

## SHARIA-COMPLIANT HOTELS IN EGYPT: CONCEPT AND CHALLENGES

Hesham Ezzat SAAD\*

Badran Nabil ALI

Abdel- aleem Magdy ABDEL-ATI

*Faculty of Tourism and Hotels, Fayoum University*

### ABSTRACT

This study was undertaken to provide greater clearness for the meaning of the Sharia-Compliant Hotel (SCH) and identify the challenges facing the development of this type of hotels in Egypt. To fulfill these objectives, Delphi technique, as a method of refining group opinions, was used. The study used two rounds e-mailed questionnaires. Findings indicated that the most important defining features of SCH were; no alcohol or pork allowed, gender segregation was significant and halal food products are significant. Other important defining features included; Quran and prayer mats in each room, no nightclubs, disco or bars, and signs indicating the direction of Mecca in every room. The main SCH challenges cited by the respondents were deprivation of the insertion in the international or local hotel classifications; competition with other non-Islamic hotels, and need for specific criteria appropriated to the international hotel classifications.

**Keywords:** Sharia-Compliant Hotels, Islamic hotels, Delphi Method, Egypt

### INTRODUCTION

Sharia-Compliant Hotel (SCH) is a relatively new concept. SCH is also known as Islamic hotels, can be defined as a hotel that provides services in accordance to the Shariah principles. Particularly, "Sharia" is considered as code of conduct that regulates the Muslim life (Shamim, 2009; Yuni and Nor 'Ain, 2010; Yusof and Muhammad, 2013).

SCHs have become an attractive concept in the Middle East and North Africa (MENA) region. SCH recorded also a worldwide growing demand. According to statistics reported by World Tourism Organization (2010), SCHs represent almost 10% of the global tourism market. The major drivers behind the success of SCH concept included the increasing numbers of Muslim traveler market around the world with average spend reached at ten to fifty percent higher than that of the average leisure or business traveler (Hotelier Middle East, 2008d; Sahafa, 2008b; Rosenberg and Choufany, 2009; Samori and Abd Rahman, 2013).

---

\* Address correspondence to Hesham Ezzat SAAD, Giza, Badrasheen, Nile Street, EGYPT. E-mail: heg00@fayoum.edu.eg

The availability of Sharia-compliant funds has also given rise to SCH as these lenders often insist that the hotels they finance be in line with Islamic principles (Rosenberg and Choufany, 2009). Though, the Sharia-compliant or Islamic hotel concept is considered as one of the most unique concepts but only limited numbers of articles are available. It still requires more research on its main features and challenges. Guests and hotel managers are expressing great concern about the definition of SCH especially with regard to what constitutes these hotels that compliant with Islamic laws. This ambiguity and uncertainty in the concept may lead to confusion and frustration among interested parties such as hotel owners, managers and guests (Yusof and Muhammad, 2013).

In the case of Egypt, expanding the idea of creating a hotel compliant with Islamic law or "sharia" requires a team of religious consultants submit in the development and setting of attributes used as a guide for such religious Islamic hotels. Therefore, this paper investigates the concept of SCH and challenges facing the development of these hotels in Egypt.

## LITERATURE REVIEW

### Sharia- compliant hotel definition and attributes

Review of literature differentiated between three hotel categories that go under the Islamic hospitality concept; *dry hotels* that do not serve alcohol on their outlets, *partially SCH* that provide a few more Islamic services such as Halal food, prayer rooms, Quran and prayer rugs in each room, and separate facilities for men and women, and *fully SCH* that have Sharia governing all of its operations from its design, interiors to the hotel's accounts (Henderson, 2003; Weidenfeld, 2005; Okasha, 2010; Ozdemir and Met, 2012; Zulkharnain and Jamal, 2012.).

