses informasi tentang masyarakat setempat. Temuan ini menekankan perlunya integrasi layanan ramah Muslim dalam kebijakan pariwisata untuk menciptakan pengalaman yang inklusif dan berkelanjutan. Penelitian ini memperkaya literatur tentang pariwisata ramah Muslim dan memberikan rekomendasi praktis untuk pengembangan sektor pariwisata baik di negara-negara anggota OKI maupun non-OKI untuk meningkatkan daya saing dan kualitas destinasi wisata secara global.

Kata Kunci: Wisata Halal; Destinasi Wisata Ramah Muslimah; PAINS Model; Perjalanan Inklusif Untuk Muslimah; Pariwisata Berkelanjutan

1. Introduction

The development of Muslim-friendly tourist destinations for women has become a global trend, especially in countries with a majority Muslim population and other international destinations (Adinda, Kusumasari, Hadna, & Susanto, 2024). With the Muslim population continuing to grow at the fastest rate in the world, the demand for tourism services and facilities that align with Islamic values is also increasing (Fauzi & Battour, 2024). This has encouraged various Muslim countries and even some non-Muslim countries to adopt the concept of Muslim-friendly tourism for women in order to attract more tourists (Hanafiah, Maek, & Zahari, 2021). As a result, more and more Muslim female travellers feel comfortable and encouraged to travel, both to majority Muslim countries and to countries that provide facilities friendly to Muslim female travellers. (Nisha and Cheung 2022). This trend not only expands the choice of tourist destinations for Muslim women travellers but also opens up new economic opportunities in the global tourism sector (Jia & Chaozhi, 2020).

The number of international Muslim tourists reached 160 million in 2019. However, with the pandemic, this growth prediction underwent significant changes. With the return of international travel activities, it is estimated that the number of Muslim tourists will reach 140 million in 2023 and return to 160 million in 2024. Pre-pandemic predictions also indicated a target of 230 million Muslim tourist arrivals by 2026, which is likely to be achieved only by 2028 due to various slower recovery factors (KC, 2023).

In addition, it is predicted that Muslim tourists will spend around 225 billion US dollars by 2028 and show very significant economic potential in the global tourism industry. Nevertheless, the recovery of this sector still faces a number of significant challenges. Global threats, such as the conflict in Ukraine, rising fuel prices, and potential health risks from new diseases like

monkeypox or Covid-19, can continue to affect the recovery rate of international Muslim tourists (GMTI, 2023).

The growth of the global Muslim population is also expected to reach 2 billion by 2030, driving significant demand for tourism services that align with Sharia values. These demographic changes are increasing interest in halal tourism and travel experiences that are friendly to Muslim women (Keliat & Sentanu, 2022).

According to the Mastercard Economics Institute, post-pandemic travel trends show a strong recovery, with global leisure flight bookings increasing by approximately 31% in March 2023 compared to the same month in 2019. This recovery is particularly relevant for Muslim women who prioritize privacy and comfort in their travel experiences (Purchase, 2023).

Reports indicate that the halal tourism market, which emphasizes inclusivity and adherence to Sharia values, is experiencing strong growth. Countries with significant Muslim populations, as well as non-Muslim countries, are adjusting their services to meet the needs of this growing demographic, creating a more welcoming environment for Muslim female travellers. Tourist destinations that adopt this model create opportunities for more Muslim female travellers to feel comfortable and encouraged to travel, expanding destination choices and opening new economic opportunities in the global tourism sector (Anagnostopoulos & Fehr, 2024).

On the contrary, the Mastercard-CrescentRating Muslim Women in Travel (MWIT) 2019 report shows that more than 45% of Muslim travellers are women who play a significant role in driving the global travel industry. These figures highlight the significant role of Muslim women in travel decision-making, especially when vacationing with family or partners. As the primary decision-makers, they often determine various aspects of the trip, from selecting tourist destinations to planning accommodations and tourist activities. This condition emphasizes the importance for the tourism industry to recognize and understand the needs and preferences of Muslim women, which are continuously evolving as one of the fastest-growing market segments in the world.

Muslim women use social media to build social capital, connections, or networks that facilitate their role as key drivers in family travel decisions (Baulch & Pramiyanti, 2018). Muslim women in various countries, such as England and Indonesia, actively express their travel preferences and form identity-based networks that boost their confidence and give them freedom in travel decision-making (Ratthinan & Selamat, 2018).

