

ISLAMIC HERITAGE
LEADS THE TRANSFORMATION OF THE UMMAH

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Editors

*Hasan Bahrom
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Prakata

Sejarah warisan Islam telah memberikan impak yang cukup besar kepada perkembangan dunia hari ini. Ia bukan sahaja memberi sumbangan kepada aspek kerohanian malah turut menyumbang kepada aspek ekonomi, politik, pendidikan, sosial, kesenian, kebudayaan, sains dan teknologi. Perkembangan ini memperlihatkan bahawa pentingnya ketamadunan ilmu kepada ketamadunan dunia. Perkara ini selaras dengan tuntutan al-Quran yang menyatakan dengan jelas bahawa Allah SWT memuji sesiapa yang berusaha menuntut ilmu dan juga bertaqwa kepadaNya. Namun sejak akhir-akhir ini, sumbangan hasil pensejarahan Islam sering dipandang sepi oleh generasi muda. Sejarah warisan Islam tidak lagi dijadikan panduan dan iktibar dalam melebarkan ketamadunan ilmu Islam. Mereka lebih tertumpu kepada ketamadunan Barat yang dikatakan ‘kaya’ dengan khazanah ilmu. Sedangkan kemajuan hari ini seharusnya berlandaskan kepada ketamadunan Islam.

Penelitian atau pengkajian mengenai warisan Islam perlu direncanakan sebagai ketamadunan dunia. Idea-idea baru mengenai sejarah warisan Islam perlu diketengahkan. Oleh yang demikian, menerusi *1st International Islamic Heritage Conference* (IsHeC 2015) dilihat akan dapat membantu kepada perkembangan produksi seterusnya menjana idea-idea baru khususnya untuk memperkayakan kajian dalam bidang sejarah warisan Islam kepada masyarakat. Dengan penganjuran seminar ini secara tidak langsung membantu untuk menjalankan hubungan antara para sarjana dalam bidang sejarah warisan Islam. Ini adalah satu cabaran dan membuka peluang baru untuk membina satu perpaduan intelektual merentas sempadan dunia.

Buku ini merupakan kompilasi diskusi ilmu antara para ilmuan yang terlibat secara langsung dalam pembentangan kertas kerja mereka dalam *1st International Islamic Heritage Conference* (IsHeC 2015) daripada pelbagai platform ilmu Islam antaranya Kesenian, Ketamadunan, Komunikasi, Pendidikan, Kewangan, Sains dan Teknologi dan lain-lain lagi. Semoga curahan ilmu melalui penulisan ini mampu memberi sumbangan dalam menambah khazanah ilmu Islam kepada masyarakat.

Editor,

1st International Islamic Heritage Conference (IsHeC 2015),

Akademi Pengajian Islam Kontemporari,

UiTM Melaka.

Kata Aluan Rektor UiTM Melaka

Dengan Nama Allah Yang Maha Pemurah Lagi Maha Pengasih
Assalamu'alaikum warahmatullahi wabarakatuh

Segala puji bagi Allah, Tuhan seru sekalian alam, dengan limpah kurniaNya serta keizinanNya, kejayaan penganjuran *1st International Islamic Heritage Conference* 2015 yang berlangsung di Hotel Mahkota Melaka pada 11-12 November 2015, telah menghasilkan banyak kertas kerja yang amat bermutu. Justeru, buku ini mengumpulkan puluhan penulisan para ilmuan dan cendekiawan dari dalam dan luar negara untuk bacaan semua.

Pelbagai isu telah dikupas termasuklah perihal seni Islam, budaya, politik, gendar, pendidikan, sejarah, kemasyarakatan, sains dan teknologi, ekonomi, kewangan, falsafah, bahasa dan komunikasi, kedermawanan dan pengurusan. Pembaca juga akan mendapati buku ini memuatkan kajian-kajian yang komited melaksanakan usaha mengintegrasikan antara ilmu duniawi dan ukhrawi. Ini membuktikan kesegaran keilmuan tamadun Islam itu sendiri. Semoga perkongsian ilmu ini dapat meningkatkan komitmen umat dalam memartabatkan perintah Ilahi dalam kehidupan duniawi sebagai jambatan ukhrawi. Sekaligus ia bakal memberi manfaat pada alam sejagat.

