

Research on Shariah Hotel A Literature Review

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Research on Shariah Hotel: A Literature Review

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ABSTRACT

This article discusses about the researchers conducted on halal hotel or shariah compliant hotel. Shariah-Compliant Hotel (SCH) is defined as a hotel that provides services based on shariah principles. This article is designated to provide understanding on earlier researches about shariah hotel that were performed by previous researchers as well as future potential researches. Literature review is employed as the method in this article. The review will involve 35 papers that contain the words of halal/Islamic hotel, shariah hotel and Islamic hospitality on their title. From the discussion, it can be concluded that based on its objective, the research on this shariah hotel could be classified into eight discussions, which cover the attributes, practices, marketing, shariah-compliant and Islamic tourism, performance, halal awareness, halal obedience, opportunities and challenge on shariah hotel. Future research will be directed to discuss about the attributes on shariah hotel, practices of shariah-compliant hotel and customers' consideration, but not limited to deliberate other related topics.

Keywords: Halal hotel; Hotel industry; Islamic hotel; Shariah-compliant hotel; Shariah hotel

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Investigación sobre la Sharia: Una Revisión de la Literatura

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RESUMEN

En este artículo se habla de los investigadores realizados sobre el hotel halal o el hotel que cumple con la sharia. El hotel conforme a la sharia (SCH) se define como un hotel que ofrece servicios basados en los principios de la sharia. El objetivo de este artículo es dar a conocer las investigaciones anteriores sobre la sharia realizadas por otros investigadores, así como las posibles investigaciones futuras. El método empleado en este artículo es la revisión de la literatura. La revisión incluye 35 artículos que contienen las palabras hotel halal/islámico, hotel sharia y hospitalidad islámica en su título. A partir de la discusión, se puede concluir que, sobre la base de su objetivo, la investigación sobre este hotel de la sharia podría clasificarse en ocho debates, que abarcan los atributos, las prácticas, el marketing, el turismo islámico y conforme a la sharia, el rendimiento, la conciencia halal, la obediencia halal, las oportunidades y el desafío sobre el hotel de la sharia. Las investigaciones futuras se centrarán en los atributos de los hoteles que cumplen con la sharia, las prácticas de los hoteles que cumplen con la sharia y la consideración de los clientes, pero no se limitarán a otros temas relacionados.

Palabras clave: Hotel halal; Industria hotelera; Hotel islámico; Hotel que cumple con la sharia; Hotel sharia

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1. Introduction

According to data from Mastercard-CrescentRating (2019), it is estimated that there will be 230 million Muslim tourists worldwide in 2026, who will spend 180 billion us dollars in ordering travel online. Due to the continued growth of Muslim tourists, halal tourism has emerged. Rusydiana and Rani explained that halal tourism is a different concept of tourism business activities in general, where halal tourism integrates Islamic values into the tourism industry by providing various facilities and services that comply with Shariah law (Rusydia and Rani, 2021). Aligned with the trend of halal tourism, more Shariah-compliant practices in hotel industry are emerging. Mansouri stated that, halal hotel or shariah-compliant hotel is focused on the halal concept and its implementation to hotel industry. He argued that shariah-compliant hotel (SCH) is a relatively new in concept (Mansouri, 2014). Saad et al defined SCH, also called as Islamic hotel, as a hotel that provides services based on Shariah principles (Saad and Ali, 2014). Ahmat et al explained that SCH is not only concern on operational side that covers products and services offered to customers, but also concerns on the establishment of hotel's designing which involves financial transaction that should meet the Islamic principles (Ahmat, Ahmad, Din, and Razali, 2015). Every Muslim has different obedience when implementing Shariah. Therefore, Muslim tourists may have different opinions on the importance of the facilities provided by the hotel in accordance with Shariah law. A group of Muslims may consider all facilities that comply with Shariah law to be important, while the other groups may only consider some of the most important facilities (Usman, Sobari, and Al Hasan, 2020).