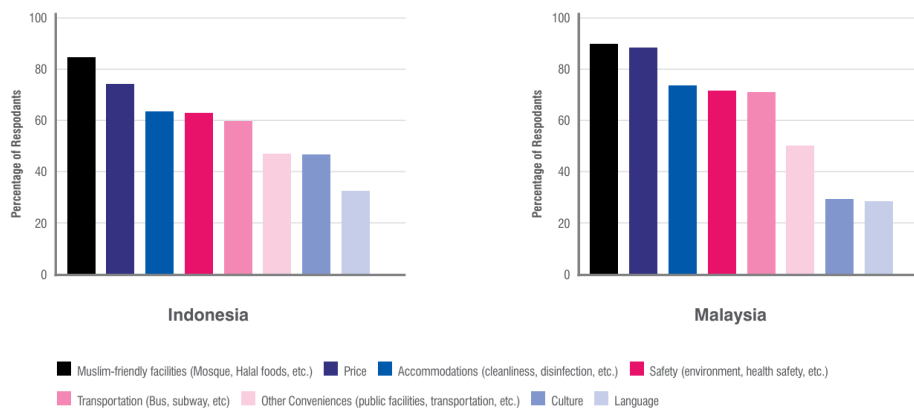
Through local communities, they can share information related to destinations, experiences, and recommendations for tourist destinations that meet the specific needs of Muslim female travellers (Edwards, Cheng, Wong, Zhang, & Wu, 2017). However, the industry report-based approach needs to be complemented with a more critical academic perspective. Lenggogeni and Chaira's (2021) study shows that Muslim female tourists, especially those traveling to non-OIC countries, face the dual challenges of maintaining religious values and obtaining travel comfort. This perspective is important to understand how gender and religious identity affect their travel preferences and behaviors. Furthermore, Lenggogeni and Almuhrzi (2023) emphasize the need for an intersectionality-based approach in the study of Muslim travellers, where women are subjects who experience social, cultural, and structural pressures simultaneously in their travel practices. Therefore, this research not only examines market potential, but also seeks to strengthen theoretical understanding of the social dynamics faced by Muslim women travellers in a global context. Religious factors and cultural norms also influence their preferences for destinations that are friendly to Muslim women, making Muslim women the primary influence in choosing family or couple travel destinations (Aman, Abbas, Mahmood, Nurunnabi, & Bano, 2019). This trend shows that the tourism industry can build more inclusive and relevant services by understanding the preferences and principles that are important to the tourism sector. Thus, the tourism industry can create more meaningful and personal experiences for Muslim women,

which can ultimately enhance their loyalty and satisfaction with the tourist destinations (Al-Ansi & Han, 2019).

A survey conducted by CrescentRating between September and November 2021, involving participants from Malaysia and Indonesia, two countries with the largest number of Muslim tourists in the world, found that the availability of services friendly to Muslim female travellers is the main consideration for Muslim female travellers when planning their trips. This indicates that comfort and privacy that align with religious needs are priorities for Muslim female travellers. Therefore, tourist destinations that wish to attract Muslim female travellers must continue to strive to accommodate these religious needs in their product and service development.

In achieving this goal, the tourism sector must raise awareness among tourism stakeholders about the importance of halal certification in restaurants, the provision of special areas for worship, and the construction of mosques or prayer rooms at major tourist destinations (Yen, Chang, Ho, & Hung, 2022). Tourist destinations can innovate, collaborate better, and meet the new demands of the growing market of Muslim female tourists by providing these facilities. These measures not only have the potential to increase the number of incoming tourists but also to become a friendly and inclusive tourist destination for all groups.

Figure 1 : Comparison of Muslim Women Travellers' Preferences in Indonesia and Malaysia



crescentrating MASTERCARD-CRESCENTRATING GLOBAL MUSLIM TRAVEL INDEX 2022

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Source : Global Muslim Travel Index (GMTI) 2022

The PAINS model (Privacy, Amenities, Identity, Networks, and Safety) identified in the Mastercard-CrescentRating Muslim Women in Travel (MWIT) 2019 report must be taken seriously by tourism industry stakeholders to address the unique concerns of Muslim women in travel. Muslim women tend to avoid facilities that restrict certain clothing or do not provide adequate privacy; aspects of privacy and modesty are primary concerns. They prefer facilities that meet specific needs, such as prayer spaces for women, child-friendly services, and a comfortable and safe environment (Cheer, Belhassen, & Kujawa, 2017). Identity as Muslim women, in addition to privacy, is often a challenge, given the stereotypes they may face in certain places or locations (Steele, Bengali, Richardson, Disbennett, & Othman, 2023). MWIT also experienced constraints in the context of the network because it did not have access to enough information. This prevents them from collaborating with local communities that share the same goals and principles. Lastly, security should not be neglected. Muslim women should feel safe and protected in the tourist attractions they visit because being Muslims sometimes increases the risk of hate-based crimes.

