

# DIFFERENCES IN HOTEL ATTRIBUTES: ISLAMIC HOTEL AND SHARIA COMPLIANT HOTEL IN MALAYSIA

Mohd Hyrul Abu Karim<sup>1</sup>, Rozila Ahmad<sup>2</sup>, Noor Azimin Zainol<sup>3</sup>  
School of Tourism, Hospitality and Environmental Management,  
Universiti Utara Malaysia,  
06010 Sintok, Malaysia  
Email: mohdhyrulabukarim@yahoo.com<sup>1</sup>

## Abstract

*Islamic hospitality becomes one of the attractive segments in tourism industry worldwide. Tourism activities has been an important foreign exchange earner for many Islamic countries especially those provide facilities for Muslim travellers. However, the hotel providers claimed that they are confused about the basic attributes of the Islamic Hotel concept and sharia compliant hotel; there are many unanswered questions from the operators. The purpose of this study is to present attributes of Islamic hotel concept from the perspectives of Adya Hotel Langkawi and Sharia Compliant Hotel from the perspective of Perdana Hotel Kota Bharu. Qualitative approach has been chosen to answer the research question of this study, in-depth interview and observation approach was applied to obtain the data. This study found that there are some exception of attributes in Islamic hotel compared to sharia compliant hotel because of the business objectives and hotel commercial value, but still followed the sharia principles. This paper presents the attributes of Islamic Hotel concept in Adya Hotel Langkawi and the differences requirements of sharia compliant hotel concept of Perdana Hotel Kota Bharu. This study contributed to outlining the list of Islamic Hotel attributes and Sharia Compliant Hotel attributes from the eye of Malaysian hotel managers. It may also serve as guide for the hotel managers to develop Islamic Hotel or Sharia Compliant Hotel concept at their respective hotel.*

**Keywords:** *Hotel Attributes, Islamic Hotel, Sharia Compliant Hotel*

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## 1.0 Introduction

Halal tourism it is one of the fastest development segment in a world-wide tourism (El-Gohary, 2015). According to Pew Research Centre Muslim population is 1.6 billion in 2010 and expected to be 2.8 billion in 2050 (Pew Research Centre, 2011; 2015). Malaysia expected to attract 36 million tourists in 2020 and generate RM168 billion in tourist receipts (Islamic Tourism Centre, 2015). As top preferred destination for Muslim travellers worldwide, Malaysia have been received 5,152,947 Muslim travellers in 2015 from all around the world consists of 20.41% from total tourist arrivals in Malaysia as shown in Table 1 (Islamic Tourism Centre, 2016). The increasing number of Muslim traveller's arrival in Malaysia has assisted with the emergence of Islamic Tourism Centre (ITC) under Ministry of Tourism and

Culture (MOTAC) (Henderon, 2015). Muslim traveller’s nowadays prefer to choose a destination with a combination of Halal food, reasonable price of facilities, Muslim friendly experience programme, relaxation and luxury hotel or resort stay (CrescentRating, 2012).

It is the right time for Islamic destinations providers such as travel agents and hotel operators to promote the concept of Islamic Hotel and show the appropriate Islamic hospitality services according to the sharia principles (Idris & Wahab, 2015; Othman, Taha & Tarmudi, 2013). With the development rally of Islamic hospitality in Malaysia, there are possibilities for hotel managers to comply with Islamic Hotel concept based on demand from the Muslim travellers. After 9/11 attack there is an increasing number of hotels in Malaysia due to the increasing number of Muslim tourist’s arrival especially from Middle East countries (Sahida, Suhaimi, Khairil and Yaakob, 2011). Samori & Rahman (2013) suggests that hotels must use the right Islamic themes, Islamic ambiances and Islamic architecture to make the travellers feel comfortable to perform their religious obligations to create value, image and brand for the hotel. Thus, it is essential to develop and promote Malaysia’s global image as the producer of high quality *Halal* products and services (Azmin, Khalifah, Ismail & Salleh, 2015).

