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HALAL STANDARD ISSUES IN HOTEL INDUSTRY

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ABSTRACT

The Muslim population in Malaysia has driven the strong growth of the halal hotel industry. When running hotel operations in Malaysia, the focus is on Halal aspects such as Halal awareness, food branding, and operating procedures that complies with Halal standards. Some parties operate their hotels without legal halal certification, which is against Islamic law. The aim of our research is distinguishing the difficulties of creating halal hotel in Malaysia and recognize factor that comply Halal Standard. Data collection was built through content analysis, review of journals, and articles by previous researchers and academics. The type of this research proposal is secondary data and uses the argumentation method. The implicit recommendation is that the industry should build division and integrity in ensuring Halal levels through Halal Insiders to ensure Halal compliance, which in particular has an impact on organizational performance.

KEYWORDS: *Halal Issue, Raw Materials, Premise, Facilities, Shariah Hotel Compliance*

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