The PAINS Model approach can help stakeholders understand and respond to the specific needs of Muslim women to create a more inclusive, safe, and comfortable travel experience. By considering these five main aspects, Muslim-friendly tourist destinations can become more competitive, provide quality service, and ensure maximum satisfaction.

2. Muslim Women-Friendly Tourist Destinations

The development of Muslim women-friendly tourist destinations is increasingly becoming an important part of the global travel industry. Academic studies show that Muslim women are not only a growing market segment, but also have travel experiences shaped by their dual identities as women and as Muslims (Lenggogeni & Chaira, 2021). Therefore, the approach to Muslim women tourists needs to be seen from the theoretical framework of intersectionality and identity representation in the context of travel. Muslim women have specific preferences and needs that must be considered in the planning of tourist destinations. Based on a study conducted by (Nikjoo, Zaman, Salehi, & Hernández-Lara, 2022) women-only tourism in majority Muslim countries contributes to the well-being of middle-aged Muslim women by reducing family responsibilities, gender-related restrictions, and promoting social and personal advancement. This is supported by the (Mastercard-Crescentrating, 2022) study, which shows that Muslim-friendly tourist destinations not only enhance their comfort and satisfaction but also boost the economic potential of these destinations with an increase in visitor numbers. One relevant concept is the PAINS model (Privacy, Amenities, Identity, Networks, and Safety) used to develop Muslim-friendly female tourist destinations (GMTI, 2023).

In addition, the PAINS (Privacy, Amenities, Identity, Networks, and Safety) theory in the development of Muslim women-friendly tourist destinations shows that every aspect of tourist needs must be met comprehensively. According to research by (Bahardeen, 2024), although the PAINS concept has been widely used by industry bodies such as Crescent Rating, there is still a lack of theoretical and empirical understanding of how Muslim women shape their travel experiences based on simultaneous religious and gender dimensions. Therefore, it is important for academic research to further explore the relationship between Islamic values, women's identity, and socio-cultural dynamics in the context of global tourism (Lenggogeni & Almuhrzi, 2023). The PAINS model is able to increase the satisfaction of Muslim tourists when they feel their needs are met holistically, from accessibility to safety, because their experiences are more profound regarding gender issues and security. The PAINS model also emphasizes the importance of Muslim women being involved in the decision-making process of travel and the planning of tourist destinations (GMTI, 2021).

In a study conducted by Kholili and Hisyam (2024) on the development of mangrove tourism in Sreseh, Sampang Regency, Madura, with an Islamic business ethics approach, it was found that the management of the destination was not optimal due to the limited availability of clean water, the absence of accommodation in accordance with Sharia principles, and products that were not halal certified. Meanwhile, research by Arif Luqman Hakim (2024) which examines the development strategy of Muslim women-friendly tourism in Kuta Beach, West Nusa Tenggara, shows that government support through human resource training, regulations, and policies plays an important role in creating inclusive destinations. Another study by Sinaga and team (2024) also emphasized the importance of collaboration between local businesses, government, and communities in creating a tourism environment that supports women's welfare. Strong social networks are considered very helpful in sharing information, experiences, and resources. In line with these findings, Shmailan (2023) noted that women's participation in tourism decision-making has increased, which has resulted in women's empowerment in the context of Islamic tourism development that previously tended to be avoided. In addition, the process of "halalification" of destinations has also become a global concern, where tourist destinations are beginning to adjust to tourists' religious values due to the increasing Muslim consumer base in the global tourism industry.

Overall, the existing literature shows that the application of the PAINS model in developing Muslim women-friendly tourist destinations not only enhances the tourist experience but also contributes to local economic development and the empowerment of women. However, there is

still a gap in the literature that links the experiences of Muslim women to interdisciplinary approaches that incorporate gender, religious, and cultural perspectives in the context of travel. Therefore, this study attempts to fill this gap by integrating theoretical approaches and empirical findings to strengthen the academic understanding of Muslim women tourists, particularly in the ever-evolving contemporary tourism landscape. Additionally, it requires a holistic and inclusive approach that considers aspects of Sharia, Islamic teachings, sustainability, the needs of Muslim women, as well as government support and appropriate regulations.