It is important to note that in order to be considered as a fully SCH; it is essential that the operation, design and financial system of the hotel definitely comply with Shariah rules and principles. The hotel facilities operated based on Shariah principles are another indispensable component of SCHs. For example, the facilities such as spa, gym facilities, swimming pool, guest and function rooms for male and female should be separated (Rosenberg and Choufany, 2009; Sahida, Khairil and Yaakob, 2011; Jafari and Scott, 2014).

Although, there are still no written formal requirements or classifications for SCH, it seems that the development and operation of SCH are similar with the operation of a standard hotel (Rosenberg and

Choufany, 2009). In the same context, Henderson (2010), proposed attributes of SCH, these attributes includes:

- No alcohol
- Halal food only
- Quran and prayer mats available in each room
- Beds and toilet positioned so as not to face the direction of Mecca
- Bidets in the bathrooms
- Prayer rooms
- Appropriate entertainment
- Predominantly Muslim staff
- Conservative staff dress
- Separate recreational facilities for men and women
- Guest dress code
- Islamic funding

### **Sharia-compliant hotels in Egypt**

The growth of the SCH sector throughout the Middle East has been considered as one of the most observed trends in the recent years. According to a study published by Hotelier Middle East (2008a) on 1,000 tourists from 8 countries in the Middle East, 80% of respondents preferred to stay in SCH during their trips, whether with their families or alone. This growing demand has encouraged some hotel companies to enter this market and seek to take the lead by launching the first SCH chains: Jewhara hotels that are described as innovator of Islamic hotels in world, the idea began in Dubai in 1976 (Jawhara Hotels, 2013). Another hotel company is Almulla Group which launched the world's first SCH brand portfolio under three core brand names of Cliftonwood, Adham and Wings (Almulla Hospitality, 2007). Shaza Hotels are an alcohol-free luxury hotel joint venture between Kempinski hotels and Guidance Financial Group (Hotelier Middle East, 2008b, and 2008c).

In Egypt, the concept of SCH or Islamic hotel needs to be explored and investigated necessarily. Despite Egypt is known as one of the most important destinations for Arab tourists, developing and operating a SCH is still a new idea. No written rules or formal classifications for SCH currently exist in Egypt. According to Egyptian hotel classification requirements, four and five star hotels have to provide bar for the customers, additionally, the ministry of tourism imposed some penalties on hotels which prohibited serving alcohol in their outlets, such as in the case of the Grand Hyatt Hotel whereby the Egyptian tourism ministry threatened it by decreasing its category from five stars to three stars

(Sahafa, 2008a). Due to these issues, the concept becomes problematic in Egypt.

Until now, SCHs in Egypt are an advertising strategy and are not based on any accreditation process. Thus, a hotel can market itself as SCH, but it has no basis in actual evaluation. According to Halaltrip website (2013) there are 5 hotels in Egypt that are considered as Islamic hotels.

SCHs are one of the most promising industries in Egypt. This view is supported by a recent study conducted by Okasha (2010) on how SCH influences destination selection. The survey included 261 travelers who were asked to identify current and future demand and the level of their awareness of the SCH. Results showed that Egypt is the third destination for the current demand of SCH in the MENA region after United Arab of Emirates (UAE) and Lebanon, the study also revealed that Egypt received the highest rating as a destination for future potential SCH demand.

### **Challenges facing sharia-compliant hotels**

The most prominent challenge facing SCH is the loss of revenue from the sales of alcoholic beverages which will eventually affect the food and beverage profits (Ameinfo, 2007; Rosenberg and Choufany, 2009; Okasha, 2010). This view is also supported by Henderson (2010) who indicated that prohibition of alcohol has indirect influence on reducing the number of customers that only want to dine at the hotel and also limiting the number of tourists who want to stay at the hotel. Many hotels take actions to face this challenge. For example, some hotels focus on marketing themselves as the best places to hold conferences, meetings and others, or as in the case of Rotana hotels, some rely on the high room rates to compensate lost revenue from alcoholic beverages (Rotana, 2009).

