

UNIVERSITI TEKNOLOGI MARA

**HALAL CONCEPT BEST PRACTICE
FOR FOOD SPACE DESIGN IN
KLANG VALLEY**

NOR HAZIRAH BINTI HASRI

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Science
(Built Environment)

Faculty of Architecture, Planning and Surveying

June 2018

ABSTRACT

In recent years, the Klang Valley area has seen a significant increase of local and international tourists along with increased demand for Islamic tourism hospitality. Although there has been a tremendous growth in hospitality services, the lack of *Halal* concept best practice for food space design in Klang Valley is a concern that needs to be addressed in this study. In addition, there are some misunderstandings among the public regarding *Halal* food spaces, as well as the lack of clear design identity of the *Halal* food spaces in the existing guidelines. Thus, this research aims to establish the design requirements for the concept of *Halal* food spaces to be used by food and beverages (F&B) operators located in the Klang Valley. The thesis integrates the *Halal* approach towards a better understanding of the elements and procedures needed for *Halal* food spaces spatial design. The objectives are i) to analyse the public's understanding on *Halal* food service establishments, ii) to identify the design requirements of *Halal* food spaces, and iii) to propose the *Halal* concept design best practices for food spaces. The research is based on a mixed method methodology. Quantitative data collection is employed to study the depth of perceptions among the public, which applied a convenience sampling. Meanwhile, the qualitative method is used on a purposive sampling to study the *Halal* concept design compliance based on experts' feedback. A combination of data collection methods was employed according to phases, namely typology study, preliminary study using a questionnaire survey and site observation, pilot testing, actual questionnaire survey, and expert interview sessions. The literature review conducted was based on i) past studies associated with food spaces background, ii) the *Halal* concept towards F&B from the perspective of the Al-Quran, *Hadith* and Narration, and *Fatwas*, and iii) relevant policies, guidelines and Acts. The survey results identified that the degree of awareness among respondents towards the concept of *Halal* food spaces was satisfactory. The interviews with experts validated the survey findings and existing design practices used for sharing *Halal* food spaces which are divided into two categories; i) *Halal* sharing with non-*Halal* (pork and alcohol type), and ii) *Halal* sharing with non-*Halal* ('pork free' and alcohol). Therefore, these findings have led to the formulation of a proposed framework for the design, operation, management, and layout specifications of *Halal* food spaces known as Best Practice for *Halal* Concept Food Space (BPHFS). Hence, this research demonstrates the potential of professional appearance on design as a guideline to educate the community for better sustainable development of current practices used in *Halal* food spaces in Malaysia.

ACKNOWLEDGEMENT

In the name of Allah SWT, the Most Gracious, the Most Merciful. Praise be to Allah SWT, good and blessed praise.

Alhamdulillah, I manage to complete this thesis after a long journey of discovery. This study has been made possible from funding and sponsorship under the UiTM Shah Alam Young Lecturer Scheme, and the Ministry of High Education Malaysia, under SLAB (Skim Latihan Akademik Bumiputera) for September 2013 until September 2015.

Deepest gratitude and appreciation to my supervisor Assoc. Prof. Dr. Mohd Zafrullah Haji Mohd Taib for his continuously guidance, encouragement, constructive criticism and endless patience. Forget not, Prof. Dr. Sabarinah Sheikh Ahmad as co-supervisor who helped me with my writing and the organisation of my thesis, as well as always giving me positive outlooks towards the success of this research.

Many thanks to the Institute of Postgraduate Studies (IPsIs) who had managed and arranged fruitful seminars and programmes for postgraduate students, the Faculty of Architecture, Planning, and Surveying (FAPS), especially those from the Postgraduate Department for their support for this study. My utmost appreciation to interviewers, and the public who participated in this research. Special appreciation also goes to my fellow postgraduate friends for the helpful brainstorm discussions, support and wonderful friendship.

Nonetheless, thank you to my parents, _____ and Hasri Mohamad, as well my in-law parents, Hajah Salmah Haji Salleh and Haji Hashim Haji Md Amin for their unconditional love, motivations and positive vibes. My special dedication to a super strong lady, my mother who underwent chemotherapy treatment during my final writing, I admire her fighting spirit. I pray to Allah SWT that you will heal with His blessings and be able to attend the convocation ceremony, In Sha Allah.

My thanks to my husband, Nurul A'zam Haji Hashim for his endless support. Also the strength of this journey is dedicated to my son Ali E'id, the "noble with joy and cheerfulness", who was born during the thesis writing. Thank you for making this journey meaningful and adventure experiences.

Becoming as researcher has taught me to pay attention to the smallest details and be a humble person. Last but certainly not least, I wish this exploratory study will benefit and promote another level of quality design towards *Halal* spatial concept. Again, I would like to thank everyone who have made this research possible. Thank you very much and may Allah SWT reward your kindness with a successful life and Hereafter.

TABLE OF CONTENT

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLES	xi
LIST OF FIGURES	xv
LIST OF ABBREVIATIONS	xviii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Problem Statement	4
1.3 Research Questions	7
1.4 Aim and Objectives	7
1.5 Research Method	8
1.5.1 Quantitative Research	8
1.5.2 Qualitative Research	9
1.6 Research Scopes and Limitations	11
1.6.1 Research Focus on <i>Halal</i> Concept Food Space Design	11
1.6.2 Research Location	12
1.6.3 Research Participants	12
1.6.4 Limitations	13
1.7 Significance of Research	15
1.7.1 Theoretical Contribution	15
1.7.2 Practical Contribution	15
1.8 Conceptual and Research Framework	16
1.9 Thesis Organisation	18

CHAPTER ONE

INTRODUCTION

1.1 Introduction

The importance of physical spatial quality in interior architecture is reinforced in the design development, in terms of design concept and spatial functions. Design is associated with the inter-relationships between several factors, for example, environmental responses, conceptual and material selection, and human behaviour as a space user. Therefore, the interior architectural design has a high level of sensitivity for human involvement from various backgrounds to achieve a comfortable living environment.

This research highlights the major issues associated with food space designed within the *Halal* concept in the Klang Valley, Malaysia. Klang Valley covers Kuala Lumpur metropolitan area, Putrajaya and major cities in the state of Selangor. Moreover, an alternative word for Klang Valley is Greater Kuala Lumpur, which has been identified as a critical economic growth centres stated in Kuala Lumpur Structure Plan 2020. This plan was prepared in line with the provisions of the Federal Territory (Planning), Act 1982. Furthermore, it is chosen as the location of study as it is the busiest city in Malaysia, hosting millions of visitors every year claimed Tourism Malaysia (2016).

The scope of this study is under hospitality industry. The hospitality industry has enormous scope for services, therefore, the link between the health and hygiene is examined. The hospitality industry is a service industry, concerned mostly with the tourism sector, which is imperative to the nation's economy. This research focuses directly on the food and beverage (F&B) specialised services on food premise towards *Halal* concept. The classifications of *Halal* concept, requirement, procedures, and design approach are preferred in public food space as the specific area of study.

F&B sector is classified under the hospitality industry with precise regulations such as guidelines and government Acts. Besides, this area involves strict requirements managed by the authority. This guidelines and enforcement are essential to improve the quality of F&B in public eateries. There are various types of food service establishments such as bistro, cafeteria, food kiosk, food court, food hall, fast