

# The Concepts of Shariah-Compliance for Hotel Reservation in Malaysia: A Review

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## Abstract

Hotels have started implementing Shariah Compliant Hotel (SCH) practices due to increasing demand for Shariah Compliant services and facilities from Muslim travellers. Basic principles and attributes of SCH concepts were designed and developed, however, current room reservations especially in online booking platforms that support SCH concepts were not widely practised. This study aims to review previous studies on SCH practices and propose the concept of SCH reservations toward online booking platforms. This study has identified several issues and challenges, including issues on SCH concepts and characteristics and/or attributes, issues on the perceptions and behaviours toward SCH implementation, and issues on how SCH is being implemented. Besides that, this study also finds that the key aspects of SCH research are divided into 4 main aspects; design and development of the SCH concept, characteristics and attribution, the SCH implementation, assessment of SCH implementation, and customer/tourist perceptions and behaviour toward SCH implementations. This study also suggests the concept of integrating SCH concepts into the current online booking platform, via having 4 processes; improving the current online booking platform database design, improving the process of applying SCH practices, validating hotel's applications, and integrating and viewing SCH in online booking platform.

**Keywords:** SCH reservations, SCH concept, SCH attributes, BajetRest2, SCH Online Booking, data sharing

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## 1.0 INTRODUCTION

Demand for Shariah Compliant Hotel (SCH) has increased due to the population and economic growth of the Muslim population all over the world (Idris and Wahab, 2015). These hotels are designed to meet Muslim needs by having hotel services and facilities that align with Islamic guidance (Razalli, 2019; Musa, 2021). The growing popularity of Shariah-compliant hotels is a positive development, as it shows that the hospitality industry is becoming more inclusive and accommodating of Muslim travellers (Musa, 2021).

SCH offers the basic features and services that are designed to meet the needs and requirements of Muslim travellers, including Halal food and beverages, prayer room(s), Qibla signs, Shariah-based entertainment, and to cater to the needs of the majority of Muslim staff (Omar et al., 2013; Jurattanasan and Jaroenwisana, 2014; Hashim and Fauzi, 2019).

SCH practices provide advantages for hotel providers such as attracting Muslim travellers, where SCH reduces the stress of finding Islamic-based accommodations, increases guest satisfaction, which can lead to repeating bookings afterwards, improves reputation among Muslim travellers, and reduces the risk of legal problems such as lawsuit from Muslim guests that are not satisfied with their stay (Haque et al., 2019a; Othman et al., 2020).

However, implementing SCH practices also faces issues and challenges, especially on the cost of implementing SCH concept and principles, especially on the basic facilities, challenges in training the staff to provide shariah-compliant services, challenges to align and comply with SCH aspects, competition with prices and locations, and lack of awareness where customers did not have information about local SCH in their targeting area (Abd Razak et al., 2019).

The main issues in on understanding and agreement on basic SCH principles, and increasing awareness of SCH practices among Muslim travellers. Current practices on the hotel's booking platform show a lack of information about SCH practices, and how to filter lists of hotels that provide SCH practices. This study aims to critically review the previous studies on SCH implementations including the SCH concept, implementations, and key aspects of SCH, and proposes the concept of SCH reservations toward online booking platform.

This study reviews the SCH practices research from 2018 until 2023. This study started with a discussion on understanding the background of SCH studies, reviewing previous studies on SCH practices, critically discussing the issues and key aspects of SCH practices, and suggesting concepts to integrate SCH concepts into the current online booking platform.

## ■2.0 BACKGROUND OF SHARIAH-COMPLIANT HOTEL STUDY

Shariah-compliant hotel concepts were introduced in the early 2000s in the Middle East, with hotels providing Shariah-compliant services due to Islamic consumers' demand (Pitra and Albattat, 2021). The early Islamic services focused on halal food and beverages, prayer rooms, and separate facilities especially a swimming pool for men and women (Rachmiate et al., 2022).

Over time, the concept of SCH has widely referred to hotels that provide services, facilities, and environments that are compliant with Shariah rules and principles (Haque et al., 2019a). SCH has become more popular and spread to Europe, Asia, and North America (Moshin et al., 2020). This was caused by an increasing number of Muslim's population, and growing awareness of Shariah compliance between Muslim's consumers (Moshin et al., 2020). SCH offers internal benefits such as peace of mind, providing sense of community, and ease of accessing Muslim basic facilities such as toilets with bidet, or prayer rooms (Salleh et al., 2019).

