

## Identifying the Motivation of Indonesian Muslim Women in Traveling

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### ABSTRACT

Several studies have been conducted to evaluate the tourism industry, but very little is known about Muslim travel, particularly that of Muslim women. The motivation of Muslim women to travel is one issue that needs to be investigated, as it represents a potential target market that has not received adequate attention. This study aims to pinpoint Indonesian Muslim women's travel-related motivations. The study used a qualitative approach by conducting semi-structured interviews with nineteen Muslim women respondents chosen from a wide range of backgrounds. The interview guide consisted of questions separated into two primary categories: travel and socio-demographic profile. The results showed four primary motivations driving Muslim women to travel: (1) Spiritual growth (appreciating God's creation, receiving a blessing from God, learning about the beauty of God's creation, and showing gratitude to God); (2) Seeking experiences; (3) Destination allure; and (4) Self-relieving. The findings suggest that tourist providers must design goods and services that cater to the needs of Indonesian Muslim women.

**Keywords:** Indonesian Tourism; Muslim Women; Travel Motivation; Travel Pattern; Women Travelers

**JEL:** M31, Z33

## INTRODUCTION

Rapidly expanding Islamic tourism represents a prominent specialized sector within the highly competitive worldwide tourism industry (Yuliaty et al., 2021). Muslim tourist spending reached \$102 billion in 2021 and is predicted to rise to \$189 billion by 2023 (Salaam Gateway, 2022). Due to the expansion of international travel, the number of Muslim travelers is predicted to reach 140 million in 2023, with the market growth prediction returning to 160 million in 2024 (Crescent Rating, 2022). Current and forecasted data validate that Muslim travelers are a significant group that should be thoroughly investigated in tourism and hospitality.

Muslim women tourists, with distinct lifestyles and travel preferences, are a rising component of the Muslim tourism sector. In 2018, 63 million Muslim women travelers worldwide spent approximately USD 80 billion on their journeys (Crescent Rating, 2019). Over the next decade, the surge in this segment's expansion, led by educated younger women, will propel them to their optimum earning capability and, as a result, boost their trip spending.

Elias et al. (2015) and Tan et al. (2018) identified a study gap in the travel behavior of Muslim women and emphasized the necessity of extensive investigation from different angles. Asbollah et al. (2013) highlight the need to examine the motivations for Muslim women's travel, pointing out the scarcity of studies that mainly address this group. The limited academic attention given to the reasons behind Muslim women's non-pilgrimage travels points out the need for scholarly investigations into Muslim women's recreational and travel preferences beyond religious journeys and rituals (Jafari & Scott, 2014).

Motivation is the primary driving force behind travel acts and is an essential factor in understanding traveler behavior (Chi & Phuong, 2022). People's activities and enthusiasm to explore specific destinations are spurred by their motivation, an essential knowledge for persons involved in destination management. Motivation reveals the fundamental goal that drives a traveler's journey. With this perspective, a tourism marketer must understand the motivations underlying Muslim women's travels to match their aspirations and needs effectively. The motivation driving tourism, as observed by Kara and Mkwizu (2020), can impact the behavior of tourists.

Muslim women have specific characteristics as compared to other tourism segments. Their way of life is based on Sharia, an Islamic rule that intimately controls and delineates numerous lifestyle elements (Coşgel & Minkler, 2007). When traveling, Muslim women must be accompanied by a *mahram*—either their spouse or a male they are banned from marrying under Islamic law—according to Sharia law (Tavakoli & Mura, 2021). This legislation was created to safeguard women from potential risks and improprieties during a time when societal norms and behaviors made traveling dangerous. Rather than restricting Muslim women's travel, the objective of the hadith was to assure their safety, leaving them with no worries except for Allah. Although solo travel still poses problems, modern conditions have made it far safer. As a result, many Muslim women advocate for their right to travel independently.

Societal changes have influenced religious viewpoints and religious tenets. The growing presence of educated and young Muslim women fuels Islamic feminist movements to reshape society's perspectives and behaviors of both men and women. They advocate for gender equality, and their influence extends into tourism.

