

The Attribution of Shariah Compliant hotel in Muslim Countries

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— *Review of* —
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ABSTRACT

The objective of this research was to study the Attribute of Shariah Compliant hotel in Muslim countries. The results of the literature review and related research found that features of Shariah Compliant hotel consists of 16 features as follows: No alcohol, Halal food only, Conservative television Service, Majority of staff of Muslim faith, Quran & Prayer mats available in each room, Separate recreational facilities for men & women, Makers in the rooms indicating the direction of Mecca, No entertainment such as night club, Bed & Toilet should not be placed to face the direction of Mecca , Art in the hotel should not depict the human form, Bidets in the bathrooms, Appropriate entertainment, Hotel financed through Islamic Financial arrangement and Hotel should follow the Zakat principles. (Giving back to the community)

Keywords: Attribution of Shariah Compliant hotel, Muslim Countries

1.1 Introduction

Department of Tourism.(2013). said that in the year of 2007, there were the tourists of Muslim Countries from the Middle East, travelling to visit Thailand in the total number of 393,000 persons who were increased from the year of 2006 to be 34.13%. Later, in January-July in the year of 2008, the circumstance of tourism has been increasingly expanded, it makes the number of the tourists of Muslim Countries from the Middle East enter into Thailand for about 500,000 persons calculated in the rate of growth for about 20%. For this, it excludes the tourists of Muslim Countries in other regions, such as; Malaysia, Indonesia, India, etc. that there are the number of tourists totaling more than 2 million persons. Office of Tourism Development, Ministry of Tourism and Sports has determined some strategies to make the tourism service standard corresponded with the said target group. In addition to the presentation of some new tourism routes for the tourists of Muslim Countries from the Middle East, regarding food, it is deemed as the main factor important part for attracting of Muslim tourists. The tourists of Muslim countries have living on the way of Muslims under the practical frame of religious principles strictly. With this reason, in the daily lives whether it will be the subject of the consumption, all are the things approved by the religion or called as “Halal”. Therefore, the food with a symbol of Halal is the food trusted by Muslim that it can be consumed safely. It is the promotion of Muslim tourists to travel into Thailand more and more.

In addition to the food, the preparation of some operating place of Halal food shall be enough to the requirement of Muslim tourists, the place of having a meal shall be decorated cleanly and tastefully as well as there shall be making of understanding with the business operators who perform their duties as the service providers by understanding the dietary culture correctly according to Islamic

religious principles; the personnel giving service shall have some personalities which are good, smiling, cheerful, have good human relations and are hearted of good service; some raw materials brought to cook must be fresh, clean and sanitary and also other surrounding factors in order to cause confidence on entering to use the service and have satisfaction as well as return to use the service again in the future. Seeing the importance causing Thailand to have the operating place of Halal food with its quality and comfortable service is obliged to accelerate to develop the business operators on tourism especially the business operators of food shop, restaurant, hotel where gives service of Halal food in order to have the exact knowledge and understanding and enable to give service to the tourists of Muslim Countries correctly according to the provisions of Islam as well as enhance the potentiality of competition on tourism of Thailand in the world markets. Aside from bringing some foreign currencies into the country, it causes confidence to the tourists of Muslim Countries in the subject of Halal food service standard for the tourism of Thailand that it will be the promotion for Thailand to become the destination for the tourists of Muslim Countries finally.

1.2 Objective

To study The Attribute of Shariah Compliant hotel in Muslim Countries

1.3 The study result

1.3.1 Islamic Tourism in present

The tourists of Muslim countries have living on the way of Muslims under the practical frame of religious principles strictly. In the daily lives of the consumption, all are the things approved by the religion or called as "Halal". Therefore, the Halal food is the thing trusted by Muslim that it can be consumed safely. The promotion of Muslim tourists for traveling into Thailand more and more is obliged to prepare some operating place of Halal food to be enough to the requirement of Muslim tourists including making of understanding with the business operators in the subject of the dietary culture correctly according to Islamic religious principles, culture, lifestyle, belief in Islam that the Muslim tourists have their different behaviors from other religions, such as; the practice of religious activities, having a meal of the Halal food. Many Muslim countries, such as; Malaysia, Dubai (United Arab Emirates) have called the hotel under the provisions of Islam as Shariah Hotel where is the one having some design and decoration inside the residential room with regard to practical way according to Islamic religious principles, arranging the place of worship (Prayer room), the Muslim service and facilitation from the beginning to the end of service. The service must not be contradictory to the provisions of Islam (Yusuf, A.D. 2009).