To support the SCH implementation and practices, research on SCH practices has become important, to ensure the claims by the industry are aligned with the Shariah principles and attributes. Research on SCH started with studying the concept and basic principles of SCH practices, especially in Malaysia. the basic concept of SCH practices should align with Shariah practices such as providing Shariah services, facilities, and staffing (Omar et al., 2013; Jurattanasan and Jaroenwisian, 2014; Musa et al., 2017).

The SCH rules and principles also need to align with current Shariah-related standards, including;

1. Muslim Friendly Hospitality Services (MFHS) - Requirements (MS 2610:2015)
2. Halal Food – Production, Preparation, Handling and Storage – General Guidelines (MS 1500: 2009)
3. Quality Management Systems – Requirements from Islamic Perspective (MS1900:2005)

However, these standards did not fully cover the SCH practices, and research on guidelines and implementation of SCH practices also has been studied (Pitra et al., 2018; Abd Razak et al., 2019; Haque et al., 2019a; Musa et al., 2019; Razalli, 2019).

Research on SCH practices has identified several issues with the concept's development, SCH implementation, and also customers' expectations towards SCH practices. These issues in SCH implementations can be categorised into 4 main categories, including the need to improve the SCH concepts, issues with the SCH implementations, especially in Malaysia, the assessment of SCH concepts and implementations, and the perceptions towards SCH implementation.

## ■3.0 STUDIES ON SHARIAH-COMPLIANT HOTEL IMPLEMENTATIONS

Several studies on SCH implementations have been done that focus on several directions.

### 3.1 Studies on Conceptual Model for Shariah-Compliant Hotel Implementation

Several studies have been done regarding the conceptual models in SCH implementations. The conceptual model of SCH is important to identify the main characteristics of SCH, the Shariah principles, and the main attributes that are needed for SCH.

Sahida et al. (2011) have proposed a SCH model where the facilities, operation, design, and financial system comply with the Shariah rules and principles. Besides that, Shahida et al also suggested SCH implementation to provide azan and kiblah direction in each room and provide a large room for Friday prayer. To further improve the SCH model, Salleh et al. (2014) have suggested implementing and integrating several standards that have been developed, such as MS1500: 2009, and MS1900:2005 as a part of the SCH implementation.

Jurattanasan and Jaroenwisian (2014) further suggested the SCH implementation should have at least 16 attributes, including no alcohol, halal food only, conservative television service, majority of staff are Muslim faith, Quran and prayer mat availability in each room, separated recreational facilities for men and women, direction of Mecca in each room, no entertainment, bed and toilet direction not facing Mecca, no art in human form, bidets in bathrooms, appropriate entertainment, using Islamic financial arrangement, and follow zakat principles.

Musa et al. (2017) said the SCH conceptual model should have several attributes, including providing prayer rooms, serving halal foods, separating swimming pools and spas, announcing prayer schedules, and incorporating religious programs in the tourism activity packages.

Another model proposed by Omar et al. (2013) consists of 3 main pillars in SCH implementation: (1) Mardhatillah (blessing of Allah), (2) Syahadah (soul), and (3) Shariah Hotel. However, this model was not detailed on its attributes for each pillar. A further study was done by Hashim and Fauzi (2019), which listed 16 attributes of SCH implementation from previous studies to be implemented in the future SCH.

These studies show that the concept of SCH has matured, however, more simplified but comprehensive attributes need to be arranged, to better suit the conditions and culture in Malaysia and at the same time Shariah-compliant.

### 3.2 Studies on Shariah-Compliant Hotel Implementation

Besides the studies on the conceptual model of SCH implementation, some studies focus on SCH implementation, especially in Malaysia. These studies focus on the how SCH model has been implemented in Malaysia.

Samori and Rahman (2013a) have studied how the halal concept of the hotel industry is being implemented. The findings show that SCH implementation consists of good friendly Muslim hotels, good service quality, hospitality, and halal food services. Besides that, Jumli et al. (2018) have studies on SCH implementation in Blue Wave Hotel, where this study analysed the customer satisfaction level in Blue Wave Hotel based on SCH concepts based on 3 aspects; perception towards Halal certification in general, service quality, and guest satisfaction. The findings show that, in terms of perception towards Halal certification, most of the customers agreed with the 3 aspects identified in this study. This study then being furthered by Albattat et al. (2018) who want to analyse customer satisfaction toward SCH implementation in Shah Alam, using 5 variables; restaurant (food and beverage), staff (Muslim dress code), facilities that shariah compliant, building design, and customer loyalty. The findings show that customers that satisfied with the 4 variables tend to be loyal to the SCH that they have stayed previously. All these 4 variables can affect customer loyalty.