Destinations seeking to attract Muslim travelers, particularly Muslim women, must surely understand the travel habits of this new market, which is rapidly rising in the ranks of global tourism clients. However, Muslim women's travel ambitions and reasons have gotten little consideration. This research tries to close that gap. This study was conducted in Indonesia since Indonesia has the largest Muslim population in the world, which has an estimated 231 million Muslims. The number represents 86.7% of the Indonesian population and roughly 13% of the global Muslim population (World Population Review, 2023). Moreover, the tourist industry contributes significantly to the Indonesian economy (Putri et al., 2022; Rahmiati & Goenadhi, 2022).

## LITERATURE REVIEW

### Islam and Tourism

Various aspects of the relationship between religion and tourism become intriguing and comparisons between the two are regularly made. The fundamental principle of Islam is the harmonization of material and spiritual demands, emphasizing individual well-being and a pleasurable life. In the Quran, travel is desirable for socialization (such as visiting friends and family), enhancing health and well-being, learning new things, and admiring the magnificence of God's works. As a result, travel creates a healthy balance of the physical and spiritual self. Because Muslims use the Quran and hadith (related texts or verses) as the basis of law and act daily, Islamic teaching influences travel and destination decisions (Supriadi et al., 2022).

Understanding the ties between Islam and tourism requires delving into the core teachings of the religion. The Holy Quran and its interpretations play a crucial role in shaping Muslim perspectives on travel. According to Fisol et al. (2019), travel can be viewed as both *ibadah* (worship) and *dawah* (propagation of Islam). *Ibadah* encompasses all actions and words that please Allah. Traveling with a purpose aligned with Islamic values, such as seeking knowledge, performing pilgrimage (Hajj), or strengthening family ties, can be considered a form of worship. This imbues travel with a deeper meaning for Muslim believers, transforming it from mere leisure activity to a potential path towards spiritual growth. Furthermore, travel can be seen as a form of *dawah*. By encountering new cultures and societies, Muslim travelers have the opportunity to share their faith and values in a respectful and meaningful way. This intercultural exchange can foster understanding and appreciation, potentially promoting the peaceful coexistence of different religions and ways of life.

It is important to note that Muslim motivations for travel extend beyond these religious aspects. Travel can also serve practical purposes like pursuing education, career advancement, or simply relaxation. However, the Islamic framework provides a unique lens through which Muslim women experience travel, potentially enriching their journeys with a sense of purpose and spiritual significance.

### Muslim Women and Tourism

A common misperception about Islam is that men have the dominant social position and women are beneath them. However, the role of a Muslim woman is considered essential to that of a man, and vice versa. Islam encourages its followers to strive for each other's relative excellence rather than setting one against the other or competing with them. Allah advocates for equal treatment of men and women, emphasizing that one's fate is determined by their acts rather than their gender. Men and women have equal rights but they also have distinct responsibilities and roles that complement each other and best suit our personalities (Supriyadi et al., 2019).

Muslim women are actively encouraged to travel and admire the beauty and vastness of Allah's creation. The Quran itself mentions journeys undertaken by prophets like Abraham and Moses, highlighting the act of travel as a potential source of knowledge and spiritual growth. However, travel for Muslim women comes with specific guidelines. The concept of a *mahram* (custodian) serves as a safeguard, ensuring their safety and well-being during journeys. A *mahram* typically refers to a male relative by blood or marriage, such as a husband, father, or brother, who is responsible for her protection. The requirement for a *mahram* is rooted in historical safety concerns. Travel in the past could be perilous, and the *mahram* system offered a layer of security for women venturing outside their immediate communities. However, Utami (2019) suggests that travel without a *mahram* might be permissible in situations where safety is no longer a paramount concern.

While religious guidelines establish a framework, sociocultural norms also play a significant role in shaping Muslim women's travel experiences. Local customs, rituals, and traditions can influence their choices and destinations. Additionally, the influence of male authority figures within families and communities can further impact their travel decisions. Understanding these social and cultural nuances alongside religious teachings provides a more comprehensive picture of how Muslim women navigate the world of travel.