Another recognizable challenge is the lack of standards, specifications and requirements that distinguishes this hotel type (Rosenberg and Choufany, 2009; Henderson, 2010). Literature review indicated that there is a need for unique global trademark for sharia hospitality standard and a global institution that involves in authentication, verification, monitoring (Bon and Hussain, 2010), issuing and regulating the certification systems (Stephenson, 2014). In this context, there are countries which have already established a certification system for activities related to Sharia-compliant. For instance, Malaysia Department of Islamic Development (JAKIM) is a Government institution which has developed Halal logo and Halal Certification System that is granted to any food producers or industries, premise, restaurant and hoteliers who apply for it. JAKIM has recognized 51 halal certification

bodies. JAKIM also provides guidelines to hotels that have to be implemented before delivering the Halal Certificate (JAKIM, 2010; Badrudin et al., 2012; Marzukia, Hallb and Ballantineb, 2014; Samoria and Sabtub, 2014).

Another challenge facing these hotels is the need for capacity management, as one of the main features of Islamic hotels is gender segregation and thus they must separate facilities for men and women (Rosenberg and Choufany, 2009; Henderson, 2010). The other challenges facing Islamic hotels are; the rooms must be well furnished, comfortable and have enough space for praying, satisfying both Muslim and non-Muslim customers (Henderson, 2010), providing unique and rich environment that differs from Western hotels (Javed, 2007).

## RESEARCH METHODS

The Delphi approach as a qualitative method was utilized in this study. The Delphi method is well suited as a research instrument when the goal is to improve our understanding of problem or to develop forecasts. Delphi method is a panel of experts from a particular industry, who are selected to respond independently to a subject of interest in a designated time frame. This approach provides an opportunity for experts to review and exchange their opinions and knowledge. In the current research, the expert panel consisted of three groups; academic staff (n= 12) who are teaching hotels' management courses; industry consultants (n= 9) who are working in the ministry of tourism and have positional expertise, and hotels' general managers and assistant general managers (n= 9) who are working in SCHs. In total, this panel consisted of 30 professionals and experts.

In this study, two rounds or stages of questions were chosen. In the first round, two open ended questions were asked to experts related to their views about the most important defining features of SCH and the most important challenges facing the development of these hotels in Egypt. In the second round, experts were asked to rate the level of agreement with the items from round one, using Likert scale of agreement: strongly disagree (1), disagree (2), either agree nor disagree (3), agree (4), and strongly agree (5). Questionnaires of each stage were sent to the participants by e-mail, respondents were given three weeks for their answers at each stage, reminder of e-mail messages were sent to participants, who did not respond by the deadline to encourage them responding quickly. All panel experts completed the first and second round questionnaires, which means 100% response rate.

## RESULTS AND DISCUSSIONS

### Concept of sharia-compliant hotels

Thirty experts participated in round one of the study, they were asked, "What are the most important defining features of SCH". Initially the question produced fifty three responses that were further reviewed and refined to thirteen features, and finally classified into three categories (operation, design and financial). Then, these features were presented in round two. Seven of the features were related with operations (53.8%), four with design (30.7%) and two with financial (15.4%) aspects. In round two, experts were asked to rate the level of agreement with the items from round one, using Likert scale of agreement: strongly disagree (1), disagree (2), either agree nor disagree (3), agree (4), and strongly agree (5). In the following section, the 30 panel opinions were presented category by category.

#### Operations

Table 1 presents the ratings of features related with operations in terms of means in descending order, the standard deviations, and coefficients of variation. The coefficient of variation (CV) is a statistical measure of the dispersion of data points in a data series around the mean. It is calculated as follows:

$$C_v = \frac{\sigma}{\mu}$$

Where  $\sigma$  is the standard deviation and  $\mu$  is the mean

According to Bosereewong (1994), in Delphi technique consensus among panel members could be achieved if the coefficient of variation (CV) is below 40 percent, so, this research depended on a 40 percent of the coefficient of variation to decide the level of consensus among respondents.

