

The Islamic Hotel - Overview



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Statistic Figures Overview about Tourism and Halal Tourism:

Top Destination within OIC Countries	International Tourist Arrivals (millions)
Turkey	35.60
Malaysia	25.0
Saudi Arabia	13.6
Egypt	11.1
Morocco	9.4
United Arab Emirates	9.0
Indonesia	8.0
Tunisian	5.9
Jordan	4.1
Iran	3.3

* For UAE: Dubai figures only; Saudi Arabia: includes Hajj/Ummrah



Overview of Muslim Travel Expenditure*

MUSLIMS GLOBALLY SPENT

\$ 137 BILLION

On tourism in 2012

(12.5% OF GLOBAL EXPENDITURE)

EXPECTED TO REACH

\$ 181 BILLION

In 2018

(12.5% OF GLOBAL EXPENDITURE)

Top Muslim Tourism Expenditure Countries	US Bill, 2012
Iran	\$ 18.2
Saudi Arabia	\$ 17.1
UAE	\$ 10.1
Kuwait	\$ 7.4
Indonesia	\$ 7.2



Overview of Muslim Travel Expenditure*

Country	US Bill, 2012
MENA-GCC	\$ 42.68
MENA-Other	\$ 34.56
East Asia	\$ 16.77
W. Europe	\$ 14.70
Central Asia	\$ 8.09
Sub-Saharan Africa	\$ 6.37
E. Europe	\$ 5.87
South Asia	\$ 3.98
North America	\$ 2.89
Other	\$ 0.85

* Excluding Hajj/Ummrah



Difference between Classic Hotels & Islamic Hotel

A hotel can be defined as a place away from home that provides paid lodging, meals and other facilities for travellers and tourists on short term basis by maintaining the security.

The facilities offered in the hotel are

- | | |
|--|--|
| <input type="checkbox"/> Spa center | <input type="checkbox"/> Gift shop |
| <input type="checkbox"/> Massage | <input type="checkbox"/> Ladies and Gents Saloon |
| <input type="checkbox"/> Tennis court | <input type="checkbox"/> Signature outlet |
| <input type="checkbox"/> Health club | <input type="checkbox"/> Bars |
| <input type="checkbox"/> Conference room | <input type="checkbox"/> Casino |
| <input type="checkbox"/> Banquet Room | <input type="checkbox"/> Valet parking |
| <input type="checkbox"/> Business Center | <input type="checkbox"/> Concierge |
| <input type="checkbox"/> Laundry service | <input type="checkbox"/> Night clubs |
| <input type="checkbox"/> In room entertainment | <input type="checkbox"/> Cinema |
| <input type="checkbox"/> High Speed Internet | <input type="checkbox"/> Shopping center |
| | <input type="checkbox"/> Travel desk |

We agree that the majority of the hotel's revenue comes from rooms department in terms of price and cost. The other services offered above, few of them are complimentary as an added value for the guest and few of them are chargeable.

All above service except (Bars, Casino and Night Clubs) cannot be applicable for Islamic hotels & Halal.



Conversion Facts

If we look into the concept of classic hotels service and Islamic hotels we will find the below observations

- A. Service can be offered in both concept hotels as it is
- B. Service offered by classic hotels can be offered by Islamic hotels after modifications
- C. Service offered by Classic hotels Cannot be offered at all in Islamic Hotels
- D. Services can be offered by Islamic hotels, cannot be offered by classic hotels



Modification of Classic Hotels into Islamic Hotel

Blue print or Hotel Lay out

- Before developing the hotel, the very basic things that need to be considered at the blue print phase are the direction of guest rooms and bathrooms. (not facing Qibla)
- A Shariah concept property is also required to provide gender segregated health club and prayer areas.
- Care should be taken while doing interior decorations inside the premises as Islam discourages to display decorations with pictures of living beings. Nevertheless, a certain amount of figural art can be found in the Islamic décor world.



