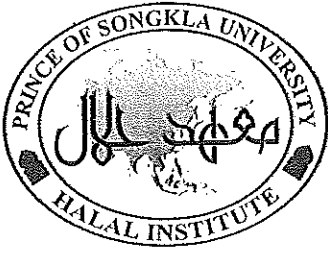


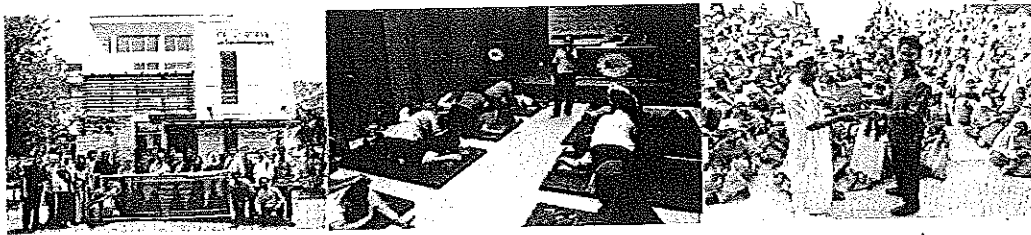


▶ JULY 13-14, 2018 📍 HAT YAI, SONGKHLA, THAILAND





Halal Institute Prince of Songkla University



Halal Institute is an organization dedicated to promote and enhance research and development of Halal products and services. Its commitment to research means that a new body of knowledge is constructed to address problems concerning development of Halal products and services.

Vision

Vision is a center for the study and development of Halal products and services in Asia (by 2026)

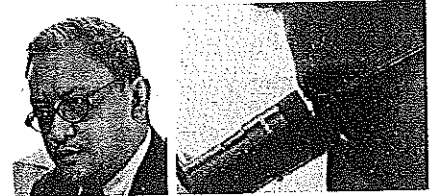
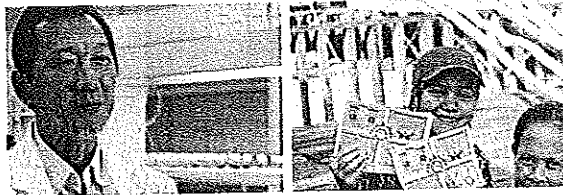
Mission

1. To provide platforms for Halal research collaborations among faculties dealing with Halal production, services and business.
2. To promote the development of Halal knowledge and professional development of staff in the Halal field.
3. To assist entrepreneurs in the southernmost provinces in improving their production systems and services in order to achieve Halal Certification.
4. To coordinate and cooperate with various organizations on improving Halal production and services.
5. To strive towards making the southern provinces a hub of Halal industry.
6. To assure that Thailand's Halal certification units provide a professional service and excellence in certifying that meet international standards and build trust in Halal market.



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِي إِسْلَامُ إِنْتَارَا بَغْسِيَا مِلْسِيَا

International Institute for Halal Research and Training



The International Institute for Halal Research and Training (INHART) was established at the International Islamic University Malaysia by IIUM Senate (March 2011) and IIUM Majlis (April 2011) and received approval from the Ministry of Higher Education Malaysia in August 2011. INHART is a centre of excellence at the university level and is expected to be recognized as one of the Higher Institutions' Centres of Excellence (HICoE) at the national level in the near future. INHART history begins with the establishment of a special centre dedicated to Halal industry - "IIUM Halal Industry Research Centre" in July 2006. Prior to the birth of this centre, there were already pockets of activities related to Halal and Halal industry by academic staff from various Kulliyahs. But with HIRCen, Halal activities at IIUM become more focus and better coordinated with the Research Management Centre becoming the monitoring body.