3. Method

This research uses a descriptive qualitative approach with a case study method to explore the PAINS Model (Privacy, Amenities, Identity, Networks, and Safety) in the development of Muslim-friendly tourist destinations for women. This method was chosen to deeply understand the factors affecting the comfort and safety of Muslim female tourists, as well as their specific needs during travel. This research focuses on tourist destinations that have already implemented the PAINS Model. The research population includes Muslim female tourists, tourist destinations, and travel agencies, with a total of 20 individuals selected through purposive sampling to ensure their needs, expectations, and travel experiences are represented.

The data collection methods used in this research include interviews, observations, and literature reviews (Adlini, Dinda, Yulinda, Chotimah, & Merliyana, 2022). Interviews were conducted with Muslim female tourists, destination managers, and travel agencies to gain direct insights into their needs, expectations, and experiences, as well as the challenges faced by managers and travel agencies in meeting the specific needs of Muslim female tourists. Observations were conducted through direct research at tourist destinations that have implemented the PAINS model to observe the available facilities and services. The literature review includes an analysis of relevant literature, including books, journal articles, news, the Global Muslim Travel Index (GMTI) from 2021 to 2024, and research reports related to the PAINS Model. This literature review aims to understand the basic concepts, theories, and previous research findings, as well as to identify research gaps that have not been widely discussed (Hadi & Afandi, 2021). Inclusion criteria included Muslim women who have traveled to Muslim-friendly destinations in the past two years, as well as managers and travel agents who are directly involved in the implementation of PAINS principles. Participants with no relevant experience or unwilling to be interviewed were excluded from the study.

The data analysis technique uses the data triangulation technique. Data triangulation is a technique to enhance the validity and reliability of research results by comparing data obtained from various sources or methods (Saadah, Prasetyo, & Rahmayati, 2022). This technique allows researchers to identify patterns and relationships within the model, such as how security aspects relate to the experiences of Muslim female tourists and how cultural identity influences their decisions in choosing tourist destinations. This research is expected to contribute to the literature on Muslim tourism and provide practical guidance for tourism industry players in creating attractive destinations that meet the specific needs of Muslim female tourists. All participants were informed about the purpose of the study and signed an informed consent. This study followed the applicable ethical standards of social research. With this approach, it is expected that the research can provide theoretical and practical contributions in the development of Muslim women-friendly tourist destinations that are more inclusive and sensitive to gender and Sharia needs.

4. Results

This research examines the application of the PAINS Model (Privacy, Amenities, Identity, Networks, and Safety) in the development of Muslim women-friendly tourist destinations. The results of this study indicate that safety and privacy are the main factors in the selection of tourist

destinations for Muslim women, followed by the importance of the availability of places of worship and access to information about the local community. By prioritizing aspects of privacy, safety, and identity, this research contributes to the global trend of inclusive tourism, where tourist destinations increasingly consider the needs of travellers from various backgrounds (Molderez & Perera, 2022).

The PAINS model, with an approach that respects the identity and needs of Muslim female travellers, not only enhances the attractiveness of tourist destinations but also supports global tourist destinations' efforts in creating inclusive experiences and appreciating diversity. According to research by (Gillovic & McIntosh, 2020), Current global trends show that more and more tourist destinations are striving to be more inclusive and welcoming to all travellers, including Muslim women tourists.

The implementation of the PAINS Model in a tourist destination can strengthen their position in the competitive global tourism market and support the development of sustainable tourism that prioritizes inclusivity. Thus, this research is relevant in the context of global trends and makes an important contribution to the development of inclusive tourist destinations that are friendly to all tourists, including Muslim women tourists.

4.1. PAINS Model Implementation in Kuta Beach, West Nusa Tenggara

One of the Muslim-friendly tourist destinations that successfully implemented the PAINS model is Kuta Beach, West Nusa Tenggara. This tourist destination has shown a significant increase in the satisfaction levels of Muslim female tourists. Muslim female travellers feel more comfortable and safe with maintained privacy, adequate facilities, and guaranteed security. As quoted in the Global Muslim Travel Index (GMTI) 2019, Indonesia was crowned the best halal tourist destination in the world (RI, 2021). In addition, several locations in Lombok, West Nusa Tenggara, received the Halal Travel Awards as The World's Best Halal Tourism Destination and The World's Best Halal Honeymoon Destination. As expressed by Sandiaga Uno, Minister of Tourism and Creative Economy, West Nusa Tenggara has become a model for the development of Muslim-friendly tourism in Indonesia in an effort to boost the economy and create jobs (Ferdiansyah, 2020).