Modification of Classic Hotels into Islamic Hotel

Hotel Operations

- Rooms Facilities
- Food and Beverage - Halal from 'farm to table'
- Recreation Facilities
- Banquet Facilities
- Other facilities such as Salon, Business Centre, Travel Desk, Shopping Centre and Cinemas
- Safety and Security



SQUARE Management System

SQUARE MANAGEMENT

-The Islamic hotels in their operation has **SQUARE** management process which has four elements

1. Hotel guest
2. Government, regulation bodies and stakeholders
3. Hotel staff
4. Hotel owner and investors

Each of these elements effect the hotel management process in different way



Facts & Challenging Issues

Facts

- The Islamic hotels become international product and there is very good demand for this product but unfortunately not much owner open this door yet.
- The number of Muslim travelers is significantly huge. According to a study by U.S. consultancy Dinar Standard, Muslims in 2012 spent \$ 137 Billion (12.5% of global expenditure) in travel and the forecast is to reach \$ 181 Billion(excluding Haj/Ummrah) in 2020.
- In terms of Profit and Loss (P & L), ROI (Return of Investment) for Islamic Hotels are same as other product, although its higher than other international hotels as we investment in rooms departments are more which cost less compare with food and beverage department.
- During the Global Crisis, it was observed that the Islamic businesses worldwide like banks and Islamic insurance proved not affected and safer while other non-Islamic businesses and enterprises got drastically affected.
- As compared to Non-Islamic Hotels from the point of security and safety, the guest of Halal hotels are quiet and not much demanding.
- Islamic hotels is part of our Islamic DAOOA (message) for UMMA (Nation)
- There is a wide market starting from the airlines ending by staff and supplier will be benefited from the network.
- For Islamic banks, it is difficult to take the decision of investment in Non-Halal businesses especially Hospitality field; opening of this new sector will ease this hurdle. Sharia'h Complaint Hotel Investment would be best for these banking enterprises and they can be part of this leading income source.

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Facts & Challenging Issues

Challenging Issues

- Countries' regulations and hotel classifications
- Non-Muslim country's understanding and accepting of Islamic Hotels
- The correct name for the Islamic hotels which is accepted by Non-Muslim guests.
- The Islamic Hotel standards and regulations needs to be understood by hotel guests and recognize the right products. Based on the demographic data, the concept can be fully or partially implemented.
For ex. Hotel in Paris:
 - Female staff can't wear veil.
 - Based on the number of Muslim travelers, hotel can be 'Halal Friendly' as defined in category 5 (Refer Rating System). i.e. Hotel can serve Halal food
 - Hotel can designate a special area in restaurant not serving alcoholic beverages.
 - Hotel may not go through check-in procedure for couple such as not asking Marriage Certificate.

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Rating System (Score Matrix)

- Based on the compliance to grading, score matrix for Muslim countries to recognize Halal Hotels are as follow:
- This score matrix is a part of classification scheme in order to maintain the availability of high quality standards and services of guest accommodation facilities with in the frame of HALAL hotels.
- The information provided in this draft is in good faith and although every effort has been made to ensure its accuracy.
- In order to the secure the Grading being applied for, the establishment must fulfill the following relevant to that particular grading:



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Rating System (Score Matrix)

- Based on the compliance of above Grades, these Halal Hotels can be classified into five categories:

Category: 5 - Halal Friendly (HL)

For classification purpose, the hotel shall comply with

Grade	Compliance
Grade A ++	100%

Halal Friendly (which is following less than 100% of grade A++ but still providing other service like Halal food in their menu or designated area not serving Alcoholic , separated time for ladies Spa, Gym and pool etc.)



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Rating System (Score Matrix)

Example of Grade A

Criteria	Grading
No Alcohol to be served inside the premises	A++
Halal foods serve in all hotel outlets. Halal certificate from Sharia'h regulated body for all meats.	A++
Marriage certificate or proof for the relation between guest occupied the same room is must, during the guest check-in for all hotel guest	A++
Separate facilities for men and women in pool(or designated time for ladies) , Sauna, Gym, Spa & special rooms or partition in hotel restaurants	A++
No music in entire hotel premise	A++
All ladies staff wearing the Islamic attire	A++



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Rating System (Score Matrix)

Examples of Grade B

Criteria	Grading
Ladies housekeeping staff	B++
Greeting all hotel guest by using 'Al Salaam Aleikum'	B++
Ladies security staff	B+



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Rating System (Score Matrix)

Grade C

Criteria	Grading
Quality department to ensure about the Sharia'h standards	C++
Signage in the hotel lobby mentioned the prayer time	C+
Automated system for Azan in hotel lobby	C+



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Rating System (Score Matrix)

Grade D

Criteria	Grading
Hotel shops not selling any tobacco products	B++
Attend Islamic lecture for hotel staff	D+



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Final Word

The Islamic hotels are as modern as the international hotels. Although the Muslim and Non-Muslim guest is most welcome in Islamic hotels as well the Muslim and non-Muslim staff, the profitability if not more at least not less than the international hotels. The Muslim investors need to open the doors for Islamic hotels investment and they will win the profitability in our life and hereafter.



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Thank you

