

UNIVERSITI TEKNOLOGI MARA

**LEVEL OF UNDERSTANDING OF THE CONCEPT
OF SHARIAH COMPLIANT HOSPITALITY
AMONG EMPLOYEES AT MÖVENPICK HOTEL
AND CONVENTION CENTRE KLIA**

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ABSTRACT

This study explores the level of understanding of Shariah-compliant hospitality among employees at Mövenpick Hotel and Convention Centre KLIA. As the demand for Muslim-friendly tourism grows, the role of employees in ensuring adherence to Shariah principles is crucial for service delivery and guest satisfaction. Using a mixed-method approach, this research combines quantitative surveys and qualitative interviews to assess employees' knowledge, perceptions, and challenges in implementing Shariah-compliant hospitality practices. The findings aim to identify knowledge gaps, propose training solutions, and enhance service quality. This study not only contributes to academic discourse but also provides practical insights for the hospitality industry to better align its offerings with Islamic values, supporting Malaysia's position as a global leader in halal tourism.

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CHAPTER ONE

RESEARCH

BACKGROUND

1.1 Introduction

In the last two decades, there has been a noticeable shift towards Muslim-friendly tourism (MFT) and Shariah-compliant hospitality services. Malaysia, a predominantly Muslim country with a rich cultural heritage, is one of the leading players in promoting halal tourism. This aligns with the government's vision of positioning Malaysia as a global hub for Islamic tourism (Islamic Tourism Centre, 2016). Key institutions such as Lembaga Tabung Haji and Yayasan Waqaf Malaysia have been instrumental in promoting Islamic values within the tourism and hospitality sectors (Dahalan, 2023).

Hotels that embrace Shariah compliance adhere to Islamic guidelines in various operational aspects, such as serving halal food, banning alcohol, providing prayer facilities, and promoting gender segregation where applicable (Henderson, 2010). These hotels aim to offer an environment conducive to the needs of Muslim travellers while attracting non-Muslim tourists interested in experiencing an Islamic cultural setting (Rosenberg & Choufany, 2009).

For example, the Mövenpick Hotel and Convention Centre KLIA has positioned itself as a Shariah-compliant hotel. The hotel has ensured halal-certified kitchens, separate swimming pools for men and women, and prayer rooms, making it a prime example of a hotel catering to the specific needs of Muslim guests (Hotel Perdana Kota Bharu, 2018). However, the successful delivery of such services depends largely on the understanding and compliance of employees with these Islamic principles (Sabri et al., 2022).

The global Muslim-friendly tourism market, valued at over USD 220 billion in 2020, is forecast to reach USD 300 billion by 2026 (Mastercard-Crescentrating, 2018). To cater to this growing demand, Malaysia must ensure that its hospitality workforce understands the fundamentals of Shariah compliance. This study aims to assess the level of understanding among employees at Mövenpick Hotel and Convention Centre KLIA regarding Shariah-compliant hospitality practices.