Only two features, "Conservative staff dress" and "Conservative TV service", received a mean below 3.00, the rest of the features received ratings above 3.00. The three features that were considered very important, which had means above 4.00, were "Alcohol and pork should not be served" (4.70), "Female staff for single female floors and male staff for single male floors" (4.40), and "Food products have to be halal" (4.35). None of these three features had a coefficient of variation higher than 40 percent, which means there was a consensus among the panel members that these features are important in defining SCH. The results also showed that a very low consensus was achieved regarding one feature under

operation category. Experts fail to agree wholly on whether conservative staff dress is important in defining SCH (CV% 41.1).

**Table 1. Features under operations category in rank order of importance**

Features	Mean	Median	Standard Deviation	CV%*
Alcohol and pork should not be served	4.70	4.50	0.48	10.19
Female staff for single female floors and male staff for single male floors.	4.40	4.00	0.49	11.04
Food products have to be halal	4.35	4.30	0.40	9.29
Quran, prayer mats in each room	4.05	4.00	0.73	18.02
Majority of the staff are Muslim	3.20	3.00	0.20	6.20
Conservative staff dress	2.90	2.70	1.19	41.18
Conservative TV service	2.88	2.70	0.23	7.99

\*The coefficient of variation (CV) is estimated using the ratio of the standard deviation  $\sigma$  to the mean  $\mu$

### Design

Under design category, the panel members suggested four features. The features are listed in rank order of importance (as indicated by mean) on Table 2.

**Table 2. Features under design category in rank order of importance**

Features	Mean	Median	Standard Deviation	CV%*
Separate facilities for males and females	4.40	4.00	0.80	18.18
Signs indicating the direction of Mecca in every room	4.30	4.20	0.26	6.08
Appropriate entertainment (no nightclubs)	4.10	4.10	0.44	10.67
Beds and toilets placed so as not to face the direction of Mecca	2.25	2.20	1.19	52.85

\*The coefficient of variation (CV) is estimated using the ratio of the standard deviation  $\sigma$  to the mean  $\mu$

The features that were considered very important under design category, which had means above 4.00, were "Separate facilities for males and females" (4.40), "Signs indicating the direction of Mecca in every room" (4.30), and "Appropriate entertainment (no nightclubs)" (4.10). Figures in Table 2 revealed that only one feature received a mean below 3.00 and had a high coefficient of variation. It was "Beds and toilets placed so as not to face the direction of Mecca" which received a mean of 2.25 and a coefficient of variation of 52.85 percent indicating a high degree of disagreement between panel members. This result could be attributed to

the fact that feature could not receive a consensus in the answers of participating experts.

### Financial

Two features were identified by the panel members for this category. The means of all features in this category were below 3.00 as shown on Table 3.

Table 3. Features under financial category in rank order of importance

Features				Mean	Median	Standard Deviation	CV%*
Hotel	financed	through	Islamic	2.2	2.00	0.74	33.84
arrangements							
Hotel should follow Zakat principles				2.3	2.00	0.39	17.07

\*The coefficient of variation (CV) is estimated using the ratio of the standard deviation  $\sigma$  to the mean  $\mu$

The figures in Table 3 showed that the features related to financial category cannot be considered as important in defining SCH. Coefficients of variation of two features were not above the recommended threshold (40%) and these are "Hotel financed through Islamic arrangements" (CV 33.84%) and "Hotel should follow Zakat principles" (CV 17.07%). These results indicate that SCH can depend partially on conventional financial services.

### Challenges facing sharia-compliant hotels in Egypt

In round one of the study, participants were asked, "What are the most important challenges facing the development of SCH in Egypt". Panel participants suggested a total of twenty four challenges classified into three categories (enterprises, human resources and guests). Fourteen of the challenges were related with enterprises (58.4%), seven with human resources (29.1%) and three with guests (12.5%). In round two, experts were rated twenty four challenges which were derived from the first round. In the following section, 30 panel opinions were presented category by category.