**Table 1.1**

*Number of Tourist Arrivals to Malaysia from 2014 to 2015*

Year	Tourist Arrivals in Malaysia	Estimated Muslim Tourist Arrival to Malaysia	Percentage Estimated Muslim Tourist Arrival to Malaysia
2014	26,906,956	5,529,968	20.55%
2015	25,248,278	5,152,947	20.41%

*Source: Islamic Tourism Centre, Ministry of Tourism and Culture Malaysia (2016)*

The connection between hotel operations management and Islamic compliance are created when hotel operators are alerts with the needs of Muslim and offer some health business facilities with segregation for males and females (Othman, Taha & Othman, 2015). However, most of the hotel operators claimed that they are confused with the right attributes of Islamic hotel and Sharia compliant hotel (Razalli, Ismail, & Yaacob, 2015; Salleh, Hamid, Hashim, & Omain, 2014; Yusof & Muhammad, 2013). Thus, this study tries to explore the comprehensive attributes of Islamic hotel concept and Sharia compliant hotel from the hospitality industry expert and fill the gap of unclear list of attributes of Islamic hotel for the purpose of academicians and industry players.

## **2.0 Islamic Hotel in Malaysia**

### *2.1 Halal Tourism*

Halal tourism is available and can be enjoyed by Muslim travellers and non-Muslim travellers who might want to take the benefit and advantages of Halal tourism (Islamic Tourism Centre, 2015; El-Gohary, 2015). Malaysia recognized as a country with multi-racial people and Islam is the official religion. Malaysia has been named as number one fifth years in a row for crescent rating’s global rank for top Muslim friendly destination in the world (Mastercard & CrescentRating, 2016). Din (1989) and Razalli *et al.* (2015) mentioned that

Islamic tourism promotes an understanding between religions and increased a good relationship among Muslims, it is also predicted that Islamic hospitality will increase with uniqueness and modesty of Muslim lifestyle. Nowadays, Islamic hospitality in a clear view and tapped into serious business, Malaysia, UAE and Turkey are top three countries in the world who lead a competitive advantages to attract Muslim travellers to their destinations (Henderson, 2016; MasterCard & CrescentRating, 2016).

Henderson (2015) mentioned that Malaysia is one of the mature and advanced halal industry with more than 6000 mosques all over the country, 821 time of total numbers of flights from West Asia and OIC countries, 5896 number of food premises with kitchen certified *Halal* by Jabatan Kemajuan Islam Malaysia (JAKIM). Malaysia was declared the number one destination for Muslim traveller's in the inaugural Global Muslim Travellers Index (Mastercard & CrescentRating, 2015). The 5 top per capita expenditure of Muslim tourist's in Malaysia are Arab Saudi, Kuwait, Oman, UAE and Iran and the top 4 tourist arrival from Muslim countries to Malaysia are Indonesia, Brunei, Bangladesh and Saudi Arabia (Islamic Tourism Centre, 2016). Malaysia is the second best global shopping destination for Muslim traveller after the Dubai and UAE (Islamic Tourism Centre, 2015).

## 2.2 *Development of Islamic Hotel and Sharia Compliant Hotel in Malaysia*

In Malaysia, since April 2016, 2091 hotels have been registered under Accommodation Licensing Division, Ministry of Tourism and Culture Malaysia. The hotel and resort rated by two different recognitions which is star rating and the orchid rating. Most of the hotels in Malaysia are conventional type of hotel and only a few hotels 'self-claimed' that they are sharia compliant hotel (Othman *et al.*, 2015). Most of the hotel owners in Malaysia are non-Muslim, thus the agenda towards development of Islamic Hotel concept in Malaysia a bit slow and most of the state government did not play any important roles in an Islamic hotel concept development (Ahmat, Ridzuan, Din, Zainol, & Razali, 2015). In aligned with that statement, El-Gohary (2015) stated that good understanding of tourism development in a countries provided Muslim facilities cannot be established without good understanding about religion, practices and its impact to the tourism activities and also for the tourist. Thus, both government bodies and practitioners need to understand well the need and wants of Muslim travellers to get good environment of Muslim-friendly tourist destination.

In addition, Yusof and Mohammad (2013) stressed that in order to develop innovation in the hotel industries, the concept should be clear and can be measured. However, there is a lack of consensus about the facets of Islamic Hotel (Razalli, Abdullah, & Hassan, 2012). This led to various management problems to the industry practitioners such as capacity management, problem dealing with non-Muslim guests and different level of understanding among hoteliers (Henderson, 2010; Razalli *et al.*, 2012). The Islamic Hotel concept and sharia compliant hotel concept is not only for Muslims, this is because the benefits offered by the Islamic Hotel concept and sharia compliant hotel concept are not only limited to the Muslims but also benefits everyone in striving for continuous quality and healthy lifestyle (Henderson, 2010; Ibrahim & Jamal, 2016). The implementations of the Islamic Hotel concept need fully considerations on the management and operations part, thus the characteristics of Islamic Hotel concept should be clear. There are 3 categories of sharia compliance in hotel managements and operations in Malaysia which is sharia compliant hotels, Islamic hotel and dry hotel (Jaswir & Ramli, 2016; Othman *et al.*, 2015).

