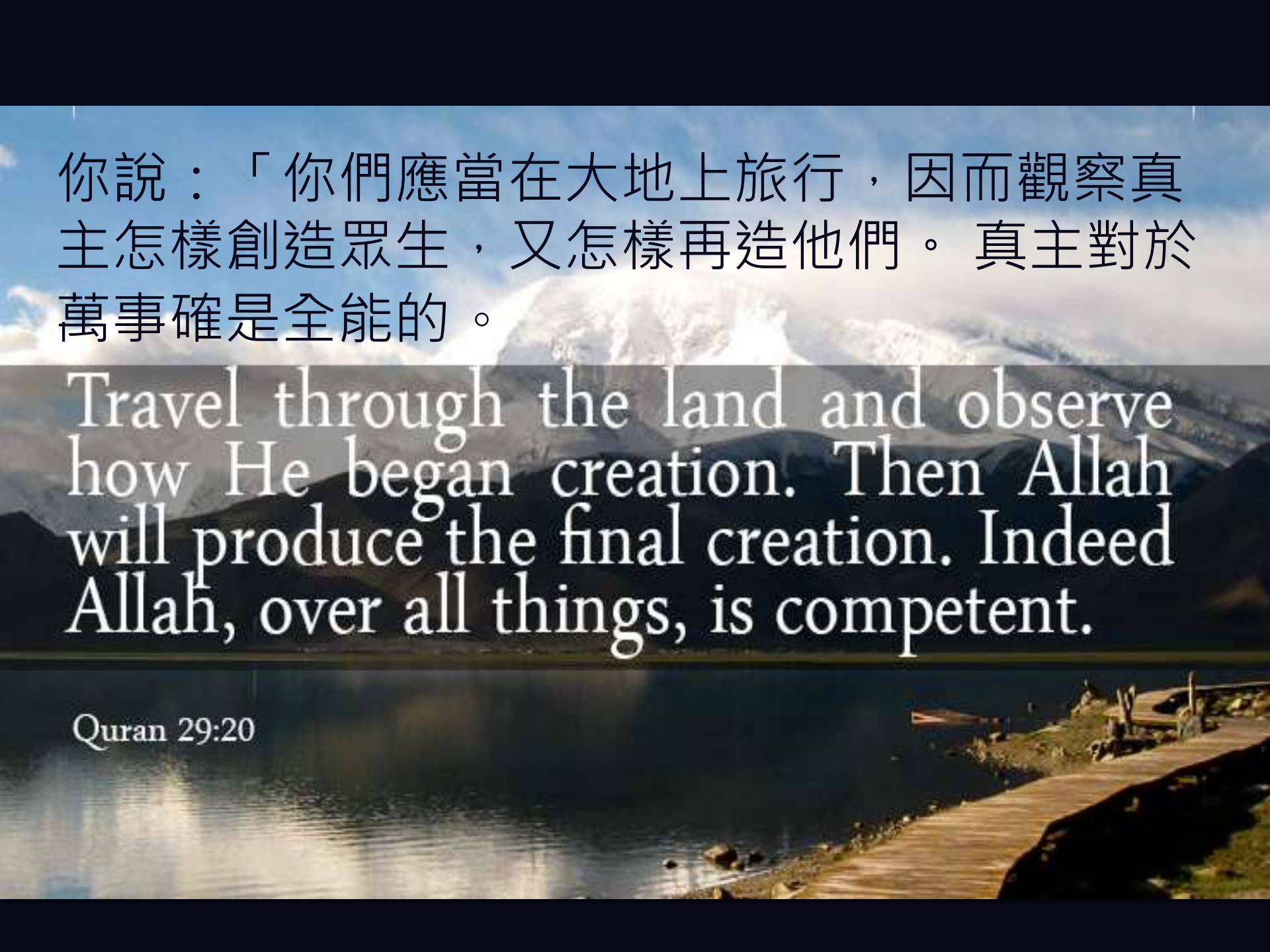


# The characteristics of Muslim travelers & How **HOTELS & ATTRACTIONS** to become “Muslim-Friendly”

## 穆斯林旅客的特色及如何成爲“穆斯林友善”的**酒店和景點**





A scenic landscape featuring a calm lake in the foreground, a wooden pier extending into the water on the right, and snow-capped mountains in the background under a clear blue sky. The scene is peaceful and natural.