Musa et al. (2019) said the SCH's current implementation does not include the authority bodies, for example in Malaysia, where the Department of Islamic Development Malaysia (JAKIM) and *Jabatan Hal Ehwal Agama Islam Negeri Kelantan* (JAHEAIK) should support and involve in the SCH implementation. However, the current jurisdictions of JAKIM and JAHEAIK not focusing on the hotel services, especially on the shariah compliant services, and future involvement can be included.

SCH implementation also has challenges, and to identify these challenges, Abd Razak et al (2019) used a qualitative approach, and identified 3 main challenges in implementing SCH, which is; (1) changing facilities in the hotels to meet the SCH implementation, (2) customer's and supplier compliance to the SCH guideline, and (3) diverse customer's satisfying complaints especially the loud sound of aзан and Quran recitation.

Another study by Haque et al. (2019a) analysed the factors that affected Muslim consumers' purchase behaviour toward SCH implementation. The findings show that the aspect of attitude; subjective norm (SN) and perceived behavioural control (PBC) have positive impacts on consumers' intention to book SCH. The findings also show that Muslim consumers' intention to book SCH is strongly associated with consumers' attitudes toward halal hotels.

Razalli (2019) on the other hand studied the guideline criteria to support SCH practices, with suggestions to add 5 dimensions; (1) administrative, (2) common area, (3) bedroom, (4) services, and (5) food and beverages. This was supported by another study by Omar and Adaha (2019) that identified 2 main criteria of SCH implementation; general quality of room and room services. This study finds that 15 types of room facilities meet Muslim needs. These findings can be used for further implementation of SCH especially in Malaysia.

Previous studies on SCH implementation show good customer acceptance and perceptions towards SCH implementation, however, several aspects need to be improved, especially in the hotel's facilities to be more Shariah-compliant, involvement of Islamic authorities in guiding SCH and balancing the Muslim and non-Muslim guests' requirements in the hotels.

### 3.3 Assessment of Shariah-Compliant Hotel Practices

Another aspect of SCH studies is the assessment of current practices of SCH implementation. SCH concept has been implemented in some of the hotels, and the assessment of SCH practices can be studied to further improve the SCH implementation based on the criteria or attributes identified from these studies.

Razalli et al. (2015) have suggested using SIHAT (Shariah Islamic Hotel Assessment Tool) to assess the SCH practices. This tool consists of 5 main practices; administration, common areas, bedroom, services, and food and beverages. These tools are to be used for assessing the shariah-compliant implementation in hotels. However, this study did not assess any hotel to validate the tool that was developed.

Another study on SCH assessment was by Albattat et al. (2018), where this study used shariah-compliant indicators to assess the hotels, including facilities, food and beverage, service quality, prayer mat and Quran availability, beds and toilet position (not facing the direction of Mecca), bidets in the bathroom, and prayer room. To assess this, this study uses Blue Wave Hotel as a case study area. The results show the respondents were satisfied with the service provided by this hotel, which is Shariah-compliant.

Besides that, Othman et al. (2019; 2020) designed an assessment tool to examine the factors that influence hotel guests' loyalty toward SCH implementation, focusing on Five-star hotels in Malaysia. This study used 3 main practices in SCH implementation to assess the hotel's guests' acceptance of SCH to maintain their loyalty to the selected hotels. These 3 practices namely Common Area practices, bedroom practices, and services practices. The findings show that SCH practices have a positive impact on hotel guests' acceptance, thus gaining their loyalty. Hotel guests' acceptance is a significant mediator of the relationship between SCH implementation and guest loyalty.

Furthermore, another study was carried out by Kamri (2020), focusing on assessing SCH practices for hotels under *Permodalan Nasional Berhad* (PNB) management. This study aims to assess the SCH implementation for hotels under PNB management, by using 4 main criteria: food and beverages, room operation, support staff, and facilities. The findings show that all 3 hotels under PNB management have scored more than 70% for all the criteria. However, several improvements can be made, such as using brighter lamps in the hallway, better separation in the swimming pool, and having an ablution area.

Meanwhile, Sulaiman et al. (2022) have studied the impact of Shariah-compliant hotel attributes on Muslim travellers' revisit intention. This study identifies 4 indicators that impact the revisit of Muslim tourists; Halal Food and Beverage, Shariah-Compliant Facilities, Shariah-Compliant Operation, and Shariah-Compliant Interior Design. The findings revealed that although halal food and beverage and Shariah-compliant facilities have a significant effect on Muslim travellers' revisit intention, Shariah-compliant operation, and interior design have no effect. This study also found that food, beverages, and facilities have a positive effect on travellers' intention to revisit.

These studies on the assessment of SCH implementation can be a guide for SCH owners, Islamic authorities, and consumers to further find and improve SCH practices. SCH owners can use the assessment tools to further improve the facilities and services, Islamic authorities can use these tools to design a guideline for SCH practices in the future, and consumers use these tools to further identify the most suitable SCH for their requirements.

