



# **Halal** **pages**

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الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

HALAL INDUSTRY  
RESEARCH  
CENTRE



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# Muslim-friendly Facilities In The Hospitality Industry

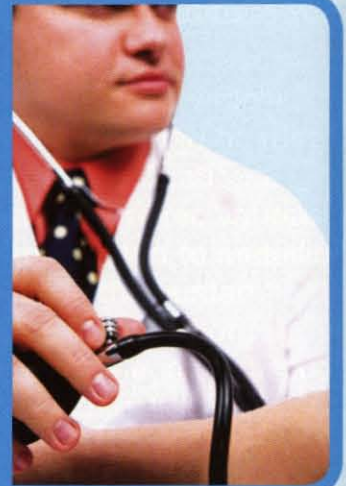
Offering Facilities in Accordance With Religious Tenets



Noriah Ramli - [noriahr@iium.edu.my](mailto:noriahr@iium.edu.my)

**H**alal is not just about food, cosmetics, pharmaceuticals, banking and finances, services but also Halal tourism. This is a new product and service in the tourism industry. The industry provides holiday destinations for Muslims and Muslim families. It offers packages that comply with the Islamic Shariah which the Muslim families abide by. For instance, Muslim-friendly hotels in vacation

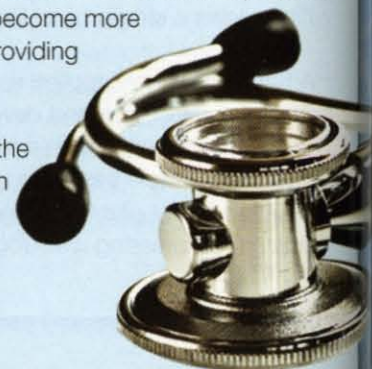
destinations do not serve alcohol and will have separate enclosed swimming pools and spa facilities for men and women. These new brands will address how Muslim needs are met and how they want to be treated. Malaysia, Turkey and many countries in the Middle East are trying to attract Muslim tourists from all over the world by offering facilities in accordance with the religious beliefs of Muslim tourists.



Hotel Brand or Muslim-Friendly Hotelier to accommodate Muslims need is not any different then the current western hotels' hospitality. A room having a Qiblah pointing signage stuck on the ceiling, a prayer rug

The idea of creating Muslim-friendly hotels or Shariah compliant hospitality is nothing new. The concept of Islamic

or sajadah, a bidet or an arch stretching somewhere in the room is considered authentically within the Islamic culture. Conveniently available as the only possible options, these rooms are popular and have worked very well. Nevertheless, hotel operators or western franchises must prepare themselves to become more committed in providing quality service and facilities to accommodate the needs of Muslim patrons and their families



RATING	MUSLIM FRIENDLY FACILITIES				
	(in addition to other standard facilities in a reputable hotel)				
<b>One</b>	Qiblah Pointing Signage; Prayer rug in guest room				
<b>Two</b>	Halal Kitchen/Halal Food	Prayer Room/Surau	Qiblah Pointing Signage; Prayer rug in guest room		
<b>Three</b>	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space	Qiblah Pointing Signage; Prayer rug in guest room; at least 50% are no smoking guest rooms	Gym & Swimming Pool have dedicated hours for Ladies only	
<b>Four</b>	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space & resident imam	Qiblah Pointing Signage; Prayer rug in guest room; only no smoking guest rooms	Separate Gym & Enclosed Swimming Pool for Ladies	
<b>Five</b>	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space & resident imam	Qiblah Pointing Signage; Prayer rug in guest room; only no smoking guest rooms	Separate Gym & Enclosed Swimming Pool, Spa & Health Facilities for Ladies	Shariah Compliant Entertainment & Recreational Facilities for all ages



instead of a few cosmetic accessories listed above.

The delivery of such concepts on a world-class standard would demand a deep understanding of creating the right themes and ambiances, the right architecture, the interior and exterior, timing and routines and all staffing supported by image creation, and most importantly, the ultimate test of creating a unique, '5-star' global name identities worthy of global iconization and respectable attention. 'Islamic hotel branding', family travel and Muslim tourism will soon become a new phenomena in the booming Gulf countries. The race among hotels to quickly fill this void and take the lead has now begun. In the Middle East, there is a sudden realization among key developers in Dubai and Middle Eastern countries that hotels and hospitality in Arabia can easily absorb a huge number of properties and tour destinations purely based on Islamic culture. These new brands will deliver all the traditional

values and customs to accommodate familiar authentic experiences for Muslims.

**The newly built Tamani Hotels & Resorts with premium Dubai marina is a dedicated hospitality premise that adhere to Islamic principles; the hotel and resort will be alcohol free, serve halal food and will donate a percentage of profits to recognized charities.**

Halal hospitality and tourism is spilling out to Southeast Asia, and Malaysia has targeted this well where we have the so called "Arab Season". July and August are the warmest months in the Gulf countries, and many Arabs would plan their vacation away from their domicile. Malaysia is one of the favorite destinations for many Arabs to spend their vacation that could last anywhere between one week to a month. Many of these tourists bring the entire family to enjoy the many attractive destinations and places of interests in Malaysia as well as cherish the warmth of Malaysians wherever they go. For many of them Malaysia is more developed in terms of shopping malls and restaurants to accommodate not only a large population, but also a large number of tourists.

The hotel operators in Malaysia should plan strategies to reap the golden opportunities in providing more services that comply with Islamic requirements. It is not just about serving halal food from a halal certified kitchen but also other services such as the set up of halal spa and wellness facilities. Moreover, among the services that could be offered at the halal spa and wellness centre are the separate services for men and women on different floors. This is ideal especially with a big number of tourists from the Middle East with a more traditional and conservative culture.

In addition, it would also be of great interest if hoteliers could provide a separate swimming pool for ladies and men. It is ideal if ladies swimming pool could be placed at a separate level of the hotel premise. The following are examples of suggested pertinent facilities yearn by Muslims and the rating of hotels based on the availability of these facilities. It should be highlighted here that many of these Muslim-friendly facilities are actually 'friendly' in other cultures that emphasized on family and upright moral values as well healthy and quality lifestyle!