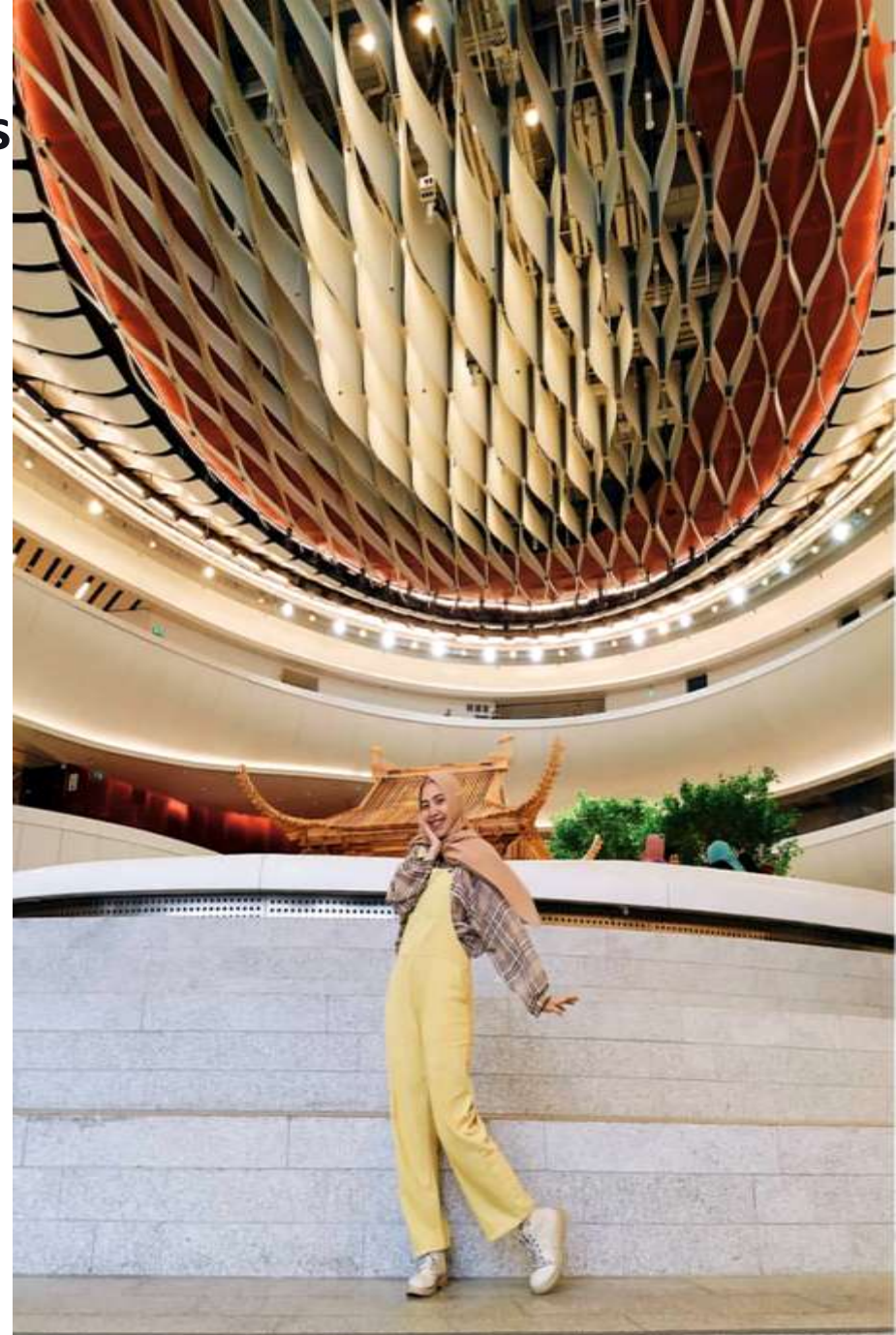
你說：「你們應當在大地上旅行，因而觀察真主怎樣創造眾生，又怎樣再造他們。真主對於萬事確是全能的。」

Travel through the land and observe how He began creation. Then Allah will produce the final creation. Indeed Allah, over all things, is competent.