**Table 4. Challenges related to enterprises in rank order of importance**

Challenges	Mean	Median	Standard Deviation	CV%*
Deprivation of the insertion in the international or local hotel classifications.	4.38	4.12	0.52	11.87
Competition with other non-Islamic hotels	4.35	4.5	0.74	17.01
The need for specific criteria appropriated to the international hotel classifications.	4.24	4.00	0.53	12.5
The absence of revenue from the sales of alcohol affects food and beverage profits	4.13	4.30	0.88	21.31
Capacity management is demanded due to the requirement of gender segregation.	4.00	4.00	0.72	18.00
Innovation is essential, through providing unique services next to the observance of Islamic legitimacy controls.	3.88	4.00	1.13	29.12
Designs and development must reflect the spirit and culture of Islam, not only for the design of buildings, but also in providing the remaining services.	3.71	3.50	1.44	38.81
Absence of a federation that should coordinate and organize the general framework and put code of ethics for hotels working in this field	3.63	3.50	1.08	29.75
Media attack, either by competitors or by the anti-Islamic notions.	3.50	4.00	1.08	30.86
Lack of educational institutions that are keen on providing curriculum and learning experiences related to halal tourism.	3.34	3.00	0.81	24.25
The availability of Sharia-compliant funding resources.	3.29	3.00	0.96	29.18
Rates must be appropriate to the services provided, and not overpriced.	3.24	3.00	1.23	37.96
Highly competitive hospitality market, quality and excellence are very important. The more quality of service, the more guest's desire and demand to certain accommodation.	3.14	3.5	0.99	31.53
The presence of the Sharia Supervisory Board which is familiar with the nature and environment of hotel work.	1.64	1.5	0.72	43.90

\*The coefficient of variation (CV) is estimated using the ratio of the standard deviation  $\sigma$  to the mean  $\mu$

### **Challenges related to hotel enterprises**

Table 4 demonstrates importance ratings received by the challenges related to hotel enterprises. The coefficients of variation for this category ranged from 11.87 percent to 43.9 percent. This could be attributed to the fact that almost all the panel answers received a consensus except the last item on Table 4. The challenges that obtained both a low coefficient of variation (high degree of agreement between panel members) and means above 4.00 were “Deprivation of the insertion in the international or local hotel classifications” (CV% 11.87 ), “The need for specific criteria appropriated to the international hotel classifications” (CV 12.5%), “Competition with other non-Islamic hotels” (CV 17.01% ), “Capacity management is demanded due to the requirement of gender segregation” (CV 18.00% ), “The absence of revenue from the sales of alcohol affects food and beverage profits” (CV 21.31% ). The challenge that received a high coefficient of variation (high degree of disagreement between panel members) (CV 43.90%) was “The presence of the Sharia supervisory board which is familiar with the nature and environment of hotel work”. These results are consistent with the findings of previous studies focused on identifying SCH challenges. Specifically previous research has also revealed that the loss of revenue from the sale of alcoholic beverages (Ameinfo 2007; Rosenberg and Choufany, 2009; Henderson, 2010; Okasha, 2010); and the lack of standards, specifications and requirements that distinguish this hotel type (Rosenberg and Choufany, 2009; Henderson, 2010), and the need for capacity planning (Rosenberg and Choufany, 2009; Henderson, 2010) were major challenges faced by SCHs.

### **Challenges related to human resources**

The figures in Table 5 showed that there was high degree of disagreement among panel members on three items: “Admission requirements for Islamic hotels should include: language skills, proficiency of specialization and maintaining Islamic values and ethics” (CV 58.3%), “Employees' awareness, competence and experience in these hotels should not be less than the level of the other hotels” (CV 57.3%), and “Islamic controls of the hotel work should be taken into account in a manner that not affect the guests' privacy or reveals their secrets” (CV 47.8%). There seems to be two points of views regarding these challenges, ten of the panel members agreed that these challenges are important.

