Study on Muslim-Friendly Hospitality in Malaysia

Abstract

Today, Muslim friendly hospitality services/muslim tourism such as citizens, hotels and food services are the new fast-developing tourism products in the hotel tourism industry. Hotel industry is the type of industry that affects the value of Islam. There has been many consumer complaints related to hospitality services. These include misleading advertisement, food holiday package, and contract terms, non-disclosure of information, low-quality and inefficient services, etc. It is very important to examine these issues from consumer perspective to ensure that the hospitality services are consumer friendly services and free from such problems. In doing so, it is necessary to ensure that consumers are adequately protected in both legal and administrative regulations. The study will discuss the current research on Muslim friendly hospitality in Malaysia, which includes legal and administrative framework, efficacy of management, as well as legal and consumer's protection.

Keywords
Malaysia Muslim Friendly Hospitality

References


Other references