1.3.2 The circumstance of Halal Tourism in Muslim Countries

The group of Muslim Countries, i.e. Malaysia, Indonesia, United Arab Emirates, etc. has used the Shariah legal principle to make a living and be the practical way identically and wholly of Muslim Population that it is a part of complying with Al-Quran Islamic Scripture.

Shariah tries to describe in detail all possible human acts, dividing them into permitted (*halal*) and prohibited (*haram*). It subdivides them into various degrees of good or evil such as obligatory, recommended, neutral, objectionable or forbidden. This vast compendium of rules regulates all matters of devotional life, worship, ritual purity, marriage and inheritance, criminal offenses, commerce and personal conduct. It also regulates the governing of the Islamic state and its relations to non-Muslims within the state as well as to enemies outside the state. *Shari'a* influences the behavior and worldview of most Muslims, even in secular states where it forms no part of the law of the land. (*Adapted mostly from "What Is Shariah?" published by the Barnabas Fund, January-February 2007*).

Department of Export Promotion.(2011). also said that from the report of Office of International Commercial Promotion in Teheran in March 2011, Halal Tourism is the point of sale for tourism of Thailand because Muslim families will consider selecting Tourism as per the Halal Principle first; Turkey and Malaysia have used Halal Tourism to be the point of sale to attract the tourists' group of Muslim Countries to travel in their own countries. Therefore, the principle of arranging the style of Halal tourism comprises the Halal Hotel Standard as follows:

1.3.3 The Halal Hotel Standard: The objective of using the Halal principle on Hotel is to have various services, such as; tourism, restaurant, recreation, transport, guide, rinse, use of various utensils and costumes corresponded with the Halal principle by having the following requirements:

Article1. Water from water pipe (connected from the clean reservoir) shall be existed in all places stipulated; such as; the residential place both privately and publicly, such as; Bathroom, toilet, restaurant, dry-cleaned room, sheet or towel laundry room, etc.

Article2. There are some services related to the practice of religious activities, for example; indicating the direction of Mecca in all rooms and having some Prayer rooms.

Article3. Preparing the room for Halal shall have no service of alcohol beverage (whether it will be in the refrigerator or bar or restaurant).

Article4. Service of food and beverage shall be complied with "Halal Standard".

Article5. Employees shall comply with and pay respect to Islamic rules.

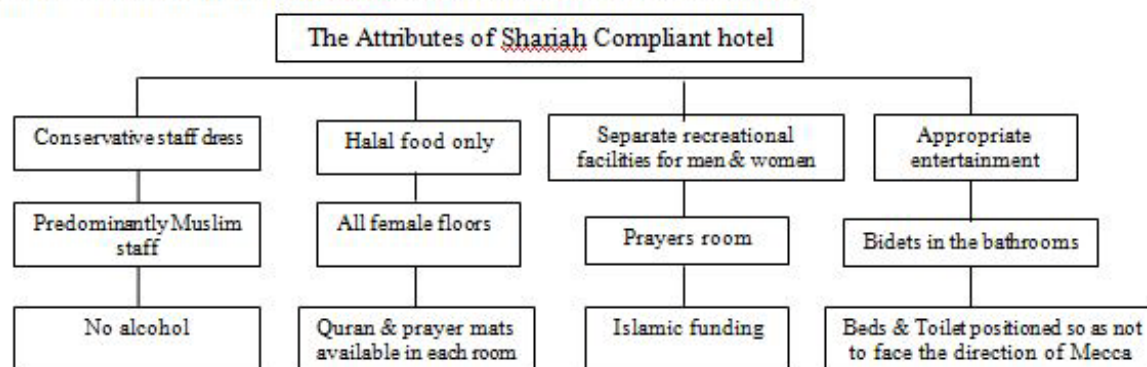
Article6. Giving the prohibited service is prohibited by Islamic rules (for example; organizing the ceremony with men and women combination, organizing the dancing party, organizing the sexual illegal party, visiting the illegal place in tourism or travel.

