

**UNIVERSITI TEKNOLOGI MARA**

**COMPLIANCE WITH THE  
MALAYSIAN STANDARD FOR  
MUSLIM-FRIENDLY HOSPITALITY  
SERVICES (MS 2610:2015)  
REQUIREMENTS: A  
COMPARATIVE STUDY BETWEEN  
SELECTED ISLAMIC QUALITY  
STANDARD (IQS) AWARDED  
HOTELS IN MALAYSIA**

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NORDIN**

**MA**

**July 2020**

## AUTHOR'S DECLARATION

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.

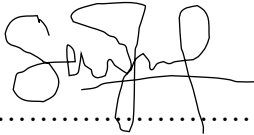
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## **ABSTRACT**

Malaysia as one of the preferred tourist destinations for Muslim tourists has established a standard named MS 2610:2015 Muslim-friendly hospitality services – Requirements. Previously in 2012, an industrial driven, Islamic Quality Standard (IQS) for Hotel was introduced by a private company, UCSC. Both of the standards have been developed to ensure the quality of tourism products and services provided for Muslim travellers is in line within the parameter of Shariah principles. Therefore, this study provides first, an analysis of both of the standard requirements and guidelines. Second, comparisons on both of the standards are made and both have similarities and differences between each other. Third, the study aims for evaluation of the compliance of the IQS awarded hotels with the MS 2610:2015. In achieving these, the study adopts a qualitative method and employs library research, interviews and observations for its data collection. The finding indicates that both standards have the general and detailed requirements including the facilities, services, and personnel. However, few loopholes in both of the standards are discussed and improvements are suggested. In addition, comparisons both of the standards are made to further elucidate the similarities, differences, strengths and weaknesses both of the standard. Furthermore, the finding of the evaluation conducted in this study found that the selected IQS awarded hotels comply with MS 2610:2015. These findings have led to the conclusion that, the hotels that awarded with IQS for Hotel have high chances to be certified with MS 2610:2015. Besides, few recommendations have also been suggested especially for the related Malaysian Authorities, UCSC and hoteliers in improving the current situation.

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