Pihak UiTM Melaka merakamkan setinggi-tinggi tahniah dan ucapan terima kasih atas segalasokongan dalam bentuk material, tenaga dan sebagainya dalam merialisasikan seminar ini. Buat semua penaja yang telah memberikan sumbangan kepada wacana ini, sekalung penghargaan diucapkan. Semoga seminar dwi tahunan ini akan terus diperkasakan demi mengangkat martabat umat melalui kecemerlangan tamadun Islam yang diakui telah terbukti diseluruh jagat.

Sekian, terima kasih. Wassalam

PROF. MADYA DR MOHD ADNAN BIN HASHIM

Rektor ,
UiTM Melaka.

THE IMPLEMENTATION OF SHARIAH COMPLIANT HOTEL: A CASE STUDY OF PULAI SPRINGS RESORT BERHAD

Zuliana binti Zoolkefli⁶²⁷

Nor Fazlin binti Uteh

Ruqaiyah binti Ab Rahim

Noor Syahida binti Md Soh

ABSTRACT

This study specifically discusses issues on the implementation of Shariah compliant hotel at Pulai Springs Resort. The findings will give Pulai Springs Resort broader scope on appropriate actions on implementing Shariah compliant based hotel thus identifying current Shariah practices currently applied by Pulai Springs Resort.

Keywords: *Shariah Compliant Hotel Practice*

INTRODUCTION

Nowadays with despite the increasing trend of international visitors from Muslim countries and the growing number of Muslim-friendly or Halal hotels in Malaysia, the efforts by these hotels to customize their products and services to these target customers remain insufficient. (A. Bogas, 2013). The recent study found that the emerging number of Muslim population and travellers continuously to prospering market segment. On the other hand, these opportunities come with challenges. Yaakob (2011) depicted that, these challenges are related to the measurement of Islamic hotels, and the acceptance and the implementation of the concept among hoteliers and consumers.

LITERATURE REVIEW

Doi (1984) mentioned that Shariah is an Arabic word which means the path that should be followed by Muslims. Moreover, Shariah also means the totality of Allah's commands which regulate life for every Muslim in all expect. Hayes and Ninemeir (2007) in their studies defined hotel as the establishments which provide sleeping rooms or other various service facilities to the guest. Meanwhile, Shariah compliant hotel can be defined as a hotel that provides services in accordance to the Shariah principles (Shamim, 2009).

Moreover, Shariah compliant hotel is not only limited to serve halal food and drink but the operation throughout the hotel would also be managed based on Shariah principles. Shamim (2009) deliberately explains, the growth of Islamic products therefore is not limited only to halal food and banking system but also can be extended to other hospitality products such as hotels. However, acceptance among non Muslims on Shariah

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compliant hotel is doubted and it is a challenge to market this kind of based in broader market segment. Therefore, current status and level of application of Shariah based hotel will be investigated thus relevant recommendation could be proposed to be tailored with current business nature.

SHARIAH COMPLIANT HOTEL PRACTICE STATUS

1. FACILITIES

This is depicted in research by Rosenburg and Choufany (2009) where hotel facilities should be operated based on Shariah principles such as spa, gym facilities, swimming pool, guest and function room for male and female should be separated. This statement were supported by Henderson (2010), hotel that implements Shariah compliant hotel must have prayer rooms either at the lobby or certain floor. The interior of the room should have sufficient space for Muslims to perform their prayer and it is also advisable for the hotels to provide Quran, prayer mats and arrows indicate direction of Mecca in each room.

The hotel were successfully installed appropriate direction and arrows indicate direction of Mecca in each room and this is one of future steps for the hotel to upgrading Islamic based facilities in their Hotel to create customer-friendly environment. The ramping up of demand for Shariah compliant based hotel should encourage the management team to focus more on facilities for the Muslims which will create competitive advantage of the Hotel itself.

2. HYGIENE

Shariah compliant hotel should not serve alcoholic beverages and there should not be a mini bar in the premises. Suhami (2011) mentioned, this will create a Halal environment for the hotel and provide a safe healthy living environment for the guest. According to Steve (2009), hospitality sector is the place most clean and hygiene because of their role as the place for their visitor and guest to stay and rest. Meanwhile, the most cleanly needed in hotel is kitchen and rooms.