Table 1 . Muslim Traveler Satisfaction Level

Aspects	Satisfaction level (%)	Explanation
Transportation Facilities	90%	Tourists visiting Lombok, especially to Kuta Beach, have been provided by the NTB Provincial Government through two routes, sea and air. The sea route has provided a DAMRI pool to facilitate tourist access to Kuta Beach. The air route has provided Lombok International Airport (BIL) (Faza, 2019).
Accommodation Facilities	95%	The Kuta Beach area already has hotels that are labeled Sharia and have been regulated in PERDA NTB No. 2 of 2016 concerning Halal Tourism Article 14 so that Muslim female tourists no longer have difficulty in finding hotels labeled Sharia. In addition, there are also other facilities, such as prayer rooms, separate bathrooms between men and women, prayer directions for hotel rooms, and prayer mats and the Qur'an are provided (Kurniansah & Purnama, 2020).
Catering Service Facilities	89%	Tourists no longer need to worry about the halal food on Kuta Beach because it provides various types of food and drinks, and for restaurants that do not have halal certification, they are required to include halal or non-halal words (Ismayanti, 2019).
Tourist Objects dan Attractions	76%	The Kuta Beach area has provided various types of tourist objects and attractions that are in accordance with Islamic values, so that Muslim female tourists have comfort in enjoying their tourist trips and this has been regulated in PERDA No. 2 of 2016 concerning Halal Tourism article 17 (Hariani, Suryawardani, & Surya Diarta, 2020).
Shopping Facilities	87%	Shopping centers in the Kuta Beach area are in accordance with Islamic values by maintaining cleanliness and the number of shops that sell souvenirs, as well as handicrafts.

Source : (Hakim & Rifai, 2024)

Based on data obtained through interviews with 20 Muslim female tourists, observations of the Kuta Beach tourist destination in NTB, and relevant literature reviews, 87% of Muslim female tourists are very satisfied with the PAINS model. Additionally, 92% of them stated that they are satisfied with the services provided because they meet their needs, especially regarding privacy and security.

The conclusion from the data is that the implementation of the PAINS Model in the Development of Muslim-Friendly Women Tourist Destinations has a very significant impact if fully supported by stakeholders, whether they are the government, private sector, or local communities. The government, through the West Nusa Tenggara Provincial Tourism Office and Central Lombok Regency, has developed the Special Economic Zone (KEK) and Kuta Beach by utilizing all the potential available at the beach. In addition, the government supports Muslim-friendly tourism with the NTB Provincial Regulation No. 2 of 2016 on Halal Tourism and the NTB Provincial Regulation No. 3 of 2010 on the Spatial Planning of NTB Province. The government has made various efforts to support Muslim-friendly tourism for women, including halal food certification, the construction of prayer rooms or mosques, training and human resource development, as well as the development of the necessary facilities and infrastructure to promote tourism.

5. Discussion

The PAINS model is a framework designed to support the specific needs of Muslim female travellers, with a focus on the privacy of Muslim women, adequate facilities, respected identity, a good local community network, and guaranteed security. The PAINS model has been adopted by several member countries of the Organization of Islamic Cooperation (OIC) as well as non-OIC countries, in line with the growing awareness of the importance of catering to the specific needs of Muslim travellers. For example, in the Global Muslim Travel Index (GMTI) 2024, the Muslim Women Friendly category has been expanded to include the top 20 destinations from OIC and non-OIC countries.

The Privacy Aspect in the PAINS model emphasizes that privacy becomes a comfortable personal space for Muslim female travellers because it has been proven to enhance their experience during their trips. Facilities such as separate prayer areas or those specifically for women create a safer and more comfortable environment that meets their specific needs (Askarizad & He, 2023). In accordance with research conducted by (Tackett et al., 2018) that privacy is very significant for Muslim female travellers during their trips, whether they are on vacation with family, partners, or female friends. Tourist destinations that guarantee this aspect of privacy, such as special spaces for Muslim women tourists in any aspect, can attract their interest in visiting, thereby influencing their level of satisfaction in tourism.

The Amenities aspect in the PAINS model includes facilities that align with Islamic values, such as halal-certified restaurants, Sharia-compliant accommodations, as well as prayer facilities and ablution areas that are separated for men and women. This greatly affects the satisfaction of Muslim female tourists when traveling. Research conducted (Nasir, Waridin, Iskandar, Susilowati, & Hidayat, 2022) highlighted that religious values-based facilities greatly influence tourist satisfaction because they are in accordance with their specific needs, thus providing a sense of comfort, security, and peace when traveling.