Currently, the consideration of global community towards Shariah concept arises. It leads to the opportunity for Syariah-based hotel to strive and compete. Companies that understand the concept of customer value pay attention to the products they provide. Careless products can cause customer disappointment and influence customers to switch to the other producers. The purpose of creating value is to create customer satisfaction. The main key to the emergence of customer satisfaction is the customer's expectations and the impression that the customer feels. Customer satisfaction can be measured by the high level of customer value (Alandri and Verinita, 2019). Sobari et al study show that the variable concept of Shariah Hotels has a significant influence on customer satisfaction (Sobari, Usman, and Wathani, 2017). Previous research highlights more about concept, problems and challenges in Shariah hotel industry in certain country. This research becomes important due to no other articles found that discusses about problem's category, opportunities and challenges under global perspective. Therefore, this research will analyze the literatures on Shariah hotel in several countries. Research in this halal hotel is expected to be able to assist researchers in performing future researches.

2. Research Method

Literature Review is applied as the method of research. The review is performed on 35 literatures under three stages. First, the searching of literatures originated from scientific literature database by employing certain keywords, such as halal hotel, shariah hotel and Islamic hospitality. The second stage involves the selection towards existing literatures. The types of literatures are journal and proceeding. The third stage includes the analysis of literature review. The categorization is based on research objection, result of the research and conclusion.

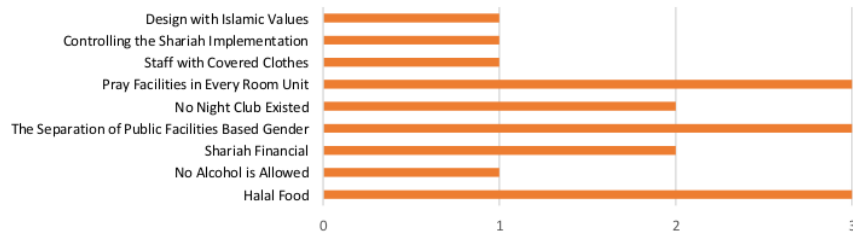
3. Result and Discussion

From the literature review, the discussion of shariah hotel is classified into attributes of shariah hotel, practices of SCH, marketing of SCH, shariah-compliant and Islamic tourism, performance of shariah hotel, consumer's awareness, halal obedience, opportunities and challenges in shariah hotel.

3.1. Attributes of Shariah Hotel

Research that discusses about attributes or important features that should be mastered by shariah hotel are commonly conducted by most researchers, as illustrated in Figure 1.

Figure 1. Attributes of Shariah Hotel



Rosenberg et al., defined the requirements that should be fulfilled by a hotel to be able to run as shariah and differentiated the shariah concept over “dry” hotel (Rosenberg and Choufany, 2009). Other research was conducted by Henderson, illustrated important features on demands and supply of hotel services in terms of Islamic context (Henderson, 2010). The research was also conducted by Jurattanasan et al., that studied about attributes of shariah hotel in Moslem’s countries. This research revealed 16 features of shariah-compliant hotel that were divided into three categories. First category is operation that covers Moslem’s staff majority, serving halal food, no alcohol allowed, and conservative television channel service. Second category involves financial, in which the hotel should meet zakat principal and be funded by Islamic financial organization. Third category comprises design and interior, in which the recreation facility should be separated for male and female, Al-Qur’an and prayer books should be available in every bedroom, bedroom must have direction sign for qibla, bidets at the bathroom, art objects that do not impersonate human’s figure, appropriate entertainment and no nightclub permitted (Jurattanasan and Jaroenwisana, 2014).

List of attributes for shariah hotel also delivered by Karim et al, presented concept attributes of shariah hotel from the perspective of a hotel. They suggested that Islamic hotel should provide praying facility at the bedroom, separated prayer room for male and female, buffet sahur on Ramadhan, halal lounge, halal restaurant, separated spa treatment, sauna and gym separated for male and female guests, separated pool for family (public) and private pool for ladies, staffs with full covered clothes and avoid inappropriate entertainment (Karim, Ahmad, and Zainol, 2016). Later, Karim et al, explained the main difference of Syariah hotel and shariah-based hotel. Syariah-based hotel assigns a shariah-compliant manager to perform and control the implementation of Syariah principles at the entire hotel operational. While, Syariah hotel assigns no specific manager on Syariah obedience since it only depends on Moslem manager without specific duty to control operational activities in the hotel (Karim, Ahmad, and Zainol, 2017).

