



INTERNATIONAL CONFERENCE ON

HALAL INNOVATION

IN PRODUCTS AND SERVICES 2018

Strategizing Global Halal Business through Research & Innovation

▶ JULY 13–14, 2018 📍 HAT YAI, SONGKHLA, THAILAND



This conference is organized under **World Conference and Halal Product Exhibition 2018 - World HAPEX 2018**
 Organized by : Halal Institute, Prince of Songkla University
 INHART – International Institute of Halal Research and Training, IIUM- International Islamic University Malaysia



**International Conference on Halal Innovation
in Products and Services
13-14 July 2018
The 60th Anniversary of His Majesty the King's Accession
to the Throne International Convention Center, Songkhla, Thailand**



International Conference on Halal Innovation in Products and Services (i-CHIPS 2018)
13-14 July 2018
The 60th Anniversary of His Majesty the King's Accession to the Throne
International Convention Center, Songkhla, Thailand

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Conference program

| Friday, 13 July 2018 | | | |
|----------------------------|---|---|---|
| Venue: Conference room 2 | | | |
| 8.30 - 9.00 am | Registration of participants, presenters and guests | | |
| 9.00 - 9.20 am | Opening ceremony | | |
| 9.20 - 10.35 am | Keynote speakers | | |
| 10.35 - 10.45 am | Break/ Refreshment | | |
| 10.45 - 12.00 am | Keynote speakers | | |
| 12:00 - 01:00 pm | Lunch | | |
| 1:00 - 2:00 pm | Invited speakers | | |
| 2:00 - 3:20 pm | Poster session (Including Break/ Refreshment) HFP-4, HFP-8, HFP-13, HFP-17, HFP-18, HAS-6, ISF-1, EGT1, EGT2 | | |
| Parallel room presentation | | | |
| | Seminar room 1 <i>Science</i> | Seminar room 2 <i>Social Science</i> | Seminar room 3 <i>Social Science</i> |
| 3:20 - 3:40 pm | HFP-1 | HBM-1 | HED-1 |
| 3:40 - 4:00 pm | HFP-2 | HBM-2 | HED-2 |
| 4:00 - 4:20 pm | HFP-3 | HBM-3 | SFI-1 |

| Saturday, 14 July 2018 | | | |
|----------------------------|---|--|--|
| Parallel room presentation | | | |
| | Seminar room 1 <i>Science</i> | Seminar room 2 <i>Social Science</i> | Seminar room 3 <i>Social Science</i> |
| 9:00 - 9:20 am | HFP-5 | HSR-1 | MFT-1 |
| 9:20 - 9:40 am | HFP-6 | HSR-2 | MFT-2 |
| 9:40 - 10:00 am | HFP-7 | HSR-3 | MFT-3 |
| 10:00 - 10:20 am | HFP-9 | HSR-5 | MFT-4 |
| 10:20 - 10:40 am | Break/ Refreshment | | |
| 10:40 - 11:00 am | <i>Science</i> HFP-10 | <i>Social Science</i> HSR-6 | <i>Social Science</i> MFT-5 |
| 11:00 - 11:20 am | HFP-11 | HSR-7 | MFT-6 |
| 11:20 - 11:40 am | HFP-12 | ISF-2 | MFT-7 |
| 11:40 - 12:00 am | HFP-14 | ISF-3 | MFT-8 |
| 12:00 - 01:00 pm | Lunch | | |
| 1:00 - 1:20 pm | <i>Science</i> HFP-15 | <i>Science</i> HAS-1 | <i>Arabic session</i> HED-3 |
| 1:20 - 1:40 pm | HFP-16 | HAS-2 | ISF-4 |
| 1:40 - 2:00 pm | HFP-20 | HAS-3 | SFI-2 |
| 2:00 - 2:20 pm | HFP-21 | HAS-4 | HSR-4 |
| 2:20 - 2:40 pm | HFP-22 | HAS-5 | |
| 2:40 - 3:00 pm | HFP-23 | | |
| 3:00 - 3:20 pm | HFP-24 | | |
| 3:20 - 3:40 pm | Break/ Refreshment | | |
| 4:20 - 7:00 pm | Gala dinner, Award and Closing ceremony | | |