The sharia compliant hotel can be defined as a hotel establishment that provides all the services in accordance to the sharia principles (refers to the totality of Allah commands that regulate the life of every Muslim in all aspects) including food and beverage and all the operation and management (Samori & Rahman, 2013). Sharia compliant hotel should have a food outlet with *halal* food and no alcoholic drinks sell in the properties. Segregation of the facilities such as swimming pool, spa, gymnasium, business centre, must have *musolla* with appointed Imam and single women floor with women housekeeper are ready for the customer (Yusof & Mohammad, 2013). The staffs must cover their *aurat* and the decorations and interior design should not come with a picture of human or animal (Rosenberg & Choufany, 2009). It is also required fully sharia compliance on the financial management also (Battour et al., 2011; Henderson, 2010; Stephenson, 2014).

**Table 2.1**

*Sharia Compliant Hotel Requirements (Rosenberg & Choufany, 2009)*

Operations	<ul style="list-style-type: none"> <li>• No alcohol drinks and selling <i>Halal</i> food only</li> <li>• Majority staff are Muslim</li> <li>• Female staff for single female floors, male staff for single male floors</li> <li>• Conservative television service</li> <li>• <i>Quran</i> and prayer mats available in each room</li> </ul>
Design and Interior	<ul style="list-style-type: none"> <li>• Larger function rooms to cater male and female separately</li> <li>• <i>Qiblat</i> sign (direction of Makkah)</li> <li>• No red-light entertainment</li> <li>• Beds and toilets should not be placed to face the direction of Makkah</li> <li>• Decoration and art should not depict the human and animal form</li> <li>• Separated health facilities for male and female</li> <li>• Separated floors for single male, single female and families</li> </ul>
Financial	<ul style="list-style-type: none"> <li>• Hotel financed through Islamic financial arrangements</li> <li>• Hotel should follow the zakat principles</li> </ul>

Dry hotel can be defined as the hotel establishment which does not provide alcohol in its food and beverages outlet while other operations and services maintain with conventional style (Rosenberg & Choufany, 2009). Some of the hotel operator's states that they did not want to be fully sharia compliance, for them Islamic Hotel concept is more marketable and did not scared the non-Muslim customer. However, the operators willing to provide more facilities better than the dry hotel concept, the needs and wants of the Muslim travellers in the guest rooms and at the public area also will be provided. Hotel operators still in confused with the attributes of the Islamic Hotel, they need to know what the differences Islamic Hotel are and sharia compliant hotel. Thus, this study conducted to explore the characteristics of Islamic Hotel concept in Adya Hotel Langkawi, the one and only hotel use Islamic Hotel in promotions in Malaysia and the established sharia compliant hotel in Kota Bharu, Kelantan known as Perdana Hotel Kota Bharu.

### 3.0 Methodology

This study is an exploratory study with the intention to assess the attributes of Islamic Hotels concept and Sharia compliant hotel concept in Malaysia. To fit this purpose, a qualitative

research methodology has been chosen and in-depth interview with observation was conducted (Creswell, 2014). Semi-structured questions were designed and applied. This study employed a semi structured interview because it increased the researcher's possibility to probe and generate more information. The selection of hotel began with the identification of hotels that comply with the Islamic Hotel concept Sharia compliant hotel concept. Selected hotel and participant were recruited by phone to decide whether the participant will participate in the interview session.

The interview took approximately 45 minutes to one hour sessions, the main questions asked about the Islamic hotel concept or Sharia compliant hotel concept and its attributes. The interview was recorded, transcribed and analysed using content analysis. Content analysis is a research technique for making replicable and valid inferences from texts and allows a researcher to discover what the text reveals (Sekaran & Bougie, 2013). Transcript is systematically and thoroughly read through to identify the outcomes with codes allocated to portions of the text codes concerning various outcomes were group based on their similarities into a small number manageable themes (Creswell, 2014). The next section in this article is data analysis.