1.3.4 The Shariah Compliant Hotel in Malaysia

It is the study of concept of research work for Putra University, Malaysia about constituents of giving service of Shariah Compliant Hotel under the provisions of Islam (The Implementation of Shariah Compliant Hotel) and concept of HVS Company giving the consultation on applying Shariah Compliant Hotel Concept to be the legal principle or practical way of living of Islam to determined the style of hotel where can support the tourists' group of Muslim Countries. Beside, it is also found that the style of Shariah Compliant Hotel in Malaysia not only gives service on Halal food but also covers all fields with the attribute of Shariah Compliant Hotel by Choufany (2009) and Henderson, (2010)

Shariah compliant hotel can be defined as a hotel that provides services in accordance to the Shamim,Yusuf.(2009). defined shariah compliant hotel as hotels where services offered and financial transactions are based on completely shariah principles, not only limited to serving halal food and beverages but also for health, safety, environment and the benefits on economic aspects of all people, despite any race, faith or culture. The whole operation would also be managed based on Shariah principles. There are a few requirements a hotel must meet in order to be a Shariah compliant hotel. Nevertheless, there is no standard or formal criteria for this concept.

According to Henderson.(2010).scrutiny of statements made by industry practitioner and analysts reveal the set of attributes which are:

Figure I: The Attribution Shariah Compliant Hotel in Malaysia country

Adopted by: [Choufany \(2009\)](#) and [Henderson \(2010\)](#)

1.3.5 Shariah - Compliant Hotel Requirements - Dubai

However, according to the study of concept of Halal Hotel, it is also found that the Group of Muslim Countries has used the principles of Shariah Compliant Hotel or provisions specified by Islam in Hotel Management in Muslim Countries dispersedly. From the additional study and research, it is found that United Arab Emirates has the hotel management by using the concept of Shariah Principles and one of them is HVS Spiritual Lodging - the Shari-ah Compliant Hotel Concept and HVS Global Hospitality Services – Dubai where is the company giving the consultation on Hotel Business, such as; lodging place, management, market analysis, spa, service of food and beverage, conference room as well as banking finance and investment with some branches in North America, Europe and Middle East and Head Office in Dubai.

