



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 Instiute, 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. Nurulhidayah Ahmad Fadzlillah, 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: دراسة حالة المعهد العالمي لبحوث الحلال والتدريب : التجربة الماليزية في تدريس علوم الحلال الجامعية العالمية ماليزيا "إنهارت"
1:20 - 1:40 pm	ISF-4: أكل المال الحلال مقصد شرعي اقتصادي في القرآن المجيد
1:40 - 2:00 pm	SFI-2: تربية الأسرة المسلمة في اختيار أغذية الحلال للأولاد
2:00 - 2:20 pm	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

Assessment of Agro-based Homestay Activities Towards Muslim Friendly Tourism

Rashidi Othman*, Adib Azman, Hidayah Radin, Mashhuda Adzhar, Khairusy S. H-Y. Hashim¹, Lukman H. Mahamod, and Nurulhidayah Ahmad Fadzillah
International Institute for Halal Research and Training (INHART), International Islamic University Malaysia

* Corresponding author: rashidi@iiium.edu.my

Abstract. The homestay programme in Malaysia was first introduced in 1988 by the Ministry of Tourism as to match the demand of an emerging tourist segment and the alternatives for tourist who travel in the quest for the experience that enhances knowledge. Homestay can be defined as one type of lodging that the tourists share with the homeowner with the intention to learn culture and lifestyles from the homeowner. Malaysia is one of the Muslim countries in Southeast Asia that received billions of tourists all over the world. However, the provision of Muslim-friendly tourism accommodation is still lacking. Hence, the aim of this research is to explore the interrelationship of agro-cultural based homestay activities, spatial organization, social interaction and landscape setting towards Islamic Built Environment. These components need to be suitable for guests and hosts to reach the guideline of Islamic principles. Methods of observation throughout the house and interview conducted with the hosts are used to investigate the criteria of Shari'ah compliance applied. Based on the data analysis, when guests and hosts abide to the Shari'ah principles, the agro-based homestay can sustain and create a unique identity with the integration with culture and Islamic Built Environment. In conclusion, based on the findings of this study, the Shari'ah compliant practices can enhance the quality of the activities, spatial organization, social interaction and the landscape setting in homestay programme in the future.