### 3.4 Perceptions Toward Shariah-Compliant Hotel Practices

The last aspect of previous studies on SCH practices is studied on the perceptions and behaviours of customers toward SCH practices. Studies on perceptions can be used for creating awareness, improving marketing to attract more customers, and analysing patterns in SCH practices from the customer's perspective.

Shaharuddin et al. (2018) have studied the issues of misleading knowledge of Islamic concepts, that lead to confusion and misunderstanding or perceptions of Islamic hotel concepts and their application in Malaysia. This study aims to examine the relationship between the customer's attributes and the customer's perception of SCH practices in Malaysia. Shaharuddin et al. (2018) have identified 6 customer attributes in Customer Perception of Shariah Compliant hotels, which is; (1) customer's understanding, (2) customer's attitude, (3) customer's value, (4) product belief, (5) social media, and (6) product innovation. The findings show that only 4 attributes have a significant correlation with SCH practices, which are: customer's understanding of the SCH concept, customer's attitude toward SCH, customer's value toward SCH, and social media attractions.

Besides that, another study by Haque et al. (2019b) aims to identify and examine the factors that affect Muslim consumer's purchase behaviour toward Shariah-Compliant Hotel. This study identifies a lack of studies on Muslim consumers' purchase behaviour towards Shariah-compliant hotels. The factors identified in this study are Halal awareness and Purchase Intention, Religiosity and Purchase Intention, and Purchase Intention and Purchase Behaviour. The findings show that Muslim consumers' religiosity affects their booking intention toward Shariah Shariah-compliant hotels, and to improve consumer visits, this study suggests an improvement in marketing strategies and activities on SCH.

Meanwhile, a study by Rahmiati and Fajarsari (2020) focuses on the preference of Muslim tourists toward SCH, where this study aims to analyse the factors of tourist preference towards SCH implementation in Indonesia on building Halal tourism. This study assesses the influence of Islamic physical attributes, Islamic non-physical attributes, and religiosity on tourist preferences toward SCH implementation in Indonesia. The findings show that Islamic physical attributes did not significantly influence tourist preference toward SCH implementation. However, Islamic non-physical attributes have a significant influence on tourist preference. To increase the number of tourists in SCH, this study suggests that SCH implement Islamic Non-Physical attributes such as separate floors for males, females and families, separate swimming pools, or separate gyms.

A study by Rahmiati and Fajarsari (2020) also being supported by a more comprehensive study by Fathoni et al. (2021), where this study analysed the factors impacting customers in choosing hotels that comply with shariah principles in Malang City, Indonesia. 39 factors were identified in this study, and the findings show that the customer considered 9 main factors in choosing the SCH which are; Sharia Compliant Concept, Information, Sharia Service, Customer Acceptance, Reference, Needs, Experience, and Art.

Studies on the customer's perceptions and behaviours toward SCH practices show positive feedback, as shown by Shaharuddin et al. (2018) and Rahmiati and Fajarsari (2020). However, an improvement in the facilities and non-physical attributes needs to be emphasised as shown by Rahmiati and Fajarsari (2020). Besides that, the Muslim-friendly services also show give impact toward SCH practices (Fathoni et al., 2021), and an improvement in marketing and awareness of SCH practices can be increased in the future (Haque et al., 2019b).

## 4.0 DISCUSSION

The previous sections have identified several studies on SCH practices, including the SCH conceptual models, SCH implementations, assessment of SCH practices, and perceptions toward SCH practices. Although the application of SCH practices is not completely mature and commercialised, it shows great opportunities and advantages in SCH implementation. However, research on SCH practices can be improvised, and quite a few issues and challenges need further investigation and exploration.

This section discusses the issues that were identified from previous studies, key aspects of SCH research, and further directions toward integrating SCH concepts and attributes in the current online booking platform.

### 4.1 Issues Identified From Previous Studies

Several issues have been identified in previous studies, from various perspectives. Table 1 shows issues and challenges raised by previous studies.