The Identity Aspect in the PAINS model emphasizes that cultural diversity and the identity of Muslim women must be considered in the development of Muslim-friendly tourist destinations. This identity includes cultural acceptance and respect for Islamic values at tourist destinations. Muslim women tend to feel more comfortable and accepted when these tourist destinations respect their cultural identity, such as by providing information about halal tourist destinations or appropriate clothing. According to research by (Chen & Rahman, 2018) shows

that cultural identity greatly influences Muslim tourists' loyalty to tourist destinations that support their social and spiritual needs.

The Network Aspect in the PAINS Model emphasizes the importance of collaboration and involvement between local governments, the private sector, tourism destination managers, and local communities in creating tourist destinations that are friendly to Muslim female travellers (H. Santoso, Muntasib, Kartodihardjo, & Soekmadi, 2015). The support of these tourist destination stakeholders improves accessibility and the availability of facilities that meet the needs of Muslim women travellers (Eyisi, Lee, & Trees, 2020). The research conducted by (Hendijani & Sanny, 2021) shows that Muslim Women-Friendly Tourist Destinations depend on strong involvement and collaboration between tourism destination stakeholders. Strong collaboration and engagement in the tourist destination of Kuta Beach, West Nusa Tenggara have successfully created an environment that meets the specific needs of Muslim travellers.

The Security Aspect in the PAINS Model plays a significant role in attracting the interest of Muslim female tourists. Security is the main factor for Muslim travellers in choosing a destination due to primary reasons related to privacy, comfort, and protection during their journey.

Muslim female travellers may face the risk of harassment or discrimination due to their religious identity and their way of dressing, such as wearing a hijab or niqab. Destinasi wisata yang aman dapat memberikan perlindungan dari hal-hal seperti ini, menciptakan suasana yang lebih aman, dan ramah (Yeste, Zeguari, Álvarez, & Folch, 2020). Muslim women tend to prioritize privacy in private settings, such as hotel rooms or prayer facilities. They can worship and rest in these places without feeling threatened or disturbed because of the security that is there (Pfeifer, 2021). A safe transportation system is essential to ensure a smooth, risk-free trip for Muslim women travellers. Destinations that provide women-only transportation services or ensure close supervision in public vehicles can increase the sense of security (Dubey, Bailey, & Lee, 2025).

In addition, tourist destinations that have good safety in public areas, and outdoor tourism, such as beaches or parks, allow Muslim female travellers to enjoy outdoor activities without worrying about their safety (Navarrete-Hernandez, Vetro, & Concha, 2021). To ensure that Muslim women travellers feel safe and are protected in the event of an emergency or untoward incident, there is a need for responsive law enforcement and accessible health facilities (Leads, Chowdhry, & Nagesh, 2023). This is supported by research (Basendwah, Rahman, & Al-Sakkaf, 2024) that tourist destinations that have the highest level of security in terms of surveillance and monitoring in public areas are more in demand by Muslim female tourists because they feel safe, comfortable, and responsive to their security needs.

Top destinations that are known for their comprehensive services in meeting the specific needs of Muslim women travellers include OIC countries, such as Malaysia, Indonesia, Qatar, Brunei, and the Maldives. Non-OIC countries, such as Singapore, Hong Kong, Taiwan, Ireland, and Japan, top the list. They are making significant efforts to provide services that are Muslim women traveler-friendly. Even emerging destinations, such as the Philippines, Hong Kong, South Africa, and Spain, have launched various programs and facilities to attract Muslim tourists, including the integration of halal food, culture-friendly environment, and the availability of worship facilities. Besides opening up new opportunities for destinations to attract more female Muslim tourists, these efforts also develop the tourism industry by offering new products or services that are different from the existing ones, and stabilizing seasonal fluctuations in tourist flows, reducing economic dependence on traditional markets through the development of creative industries. The availability of worship facilities, such as prayer rooms or mosques, and ablution facilities is one of the facilities that is considered very important for Muslim female tourists. According to the Mastercard-CrescentRating report, easy access to mosques or worship facilities is very important for tourist destinations that want to welcome Muslim women travellers.

In the Muslim women-friendly destination index, Malaysia and Indonesia scored the highest, 82 points each, indicating that they are the favorite destinations for Muslim women travellers from Organization of Islamic Cooperation (OIC) member countries. While the score decreased by five points from the previous year due to the impact of the travel accessibility metric, both countries still attract Muslim women travellers due to a number of important factors. These include a strong emphasis on safety, no religious restrictions, consistent commitment to inclusive socio-economic practices. The third position in the index is occupied by Qatar for its high general safety and absence of religious restrictions, followed by Brunei Darussalam and the Maldives, which round out the top five with safe environments that are compatible with Muslim travellers' religious beliefs.