| Saturday, 14 July 2018 | |
|------------------------|--|
| Seminar room 3 | |
| | Session: Muslim Friendly Tourism & Hospitality Chairman: Dr. Nurrulhidayah Ahmad Fadzilliah, International Islamic University Malaysia Co-chairman: Prof. Dr. Hamzah Mohd Salleh, International Islamic University Malaysia |
| 9:00 - 9:20 am | MFT-1: Repositioning of Spa Premises into the Context of Islamic Built Environment and Muslim Friendly Attributes |
| 9:20 - 9:40 am | MFT-2: The Interrelationship between Spatial Organization, Social Interaction and Landscape Setting of the Homestay Towards Islamic Built Environment |
| 9:40 - 10:00 am | MFT-3: Assessment of Agro-Based Homestay Activities Toward Muslim Friendly Tourism |
| 10:00 - 10:20 am | MFT-4: Muslim and Buddhist Venue Staff Knowledge of Islam and Their Views on Religious Diversity in the Mice Industry in Southern Thailand |
| 10:20 - 10:40 am | Break/ Refreshment |
| | Session: Muslim Friendly Tourism & Hospitality Chairman: Dr. Betania Kartika Muflih, International Islamic University Malaysia Co-chairman: Dr. Mohamad Aizat Jamaludin, International Islamic University Malaysia |
| 10:40 - 11:00 am | MFT-5: Service Accommodation for Visiting Lecturers at the International Islamic University Malaysia: An Analytical Maqāsid Study |
| 11:00 - 11:20 am | MFT-6: Challenges and Prospects of Halal Hotels Industry in Muslim and Non-Muslim Countries: Comparative Study on Thailand and Malaysia |
| 11:20 - 11:40 am | MFT-7: Examining the Compliance of Hospitality Services in KLIA Malaysia with Maqasid al-Shariah |
| 11:40 - 12:00 am | MFT-8: Maslahah-Mafsadah Approach on Muslim Travel Decision-Making (MTDM) |
| 12:00 - 01:00 pm | Lunch |
| | Session: Arabic presentation Chairman: Asst Prof. Dr. Mohamad Aizat Jamaludin, International Islamic University Malaysia Co-chairman: Asst Prof. Dr. Betania Kartika Muflih, International Islamic University Malaysia |
| 1:00 - 1:20 pm | HED-3: التجربة الماليزية في تدريس علوم : دراسة حالة المعهد العالمي لبحوث الحلال والتدريب |
| 1:20 - 1:40 pm | الحلال الجامعة الإسلامية العالمية ماليزيا "إنهارت" |
| 1:40 - 2:00 pm | ISF-4: أكل المال الحلال مقصد شرعي اقتصادي في القرآن المجيد |
| 2:00 - 2:20 pm | SFI-2: تربية الأسرة المسلمة في اختيار أغذية الحلال للأولاد |
| | HSR-4: Halal and Haram (the meaning, regulations, and wisdom) |
| 3:20 - 3:40 pm | Break/ Refreshment |
| 4:20 - 7:00 pm | Gala dinner, Award and Closing ceremonies |

**Repositioning of Spa Premises into the Context of Islamic Built
Environment and Muslim Friendly Attributes**

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H-Y. Hashim, Lukman H. Mahamod and Nurulhidayah Ahmad Fadzillah**
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Abstract. Spas have become increasingly popular and have emerged as important profit centers for hotels. However, the uniqueness of this market has been largely overlooked in terms of Shari'ah compliant to cater for Muslim needs. Therefore, the purpose of this study is to the repositioning of spa typologies, spatial organization and social interaction in the context of Islamic built environment. A survey was administered at four case studies of different spas typologies in Kuala Lumpur and Selangor to identify the new dimensions of Muslim-friendly spa concept. Cluster analysis was then applied to classify spa premises into different groups based on the typologies, services and spatial organization. Based on the finding, the spa that follows the Shari'ah compliance brings remuneration and advance the excellence of spa by implementing space organization of spa, which include security, privacy, also gender segregation in space including the spa design component. It is crucial that Malaysia takes concrete steps to develop Islamic or Shari'ah compliant tourism internationally. This research is intended to provide further information on the understanding, practice, features, and requirements for Muslim-friendly spa which will help boost Malaysia's potential to become as one of the prominent destinations for Islamic or Shari'ah compliant tourism.