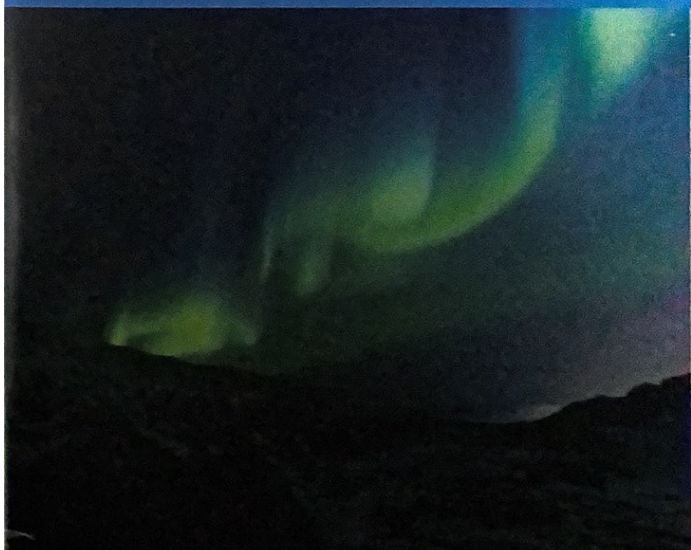




MUSLIM FRIENDLY TOUR PACKAGES

A GUIDE BOOK

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INTRODUCTION

The Muslim Friendly Hospitality Services (MFHS) are Shariah guided requirement for tourism industry players in setting up an assurance system to preserve the integrity of products and services provided for Muslim travelers.

The increasing awareness in choosing Shariah compliant product, activities and services including tourism package amongst the Muslims have influenced the service providers in developing The Muslim Friendly Tourism Package. This Guidebook aims at providing relevant information, guidelines, and best practices for the tour companies and agencies in developing suitable Muslim friendly tourism packages.

This Guidebook is prepared with the objective of providing quick and easy reference mainly for travel and tour operators, travel agents, tour guides, Muslim tourists and anyone involved in the tourism and hospitality services. The book highlights the attributes of a Muslim friendly tour package so that Muslim tourists or consumers are not easily fooled into accepting self-declared "Muslim friendly tour packages", when in fact these packages does not fulfill the basic requirements of being Muslim friendly in the first place.

The information here may also be used in any country for any companies or agencies wishing to offer Muslim friendly tour packages to the public. The requirements set out in this book is done with direct reference to the Malaysian Standard MS2610:2015 on Muslim Friendly Hospitality Services Requirements, but it is done in a simplified manner. This is to ensure better understanding by the public.

This Guidebook is prepared under the Niche Research Grant Scheme (NRGS130010001), Ministry of Higher Education Malaysia. The research team comprises of Associate Professor Dr. Noriah Ramli, Associate professor Dr. Majdah Zawawi, Assistant professor Dr. Afridah Abas, Professor Dr. Ida Madieha Abdul Ghani Azmi

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