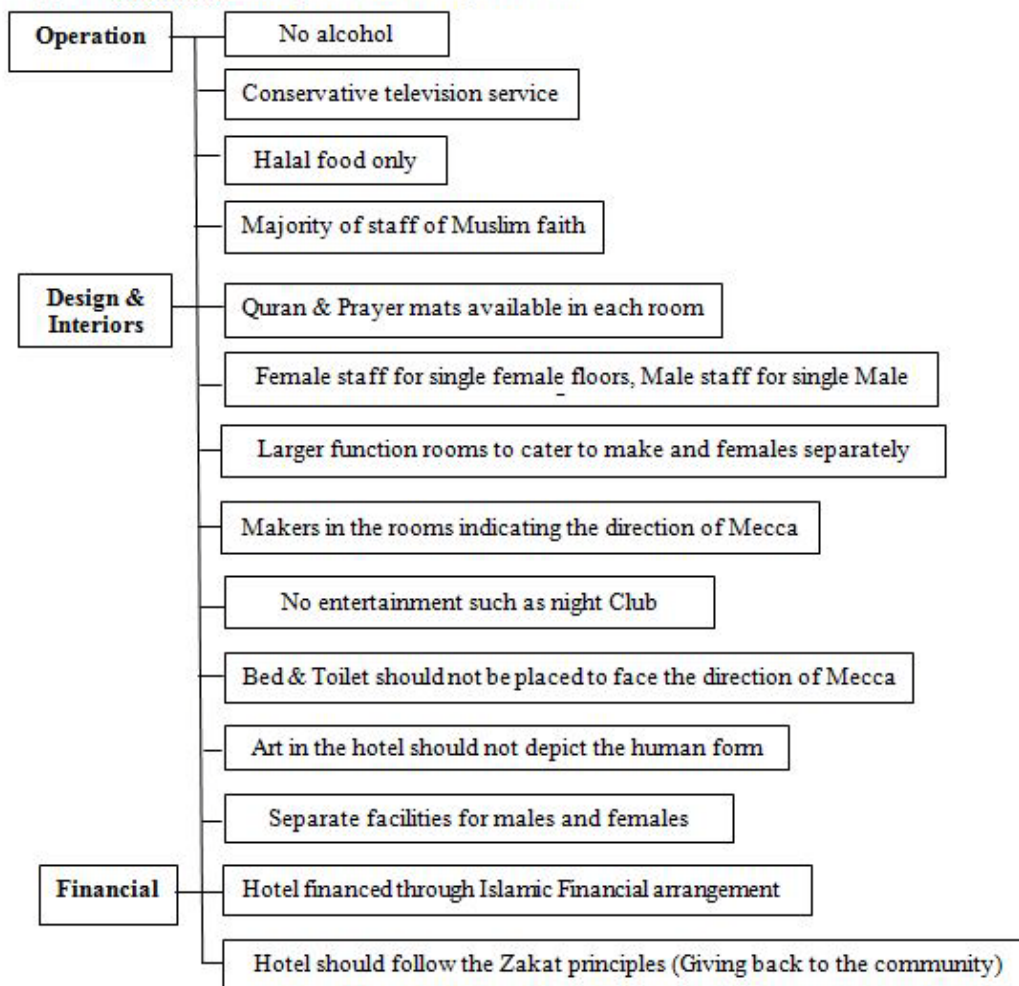
Paul Rosenberge being in the position of Market Intelligence Analyst and Hala Marta Choufany being in the position of Managing Director of HVS, Head Office in Dubai said that The Shariah Compliant Hotel Concept is the hotel stating through the valuable identity under the principle of Islam and has the quick growth and can be found almost all areas of the Middle East Regions. Besides, most of the hotels in Saudi Arabia have applied Shariah Legal Framework dispersedly. It will be determined clearly to the attribute of Shariah-Compliant Hotel and “Dry Hotel” where are different from each other from the management and development to be dispersedly well-known. Shariah-Compliant hotel is mentioned to give knowledge and use the profound understanding on details of giving service in style of Shariah Compliant Hotel where gives service in one level but not all as per the Shariah legal principle and it is only a part with its division into sections of Shariah legal principle on the way of Muslim style. The style of giving service is divided into 3 fields, i.e. management of Islamic style, design and interior decoration and Islamic financial system by studying from [Figure II: Shariah - Compliant Hotel Requirements](#)

From the illustrated figure II, it is shown that giving full service of Shariah Compliant Hotel is composed of facilities, such as; Spa, Fitness, residential room that should be separated into proportions and be enough to the advantage of use between female and male customers especially giving importance on design and interior decoration inside the residential room and building of the hotel, on giving service of food, there shall be Halal Restaurant for giving service and no serving of alcohol beverage and stopping to give service of food with pork as an ingredient in cooking. For the slaughter, they must comply with the requirements specified by Islam in the Halal food standard as well.

In addition, Shariah compliant hotel shall have the financial system of the hotel under the Islamic principle. When mentioning the financial system in the former era, giving some attention in the field of Shariah Compliant Hotel Concept was not dispersed equally to the subject of Shariah Finance.

At present, there is some promotion of serviced market as well as Shariah Compliant Hotel Concept. Although the verification has been appeared several times about the promotion of market of the hotel like Dry Hotel that it is the still the confusing subject in hotel business because giving such service is similar to each other especially having no beverage with some alcohol mixture to give service to customers as well as Shariah Compliant Hotel Concept, for example there is some obvious prohibition by the legal principle about servicing alcohol beverage in Shariah Compliant Hotel in Kuwait and Dubai has not legally permitted for the monthly Service apartment as well.

Figures II. Shariah - Compliant Hotel Requirements



Adopted by: HVS Global Hospitality Services – Dubai (April 2009)

1.4 Acknowledgement

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