Besides, there was a research that performed by Razalli et al, established more comprehensive work frame for shariah-compliant hotel. They introduced SIHAT or Shariah Islamic Hotel Assessment Tool, a comprehensive model that was produced from exploration studies on shariah-compliant hotels in Malaysia. According to them, SIHAT covers 5 main practices, which are administration, food and beverage, services, bedroom and public area that involve 64 attributes. They suggested, for future studies, it is required to set the instruments’ reliability and validity and the research on SIHAT implementation for hotels at every rating (Razalli, Ismail, and Yacoob, 2015). Beside researches on attributes or features of Syariah hotel, it is identified the closest research that was carried out by Majid et al, investigated about the influence of traditional houses on the design of hotels. The results indicated that there were deeper vernacular features, which depicted environment and socio-cultural values that completed Syariah. They stated that hotel design could integrate the Islamic values to ease the Moslems to practice in applying Islamic requirements (Majid, Denan, Abdullah, and Noor, 2015).

3.2. Practices on Shariah-Compliant Hotel (SCH)

The result of practices on Shariah-Compliant Hotel could be seen in Figure 2.

Figure 2. Practices on Shariah-Compliant Hotel



The researches that discussed practices on shariah-compliant hotel have been performed by many researchers, among others, Sahida et al discussed on the implementation of Syariah concept for hotel that located in Ampang. They resumed that the existence of friendly services in that hotel indicated that it tried to improve Syariah environment to satisfy the necessities of Muslim tourists in Malaysia (Sahida, Rahman, Awang, dan Man, 2011). Other research was conducted by Razalli et al, developed model of halal certification practices and verified how its practices affected hotel performance. The result showed that hotel performance was influenced significantly by two variables of halal certification practices, which are staff's policy and facilities. While, other variables of halal practices, such as management responsibilities, staff characteristics, halal documentation, location, exterior area, premise, tools, raw material, waste management and pest control were significantly irrelevant with hotel performance. They suggested conducting future research that employs qualitative approach, such as interview for data collecting and performing other variables' test that probably has significant effect on organization performance, such as legal requirement, advertisement, packaging and labeling (Razalli, Yusoff, Mohd Roslan, 2013).

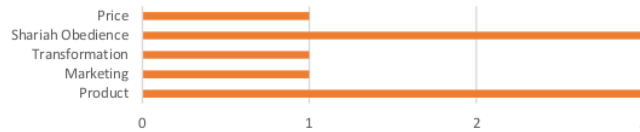
The research on shariah-compliant hotel practices was also performed by Mansouri, that studied how far the Syariah principles were employed at the hotels in Bangkok, Thailand. The result showed that there were positive correlations among design, operation and financial in semi-shariah compliant hotels with guests' attitudes. The findings suggested hotel manager to work based on halal principles (Mansouri, 2014). Next, the research by Salleh et al, explained about practices of Shariah-Compliant Hotel (SCH) in Malaysia. They revealed three issues in implementing SCH, which were the difficulties in fulfilling halal standard, no standard of SCH available and the uncertainty on government's rules. According to them, external factor such as the role of agent of change was the main factor for a hotel to adopt SCH. For the future studies, they suggested to find the solution of the problem from the perspective of services' innovation and benefits to deal with other necessities from other religions, to implement SCH in Malaysia (Salleh, Hamid, Hashim, and Omain, 2014).

While, Karim et al performed the research by presenting a workframe to study the intention of hotel manager in Malaysia in implementing Islamic Quality Standard for Hotels (IQS). They discovered a relationship between combinations of three considerations of Islamic Hotel Brand Value (IHBV) with hotel manager's intention in implementing IQS (Karim et al, 2014). While, Zafir performed the research to identify the issues in practicing Shariah-Compliant Hotel (SCH) including the difficulties in earning halal certification, the raise of standard necessities of SCH and Government's regulations. He also developed the characteristics of SCH from the perspectives of Moslem's necessities by focusing on the SCH model development as well as the issues and challenges in executing it (Zafir, 2015).

3.3. The Marketing of Shariah-Compliant Hotel

The result on influenced factors that affect the increase of consumers satisfaction in marketing the shariah-compliant hotel is indicated by Figure 3.