Quran 29:20

## Characteristics of Muslim travelers 穆斯林旅客的特色

- ❑ Muslim see Islam as a “way of life”, in which its guidance and values touch upon all aspects of their lives  
伊斯蘭是穆斯林生活的指引和價值觀，包括了生活的方方面面
  
- ❑ Muslim lifestyle are centered on 穆斯林的生活模式集中在：
  - **Food ('Halal' option)** 飲食（清真）
  - **Religious practices** 信仰的實踐
  - **Accommodation** 居住
  - Modest clothing 端莊的衣著
  - Family friendly environments 家庭友愛環境
  - Gender relation nuances 兩性的相處





# Dietary requirements

## 膳食的要求條件

**Halal** means allowed or lawful for Muslim. Halal foods include:  
清真 意即穆斯林容許和合法的。清真食品包括：



**Haram**, however, means prohibited or unlawful. Haram foods and drinks include:  
不清真，意指不容許和不合法的。不清真食品和飲品包括：



# Why Muslims don't eat pork and bacon?

爲什麼穆斯林不吃豬肉和火腿？

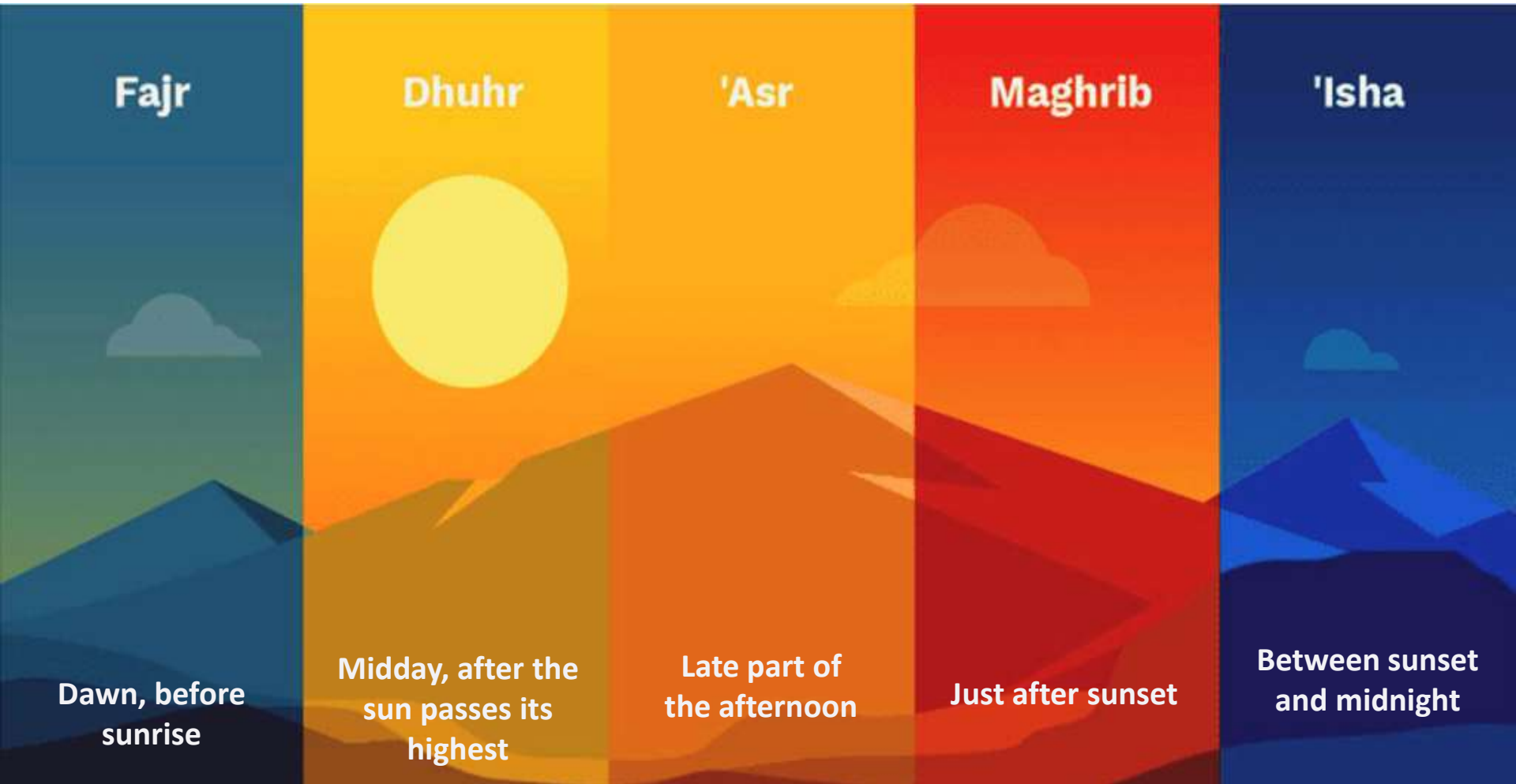
*by Joel Osteen (an American pastor)*