**Table 1** The issues raised by the previous author(s), and categories of SCH aspect of the study

Issues in SCH	Category of SCH Aspects based on the issues	Authors
Lack of the characteristics on what is Islamic tourism especially in halal accommodations such as hotel	Issues on SCH Concepts and Characteristics/Attributes	(Samori and Rahman, 2013b)
Lack of hotels that are shariah compliant concept		(Sahida et al., 2011)
Lack of research on the characteristics, and implementation of Syariah-Compliance-Hotel (SCH) in the hotel industry		(Salleh et al., 2014)
Uncertainties of government regulation, difficulties in meeting Halal standards, and absence of Shariah-compliant hotel standards.		(Salleh et al., 2014)
Lack of SCH attributes in Malaysia		(Jurattanasan and Jaroenwisan, 2014)
Lack of comprehensive standards and established guidelines for the Shariah-compliant hotel.		(Razalli et al., 2015)
Lack of proper framework of Shariah-compliant hotels as a guideline for hoteliers		(Musa et al., 2017)
The concepts of HSC were still not clearly stated.		(Omar et al., 2013)
No study regarding halal or shariah-compliant practices in the Malaysian hospitality industry.		(Albattat et al., 2018)
Lack of a proper framework on the Shariah-compliant hotel as a guideline for hoteliers even though some of the hoteliers take the initiative to comply with JAKIM halal certificate.		(Musa et al., 2019)
Lack of the concept of SCH business		(Hashim and Fauzi, 2019)
An issue on several features and characteristics of SCH hospitality services.		(Othman et al., 2020)
Misleading knowledge of Islamic concepts leads to confusion and misunderstanding or perceptions of Islamic hotel concepts and their application in Malaysia.		Issues on the Perceptions and behaviours toward SCH implementation
No study on the satisfaction level of customers toward SCH implementation	(Jumli et al., 2018)	
Lack of study on customer satisfaction level toward SCH implementation	(Pitra et al., 2018)	
Lack of study on Muslim consumer's purchase behaviour towards Shariah-compliant hotels.	(Haque et al., 2019b)	
Scarcity of knowledge in contemporary literature regarding SCH, and what affected Muslim consumers' purchase behaviour towards SCH in the Malaysian context.	(Haque et al., 2019a)	
Lack of desire for tourists to put Indonesia as the main destination for SCH.	(Rahmiati and Fajarsari, 2020)	
Lack of empirical study on the influences of SCH attributes on behaviours.	(Sulaiman et al., 2022)	
Lack of review on the latest implementation of SCH, especially focusing on Muslim-friendly hospitality services.	Issues on how SCH Implementations	(Abd Razak et al., 2019)
Lack of SCH guidelines based on Islamic Shariah principles.		(Razalli, 2019)
Lack of hotels complying with Shariah requirements.		(Omar and Adaha, 2019)
Issue on the implementation of SCH in Malaysia, especially under Permodalan Nasional Berhad (PNB) management.		(Kamri, 2020)
Issues in the implementation of SCH in Malang, Indonesia		(Fathoni et al., 2021)

Table 1 shows the issues raised by the author(s) from previous studies, and the categories of SCH aspect based on the issues raised. From the table, issues raised by previous studies can be categorised into 3 main aspects of SCH, which are the issues with SCH concept and its characteristics or attributes, issues with the perceptions and behaviours of customers or tourists toward SCH implementation, and the issues on how SCH has been implemented.

Early studies on SCH started with understanding the concept of SCH and then identifying the characteristics and attributes of SCH implementations. This is shown by studies from 2013 until 2017 that focus on the concept, characteristics, and attributes of SCH, and some continuation in 2019 until 2020. Further studies on SCH aspects later focus on the implementation of SCH and the perceptions and acceptance of people towards SCH practices (2019-2022).

#### 4.2 Key Aspects of SCH Research

Based on the previous studies, several directions have been identified in this study. Table 2 shows the key aspects of previous studies on SCH.

**Table 2** Key aspects of SCH research, its description, and author(s)

Key aspects of SCH research	Descriptions	Author(s)
Design and development of SCH concept, characteristics, and attribution	Study toward designing and developing a conceptual framework, including the indicators, characteristics, and attributes of SCH	( Sahida et al., 2011; Omar et al., 2013; Jurattanasan and Jaroenwisana, 2014; Salleh et al., 2014; Musa et al., 2017; Hashim and Fauzi, 2019)
The SCH implementation	Study on how to implement the SCH concept, including the use of case studies from several hotels in Malaysia and Indonesia	(Samori and Rahman, 2013a; Pitra et al., 2018; Abd Razak et al., 2019; Haque et al., 2019a; Musa et al., 2019; Omar and Adaha, 2019; Razalli, 2019)
Assessment of SCH implementation	Study on assessing the characteristics of SCH in hotels, based on the criteria or attributes that were developed	(Razalli et al., 2015; Albattat et al., 2018; Othman et al., 2019; Kamri, 2020; Othman et al., 2020; Sulaiman et al., 2022)
Customer/tourist perceptions and behaviour toward SCH implementations	Study on the customer's and tourists' perceptions and behaviour towards SCH implementation, and also the linkage between SCH attributes and customer loyalty of tourists in booking the hotels that offer SCH concept	(Shaharuddin et al., 2018; Haque et al., 2019b; Rahmiati and Fajarsari, 2020; Fathoni et al., 2021; Pitra and Albattat, 2021)

There are 4 key aspects of SCH research, which are (1) the design and development of SCH concept, characteristics, and attributes, (2) research on SCH implementation, (3) research on assessment of SCH implementation, and (4) customer or tourist perceptions and behaviour toward SCH implementations.