Figure 3. The Factors of Marketing Improvement for Shariah-Compliant Hotel



This research discusses the connection between shariah-compliant and marketing, as studied by Stephenson et al, indicated that product development, marketing, transformation and innovation play important role to promote cultural and Islam approach for hotel industry (Stephenson, Russell, and Edgar, 2010). Other research was conducted by Usman et al verified the importance of Syariah obedience in developing strategy of hotel marketing mix and observed the direct and indirect effects of Syariah obedience toward customers' loyalty and satisfaction. The results showed that shariah-compliant could affect the customers' loyalty and satisfaction. They presumed that the effect of promotion towards customer's satisfaction depends on Syariah obedience. Nevertheless, the effect of three components of marketing mix, which are price, product and place were unrelated to shariah-compliant (Usman, Sobari, and Wathani, 2017).

The research that discusses about connection of shariah-compliant and marketing was also carried out by Sobari et al, analyzed the effect of shariah-compliant and marketing mix (product, place, promotion, price, process, people and physical evidence) toward satisfaction and Moslem tourist's intention to return to shariah hotel. The result showed that Syariah obedience, product, price, process and physical evidence has significant influence toward satisfaction, and satisfaction influences Moslem tourists' intention to re-visit the shariah hotel (Usman, Sobari, and Wathani, 2017). Next, a research conducted by Boediman identified marketing communication designated for halal hospitality and tourism. According to him, there are four important elements on halal lifestyle, which are product; halal food and beverage that considered as mandatory, service; hotel that should be based on Syariah obedience and human's dignity; norms, positive values, ethical code between human civilization and prosperity; for the benefits of nature and human resources (Boediman, 2017).

3.4. Shariah-Compliant and Islamic Tourism

There are two researches that described the relation between shariah-compliant and Islamic tourism. The research was conducted by Omar et al, explored the influenced and interrelated factors between shariah-compliant and Islamic tourism in terms of tourism products (Omar, Islam, and Adaha, 2013). Other research was performed by Suligoj and Marusko identified key aspect in halal tourism in accordance with hotel industry. Conferring to them, the most important element in adopting the certificate is the procedure's efficiency, the simplicity and the facts that its process only needs small investment (Suligoj et al, 2017).

3.5. Performance of Shariah Hotel

The factors of performance decreasing on shariah hotel could be notified from following Figure 4.

Figure 4. The Factors of Performance Decreasing on Shariah Hotel



This research resumes the performance of shariah hotel that apparently becomes interesting topics for researchers. As conducted by Alserhan et al studied about rank transparency on top 10 hotels and

the lowest at the Crescent Ranking (RC) website. They concluded that “Syariah” hotel became not transparent for guests that want to discover the religious vacation as well conventional hotel experience (Alserhan, Wood, Rutter, Halkias, Terzi, and Al Serhan, 2018). Other research was carried out by Halim et al measured selection factors on a hotel for Shariah Compliant Hotel (SCH) among international and domestic tourists in accordance with performance. IPA network indicates that only one factor for each is dropped in first and second quadrant, in which Syariah obedience and safety. Three factors are dropped in third quadrant, which are value, business facility and service quality. Two other factors are dropped in fourth quadrant, which are food and beverage, room and front desk (Halim, Marzuki, Hilmi, Ali, and Ishak, 2015).

There is a research that close enough to the discussion on shariah hotel performance, which was conducted by Sucipto et al employed Analytical Hierarchy Process (AHP) to identify criteria and alternative strategies, to determine the strategy priorities order for developing weight, apply Technique For Order Preference by Similarity to Ideal Solution (TOPSIS) to determine development strategy order on the rating of Halal Culinary Tracking (HCT) application. The result showed that criteria and strategy of alternative development for Halal Culinary Tracking (HCT) application could be identified (Sucipto, Subhekta, Effendi, Kamal, Pinandito, and Tolle, 2017).

3.6. Consumers’ Awareness

The results of research on consumers’ awareness can be seen in Figure 5.

Figure 5. Consumer’s Awareness in Reserving Shariah Hotel



The research on consumers’ awareness in reserving shariah hotel was performed by Ahmat et al empirically investigated consumers’ awareness on the concept and practices of shariah-compliant. The result indicated that more consumers realize the concept and practices of shariah-compliant. For future research, they suggested, it could be performed qualitatively to seal the loop between two approaches. Besides, it is required to evaluate misunderstanding about shariah-compliant between consumer and hotel operator to ensure that standard requirement that applied by authority to meet its objective (Ridzuan and Zahari, 2012). Other research was performed by AlSerhan and Alobaitha that examined the preferences of English Moslem hotel and Moslems that visits England. The result showed that religion affiliation affects the tourist’s behavior that motivated by external factors, such as design, attributes and Syariah standard of obedience as well as internal factors that includes level of religiosity, or travel’s companion; with family or for business. For future research, they suggested to explore fields that could emerge the passion of business actors and academician in studying this topic to the next level (Al Serhan and Alobaitha, 2013).