Like its HIRCen predecessor, the objective of the establishment of INHART is to provide a platform for IIUM to assist in fulfilling the Government of Malaysia aspiration to put Malaysia as the global Halal hub through INHART's long-term education (undergraduates and postgraduates academic programmes) and specialized short-term training programmes as well as shariah-compliant services. INHART aims to train future leaders in the Halal industry arena as well as to provide the required well-trained human capital to cater the needs of the halal industry in the research, development, innovation and commercialization of halal food, pharmaceuticals and consumer products as well as various shariah-compliant service industries like tourism and hospitality.

Objective : To provide a platform for IIUM to assist the government's aspiration to put Malaysia as the global halal hub and to assist halal industry efforts globally.

Vision: To become a renowned international halal centre of excellence that inspires humanity with halal lifestyle.

Mission: To provide world class education, research, training and consultancy related to the halal industry to the nation and beyond.

Thailand Convention and Exhibition Bureau (TCEB)



Established by Royal Decree in 2002, the Thailand Convention and Exhibition Bureau (also known as TCEB) is a public organization tasked with promoting and developing business events in Thailand. Since 2004, TCEB has worked toward establishing Thailand as Asia's premier business events destination, by providing flexible, service-oriented support to meeting-goers, incentives winners, convention attendees and exhibition participants. TCEB is your partner in all aspects of your business trip to Thailand – what happens inside the venue is just the beginning. We're dedicated not only to facilitating world-class business events, but to making business travelers aware of the Kingdom's remarkable array of destinations, activities and attractions. Partner with us today to learn what millions of businesspeople already know: That Thailand is the most pleasurable place in the world to do business.

The Thailand Convention & Exhibition Bureau has a plan: a strategic, 5-year master plan that takes direct aim at the continued growth and development of creative and rewarding business events in Thailand. Our roadmap includes provisions that will prepare Thailand's private sector for the economic integration of the ASEAN region in 2015; court further investment in meetings, incentive travel, and trade shows at both national and regional levels; and enhance Thailand's competitive potential in the global market. The main goals are to increase revenues and establish Thailand as Asia's business events hub by the year 2016. Implementation involves three main thrusts which include the ability to attract and WIN more bids for international business functions in Thailand; to PROMOTE Thailand as an ideal business destination; and to DEVELOP Thailand's potential for unique, truly memorable events:

WIN:

- Strategy 1: Consolidate existing markets and expand to new target markets.

PROMOTE:

- Strategy 2: Establish Thailand as the "Top of Mind" MICE destination in Asia.

DEVELOP:

- Strategy 3: Enhance the growth of the domestic MICE market.
- Strategy 4: Develop various "MICE Cities" to establish Thailand as a regional leader in the industry.
- Strategy 5: Differentiate Thailand's MICE market and add value through creativity and ingenuity.
- Strategy 6: Develop a robust MICE infrastructure to maintain international competitiveness.
- Strategy 7: Strengthen the MICE professional network at both the local and international levels.
- Strategy 8: Broaden the role and enhance the potential of TCEB at home and abroad.

Thailand Convention and Exhibition Bureau (TCEB)



Established by Royal Decree in 2002, the Thailand Convention and Exhibition Bureau (also known as TCEB) is a public organization tasked with promoting and developing business events in Thailand. Since 2004, TCEB has worked toward establishing Thailand as Asia's premier business events destination, by providing flexible, service-oriented support to meeting-goers, incentives winners, convention attendees and exhibition participants. TCEB is your partner in all aspects of your business trip to Thailand – what happens inside the venue is just the beginning. We're dedicated not only to facilitating world-class business events, but to making business travelers aware of the Kingdom's remarkable array of destinations, activities and attractions. Partner with us today to learn what millions of businesspeople already know: That Thailand is the most pleasurable place in the world to do business.