In terms of the design and development of the SCH concept, characteristics, and attributes, various studies have been carried out by producing some improved attributes, additional characteristics, and the principles concepts on how SCH should be implemented. Jurattanasan and Jaroenwisana (2014) have listed 16 features of SCH, in contrast with Musa et al. (2017) who proposed fewer attributes, with only 6 attributes. Moreover, Omar et al. (2013) did not suggest the attributes, but 3 basic pillars of SCH implementation, and Sahida et al. (2011) suggested 7 features. Another study is from Salleh et al. (2014) that suggests including 2 main standards to align SCH practices.

In terms of SCH implementation, the research carried out focused on the planning and implementation of the SCH concept, mostly using a case study approach, on how to better implement the SCH concept. Samori and Rahman (2013) show that the implementation of the SCH concept has a positive impact, with friendly staff, good service quality, hospitality, and halal food services. This was also supported by research from Haque et al. (2019a) that shows a positive impact, where Muslim tourists or customers have positive intentions in booking a hotel that provides the SCH concept. Musa et al. (2019) however show that to improve the SCH implementation, the involvement of Islamic authorities is a must, to ensure the Islamic values are intact and integrated into the hotel's services. Further research also shows that there are challenges in implementing the SCH concept (Abd Razak et al., 2019), especially in the facilities, customers' willingness to comply with the SCH concept, and customer satisfaction toward SCH implementations.

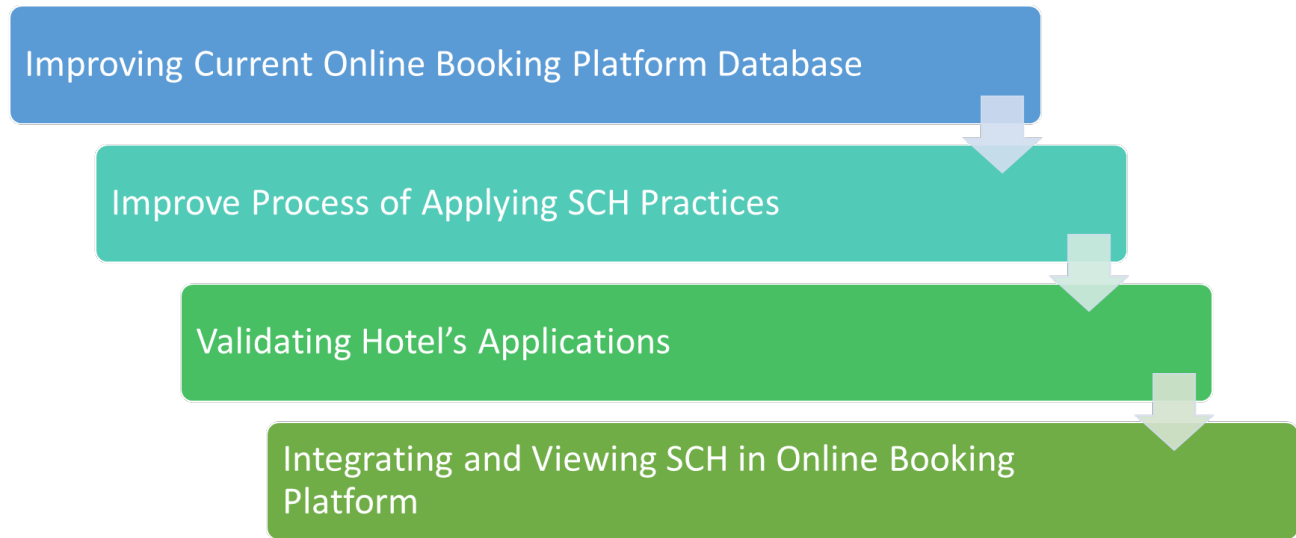
Besides designing and developing the SCH concept, another aspect of SCH research is the assessment of the SCH concept in current hotel practices. These studies carried out assessments based on the criteria that were identified in previous studies, in some of the hotels in Malaysia. Razalli et al. (2015) have developed an assessment tool to assess the SCH implementation, with 5 main practices. Meanwhile, Albattat et al. (2018) research shows the results of the assessment, that in Blue Wave Hotel, the SCH concept was satisfactorily implemented from the customer's view. Besides that, Kamri (2020) also assesses 3 hotels under PNB management, which resulting all 3 hotels scoring more than 70% of the SCH characteristics. Othman et al. (2020) research also shows the assessment of positive results in customer satisfaction towards SCH implementation.

