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THE ATTRIBUTES OF SHARIAH COMPLIANCE PRACTICES  
IN HOTEL. INDUSTRY

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## ABSTRACT

The number of Muslim tourists has increased over the years as the number of Muslims with a higher segment of the more educated and prosperous Muslim community has increased. While it is certainly an opportunity for the hotel industry, Islamic hospitality, which creates shariah-compliant hotel standards, has been challenging for hoteliers with Muslim religion and culture. Islamic customers are very large and Muslim visitors around the world are increasingly demanders and even in the face of difficulties the concept of Islamic Hotel is welcomed. Therefore, the objective of this study is to identify the attributes of Shariah compliance practices in the hotel industry and to determine the Shariah compliance attribute that mostly practiced by the hotel industry.

This argumentative study is supported with the thematic analysis to obtain the variables from the latest scholars from 2013 to 2019. This study is to enable people to understand Shariah compliance practices as well as the hotel attributes of Shariah compliance practices. The method used by the researchers is in depth interview, the qualitative research method used to perform individual intensive study interview where there are fewer participants and research is concentrated on a particular product, observation approach which is collecting data through observing, using questionnaires and also survey. Through the types of method, the scholar finally can collect the data. After collecting some discussions from the scholars, it shown that mostly mentioning the concept and features need to be in the Shariah Compliance hotel.

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