A research also performed by Ahmat et al studied the consumers’ awareness and acceptance on concept and practices of shariah-compliant hotel. The result showed that the level of consumers’ acceptance is highly influenced by their awareness on concept and practice. They suggested that the future research could explore more about shariah-compliant hotel from other different perspectives, as well as to explore how the implementations of shariah-compliant could influence hotel performance in financial. Hence, the financial transparency process could be investigated as the alcohol drinks and entertainment provide significant contribution to hotel industry (Ahmat et al., 2015). Moreover, Henderson suggested that future research needs to discuss how Islam has an effect towards attitude and behavior to improve Moslem’s tourists understanding, as well as opinion and reaction from non-Moslems for living in the hotel with several levels of shariah-compliant (Henderson, 2010).

3.7. Halal Obedience

The results of research on halal obedience can be seen in Figure 6.

Figure 6. Reasons for Applying Halal Obedience



There are two researches that discuss about halal obedience in the topics of shariah hotel. First, the research performed by Zailani et al carried-out exploration to understand the reason of most hotel owners to disobey the halal regulation. The result pointed out that the function of halal certification has become one of the factors that could influence the hotel owner to avoid certification proposal (Zailani, Omar, and Kopong, 2011). Secondly, the research that conducted by Omar et al conceptualize the Syariah obedience characteristics in hotel management and differentiate shariah hotel over the conventional one. The result showed that the concept of Syariah obedience in hotel management is a tauhid paradigm in obtaining Allah's blessing (Omar, Adaha, and Kamri, 2017).

3.8. Opportunities and Challenges in Shariah Hotel

Research that has been developed regarding to opportunities and challenges experienced by shariah hotel was conducted by Stephenson et al verified the challenges in expanding the Islamic hotels identity and local management style in terms of United Arab Emirates (UAE) as well as identified and understood the socio-culture implication of Islamic hospitality in accordance with products and marketing. The results mentioned managerial skill and operational soft skill that are merged with religion attributes and local ethnics (Stephenson et al., 2010). Other research was conducted by Samori and Rahman illustrated the opportunities in shariah hotel concept delivering. They also defined and discussed about challenges and obstacles that may appear in hotel industry in terms of shariah hotel development. The results suggested the hotel businessmen in Malaysia to enhance their good services, provide halal food and prepare basic hotel facilities that consistent with Islamic teachings. Furthermore, there are other necessities to develop more halal products and tourism services along with shariah-compliant hotel (Samori and Rahman, 2013a).

The research on opportunities and challenges on shariah hotel was also performed by Saad et al identified challenges in developing shariah based hotel in Egypt. The result showcased that the main challenges for SCH are the removal of insertion on the classification of local and international hotels and the competition with other non-Moslem hotels. For future research, they suggested discussion on experiences and perception of SCH in its correlation with other variables, such as gender, age, culture and nationality (Saad and Ali, 2014). Moreover, a research was conducted by Samori and Rahman illustrated the possible opportunities in delivering shariah hotel concept. They also argued and identified the obstacles and challenges that most probably experienced by hotel industry in improving the shariah-compliant hotel in Malaysia (Samori and Rahman, 2013a). While, the research from Samori and Sabtu examined the frame of regulations and policies related to shariah hotel in Malaysia. They also identified the opportunities and the challenge in developing shariah hotel in Malaysia (Samori and Sabtu, 2014). The result was similar with Samori and Rahman that mentioned the importance of knowledge that should be mastered by the actors in hotel industry. They also should be ready with the possible opportunities and challenges before developing shariah hotel in Malaysia (Samori and Rahman, 2013b).