**Table 5. Challenges related to human resources in rank order of importance**

Challenges	Mean	Median	Standard Deviation	CV%*
Woman staffing in women-only floors and men staffing in men-only floors could make staffing schedules more difficult and increase the number of employees.	3.71	3.5	1.44	38.81
The issue of women's work in these hotels is a great debate, even though she worked in a certain special functions that do not contact with the public.	3.36	3.00	1.34	39.88
Reduce the occurrence of errors and mistakes by employees, because these errors may be attributed to Islam and Muslims.	3.14	3.5	0.99	31.53
Employees' awareness, competence and experience in these hotels should not be less than the level of the other hotels.	2.86	2.5	1.64	57.34
Admission requirements for Islamic hotels should include: language skills, proficiency of specialization and maintaining Islamic values and ethics.	2.71	3.00	1.58	58.30
Islamic controls of the hotel work should be taken into account in a manner that not affect the guests' privacy or reveals their secrets.	2.34	2.00	1.12	47.86

\*The coefficient of variation (CV) is estimated using the ratio of the standard deviation  $\sigma$  to the mean  $\mu$

### **Challenges related to guests**

The coefficients of variation for this category ranged from 39.88 percent to 46.50 percent. This could be attributed to the fact that almost all of the panel answers received a disagreement. The challenges related to the guests included; "The guest will automatically compare, without feeling, the image of Islamic hotels with that of non-Muslim hotels" (CV 45.00%), "Being an Islamic hotel does not mean the negligence of its rights or offering services at lower prices than that of other hotels" (CV 46.50%), "The guest should be aware that these hotels are not confined to Muslims only, but they are available to those who respect their own terms and conditions" (CV 39.88%).

Table 6. Challenges related to guest in rank order of importance

Challenges	Mean	Median	Standard Deviation	CV%*
The guest should be aware that these hotels are not confined to Muslims only, but they are available to those who respect their own terms and conditions.	3.36	3.5	1.34	39.88
Being an Islamic hotel does not mean the negligence of its rights or offering services at lower prices than that of other hotels.	3.29	3.5	1.53	46.50
Guest will automatically compare, without feeling, the image of Islamic hotels with that of non-Muslim hotels.	1.6	1.6	0.72	45.00

\*The coefficient of variation (CV) is estimated using the ratio of the standard deviation  $\sigma$  to the mean  $\mu$

## CONCLUSION

The current paper focuses on the concept of Sharia compliant hotel (SCH) which becomes a highly attractive concept through the Middle East. The SCH concept still needs to be clearly defined. There are big potential and bright prospect of SCH to the economy and to the hotel industry, especially with the growing number of Muslim population and Muslim travelers and this market segment is expected to grow fast. This promising future comes with great challenges. In Egypt, this concept is totally new and need to further studies; hence, this paper is concerned with highlighting the defining features of and challenges to SCH development in Egypt.

The findings in this study have highlighted that the panelists reached a consensus on the importance of operation and design categories in defining SCH. The panel experts also agreed that hotel development and the hotel operations could be financed through non-Islamic financial arrangements or traditional funding. The results also revealed that the experts were able to distinguish between SCH and alcohol free hotels. The results and analysis of the study have shown that deprivation of the insertion in the international or local hotel classifications, competition with other non-Islamic hotels, and need for specific criteria appropriated to the international hotel classifications are considered the most obvious challenges facing the development of SCH in Egypt.

Based on the results obtained, the study raises the following recommendations. Firstly, enhancing communication between academics and practitioners can be achieved by organizing specialized workshops, conferences and seminars that focus on the field of Islamic hospitality, and

relevant stakeholders such as Egyptian ministry of tourism, Egyptian hotel association, academic staff, hotels management companies, marketing experts, Islamic bankers, and real estate companies can participate in these events. The meetings should set the definition of SCH, the standards required for this new concept and how to face the different challenges to the development of SCH in Egypt. Secondly, there is a need for an official organization that involve in verifying sharia-compliant food and services, providing certification system and a uniformed sharia-compliant logo.