## **4.0 Data Analysis and Results**

### *4.1 Participant Profile*

General Manager of Adya Hotel Langkawi is one of the participants in the interview session, with 30 years of experiences in hospitality industry and has been appointed as General Manager for 7 hotels in Peninsular Malaysia. The second participant is General Manager from Perdana Hotel Kota Bharu, Kelantan with more than 25 years of experience in Malaysia hotel industries.

### *4.2 Background of Adya Hotel Langkawi*

Adya Hotel Langkawi is one of the hotels that comply with the Islamic Hotel concept in Malaysia. Awarded with four star hotel by the Ministry of Tourism and Culture Malaysia. The hotel is wholly owned by *Permodalan Kedah Berhad* and managed by the PKB Hotel Management and Services Sdn Bhd. This hotel is the first step in hotels and hospitality industry for *Permodalan Kedah Berhad*. It's strategically located at Kuah town; it takes 5 minutes from jetty terminal and 20 minutes from Langkawi International Airport. This hotel has started the operation in 2015 and was launched in April, 2016. Adya Hotel Langkawi offers 207 rooms with various type of guest rooms consists superior town view, deluxe sea view, executive, junior suite, premier suite and *perdana* suite. Interior designed with modern Malaysian blend with Moroccan inspired architectures the building feature the elegance glass exterior. In 2015, Adya Hotel Langkawi received various award such as Langkawi Tourism Awards for Best 4 star Accommodation in Langkawi and received excellent award from Booking.com and Hotels.com. In 2016, this hotel also awarded with 4 IQS (Islamic Quality Standard for Hotel) by the Universal Crescent Standard Centre (UCSC) for the Islamic Hotel recognition.

#### *4.2.1 The Attributes of Islamic Hotel Concept in Adya Hotel Langkawi*

Adya Hotel Langkawi is a new city hotel with Islamic hotel concept designed with modern Malaysian and Moroccan inspired architecture, located at the center commercial district of Kuah town in Langkawi, Malaysia. The Islamic hotel concept set up to fulfill the needs and

wants of Muslim travellers performs their religious obligation during their travel period. Adya Hotel Langkawi claimed that they are the first hotel in Malaysia using tagline as 'Islamic Hotel concept', not like others who claimed their hotels as sharia compliant hotel concept.

Based on the findings, several characteristics had been offered by Adya Hotel Langkawi mostly same like being offered by De Palma Hotel Ampang as we know the first sharia compliant hotel in Malaysia, but there are some exceptions in the Islamic Hotel concept. The differences in Islamic hotel concept facilities with conventional hotel have been listing in Table 3. Most of the basic facilities in the guest room are the same with conventional hotel basic facilities, however, there are some additional facilities provided by the hotel for the Muslim travellers such as spacious bedrooms for Muslim guest perform their prayer, prayer mat (*sajaddah*), Al-Quran, *qiblat* sign (direction of *Makkah*), prayer schedule, bidets in the bathroom to ease Muslim guest to take ablution and room decorations and arts should not depict the human or animal form.

Other Muslim friendly services offered by Adya Hotel Langkawi quite impressive. Some of the requirements in star rating have been innovated to make it suit with Islamic Hotel concept. Other than normal guest services offered by conventional hotel, Adya Hotel provides two spacious prayer rooms for all male and female Muslim guests to perform their prayer. *Halal* restaurant and *halal* lounge makes the Muslim travellers feel comfortable to dine-in in the Jelapang Restaurant and Executive Lounge by Adya. 24 hours room services also provide with *Halal* menus for the guest having food and drinks in a guest rooms. The management encourages all staffs to wear Adya Hotel staff uniform provided to make sure all staff covered their *aurat* (parts of the body to be clothed) based on the sharia principles. In addition, the hotel provides *Sahur* and *Ramadhan* buffet for break-fast in *Ramadhan* month to ease all Muslim guest perform their fasting routine. For the banquet and meeting room's facilities, Adya Hotel Langkawi provides spacious function rooms and enough to cater for separate seating for male and female based on the customer request.