### Travel Motivation

Researchers have developed various theories to understand the intricate web of factors that motivate travel. Some prominent frameworks include the hierarchy of needs (Maslow, 2013), drive reduction theory (Hull, 2002), goal-directed behaviors (Locke & Latham, 2006), and the expectancy-value theory (Eccles & Wigfield, 2023). These theories, while not exclusive to Muslim women, can offer valuable insights into their travel motivations.

Schiffman et al. (2010) define motivation as the internal force that drives people to act in response to unfulfilled needs. For Muslim women, travel can fulfill a range of needs across Maslow's hierarchy. It can address physiological needs by facilitating journeys for pilgrimage (Hajj) or visiting family for religious holidays. Travel can also fulfill safety and security needs by allowing them to visit destinations with familiar cultural norms and readily available halal food options. Social needs are addressed through travel experiences that strengthen family bonds or allow them to connect with other Muslim women.

Travel can also fulfill higher-order needs in Maslow's hierarchy. The desire for self-esteem and esteem from others might be met by experiencing new cultures and expanding their knowledge base. The urge for self-actualization can be addressed by pursuing spiritual growth through travel connected to the Islamic faith, such as visiting historical mosques or retracing the steps of important figures in Islamic history.

Looking beyond Maslow, travel can also be seen as a way to reduce boredom and routine (drive reduction theory) and achieve specific goals like learning a new language or experiencing a particular cultural event (goal-directed behavior). The expectancy-value theory suggests that travel becomes appealing when Muslim women believe it will lead to positive outcomes, such as spiritual fulfillment, personal growth, or strengthening their connection to their faith. Ultimately, a combination of these factors, intertwined with religious teachings and sociocultural norms, shapes the unique travel motivations of Muslim women.

Crompton (1979) and Dann's (1981) push-pull model offers a valuable lens for examining the motivations behind Muslim women's travel choices. Internally, push factors driven by socio-psychological needs fuel their desires. These can encompass a yearning for spiritual growth, perhaps a visit to a holy site or a chance to immerse themselves in Islamic culture. Travel becomes a tool to deepen their faith and connection with Allah. Beyond the spiritual realm lies a thirst for self-discovery and personal growth. Traveling broadens their horizons, exposes them to diverse cultures, and allows them to learn new things, aligning with the Islamic emphasis on knowledge-seeking. Culturally rich destinations with a strong Islamic heritage or vibrant Muslim communities hold a particular appeal. Social aspects also play a role. Strengthening family bonds and creating lasting memories with loved ones is a significant motivator while visiting relatives in other countries can be a powerful push factor. Finally, the need for escape and relaxation should not be overlooked. Travel offers a welcome respite from daily routines, allowing Muslim women to unwind and rejuvenate.

Externally, pull factors specific to Muslim women come into play. Safety and security are paramount, with destinations that have familiar cultural norms and prioritize female safety being highly attractive. Religious considerations are also crucial. The availability of halal food options, dedicated prayer facilities in accommodations, and travel options that respect Muslim women's dress codes are all significant factors influencing destination choice.

By understanding both the internal push factors (spiritual growth, self-discovery, cultural exploration, family connection, and escape) and the external pull factors (safety, religious amenities, cultural authenticity, and natural beauty) that influence Muslim women travelers, the travel industry can tailor its offerings to create a more enriching and fulfilling travel experience for this important and growing market segment more effectively.

## **RESEARCH METHOD**

The goal of this research is to find out why Indonesian Muslim women opt to travel. A qualitative method was chosen to get a more detailed understanding. The study was able to investigate personal perspectives by using an interpretive framework. The study started with purposive sampling and incorporated a snowball method. The study included 19 Indonesian Muslim women from varied backgrounds.

A series of extensive semi-structured discussions were used to gather information, with open-ended questions designed to encourage respondents to express their thoughts and emotions freely rather than steering them in any specific way. The use of semi-structured interviews aims to elicit thorough and comprehensive insights from participants about their travel motivations. Each interview lasted around 30 minutes and included a variety of subjects about travel reasons and the potential influence of the Islamic faith. The study also looked into the socio-demographic backgrounds of the people who were interviewed.