### **LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH**

While conducting this research, literature review on SCHs especially in Egypt was nominal or none existence, therefore scanning the secondary data was difficult so this paper is considered as distinctive research conducted in the field of SCH. The current paper was based on 30 experts' responses from e-mailed questionnaires covering a 5 month period consisting of both verification of secondary data and research. A longer period with more participants would provide enormous measurable results that might provide a better understanding of SCH. Future research can study the perceptions and experiences of SCH guests in relation to variables of age, gender, culture and nationality.

### **REFERENCES**

- Almulla Hospitality (2007). *Almulla launches world's first Sharia compliant hotel brand portfolio*. Press Release, 24 October.
- Ameinfo (2007). *Shariah-compliant hotels rise in the Gulf*. Retrieved October 13, 2012, from <http://www.Ameinfo.Com/140356-more2.html>.
- Badrudin, B., Mohamed, Z., Sharifuddin, J., Rezai, G., Abdullah, A., Abd Latif, I., & Mohayidin, G. (2012). Clients' perception towards JAKIM service quality in Halal certification. *Journal of Islamic Marketing*, 3(1), 59-71.
- Bon, M., & Hussain, M. (2010). Halal food and tourism: prospects and challenges. In N. Scott, & J. Jafari (Eds.), *Tourism in the Muslim world: Bridging tourism theory and practice* (47-59). Bingley, UK.
- Bosereewong, V. (1994). *Identification of environmental factors that influence the choice of franchising methods of U.S. restaurant companies in Pan Pacific region*. Unpublished Doctoral Dissertation, Virginia Polytechnic Institute and State University.
- Halaltrip (2013). Retrieved April 15, 2013, from <http://www.halaltrip.com/hotel-search?name=egypt>.
- Henderson, J.C. (2003). Managing tourism and Islam in Peninsular Malaysia. *Tourism Management*, 34, 447- 456.

