

***Shari'ah*-complaint Hotel: Operational Scenarios, *Shari'ah*
Parameters and Opportunities for the Contemporary
Hospitality Industry**

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INTRODUCTION

- ❑ Tourism, as an industry, is among the world's largest and most-rapidly growing economic sectors (Mowforth, & Munt, 2015). The provision of hospitality and related services in line with Shari'ah principles, is otherwise referred to as "shariah-compliant hotel
- ❑ Saad et al. (2014), noted that, according to the statistics reported by the WTO in 2010, a sharāh-complaint -complaint hotel represents 10 % of the global tourism market. The total expenditure of Muslim tourists is estimated to be USD192 billion, which represents 13.36% of global tourism expenditure up to 2020, and the top destinations for Muslim tourists are Malaysia, Turkey, and the United Arab Emirates, followed by Singapore, Russia, China, France, Thailand, and Italy. The global halal industry is estimated to be worth USD 2.30 trillion (ibid).
- ❑ Furthermore, Muslims account for 29% of the global population, which means there are about 2 billion potential customers that would be attracted to enjoy and benefit from Shari'ah-compliant hotels (Saifuddin et al 2015).

Literature Review

The concept of *Shari'ah*

Shari'ah is an Arabic word meaning “a path that should be followed by Muslims” (Sahida et al., 2011).

The primary aim of *Shari'ah* is the promotion of the well-being of people, such as safeguarding their faith (deen), lives (nafs), intellect ('aql), posterity (nasb) and wealth (mal) (Norain, 2015).

Abdul Manaf (2013) stated that the concept of halal refers to the manner of producing goods and services in the manner approved by Islamic law or *Shari'ah*.

Shari'ah—compliant Hotel (SCH)

Medlik (2012) describes a hotel as an establishment that provides services such as accommodation, food and drinks for guest or temporary residents who intend to stay at the hotel, whereas Azmin et al (2015) define an SCH as a new innovative and creative services offered by hotels around the world. Such hotels basically provide accommodation and related services to Muslim customers who are away from home.

Example, prohibition of sale and consumption of Alcohol, Islamic financial management, providing more info on websites.

The Concept of a Hotel in Islam

Islamic tourism emerged to cater to the needs of Muslim populations intending to stay within their cultural and religious environment while on vacation (Arasteh & Eilami, 2011).

Jafari and Scott (2013) maintain that Islamic tourism is principally a different ‘touristic’ version of pilgrimage that unifies religious and leisure tourism which is proposed as an alternative to the hedonic conceptualisation of mass tourism.

Hamarneh & Steiner, 2004). The concept of a Hotel in Islam as the backbone of the hospitality component of tourism is different from the normal or traditional hotel operations due to the peculiar rules of Islamic law (shari'ah)), which encompasses every aspect of human livelihood and existence.

Literature Review

Operational Aspects of SCH

The availability of halal products influences the choice of destination for Muslim tourists and their overall satisfaction and loyalty. By far, the most basic attribute of a *Shari'ah* -compliant hotel is the provision of halal food and beverages and the absence of alcohol, pork and other non-Islamic food items.

To desist from the consumption of alcohol in any amount. The slaughtering technique.

Operations

The operation of *shari'ah*-compliant hotels transcends the daily operations and management functions of the hotel and includes a whole distinctive segment of *shari'ah* advisory and *shari'ah* audit functions within the overall governance structure of SCHs.

It is ideal in the operation of SCHs to have the majority of the staff who are Muslims, and should not have any non-halal food, drinks or beverages served within its premises, including drug dealing and consumption as well as minibars. No inappropriate entertainment activities including nightclubs and discos as well as gambling facilities like casinos or betting palaces.

Operations

Staff/Personnel,
Financial Management,
Facilities and Muslim
Guest Room Design

METHODOLOGY

- ❖ This research includes an extensive review of the literature and focused on the current development of halal hotel operations and raised fundamental questions regarding the current market understanding as well the relevant Shari'ah parameters pertinent to the concept of halal hotels in the hospitality industry.
- ❖ Four main objectives were examined via a descriptive analytical study using archival research approach, examining the Shari'ah parameters for SCH operations, the Shariah Hotel design, the required facilities, and then the finances involved.
- ❖ The data collected were used to better understand the concept and operations of SCHs and complemented by the analysis of their operations based on Shari'ah parameters.

Discussion

❑ Challenges of a Halal Hotel

- the adoption and proliferation of Islamic hotels both within and outside the Muslim world is the lack of clarity on the definition and operation standards.
- There also exists a serious misconception about dry hotels and Islamic or SCHs. This ambiguity and uncertainty regarding the concept have led to confusion and frustration among interested parties such as hotel owners, managers and guests (Yusof & Muhammad, 2013).
- the loss of revenue from alcoholic beverage.
- Again, another basic distinctive attribute of Islamic hotels is the separation of facilities and personnel for male and female guests for shariah compliance purposes.
- Nazry Yahya (2016), highlights that, there is lack of traceability in raw materials that are sourced globally.

Discussion

❑ *Shari'ah* Analysis

- Generally, Islam encourages Muslims to travel the world. There are religiously inspired travels such as Hajj and Umrah and travel for other purposes like seeking knowledge, social, cultural and historic discoveries, spreading Islam.
- Islam or Abrahamic religion encourages its followers to explore this world for other varying and discretionary purposes. Allah S.W.T says [29:20] “Say [O Muhammed], Travel the earth and see how Allah did originate the creation; Allah will produce the final creation. For Allah has power over all things”.
- . The concept of *shari'ah*-complaint hotel room, should include acceptable Islamic decorations, and decorating a *shari'ah*-complaint hotel should include anything good that can be used in modern time for decoration purposes except those with gold or silver or a decoration which involve prohibited items according to *Shari'ah* law.

Conclusion

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- ✓ The paper discussed many important factors related to the novel concept of *Shari'ah*-complaint hotels, starting from the hotel building, room design and settings, hotel operations, financial practices, zakat and other related aspects that need to be considered in the SCH operation.
 - ✓ A comprehensive *Shari'ah*-complaint hotel should be designed according to the Islamic architectural principles, the hotel rooms should be designed to accommodate *Shari'ah* acceptable features and facilities, such as prayer space, *qiblah* direction, prayer mat and Islamic compatible decorations.
 - ✓ This study, though extensive in many ways with regard to the investigation of the subject of SCHs and *shari'ah* in general, nevertheless it has limitations. While much information has been presented on the challenges faced by the SCHs there was no specific investigation to determine how the various issue could be addressed to help the development of the SCHs in the hospitality sector.
 - ✓ Following the findings of this study and to bridge the gap in the literature, it is recommended that future studies should investigate how the concept of SCHs is being promoted and propose ways to launch more effective marketing and promotional campaigns, particularly in MENA (Middle Eastern and North African) countries so that the full potential of SCHs will be better understood which would lead to significant increase in occupancy rates of existing SCHs and drive the further development of such hotels globally.