The interviews were recorded and transcribed, providing contextual information unique to each interview. Following the end of each interview, the researcher analyzed the data using the constant comparison technique. The transcripts were meticulously reviewed in order to gain a clear understanding of the subject. Different colors were assigned to different response groups, and overarching themes were identified. The personal motivations of the participants were discovered using thematic analysis. The following process required going over all transcripts again to find subthemes linked with the primary themes, ensuring that the insights gleaned from the interviews were accurately represented. To ensure secrecy, the interviewees were given pseudonyms. When the



authors' interpretations differed, deliberations within the research team and an external academic in the field of tourism who had no direct involvement in the study were held until a consensus was reached.

Participants in the focus groups were given the opportunity to express their opinions. The focus group discussion guideline was organized by three main questions: (1) Tell us about your recent travel destinations and experiences; (2) When you travel, what stimulates you and what kinds of experiences do you hope to have?, and (3) What factors that you consider in your travel decision?

## RESULTS

### Demographic Characteristics

**Table 1.** Participants Profiles

Informant Number	Age	Marital status	Educational background
1	30	Widowed	Undergraduate
2	22	Single	Highschool
3	21	Single	Diploma
4	24	Married	Undergraduate
5	36	Divorced	Undergraduate
6	23	Married	Undergraduate
7	28	Married	Undergraduate
8	19	Single	Highschool
9	25	Single	Undergraduate
10	24	Married	Undergraduate
11	25	Married	Undergraduate
12	27	Single	Highschool
13	44	Widowed	Postgraduate
14	21	Single	Diploma
15	22	Single	Highschool
16	42	Divorced	Undergraduate
17	33	Married	Postgraduate
18	26	Married	Undergraduate
19	38	Married	Undergraduate

Table 1 shows the characteristics of the interview participants. The age group of 19 to 23 years was represented by a sizable proportion of survey participants (36.8 percent). 42.2 percent of respondents were married, while 36.8 percent were single (with 10.5 percent having undergone divorce or separation and 10.5 percent being widowed). The majority of individuals interviewed (57.9 percent) had some level of undergraduate education, with 10.5 percent earning postgraduate degrees, 21.1 percent having a high school background, and 10.5 percent earning diploma degrees.

### Muslim Women's Travel Motivations

The audio recordings from the discussion were manually transcribed. The participant's answer was then coded according to the distinct motivations categories. Codes with similar meanings and descriptions were grouped. Any newly discovered codes were placed in a separate group and put into a new theme based on their similarities and distinctions. The assemblage of new codes was continuously checked to see if it suited any of the preexisting themes. In this manner, processes and linkages could be found by decomposing the data into more relevant units and subthemes.

**Table 2.** Muslim Women's Motivation to Travel

Themes	Motivation	Number of References
Spiritual Growth	To witness Allah's greatness	8
	To gain spiritual renewal	5
	To remind us how small a human is	7
	To reconnect with the purpose of human existence	4
Seeking Experience	To learn about local culture	7
	To enjoy different surroundings	5
	To meet new people	5
	To enjoy life	10
Destination Allure	To soak in nature's sounds and scents	8
	To enjoy the breathtaking views	12
	To see historical buildings	4
	To enjoy attractive events	5
Self-Relieving	To stimulate self-arousal	6
	To relax	11
	To reduce stress	13
	To contemplate	5

Through the thematic analysis, twenty-one items were discovered as the drivers for Muslim women to travel. Furthermore, the drivers were grouped into four primary themes as shown in Table 2. The themes of the interviewees to travel were found to be spiritual growth, seeking experience, destination allure, and self-relieving. These motivations will be expanded upon in the discussion section.

## DISCUSSION

### Spiritual Growth

The informants indicate that traveling is a way to express devotion to Allah and grow spiritually. According to one informant (Informant #19), a Quranic passage emphasizes the need to explore the Earth and witness Allah's greatness. This encourages Muslims to travel and observe the splendor of Allah's creations, cultivating a deeper appreciation. Another informant (Informant #7) points out that travel fosters humility and provides opportunities for spiritual renewal. People can lose sight of the divine beauty and grandeur of creation in the midst of the pressures of daily living. Individuals actively seek out and wonder at God's handiwork, from mountains and forests to deserts and seas, symbolizing His immensity, through travel.

