

UNIVERSITI TEKNOLOGI MARA

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

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

Faculty of Architecture, Planning and Surveying

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I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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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.

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