In addition, other countries such as Turkey, the UAE, Saudi Arabia, Kuwait, and Azerbaijan offer strong security and various facilities that support the needs of religious-based tourists at their tourist destinations. Several destinations in the African continent, such as Senegal, Morocco, and Sierra Leone, are also included in this list. Their participation demonstrates the region's potential to meet the needs of the Muslim female tourist segment and shows the efforts being made to enhance its appeal to Muslim female tourists. Each of these destinations has its own charm and uniqueness, offering a comfortable, safe, and friendly environment for Muslim female travellers seeking a travel experience in accordance with their principles, values, and beliefs (Bahardeen, 2024).

With the increasing number of Muslim tourists, especially among women, the elderly, families with small children, and people with disabilities, it is important for tourist destinations to provide inclusive and accessible facilities so that they can fully participate and enjoy their travel experiences. Accessibility becomes very important in meeting the specific needs of Muslim tourists. By providing appropriate accessibility, it not only facilitates physical ease but also respects the dignity and specific needs of each Muslim tourist. This is in line with Islamic values that emphasize the importance of maintaining the welfare and dignity of every individual (Nikjoo et al., 2022).

Figure 2. Infographic on Global Statistics of Accessibility, Disability, and the Elderly in Tourism



Sources: Global Muslim Travel Index (GMTI) 2024

The figure 2 demonstrates the importance of improving inclusive tourism facilities and services for people with disabilities and the elderly and underscores the huge economic opportunities if accessibility is improved. This data can serve as a basis for policymakers and

tourism industry players to improve the accessibility, safety, and comfort of vulnerable groups in global tourism.

Indonesia a country with a majority Muslim population, has committed to a tourism sector that is friendly to Muslim women. There are many halal food options throughout the archipelago that can meet the dietary needs of Muslim tourists, and flexible visa policies make it easier for international tourists to access (S. Santoso et al., 2021). Worship facilities such as prayer rooms and halal restaurants can be found in many shopping centers, tourist destinations, event venues, and airports in Indonesia (Faidah, 2021). Indonesia's success in creating a welcoming environment for Muslim tourists shows that the application of the PAINS model can enhance the attractiveness of tourist destinations on a global scale (S. Santoso et al., 2021).

Muslim Women In Travel (MWIT), as a rapidly growing segment in the travel market, drives demand for more environmentally friendly services and provides tourism industry players with the opportunity to expand their market. Most Muslim women travel with their families or partners and are fully responsible for the entire travel preparation process. This condition makes Muslim women play an important role in the travel decision-making process, from choosing destinations, accommodations, to tourist activities (Hassani & Moghavvemi, 2020). Therefore, the tourism industry must understand the motivations of MWIT, both intrinsic and extrinsic, so that it can better meet their needs. This understanding not only enhances the satisfaction of Muslim female tourists but also has a positive impact on the tourism sector as a whole. By providing appropriate and relevant services, the tourism industry can build long-term relationships that benefit both tourist destinations and Muslim women travellers.

Tourist destinations that want to attract more Muslim female travellers can improve their services by considering their specific needs, such as safety and security, providing adequate worship facilities, and embracing cultural sensitivity. Tourist destinations have a great opportunity to tap into this continuously growing market segment by embracing the diversity and needs of Muslim female travellers (Fajriyati, Afiff, Gayatri, & Hati, 2020). Muslim women can become leaders in providing quality and meaningful travel experiences for groups of Muslim women tourists as well as for themselves (Oktadiana, Pearce, & Li, 2020). By providing services that meet these needs, tourist destinations will not only enhance their appeal but also strengthen their image as inclusive and friendly destinations for all tourists (Machado, 2020).

Overall, it has been proven that the implementation of the PAINS model has a positive impact on the comfort and satisfaction of Muslim female tourists in Indonesia. Tourist destinations in Indonesia have great potential to attract more Muslim female tourists from various countries by meeting the aspects of this model. The implementation of the PAINS model will also enhance the appeal of destinations in the global Muslim tourism market, making tourist destinations more inclusive and friendly towards diversity. This approach will enable Indonesian tourism to solidify its position as a premier destination for Muslim female travellers worldwide. This strategy aligns with the goals of inclusive and sustainable tourism development.