<https://www.youtube.com/watch?v=LEoEqsk8EPU>



# The Daily Practice – 5 Prayers

## 穆斯林每天的信仰實踐 – 5次



# How to become Muslim-Friendly?

如何做到穆斯林友善？



(&)



**Enjoy Tourism Experiences**

享受旅游過程

**Perform Religious Duties**

實踐信仰的功課

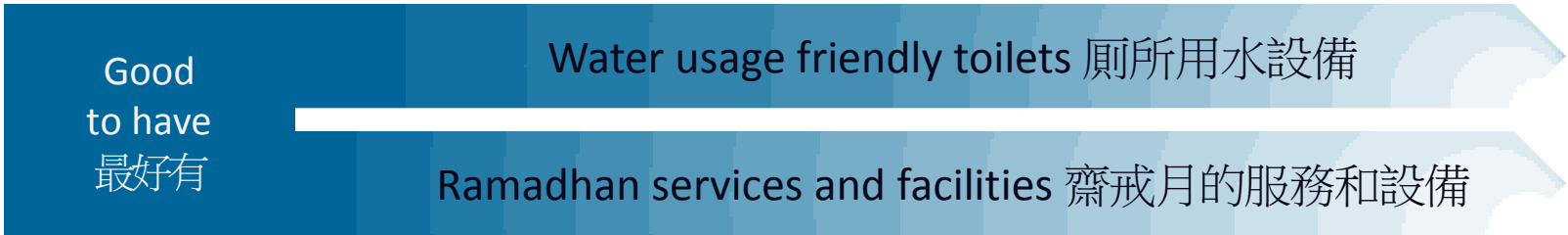
# Faith-based needs of Muslim travelers

## 穆斯林旅客信仰的基本需要

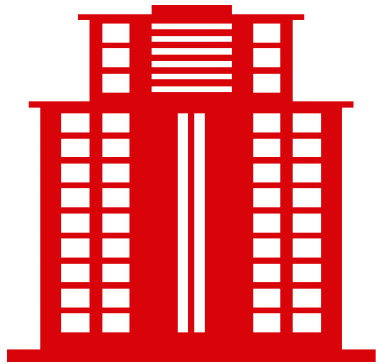
Strictly practicing Muslims 嚴守實踐的穆斯林 (20%)	Practicing Muslims 實踐的穆斯林 (60%)	less-practicing Muslims 選擇性實踐的穆斯林 (20%)
--	---------------------------------------	---

Very Important

Not Important







# Muslim-Friendly Hotels

## 穆斯林友善酒店

*Reference to Salaam standard & Crescent Ratings*

## Hotel rooms 酒店房間

- Quran Copy 古蘭經
- Prayer Mat 禮拜毯
- Qibla Direction 禮拜方向指示
- Alcohol-free beverages in fridge  
冰櫃放不含酒精類的飲品
  
- Family-friendly viewing TV  
家庭友善觀看的電視頻道
- Water friendly washroom  
洗手間設有友善用水設施