The Thailand Convention & Exhibition Bureau has a plan: a strategic, 5-year master plan that takes direct aim at the continued growth and development of creative and rewarding business events in Thailand. Our roadmap includes provisions that will prepare Thailand's private sector for the economic integration of the ASEAN region in 2015; court further investment in meetings, incentive travel, and trade shows at both national and regional levels; and enhance Thailand's competitive potential in the global market. The main goals are to increase revenues and establish Thailand as Asia's business events hub by the year 2016. Implementation involves three main thrusts which include the ability to attract and WIN more bids for international business functions in Thailand; to PROMOTE Thailand as an ideal business destination; and to DEVELOP Thailand's potential for unique, truly memorable events:

WIN:

- Strategy 1: Consolidate existing markets and expand to new target markets.

PROMOTE:

- Strategy 2: Establish Thailand as the "Top of Mind" MICE destination in Asia.

DEVELOP:

- Strategy 3: Enhance the growth of the domestic MICE market.
- Strategy 4: Develop various "MICE Cities" to establish Thailand as a regional leader in the industry.
- Strategy 5: Differentiate Thailand's MICE market and add value through creativity and ingenuity.
- Strategy 6: Develop a robust MICE infrastructure to maintain international competitiveness.
- Strategy 7: Strengthen the MICE professional network at both the local and international levels.
- Strategy 8: Broaden the role and enhance the potential of TCEB at home and abroad.



i-CHIPS 2018



INHART
INTERNATIONAL INSTITUTE FOR
HALAL RESEARCH AND TRAINING



الجمعية العالمية للحلال
INTERNATIONAL HALAL ASSOCIATION
KONGRESS HARAMKONGRESS



INTERNATIONAL CONFERENCE ON

HALAL INNOVATION

IN PRODUCTS AND SERVICES 2018

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

Contents

	Page
Conference program	i
List of i-CHIPS 2018 committee	xiv
List of reviewers	xv
Opening remarks by President, Prince of Songkla University	xvi
Message from Dr. Tawat Noipom, Director of Halal Institute, Prince of Songkla University	xvii
Message from Prof. Dr. Hamzah, Dean of International Institute for Halal Research and Training (INHART), International Islamic University Malaysia	xviii
Message from Dr. Makatar Wae-Hayee, Chairman of i-CHIPS 2018	xix
Contents of abstract	xiii
Abstract of keynote speakers	xxiv
Abstract of invited speakers	xxxii
Abstracts of presentations 1	
HFP: Halal food, Pharmaceutical & Personal care products	2-25
HED: Halal education	26-28
HAS: Halal authentication & sensors	29-34
MFT: Muslim friendly tourism & hospitality	35-42
HBM: Halal business & Marketing	43-45
SFI: Shari'ah, Fiqh & Islamic jurisprudence	46-47
ISF: Islamic finance	48-51
EGT: Environment & Green technology	52-53
HSR: Halal Standards & Regulations	54-61



INTERNATIONAL CONFERENCE ON **HALAL INNOVATION** i-CHIPS 2018 IN PRODUCTS AND SERVICES 2018

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		

Examining the Compliance of Hospitality Services in KLIA Malaysia with Maqasid al-Shariah

Luqman Zakariyah*

²Department of Fiqh and Usul Fiqh, Kulliyyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia, Malaysia

*Corresponding author: luqzak@iium.edu.my

Abstract. This study aimed to investigate the hospitality services at the Kuala Lumpur International Airport 1 (KLIA 1). Specifically, it attempted to examine hospitality in Islamic law, the hospitality services offered at the airport and the extent to which they were in line with Maqasid al-Sharia (the intent of Islamic law). To achieve these objectives, inductive method was used to gather information about hospitality and Maqasid al-Shari'ah from classic and modern books. Survey method was also used to collect data by questionnaire from tourists at the aforementioned airport, and foreign students and workers residing in Malaysia. Descriptive analytical method was then used to discuss the data collected from the two sources. It can be concluded that the hospitality services at the airport achieved some objectives of the Islamic law such as taysir (alleviation), cooperation and respect for human rights, and that the implementation of hospitality services which suits Maqasid al-Shari'ah plays a pivotal role in attracting tourists as the Maqasid al-Shari'ah is based on fitrah, which exists in every human being.