In health facilities, this hotel tries to perform their best in service delivery, nevertheless some requirements in sharia compliance impractical for the concept of Islamic Hotel. Swimming pools provided in two separate places, one for the families and male guest called 'common pool' and another one specifically for female guest only, the management try to fulfill the request from the non-Muslims guest who want to have leisure time together with family members in a same swimming pool. For the female Muslim guests they can have a leisure time at a separate swimming pool in a covered place from the male guests. Adya Hotel Langkawi also provides separated spa and gym for male and female guests, and for female guest they may have a massage services in their own guest rooms. Moreover, the hotel also conducts and encourages many Islamic values activities for staff such as Morning Prayer, Al-Quran recital and *Usrah* among the Muslim staffs. The management team try to train their staff to give equal attention and co-operation to both Muslim and non-Muslim customers. The management team also encouraged the outsource travel and tour agent to create a Muslim tour packages in Langkawi and try to avoid plan a red-light entertainment for the Muslim guest who request for their services.

### 4.3 Background of Perdana Hotel Kota Bharu

Perdana Hotel Kota Bharu is one of the luxury hotel located in the heart of Kota Bharu Kelantan. Stands in the city centre, Perdana Hotel strategically located nearby the shopping areas, local attractions, commercial district, government offices and hospitals. It only takes 15 minutes' drive from Kota Bahru airport. Awarded with 5 star hotel and rated by MOTAC, this hotel is suitable for holiday or business travellers. The unique local carving displays of rich Malay heritage make the hotel look modern luxury with the touch of classic décor. Perdana Hotel Kota Bharu offered 272 guest rooms and suites and ready to serve the Muslim travellers from all over the world. The hotel management is under Permodalan Nasional Berhad (PNB).

#### 4.3.1 The Attributes of Sharia Compliant Hotel Concept in Perdana Hotel Kota Bharu

Perdana Hotel Kota Bharu run their operations based on two Malaysian Halal Standards which is MS1900:2005 for Quality Management System and MS1500:2004 for Halal food management (production, handling and storage). This 5 star hotel appointed one staff specifically to cover up all halal standard and operations and they called the position by 'Sharia Compliant Manager' (SCM). All planned activities by all departments in the hotel must have approval from SCM to make sure there is no non-halal activity running in the sharia compliant hotel. The financial management followed the Islamic banking system and hotel management pay zakat to giving back some of the profit to the community. In Perdana Hotel Kota Bharu all staff must cover their *aurat* with the hotel uniform and for the non-Muslims female staffs they encourage the staff to wear scarf to make sure sharia compliant hotel image is well reserved. There is a proper dress code notice board in the entrance of the hotel and lobby area for the hotel customer's guidance.

In this hotel, the staff always conducts Islamic activities for the hotel customers and staff such as morning *tazkirah*, *Quran* recitation and *qiamulail* for group customer. Based on that, the SCM always make sure there are no unethical promotional activities in the hotel promotion board. In the guestrooms, all the facilities provided by the hotel are almost the same like conventional hotel but there are additional facilities to easy the Muslim travellers doing their religious obligation. The additional facilities such as *Quran*, prayer mat, *qiblat* sign, prayer schedule and printed information about halal restaurants and local destinations suitable for Muslims also provided by the hotel (some of the conventional hotel also provided the same facilities in the hotel rooms or maybe customer can get the facilities by request). The participant also mentioned about the size of the guest rooms, the size of guest rooms must be spacious enough for the Muslim travellers to perform prayer in the rooms and the room decorations must be fully sharia which is not form of human or animal as suggested by the SCM the decorations might be form of flowers or geometry painting.

For the guest service features, the participant stressed that Islamic greetings must be come first when the staff meet the hotel customers. Food and beverage in all food outlets (restaurant, lounge, room service, banquet hall and seminar hall) must be halal and the halal certificate is placed at the entrance to make the customers confident to enjoy the foods. In *Ramadhan* month, the hotel also provides *Sahoor* and *Ramadhan* buffet (break-fast) for the hotel customers. To facilitate the hotel customers who like to pray in jamaah (together), the management had provided spacious and luxury separated prayer rooms for male and female

complete with prayer mat, qiblat sign, Quran, prayer veil, kain sarung for male and female and ablution area to ease hotel customers to take wudu' (ablution, wash part of their body for the purpose of prayer). Based on limited space in the hotel, the hotel management do not have the opportunity to provide separate health facilities for male and female, but the management had set the separate time for swimming pool and gym for male and female. However, the spa or massage services available only for female customers. The hotel also provided Islamic concept convenient store, business centre and separate banquet and meeting facilities for male and female. The hotel fully banned the red-light entertainment such as disco and pub. To retain the Islamic environment hotel management decided to play azan when the time of prayer and hotel music background more to Islamic sounds or sentimental.