- Henderson, J.C. (2010). Sharia-Compliant Hotels. *Tourism and Hospitality Research*, 10(3), 246-254.
- Hotelier Middle East (2008a). *Shariah by any other name*. 5 July. Retrieved October 13, 2012, from <http://www.hoteliermiddleeast.com>.
- Hotelier Middle East (2008b). *Shaza sets record straight*. Retrieved October 13, 2012, from <http://www.hoteliermiddleeast.com>.
- Hotelier Middle East (2008c). *Shaza's pre-launch preview*. Retrieved October 13, 2012, from <http://www.hoteliermiddleeast.com>.
- Hotelier Middle East (2008d). *Landmark hotel group launches Shariah brand across UAE and KSA*. Retrieved October 13, 2012, from <http://www.hoteliermiddleeast.com>.
- Jafari, J., & Scott, N. (2014). Muslim world and its tourisms. *Annals of Tourism Research*, 44, 1-19.
- JAKIM (2010). *About JAKIM*. Retrieved December, 2012, from <http://www.islam.gov.my/en/about-jakim>.
- Javed N. (2007). *Islamic Hotel Branding and Muslim Hospitality*. Retrieved May 5, 2013, from <http://www.salvantage.com/article/1143/Islamic-Hotel-Branding-muslim-Hospitality>.
- Jawhara Hotels (2013). *About us*. Retrieved October 13, 2012, from <http://www.jawhara.ea>.
- Marzukia, S., Hallb, C., & Ballantineb, W., (2014). Measurement of Restaurant Manager Expectations toward Halal Certification Using Factor and Cluster Analysis. *Social and Behavioral Sciences*, 121, 291 – 303.
- Okasha, Q. (2010). *Sharia compliance hotel a framework for destination selection applied on Kuwait and UK*. Thesis submitted in partial fulfillment of the requirements for the degree of masters of business administration, Maastricht school of management, Netherlands.
- Ozdemir, I., & Met, O. (2012). The expectations of Muslim religious customers in the lodging industry: The case of Turkey. In A. Zainal, S. Radzi, R. Hashim, C. Chik & R. Abu (Eds.), *Current Issues in Hospitality and Tourism Research and Innovation* (323-328). London.
- Rosenberg, P., & Choufany, H. M. (2009). *Spiritual Lodging- The Shariah Compliant Hotel Concept*. Retrieved December 10, 2012, from [http://www.4hoteliers.com/4hots\\_fshw.php?mwi=4010](http://www.4hoteliers.com/4hots_fshw.php?mwi=4010).
- Rotana (2009) *Rotana opens the Al Marwa Rayhaan by Rotana, Makkah. (Rotana Properties News)*. Retrieved December, 2012, from <http://www.rotana.com/pressnewsdesc-1-5-10-117.htm>.
- Sahafa (2008a). *Egypt: Hyatt and dry - Saudi hotel owner takes the fizz out of Cairo's tourist allure*. Retrieved April 2, 2013, from <http://www.theguardian.com/world/Egypt>.
- Sahafa (2008b). *Landmark Hotel Group to launch ten Shariah-compliant hotels across UAE and KSA by 2010*. Retrieved March 15, 2013, from <http://www.sahafa.com/PressReleases/tabid/377/mid/1306/newsid1306/60/Default.aspx>.
- Sahida, W., Khairil, A., & Yaakob, C. (2011). The implementation of sharia compliance concept hotel: De Palma Hotel Ampang, Malaysia. In 2nd International Conference on Humanities, Historical and Social Sciences, IACSIT Press, Singapore, 132-148.
- Samori, Z., & Abd Rahman, F. (2013). *Towards the formation of sharia compliant hotel in Malaysia: an exploratory study on its opportunities and challenges*. Paper presented to The 2013 WEI International Academic Conference Proceedings Istanbul, Turkey.
- Samoria, Z. & Sabtub, N. (2014). Developing Halal Standard for Malaysian Hotel Industry: An Exploratory Study. *Social and Behavioral Sciences*, 121, 144 – 157.

- Shamim, Y. (2009). *The real sense of Shariah hospitality concept*. Paper Presented at The World Halal Forum, Kuala Lumpur, Malaysia.
- Stephenson, M. L. (2014). Deciphering 'Islamic hospitality': Developments, challenges and opportunities. *Tourism Management, 40*, 155–164.
- Weidenfeld, A. (2005). Religious needs in the hospitality industry. *Tourism and Hospitality Research, 6(2)*, 143-159.
- World Tourism Organization, Annual Report: A year of recovery. 2010. Retrieved April 9, 2013, from [https://s3-eu-west-1.amazonaws.com/storageapi/sites/all/files/pdf/final\\_annual\\_report\\_pdf.pdf](https://s3-eu-west-1.amazonaws.com/storageapi/sites/all/files/pdf/final_annual_report_pdf.pdf).
- Yuni, A., & Nor 'Ain, O. (2010). Awareness and attitudes towards hotel operation according to syariah compliance in Malaysia. In proceeding Seminar Pengurusan Perhotelan & Pelancongan Islam, 268-275.
- Yusof, M., & Muhammad, M. (2013). Introducing Shariah Compliant Hotels as a New Tourism Product: The Case of Malaysia. *The 20th International Business Information Management Conference (IBIMA)*. International Business Information Management Association, 1142-1146.
- Zulharnain, A., & Jamal, S. A. (2012). Muslim guest perception of value towards Syariah concept hotel. In A. Zainal, S. Radzi, R. Hashim, C. Chik & R. Abu (Eds.), *Current Issues in Hospitality and Tourism* (337-340). Leiden: CRC Press.

## ACKNOWLEDGEMENT

The researchers would like to thank Mr. Hagag, M. Hotel control department, Egyptian hotel association, ministry of tourism and Mr. Kouad, M. chairman of Islamic company for tourism and hotels for their valuable support and advices.