

Inculcating the concept and the role of *khalifa* among students (the future tourist)

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ABSTRACT – This paper is a response to the launching of Smart Tourism 2.0 by the Ministry of Tourism in 2018. The program brands the importance of digital technology to ease the tourism activities which will boost the related industries later. However, Amin stated that what is more precious is the reformation of human mind set [1]. It can be done by inculcating the concept of *Khalifa* among future tourists, the students from IIUM, UiTM and UTeM. Tourism industry is so lucrative that Imadudin believes that man can sacrifice the nature, the heritage, the culture as well as the earth [2]. This research is a quantitative method where data analysis was based on survey distributed among students from three universities. The hypothesis will see that these future tourist from IIUM students have no difficulty to accept the idea of *khalifa* and practicing its role as one, but the rest might present different impression as stated by Shuhaimi [3].

1. INTRODUCTION

Branding has helped Malaysian tourism industry moving forward in this highly competitive world. Malaysia has endless brands such as Malaysia Truly Asia, Malaysia Hub-Halal Industries, Muslim Friendly Country, Malaysia Halal Friendly or else [4] (L. Ryan, 2015). It is good that Malaysia attract many tourists around the world, but the attitude cases of Muslim tourist are worrying. Then it is important to let Muslim to relook at the purpose of man's creation on earth. Ibn Kathir stressed that man should be introduced to the role of mankind that philosophically man was not solely function as a lord but merely a temporary visitor on earth. Confirmed by Asad that man function as the role of *khalifa* or a vicegerent man [5]. Then Ryan pressed that when men have retrieved the understanding of the purpose of their existence in this world; then they would act to practice it either in daily life or as tourist themselves [6].

2. METHODOLOGY

The is a quantitative study. The methodology covers the aspect of questionnaire given to the students intentionally in the first place only for IIUM students but since this research aims more variables then, the

questionnaire also given to the student of UTeM and other universities which comprise of 30 respondents.

3. RESULT AND DISCUSSION

The findings indicated that there is significant relationship between different university students and their understanding on the concept and the role of *Khalifah* while acting as tourist. Table 1 below shows the university belong to the 30 respondents. There are 17 people or (56.7%) respondents from IIUM, 11 or (36.7%) respondents from UiTM dan 2 respondents (6.6%) are from UTeM. Feature below will explain more;

Table 1: Respondents

Sequence	Data	Percentage
IIUM	17	56.7
UiTM	11	36.7
UTeM	2	6.6

The variety of universities are very important because it give better variables and valid result because the understanding of term *khalifa* and the role of *khalifa* depend on the exposure of students over Islamic studies that related to the purpose of man on earth. The availability of different universities is very important because each university will produce students with different worldviews. The varieties of worldviews will give different perspective toward *khalifa* as a person and towards *khalifa* as tourist. However, the survey mostly spread out to IIUM because they have that kind of exposure more than students from other universities.

Meanwhile Table 2 shows most students understand the concept of *Khalifa* and its role.

Table 2: Understand Definition and Role

Item	Definition	Role
Don't Know	2 (6.7%)	1 (3.3%)
Know	25(83.3%)	24(80%)
Not Sure	1(3.3%)	3(10%)
Know but Not Understand	2 (6.7%)	2 (6.6%)

In this section when looking at respondents' understanding about the term of *khalifa* as a vicegerent, most of them which is around 25% know the definition of that word. The reason might be because most of respondents are Muslim from IIUM and Malays of UiTM where they are exposed to that concept as Muslim. Only 2 persons do not know and these people either non-Muslim or not exposed in their subject taken. Again, most of them around 24 persons know the role of Khalifa and they know because of the similar reasons stated beforehand.

4. CONCLUSION

This study is more than understanding the concept or the role of man as *khalifa* or vicegerent. This study meant to enlist some of the ethical conduct for man either Muslim or not when they act as tourist according to Quran and Sunnah. However, every practice must stand on strong worldview. Then, it is important for man to look and re-define themselves based on the concept of Khalifa. The finding shows that most students in Malaysia are exposed either directly or indirectly to the concept of man on earth. Since they are the future tourist then inculcating that concept is very crucial for a better tourism industry.

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