**Table 4.1**

*Differences of Islamic Hotel and Sharia Compliant Hotel Attributes based on Adya Hotel Langkawi and Perdana Hotel Kota Bharu*

	Adya Hotel Langkawi (Islamic Hotel)	Perdana Hotel Kota Bharu (Sharia Compliant Hotel)
<b>Islamic Hotel Administrative and Management:</b>		
Attributes	Adya Hotel Langkawi	Perdana Hotel Kota Bharu
Islamic financed management with follow zakat principles	√	√
Appointed Sharia compliant manager	None	√
Approval by the sharia compliant manager for each event in the hotel	None	√
<i>Akhlaq</i> trained staff	√	√
Staffs follow Islamic staff dress code	Encourage all staff to follow Islamic dress code	Compulsory to all staff to follow Islamic dress code
Guest dress code notice board at the entrance or lobby	None	√
Halal certificate for all food and beverage outlets	√	√
Religious event (Quran and <i>Yassin</i> recitation, <i>tazkirah</i> or <i>qiamulail</i> )	Weekly event	Everyday routine with sharia compliant manager guidance
Ethical promotional activities (absence of sexual appeal and manipulation)	√	√
<b>Conventional Hotel Guestrooms Features:</b>		
King/Queen or twin bed	√	√
Television with satellite TV Channels	√	√
Telephone with IDD	√	√
Basic amenities	√	√
Air-condition rooms	√	√



Mini Fridge	√	√
Iron and iron board	√	√
Coffee and tea making facilities		
Safe deposit box		
<b>Additional Islamic Hotel Guestrooms Features:</b>		
Al-Quran	√	√
Prayer Mat	√	√
Qiblat Sign	√	√
Prayer Schedule	√	√
Spacious bedrooms for Muslim guest perform their prayer	√	√
Bidets in the bathroom	√	√
Rooms decoration should not depict the human and animal form	√	√
Printed information of nearby mosque, halal restaurant and other groceries	√	√
Bed and toilet cannot be placed facing the direction of Makkah.	Did not practice	Did not practice
<b>Conventional Hotel Guest Services Features:</b>		
24 hours room services	√	√
Staff are helpful to Muslim and non-Muslims customer	√	√
Business centre	√	√
Convenience shop	√	√
24 hours receptions	√	√
Concierge	√	√
Laundry	√	√
Free Wi-Fi	√	√
Transfer services (transportation to jetty and airport)	√	√
Valet parking services	√	√
Non Smoking Floors (optional)		
<b>Additional Islamic Hotel Guest Services Features:</b>		
Islamic greetings	√	√
No alcoholic drinks	√	√
Halal Food only in <i>Halal</i> Restaurant and <i>Halal</i> Room service (Did not selling Haram food and beverages)	√	√
Halal lounge (Did not selling Haram beverages)	√	√
Providing <i>Sahur</i> and <i>Ramadhan</i> buffet in <i>Ramadhan</i> month	√	√
Separate swimming pool for male, female and family	Separate pool for female, common pool (for men and	Just one pool (Separate time for male and female)

	family)	
Separate spa for male and female	Just for female	Just for female
Separate gym for male and female	Separate time for male and female	Separate time for male and female
	√	√
Separate prayer rooms for male and female (accompanied with <i>qiblat</i> sign, Quran, prayer mats, prayer schedule, prayer veil and <i>kain sarung</i> )		
Single women floor with women housekeeper	Did not practice	Did not practice
Single male floor with male housekeeper	Did not practice	Did not practice
Banquet and meeting rooms (spacious function room cater for separate seating for male and female)	√	√
No red-light entertainment (night club and disco)	√	√
Majority staff are Muslim	√	√
<i>Halal</i> friendly activities for family and children	√	
Public area decorations should not depict the human and animal form	√	√
Shop selling <i>Halal</i> and Islamic related products	√	√
Islamic Music background ( <i>nasyeed</i> or Quran recitation) and Azan	Playing azan and sentimental music	Playing azan, Quran recitation and Islamic background music