Informant #9 highlights how travel exposes people to beneficent camaraderie, which is typically found among strangers. These compassionate and helpful people can restore trust in humanity and exemplify Allah's kindness. Similarly, Informant #8 suggests that traveling is a metaphor for life itself—a never-ending trip to the real destination that is hereafter. This notion reflects the perpetual quest for meaning and understanding that defines human existence.

Islam is a comprehensive way of life for all followers. As a result, Muslims are instructed to connect all of their endeavors, including travel, with Islamic teachings, which are primarily detailed in the Quran and hadith. Traveling serves as a means for Muslim women to reconnect with the purpose of their existence. Through their journeys, they can witness the divine power of Allah SWT reflected in His creations, cultivating a sense of gratitude for the manifold blessings in the world. This firsthand encounter with Allah's

magnificence fosters a heightened depth of faith and unwavering devotion to both Allah and His Messenger.

Traveling offers Muslim women an opportunity for profound self-discovery and a better understanding of life's complexities. The act of traveling represents a Muslim's spiritual journey. The desire to defend their faith, as a gesture of gratitude for Allah's benevolence, mercy, and nourishment bestowed upon them, is one of the causes encouraging Muslim women to embark on travel. Traveling allows them to contemplate the wonders of Allah's creation and bask in the splendor of the great universe. This, in turn, fosters a strong belief in Allah's undivided nature and facilitates fulfilling the obligation of existence.

Spiritual growth as a travel motivation is in accordance with the study of Vistad et al. (2020), Kim et al. (2020), and Kala (2021). Traveling gives a person an immersive exposure to a spiritual transformation. It helps people to expand their religious consciousness, growth, and value. People find connectedness with God during travel because they can witness God's creation (Oktadiana et al., 2020).

### **Seeking for Experiences**

Seeking for experiences was revealed as the second most important motivation throughout the semi-structured interviews. Interviewees emphasized their motive to travel in order to attain a more immersive and heightened experience.

"While traveling, we may meet unexpected and unanticipated experiences that are not part of our plan. We obtain information on a variety of topics and communicate with people from all over the world who have different points of view. The most rewarding experience comes when we engage ourselves in the local culture. We can also try local cuisine." (Informant #17)

"We can visit mosques in different cities and listen to local people talking about their societies. I want to explore new experiences during travel." (Informant #1)

"We have the opportunity to distance ourselves from the crowded and the massive pollution. This gives us the flexibility to explore a fully untouched natural area with no barriers separating us from our surroundings." (Informant #14)

"I need to focus on my current situation, the people with me, learning about the area's history, and engaging with locals to hear their life stories. It is more essential for me to be totally present during these events and enjoy every single minute." Informant #4

The desire to pursue experiences is a powerful motivator for travel, and Muslim women are no exception. They yearn to go beyond the typical tourist experience and truly immerse themselves in new cultures and broaden their horizons. This translates into a strong interest in seeking out novel experiences that feel authentic and provide a deeper connection to the places they visit. Unlike some travelers who might prioritize comfort or luxury, Muslim women may be drawn to activities and destinations that offer a glimpse into local customs and traditions. Perhaps it is participating in a cooking class to learn regional cuisine, exploring bustling marketplaces filled with unique handicrafts, or venturing off the beaten path to discover hidden historical gems. These enriching experiences allow them to create lasting memories and foster a sense of understanding and appreciation for different ways of life.



The desire for novel experiences aligns perfectly with the findings of Remoaldo et al. (2020) on travel motivations. As Blomstervik et al. (2021) suggest, seeking novelty in travel is all about encountering something fresh and distinct from daily life. Mossberg (2007) further emphasizes this point, highlighting how travelers inherently expect experiences that break them free from their everyday routines. This escape into new realms, both temporal and spatial, fosters a sense of contextual and emotional novelty, leading to the pleasurable feelings documented by Skavronskaya et al. (2020). This pursuit of the novel goes beyond simply ticking destinations off a list; it is about immersing oneself in unique experiences that create lasting memories and broaden their perspectives.