Another key aspect of SCH research is the customer and tourist perceptions and behaviours towards SCH implementation. Shaharuddin et al. (2018) said that customer perceptions of SCH implementation are only significant in terms of 4 attributes; customer's understanding of the SCH concept, customer's attitude toward SCH, customer's value toward SCH, and social media attractions. Haque et al. (2019b) in the meantime, said customer religiosity will affect their booking towards SCH, and suggested improvement in awareness activities and marketing strategies. Fathoni et al. (2021) also support Haque et al. (2019b) argument by listing at least 9 main factors affecting customers choosing SCH for their destinations, including religiosity factors. Pitra and Albattat (2021) also support this argument, where the customer is loyal to the hotel that applies the SCH concept, especially when the food and beverages, staff, facilities, and building design comply with the SCH concept. Rahmiati and Fajarsari's (2020) results also show that the factors listed in Pitra and Albattat (2021) influence tourist attractions toward SCH, especially in facilities provided by SCH.

### 4.3 Integrating SCH Concept in Online Hotel Reservation (BajetRest2)

Previous studies show that concept designing, implementation, assessment, and perceptions are important aspects of SCH research. However, another important aspect to be studied is the SCH reservations, with advanced technology development, especially in the era of Internet-of-Things (IoT) and big data (Haque et al., 2019a). Customers or tourists have moved to online booking for their hotel reservations such as booking.com, Agoda, Traveloka, AirBnB, etc. (Chang et al., 2019; Vo et al., 2020). However, most of these online booking platforms only provide conventional hotel booking and do not provide any information about SCH practices.

To improve the current online booking platform, a concept of integrating SCH practices into the current platform can be suggested (BajetRest2). This is due to current customers already familiar with the current platform, and the current databases on hotel bookings already in place. To improve the current platform, 4 main processes need to be included (Figure 1).



**Figure 1** Main process to integrate SCH information in the current online booking platform

#### 4.3.1 Improving Current Database Design to Suite SCH Practices

This process required improving the current database design and development to include information about the SCH characteristics or attributes. The attributes of SCH practices can be listed as;

1. Alcoholic beverages are not sold or consumed on the hotel premises
2. Only provide halal food
3. Al-Quran manuscripts, prayer mats, and Qibla directions are provided in the hotel room
4. The bed and toilet in the room do not face the Qibla
5. Muslim customer-friendly toilet facilities
6. Surau is available for male and female guests
7. Entertainment permitted by Shariah
8. The workers are mostly Muslims
9. Clothing etiquette according to Shariah
10. Separate recreational facilities for men and women
11. There is a room level dedicated to female guests only
12. Dress code allowed for guests
13. Financial management based on Shariah law

The database design should include the conceptual design that includes the SCH attributes, and the logical and physical design that can be suitable with the current online database booking platform, without exchanging the current database design.

#### 4.3.2 Improving the Process of Applying SCH Practices to Hotel's Information

In this process, hotel owners that are interested in applying can request into online booking platform, and provide the information on the attributes listed in the previous process. In this process, the hotel's owner can provide the information with evidence to the online booking platform.

#### 4.3.3 Improving the Process of Applying SCH Practices to Hotel's Information

In this process, the online booking platform should have a Shariah Committee to validate and ensure the information provided by the hotel's owner is true and aligns with SCH attributes concepts. The Shariah Committee can be selected from the Islamic Authorities of the country, or selectable Islamic Scholars recognised internationally.

The Shariah Committee also needs to audit the hotel's facilities regularly, to ensure the integrity of information and gain customers' trust in the online booking platform.

#### 4.3.4 Improving the Process of Applying SCH Practices to Hotel's Information

The last process is to integrate the SCH attribute information into the online platform. This required the online booking platform to provide information on their booking platform, with a Shariah Compliance filter tab. The concept of this filter is shown in Figure 2.