5.1. Strategy to Improve Syariah Facilities and Services

The PAINS model in the development of Muslim-friendly tourist destinations for women requires a holistic and integrated approach. This includes the utilization of technology, enhancement of human resource capacity, provision of facilities that meet the specific needs of Muslim female travellers, and the involvement of tourism industry stakeholders. Each of these components is crucial for creating a travel experience that is comfortable, safe, and in line with Islamic values.

Several strategic steps that can be implemented to realize a Muslim-friendly tourist destination for women are as follows :

First, involving stakeholders is the main step in creating a tourist destination that is friendly to Muslim women. In the planning and development of tourist destinations, local governments,

the private sector, destination managers, and local communities must collaborate. (Suherlan et al. 2020). This collaboration will not only ensure that all aspects of the tourist destination can meet the specific needs of Muslim female tourists, but it will also create a shared sense of responsibility to maintain the quality of tourist services in accordance with Sharia values (Hidayah, Hutagalung, & Hermawan, 2019).

Secondly, the use of technology is also important in supporting the privacy and comfort of Muslim female travellers. For example, the Muslim Travel Intent Tracker (MTIT) serves as a role model in creating mobile applications that display information about the locations of worship facilities, prayer direction (qibla), halal restaurants, and Sharia-compliant accommodations. This mobile application is very helpful for Muslim female travellers in planning their trips more easily, safely, and comfortably. This mobile application can also enhance the security of tourist destinations through the use of advanced surveillance and monitoring systems, making Muslim female travellers and other stakeholders feel safe and comfortable. This mobile application will be tracked and updated monthly, ensuring that destination managers and Muslim female travellers remain easily informed and have very high security while traveling (El Archi, Benbba, Kabil, & Dávid, 2023).

Third, training and education for tourism officers and destination managers on the importance of privacy and security for Muslim female tourists. By understanding the relevant Sharia values, tourism destination staff can serve Muslim female tourists more sensitively and responsively, making their travel experiences more positive and memorable (Hanafiah, Hasan, & Mat Som, 2022). Fourth, the development of Muslim Women's Friendly Facilities is a long-term investment that will bring significant benefits. Facilities such as halal restaurants, prayer rooms or mosques, separate ablution areas for men and women, and Sharia-compliant accommodations will enhance the comfort and satisfaction of Muslim female tourists. Not only that, the availability of various facilities will attract more Muslim female tourists to travel, which will have a positive impact on the overall development of tourist destinations (Suban, Madhan, & Shagirbasha, 2023).

By implementing these strategic steps, tourist destinations can strengthen their positive image as inclusive, friendly, and responsive to the specific needs of Muslim female travellers. This enhanced image will attract more Muslim female tourists and support the sustainability of the tourism industry (Wijaya, Wijaya, & Jaolis, 2024). In addition, collaboration between the government, destination managers, and local communities will create a strong synergy in providing services and facilities that align with Sharia values. The use of technology will make it easier for Muslim female travellers to plan their trips, ensuring that they can enjoy adequate facilities and feel safe while traveling (Bichler & Lösch, 2019). Overall, these measures will contribute to the development of more inclusive and sustainable tourism, support the welfare of Muslim women, and strengthen the competitiveness of global tourist destinations.

6. Conclusions

Based on the research conducted, it can be concluded that the implementation of the PAINS Model (Privacy, Amenities, Identity, Networks, and Safety) is important in the development of Muslim women-friendly tourist destinations. The PAINS Model helps Muslim women explore the world more comfortably, while being empathetic to relevant social issues, and encourages a more welcoming travel experience for Muslim women. The central and regional governments need to create policies that support Muslim-friendly tourism for women, such as fiscal incentives for businesses that invest in these facilities and training programs for the workforce in the tourism industry. Infrastructure improvement should focus on providing adequate worship facilities at tourist destinations to meet the spiritual needs of Muslim women travellers. Providing adequate worship facilities at tourist sites should be a top priority. Tourism destination managers must ensure that all aspects of the destination, including facilities, services, and activities, comply with

Sharia values and meet the needs of Muslim female tourists. The use of technology by developing a mobile application that provides information about the locations of prayer rooms or mosques, halal restaurants, and Sharia-compliant accommodations to support the privacy and comfort of Muslim female travellers. The participation of tourism entrepreneurs must be active in programs that raise awareness and understanding of the specific needs of Muslim female tourists and collaborate with the government and local communities to create appropriate products and services also becomes an important step, such as providing a mobile application that offers information about the locations of prayer rooms or mosques, halal restaurants, and Sharia-compliant accommodations.

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8. Conflicts of Interest

The authors declare that there is no conflict of interest in this research.

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