### **Destination Allure**

One of the motivations that Muslim women in the interviews take into account to travel is destination allure.

"I want to go to the beaches and coastlines that I can only see in a picture or movie. Looking at the views, capturing the sounds of the waves, and envisioning the sensation of the wind brushing against my face, it will be amazing." (Informant #3)

"I am drawn to various mountains known for their beautiful scenery, which I long to explore. The notion of breathing in fresh air while admiring spectacular views is truly appealing." (Informant #5)

"I want to develop a deeper appreciation for the nuances of smaller elements and establish a stronger connection with the inherent rhythms of the natural world. Few things are as relaxing as immersing oneself in nature, embracing simplicity, and simply listening to and absorbing the natural surroundings." (Informant #16)

"I am eager not to miss out on the opportunity to visit incredible places. Exploring renowned historical and cultural places such as castles, museums, and galleries, greatly appeals to me." (Informant #10)

"I heard that some places offer attractive events. I would love to come to the places with exciting events. Those places also have great amenities." (Informant #13)

The attractiveness of tourist destinations plays a crucial role in shaping Muslim women's travel decisions. While internal motivations like spiritual growth and cultural exploration are key drivers, the specific features of a destination can significantly influence their choice. Natural environments with breathtaking scenery, historical and cultural sites that resonate with their faith and heritage, and even unique human-made attractions all contribute to a destination's allure for Muslim women.

Research by Yoo et al. (2018) highlights how a destination's attractiveness acts as a powerful "pull motivation," influencing travelers beyond just internal desires. Leo et al. (2021) further categorize this as a "pull factor," emphasizing how captivating features of a destination draw travelers in. For Muslim women, this pull can be particularly strong when destinations offer experiences that cater to their specific needs and values. This might include destinations with a rich Islamic history and cultural sites, readily available halal food options, and travel accommodations that provide for prayer facilities and modesty concerns. Ultimately, Muslim women often engage in a thoughtful evaluation of

a destination's attractiveness, ensuring it aligns with their spiritual and cultural aspirations while also offering enriching experiences that create lasting memories.

### **Self-Relieving**

The last major motivational theme that emerged from the data analysis was self-relieving. Muslim women also travel in response to stress and pressure.

"I have a demanding and hectic life at times, with numerous problems and new obstacles. I need leisure to stimulate my arousal and articulate my existence." (Informant #18)

"I have to handle a stressful situation almost every day. Taking a trip, even just a short trip, will help me to think clearly and feel energized." (Informant #2)

Informant #15 described that a daily schedule may result in a low degree of arousal. The informant feels bored and needs more stimulus. Furthermore, Informant #6 informs that traveling is a vital period of refreshment that is required to sustain overall functioning at the job and at home.

Another informant also said that traveling may result in higher perceived levels of relaxation.

"Being outside in nature, sitting on a rock and just watching the sunset is the most relaxed moment I have been in a very long time." (Informant #11)

Trapped in daily activities can inflict boredom (Zaman et al., 2021). Boredom is an adverse impact of everyday life that leads to diverse exploration to increase arousal. Traveling entails a change in routine as well as seeing and doing new things, which increases arousal potential. Muslim women want to get away from their mundane daily lives. Traveling provides a vital break from routine that aids in the resolution of disequilibrium. Disequilibrium is a condition of tension caused by situations and pressures that break a person's life balance. Yao et al. (2023) posit that traveling can help a person to experience different activities which reduces the level of boredom. Vacation can be a medium to escape from boring daily routines (Xu et al., 2009; Hosseini et al., 2022).

Muslim women use travel to find new meaning in their lives. It is a process of transformation as well as to signify a break and change in their everyday routines. Traveling, according to the informants, provides a sense of liberation and allows for a decrease in social and work pressures. It improves meaningful value in life that acts in establishing linkages between relaxation and self-reflection as a motivating element to travel. Traveling can improve their psychological well-being. Muslim women desire to have a pleasant vacation experience that will change their lives. They believe that traveling will help them obtain a different perspective, learn something new, have a contemplative moment, and discover themselves, which will lead to a better life.