Table 1 Correlation between QM and Customer Satisfaction

Issue Classification	Topic	Authors
Attributes of shariah hotel	Requirements of shariah hotel Features/attributes of shariah hotel Category of features/attributes on shariah hotel The differences between shariah hotel and non-shariah hotel Work frame of shariah hotel Design of shariah hotel	(Henderson, 2010), (Jurattanasan & Jaroenwisani, 2014), (Karim, Ahmad & Zainol, 2016), (Karim, Ahmad & Zainol, 2017), (Majida et al., 2015), (Razalli et al., 2015), (Rosenberg et al., 2009).
Practices of shariah-compliant hotel	The implementation of concept/principles of shariah hotel Model of halal certification practices The implementation of Quality Standard for Hotels (IQS) Issues on practices of Shariah-Compliant Hotel (SCH)	(Karim, Ahmad & Zainol, 2014), (Razalli, Yusoff & Roslan, 2013), (Rosenberg & Choufany, 2009), (Sahida et al., 2011), (Salleh et al., 2014).
Marketing of shariah-compliant hotel	Role of marketing for shariah hotel Role of shariah-compliant in marketing mix strategy The influence of shariah-compliant towards consumers' loyalty and satisfaction The influence of shariah-compliant and marketing mix towards consumers' satisfaction and the intention to return Marketing Communication	(Boediman, 2017), (Sobari, Usman & Wathani, 2017), (Stephenson, Russel & Edgar, 2010), (Usman, Sobari & Wathani, 2017).
Shariah-compliant and Islamic tourism	The correlation between shariah and Islamic tourism compliance in tourism products Key aspect of halal tourism related to hotel industry	(Omar, Islam & Adaha, 2013), (Suligoj & Marusko, 2017).
Performance of shariah hotel	Sharia hotel transparency Hotel selection factors from SCH Criteria and strategies for developing halal culinary tracking (HCT) application	(Alserhan et al., 2018), (Halim et al., 2015), (Sucipto et al., 2017).
Halal awareness	Awareness and consumers' level of acceptance on concept and practices of shariah-compliant Awareness and level of customer acceptance Hotel preferences	(Ahmat et al., 2012), (Ahmat et al., 2015), (AlSerhan & Alobaitha, 2013), (Henderson, 2010).
Halal obedience	The reason of hotel owners to disregard halal requirements. Characteristics of shariah-compliant in hotel management	(Omar, Islam & Adaha, 2013), (Zailani, Omar & Kopong, 2011),
Opportunities and challenges on shariah hotel	The identity development for shariah hotel Social-culture implications of Islamic hospitality in products and marketing	(Samori & Rahman, 2013a), (Samori & Rahman 2013b), (Samori & Sabtu,

Issue Classification	Topic	Authors
	The chances for delivering the shariah hotel concept Challenges and obstacles in developing shariah hotel Regulation and policies framework related to shariah hotel.	2014), (Stephenson et al., 2010),

4. Conclusion

From the discussion, a conclusion could be withdrawn based on objectives. The research on shariah hotel could be grouped in eight discussions, which are attributes of shariah hotel, practices on shariah compliant hotel, the marketing of shariah-compliant hotel, shariah-compliant and Islamic tourism, performance of shariah hotel, halal awareness, opportunities and challenges on shariah hotel. The businesspersons that involve in shariah hotel industry could prepare themselves in improving the shariah-compliant hotel, removal of insertion on the classification of local and international hotels and the competition with other non-Moslem hotels.

Future researches related to attributes of shariah hotels need to set the instruments' validity and reliability, further research should be conducted to study the implementation of SIHAT (Shariah Islamic Hotel Assessment Tool) to hotels with various ratings. Furthermore, the future researches that will discuss about practices in shariah-compliant hotel could apply qualitative approach and could involve the verification towards other variables that significantly influence organization performance, such as legal requirements, advertisements, packaging, labelling, assessment on how practices of halal certification could effects hotel performance; solutions on issues of shariah-compliant hotel implementation from the perspectives of service innovation and advantages to handle the different necessities from other religion.

Future researches about consumers' awareness could be carried out qualitatively to seal the potential gap; to evaluate the misunderstanding about shariah-compliant between consumers and hotel operators; to examine; to explore shariah-compliant hotel from the different perspectives; investigate how the implementation of shariah-compliant could effects hotel performance in terms of financial aspect; discuss how Islam could influence the attitudes and behaviors to improve the understanding of Moslem tourists; as well as opinion and reaction from non-Moslems for living in the hotel with several levels of shariah-compliant. Future research could discuss about experiences and SCH perception in its relation with variables of gender, age, culture and nationality.

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