## 5.0 Discussion

Based on the findings, there are no barriers for four or five star hotel to implement Islamic hotel concept or sharia compliant hotel concept; it all depends on the owner or board of director of the hotel decisions to choose a path for their *barakah* salary. The good characteristics of Muslim hospitality services provided by Adya Hotel Langkawi and Perdana Hotel Kota Bharu had proved that Islamic Hotel and Sharia compliant hotel has their own market value (Stephenson, 2014). Islamic Hotel concept is not too complicated like sharia compliant hotel requirements (Othman et al., 2015). Based on the findings, the respondent state that Islamic Hotel concept tagline created for international marketing strategies, majority of the non-Muslim hotel guest quite scared when they read about word of sharia because of the misleading information and it aligned with Ibrahim and Jamal (2016). Researcher agreed with the respondent statement, the hotel operators who have an intention to change from the conventional hotel style to the Islamic Hotel concept, they have a choice to run and implement the Islamic Hotel concept or Sharia compliant hotel. The good thing when the hotel manager begins to build a new Islamic Hotel environment, the Islamic

workers will feel more secure and grateful to work in a better work environment (Othman et al., 2015).

In addition, some of the requirements in sharia compliant hotel not easily implement in the Islamic Hotel concept. For example, is not easy to the hotel operators want to change the placing of bed and toilet in the guestrooms as mentioned in Rosemberg and Choufany (2009), in sharia compliance requirements the bed and toilet cannot be placed facing the direction of *Makkah*. The respondent from the sharia compliant hotel state that to change the allocation of bed and toilet take too much time and very costing, however the respondent mentioned it is good for new Islamic or Sharia compliant hotel to make an early allocation for bed and toilet not to facing *Makkah* because it is slightly effect the human health. It is align with Henderson (2010), the respondent raise a problem that it is very high in costing for the conventional type hotel to do the renovation for this part. The capacity management also take in part when the hotel management team have to allocate single women floor with women housekeeper and single male floor with male housekeeper, again this kind of requirements will make the guest rooms management cannot maximize the rooms profit and human resources cost slightly high, both Islamic hotel and sharia compliant hotel management did not follow this kind of arrangement based on the strategic human resource planning. Separate pools for female is not a big issue when the hotel have a space to build a new pool, or just follow the separated time for male and female guests. However, some of the customer they need a leisure time together with all family members and the segregation of the gender make the holiday not fun as expected. To have an appointed Imam and facilitate the Friday prayers will affect high in human resource cost and the procedure to get approval to have a Friday prayers in the hotel is not a good ideas when mosque is just around the hotel location.

## 6.0 Conclusion

The objective of this study to contribute the list of Islamic hotel and sharia compliant hotel attributes. The differences attributes between Islamic hotel and Sharia compliant hotel as shown in the Table 4.1. The differences in Islamic hotel concept and Sharia compliant hotel with conventional hotels are the hotel must provide prayer facilities in the guestrooms, *halal* restaurant, *halal* lounge, *Sahur* and *Ramadhan* buffet in *Ramadhan* month, separated spa, gym and sauna for male and female guests, separated prayer rooms for male and female, separate pools for family (common) and private female pool, separated seating for male and female in banquet and meeting rooms, avoiding red-light entertainment and staff dress code must cover *aurat*. The main differences of Islamic hotel and Sharia compliant hotel in this study is Sharia compliant hotel had appointed Sharia compliance manager to conduct and control all activities and sharia principles in the hotel operations, but there is no sharia compliance manager in Islamic hotel because they are depending on the Muslim Managers without appointed any special position to control the activities in the hotel operations. Islamic hotel and sharia compliant hotel concept have a push and pull factors to the hotel marketing team, the holistic marketing strategy will help them to get more customer who really want to experience and have a good view in Islamic world. 80% occupancy rate in Adya Hotel proved that Islamic Hotel concept is accepted by the Muslims and non-Muslim customers (Ibrahim & Jamal, 2016). Islamic Hotel and Sharia compliant hotel is for all. 30% of Adya Hotel customers come from non-Islamic countries and the customers' feedback that they feel very secure and comfort during the stay. Islamic hotel concept also give a new commercial value to the hotel brand, the hotel guest perceptions towards the 'sharia' word cannot easily

change, but the hotel operators can show the good Islamic life environment and proved Islam is universal.

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