The finding is relevant to the study of Seeler et al. (2021). Travelers are expecting that taking a vacation can partially or completely alter needs and wants. One of the people's needs is self-esteem. Visiting different places through travel gives a person the opportunity to acknowledge his true self. Travel experience enriches a person's emotions and self-fulfillment (Wen et al., 2019). Meet new people and experiences can lead to excitement, reflective thinking, and social interaction which is advantageous for expanding a person's quality of life.

## **CONCLUSION**

This study explores Muslim women's motivations to travel. Muslim women's travel motivations play a critical role in predicting future travel patterns. From the analysis, it is concluded that there are four main motivations of Muslim women to travel that are spiritual growth, seeking experiences, destination allure, and self-relieving. Significantly, the research reinforces the profound impact of Islamic values and beliefs on Muslim women's travel decision-making process right from the initial stages. This highlights the importance of understanding the unique interplay between faith and travel aspirations for this growing market segment. By recognizing the centrality of spiritual growth, the desire for enriching experiences that resonate with their faith, and the pull of destinations that cater to their cultural and religious needs, travel companies and destinations can develop offerings that are more culturally sensitive and fulfilling for Muslim women travelers. This, in turn, can inform strategic planning and contribute to the development of a more inclusive and successful travel industry for all.

Islamic religiosity is deeply woven into the fabric of Muslim women's lives, shaping their perspectives on travel and influencing their decisions. This strong connection to their faith motivates them to uphold their spiritual practices even while on the move. Traveling can be seen as an act of obedience to Islamic teachings, offering opportunities to express gratitude for Allah's blessings by venturing out and exploring the beauty and vastness of His creation. The act of travel itself serves as a humbling reminder of Allah's greatness and the impermanence of human existence. Ultimately, traveling can be viewed as a form of spiritual growth, enhancing Muslim women's piety and strengthening their connection with their faith.

Beyond religious motivations, Muslim women's travel decisions are also influenced by a complex interplay of internal and external factors. External factors, often referred to as destination allure, play a significant role. The natural environment, breathtaking landscapes, vibrant festivals, rich history, and unique cultural attractions all contribute to a destination's appeal for Muslim women. These external elements go beyond mere sightseeing; they offer a chance to immerse themselves in new environments, experience different vibes, and connect with the world in a more profound way.

Internally, Muslim women are driven by a thirst for novel experiences and a desire for self-relieving. This translates into a yearning to explore new activities, cultures, and meet new people. Travel becomes an opportunity to break free from the monotony of daily routines and escape the feeling of boredom. The restorative power of travel can be both physiological and psychological, offering Muslim women a chance to heal, gain a fresh perspective, and achieve a sense of balance in their lives. Ultimately, travel can act as a catalyst for personal growth and positive transformation.

This study underscores the importance of tailoring tourism offerings to resonate with the multifaceted motivations of Muslim women, a rapidly growing and influential market segment. By recognizing the interplay between religion-based motivations, internal desires, and external destination factors, tourism destination management can design truly enriching experiences. Firstly, catering to Muslim women's religious needs is crucial. This could involve offering prayer facilities within accommodations, ensuring readily available halal food options, and promoting destinations with historical or cultural significance to Islam. Secondly, understanding their internal motivations allows for the creation of experiences that cater to their thirst for novelty and self-relieving. Destinations offering unique activities, cultural immersion programs, and opportunities to connect with local Muslim communities can be highly appealing. Finally, capitalizing on the external allure of a destination is essential. Highlighting breathtaking natural beauty, vibrant

cultural festivals, and unique historical sites can attract Muslim women seeking to broaden their horizons and immerse themselves in new environments. By adopting a holistic approach that addresses these diverse motivations, tourism destinations can create a welcoming and fulfilling travel experience for Muslim women, fostering loyalty and contributing to the overall success of the tourism industry.

#### LIMITATION

This study only explored the motivation of Muslim women from Indonesia. Future studies could target Muslim women from other countries to analyze the Muslim women travel motivations from different countries.

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The authors state that there are no known financial or personal relationships that could have influenced the results reported in this paper.

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