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Study on Muslim-Friendly Hospitality in Malaysia

Authors [Authors and affiliations](#)

Invandi Jaswir , Noriah Ramli

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Abstract

Today, Muslim-friendly hospitality services/halal tourism such as airlines, hotels and food services are the new fast-developing tourism products in the halal tourism industry. Halal tourism is the type of tourism that adheres to the values of Islam. There have been many consumer complaints related to hospitality services. These include misleading advertisement, fraud holiday package, unfair contract terms, non-disclosure of information, low-quality and inefficient services, etc. It is thus very important to examine these issues from consumer perspectives to ensure that halal 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 our 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 Sustainability

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