

Chapter 62

Innovation of Service and Operation of Islamic Quality Standard (IQS) Hotel in Malaysia

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Abstract

Demand for travelling by Muslims is growing in parallel with the expanding Muslim population worldwide. The catchphrase Islamic tourism is commonly used to describe travel by Muslims for whom compliance with religious observances when away from home is an important consideration. Among other labels are halal tourism and Muslim-friendly tourism. Due to this, a lot of initiatives have been taken in its effort to attract this group of tourists of such offering hotel facilities in accordance with the religious beliefs of the Muslim tourists by introducing halal hotel in Malaysia. In order to enhance Halal projective in hotel industry, we have come out with an idea to create an Innovation of Service and Operation of Islamic Quality Standard (IQS) hotel in Malaysia as well as establish an attractive website specifically for Islamic Quality Standard (IQS). In line with this, we decided to choose Halal Hotel in Malaysia where they can develop their innovation through room amenities specifically in hotel bedroom itself. The advantage that we gain from here is that, we would like to create an innovation service through room amenities in Halal Hotel so that, the Muslim traveller will feel excited to experience the service and eventually Halal Hotel are well acknowledged to hospitality industry. In conclusion, we hope that our ideas in creating the Innovation of Service and Operation of Islamic Quality Standard (IQS) hotel in Malaysia can facilitate toward customer demand especially for Muslim Travellers and can contribute in hospitality industry.

Introduction

The highly competitive environment of the hospitality industry drives the search for new ways and elements of efficient performance. One of the core trends in this sphere is the development and application of a variety of innovations and new elements that can serve as a powerful impetus for the development of the hospitality industry. Innovations of all kinds are essential for both the viability and competitiveness of hotel enterprises. The systematic and ubiquitous use of innovations to ensure the growth of enterprise performance is now recognized by a wide range of researchers and practicing managers (Dzhandzhugazova et al., 2015). On the other hand, in the hospitality industry, contemporary organizations are facing increased social and economic change, fluctuations in customer needs, increased competition among hotels, and technological innovations that are occurring very rapidly. Innovation is the company's reaction to a shifting business environment, and continuous rejuvenation and adaptation is compulsory to stay in business. In line with this, Innovative technologies in hospitality are an apparent change of their delivery and it may be expressed as a new service product or technology. Despite of that, innovative technologies in the hotel industry target the effective satisfaction of the needs of consumers and the increase in the competitiveness of services organization.

Problem Statement

Muslim customers are one of the fastest developing market segments and its needs cannot be ignored by destination marketers and tourism operators (Battour & Ismail, 2014; Battour et al., 2014). In line with above

notion, Muslim or halal hotels should be available in the destination or at least separated sections in hotels where no alcohol beverages, no pork, Halal food are provided. Nowadays challenges, the growing tourism by Muslims to non-Muslim countries lacking of highlights a need to observe the capacity and willingness of hotel management to fully cater to Muslim needs.

Objective

Proper standards drawn and fully equip by the hoteliers Muslim guest at any hotels and resorts will be very comfortable with the Halal friendly services that inflicts a positive influence on the economy of Malaysia as well. Hence, efforts have to be made in order to cater to the needs of Muslim travellers. Due to that, the objective of the Innovation of Service and Operation of Islamic Quality Standard (IQS) is actually to create an innovation service through room amenities in Halal Hotel so that, the Muslim traveller will feel excited to experience the service and eventually Halal Hotel are well acknowledged to hospitality industry.

Novelty

Islamic Quality Standard for Hotel is an initiative to take the management of hotel in Malaysia to another level. By implying Islamic principles in this industry, it will increase the supports from Muslim-market around the world especially for those who keen in finding accommodations with the best services and Shariah – compliance at the same time. Not only serving the Muslim as the target market, it is another unique attraction for the visitors to look up to us in standardizing the Muslim – friendly services to the customers. This will find as convenience choice for the Muslim users to come up to hotels in Malaysia without having second thoughts on the services in term of the rooms, services, food and beverages. It is also one step forward in introducing the Islamic standard in Malaysia's tourism industry or Islamic Tourism.

Benefits to the Society and Industry

The implementation of Innovation of Service and Operation of Islamic Quality Standard (IQS) Hotel in Malaysia brought a lot of benefits to our industry and also to other users. Some of the benefits are such as becoming a guide for the preparation of halal products and services nourished with Islamic values; highlighting the human aspect; upholding stakeholders' interests; becoming the benchmark for quality management systems for products and services; continuous improvement, improving customer trust; increasing market share; enhancing transparency; protecting workforce interests; and organisational image enhancement. Other than that, the implementation of the IQS not only helped organisations improve their management systems, but also enabled organizations to practice management systems that complied with Shari'ah and Islamic obligations. Complying with Shari'ah obligations also led to many benefits for organisations, such as receiving Allah's blessings, market growth, increasing public trust, increasing the confidence of Muslim customers, enhancing Islamic quality culture, and improving organizational management as a whole. Based on the previous case study, it was revealed that the IQS implementation at Malacca Zakah Center had many positive effects, including making work procedures clear and robust, meeting customer needs, developing quality in culture, promoting continuous improvement, as well as stimulating work excellence, teamwork and time management. Other than that, many benefits accrued from IQS implementation and these included simplifying tasks and work procedures, improving practices based on Islamic values, promoting a friendly environment, enhancing the organisational image and becoming a reference organization. Other benefits were improving the academic program, encouraging a culture of work excellence, adherence to the Shari'ah commandment, and enhancing administrative and academic staff satisfaction.

References

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