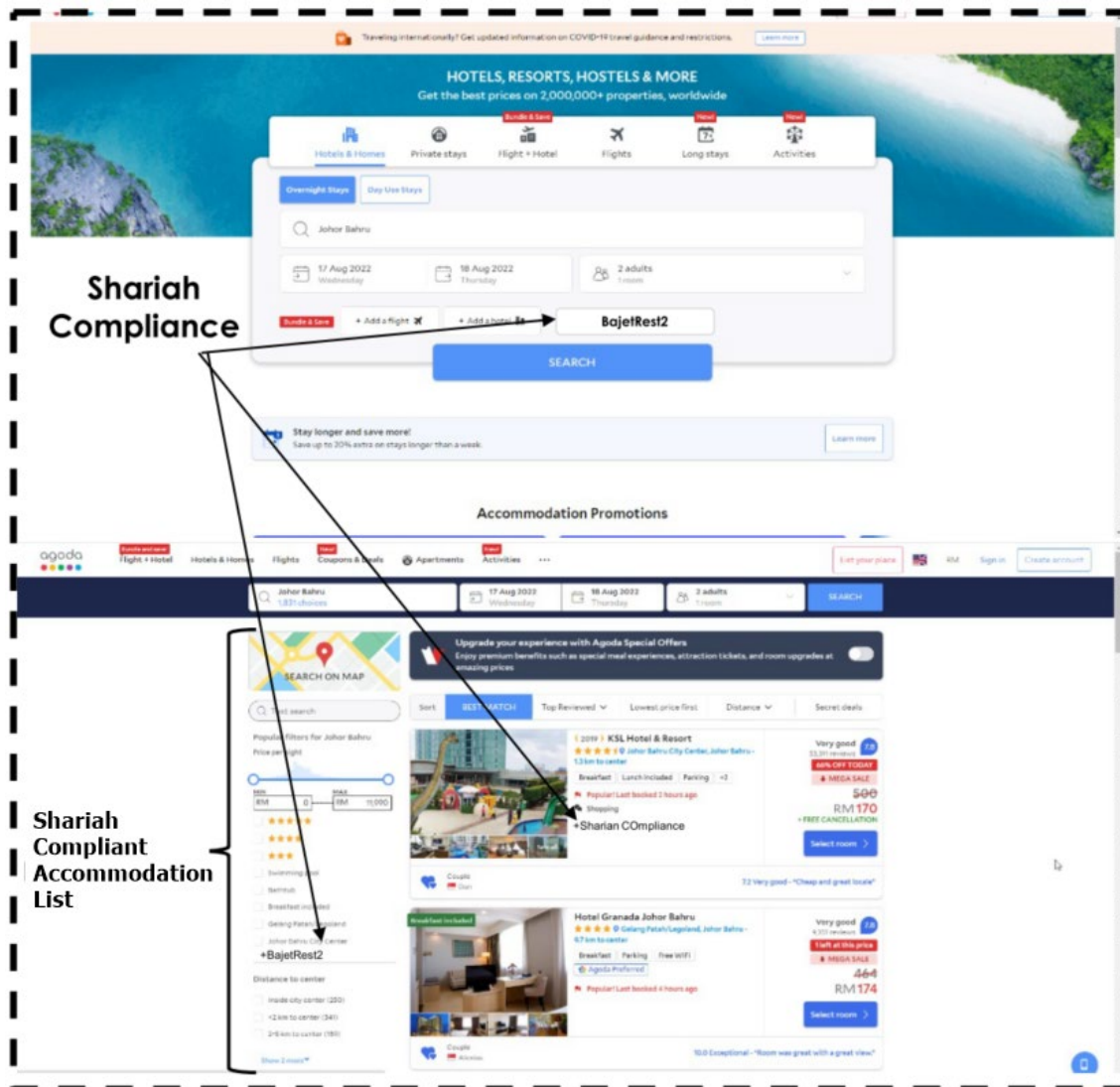


Figure 2 SCH filter tab concepts

By having the SCH filter tab, customer can easily select the filter tab based on their search, and then the online booking platform will view the list of accommodations that are Shariah Compliant, and then view the details information on the hotel's facilities based on the lists.

## 5.0 CONCLUSION

This study aims to review previous studies on SCH practices and propose the concept of SCH reservations toward online booking platforms. Discussions on several directions of SCH research were carried out, via categories the directions into 4 main directions; studies on conceptual model for SCH implementation, studies on shariah-compliant hotel implementation, studies on assessment of shariah-compliant hotel practices, and studies on perceptions toward shariah-compliant hotel practices. From this research direction, several issues and challenges were identified, including issues on SCH concepts and characteristics/attributes, issues on the perceptions and behaviours toward SCH implementation, and issues on how SCH is being implemented.

This study finds that the key aspects of SCH research are divided into 4 main aspects; design and development of the SCH concept, characteristics and attribution, the SCH implementation, assessment of SCH implementation, and customer/tourist perceptions and behaviour toward SCH implementations.



Besides that, for future directions of SCH research, this study suggests the concept of integrating SCH concepts into the current online booking platform, via having 4 processes; improving the current online booking platform database, improving the process of applying SCH practices, validating hotel's applications, and integrating and viewing SCH in online booking platform.

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