Current trends for major hotel in both national and domestic market are eager to market their first class reputation by enhancing the hygienic environment in their premises. Furthermore, hygiene issues and hospitality industry seems to be significant in the perception of everybody's mind. To be a first class hotel, the hotel should apply first class hygienic environment from every aspects including food presentations, hospitality services, etc.

3. SOURCES OF FOODS AND MATERIALS USED

Halal and good food means food that is permitted under the Shariah Law which fulfils the following conditions. The food or its ingredients do not contain any parts or products of animals which are not slaughtered according to Shariah law. The food does not contain any ingredients that are najis according to Shariah law. Suhami (2006). Moreover, Yaakob et al. (2007) told that quality Halal food concept and requirements are comprehensive, covering the whole food production.

Most of non Shariah based hotel often neglected the actual term of Halal based food as it is always been narrowed that the food are classified as Halal as long as there is no pig and alcoholic beverages involve during food preparations thus it become prior responsibility for related bodies to clarify the exact concepts of Halal food which Halal concepts does not specifically on the absence of *Haram* food, but as well as the process of food preparations

4. DRESS CODE

Nor Zafir (2011) depicted that, based on Shariah compliant hotel toward the worker which is a man must always be covered in loose and unrevealing clothing from his navel to his knee which this is the absolute minimum covering required. While, Muslim women must at least cover her hair and body in loose and unrevealing clothing, obscuring the details of her body

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from the public. Other than that, he mentioned that the wisdom behind this dress code is to minimize sexual enticement and degradation in society as much as possible for both men and women.

Appropriate dress code application in hospitality industry specifically in Malaysia is still at initial stage of implementation. Skirts and blazer are mostly wearied by hotel's staff to represent credibility and corporate image of the organizations. However, the wearing of Hijabs and pants seems to be increase due to hotels management aspiration on Muslims majority in Malaysia.

IMPLEMENTATION TO SUCCESSFUL PRACTISES OF SHARIAH COMPLIANT HOTEL

1. Clearly defined Shariah Compliant Concept

Islamic Tourism Centre (ITC) should set up a module that briefly elaborated on guidelines on what should a hotel do in order to implement Shariah compliant based hotel. Therefore with a proper guideline from module proposed, stakeholder of hotel will gain more information in broader understanding regarding Shariah based compliant hotel.

Proper delivery of information attached by cause and effects of Shariah compliant concept to the non-muslims especially will give broader view on the pros of Shariah concept application in hospitality industry. Appropriate and clear information will assist the management team and stakeholder in constructing the future of the hotels towards Shariah based hotel.

2. Provide Training for Staff

As the top level management are well understood on the concept, the lower level management which in the operation line should have knowledge on Shariah based too as they are the one who have closest communication and interact with hotel guest. Thus, appropriate training should be conducted so that the staffs are acknowledged on the basic application thus will bring the hotel to success.

Other than etiquette training provided by the management team for customer relationship engagement, it is advisable for the hotel's management to provide training for the staff on the basic concepts of Shariah application, appropriate training to be tailored with real working environment.

3. Collaborations with JAKIM

Other than the hotel's effort to lifting up Shariah compliant based hotel by providing training to their staff, JAKIM as the Islamic body in Malaysia should take part in contributing to the success. JAKIM should come out with full guidelines on how to implement Shariah compliant based hotel to educate the top management level on the benefits of applying Shariah compliant based hotel.

JAKIM as the government and corporate body are responsible in contributing the success of Shariah based implementation in hospitality industry thus JAKIM involvement in educating corporate citizens relevant with the industry on Shariah concept will reflect JAKIM's credibility as well.

CONCLUSIONS

The concept of Shariah Compliant Hotel is very unique and it needs to be promoted not only for Muslim market but also targeted to non-Muslim as well. However, this concept need to be clarified in order to promote the competitive advantage of applying Shariah compliant based hotel. Muslim travellers are eager to find a place so stay that have Islamic elements especially in food presentation. This is depicted in research by Fadli (2012), company needs to form a team of religious providing guideline or set of manual for hotel to be awarded as an Islamic hotel.

Overall this study has met the objective of the study that wants to define the status of practices of Shariah compliant hotel in Pulai Springs Resort Berhad which that they still in initial stage. For the second objective the result can assist the company as well as other related company involve in hospitality industry to make better decision making and also for more effective strategy for future.

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