# Hotel services 酒店服務

- **Muslim-Friendly Food 穆斯林-友善飲食**
- **Timetable of sunrise and sunset at front desk 大堂櫃檯設有日出和日落的時間**
- **Well trained staff for Muslim 受訓過的員工招待穆斯林**
- **Separated facilities for male and female 設有男，女分隔的設施**
- **Female staff for women 女性員工招待穆斯林婦女**
- **Women-only floor 女士專用樓層**
- **Prayer room 禮拜的房間地點**
- **Ramadhan services & facilities 齋戒月的服務和安排**







**MUST HAVE**

必需具備

Essential Criteria to become  
“Muslim-Friendly”  
成爲“穆斯林友善”的  
必要條件

# Quran copy 古蘭經

**MUST HAVE**  
必需具備的



# Prayer mat 禮拜毯

**MUST HAVE**  
必需具備的





# Qibla direction 禮拜方向指示

**MUST HAVE**

必需具備的



# Alcohol-free beverages in mini-bar 冰櫃只放置不含酒精類的飲品

**MUST HAVE**  
必需具備的



## Muslim-Friendly Food 穆斯林友善飲食

- ❑ Some hotels might not provide catering services. Front desk staff should be able to provide a list of Halal certified restaurants for Muslim tourists  
沒有清真餐飲服務的酒店，可以在大堂櫃檯提供認可的清真餐廳名單
- ❑ On top of Halal certified restaurants, **Muslim-Friendly** restaurants can also be included (i.e. vegetarian restaurants)  
除了認可的清真餐廳，穆斯林-友善也可以提供素食餐廳名單
- ❑ To qualify as Muslim-Friendly restaurants, food **MUST NOT** contain:  
要達到穆斯林-友善食品的水平，食品絕不能含有：

Non-Halal ingredients





# Muslim-Friendly Attractions

## 穆斯林友善的景點

*Reference to Salaam standard & Crescent Ratings*

# Attraction facilities 景點的設備

- Prayer room 禮拜房間\*
- Availability of Halal restaurants or restaurants serves Muslim-Friendly dishes

提供清真餐廳 或 穆斯林-友善膳食的餐廳

- Washing space available for ablution
- 提供洗小淨的空間

- Water friendly washroom
- 洗手間設有穆斯林友善用水的設備



**MUST HAVE**

必需具備的

## Prayer room 禮拜房間

### □ Prayer room facilities include 禮拜房間設備包括：

- Quran Copy 古蘭經
- Prayer Mat 禮拜毯
- Qibla Direction 禮拜方向指示





# SUMMARY to be “Muslim-Friendly”

## 總結：如何成爲“穆斯林友善”

### Hotels 酒店

- ❑ Quran Copy 古蘭經
- ❑ Prayer Mat 禮拜毯
- ❑ Qibla Direction 禮拜方向指示
- ❑ Alcohol-free beverages in fridge  
雪櫃只放不含酒精類的飲品
- ❑ Muslim-Friendly Restaurants  
穆斯林友善餐廳

### Attractions 景點

- ❑ Prayer room 禮拜房間
- ❑ Availability of Halal restaurants or  
restaurants serves Muslim-Friendly dishes  
提供清真餐廳 或 穆斯林-友善膳食的餐廳



# Water is better toilet paper isn't your only option

[https://www.youtube.com/watch?v=K8uVfC\\_ptnc](https://www.youtube.com/watch?v=K8uVfC_ptnc)





# Useful Information

## Procurement for Muslim related items

### 1. Eureka Technologies

Address: C4, 11/F Tsim Sha Tsui Mansion, 83-97 Nathan Road, TST

### 2. Buraq Enterprises

Address: 36C, G/F, Chung King Mansion, 36-44 Nathan Road, TST

### 3. Arif Fashions Co & CD Centre

Address: Shop 61, 2/F Mirador Mansion, 54-64 Nathan Road, TST

Naveed Ahmad

## Eureka Technologies

- > C4, 11/F Tsim Sha Tsui Mansion, No. 83-97 Nathan Road, T.S.T Kowloon, Hong Kong
- > E-mail: eureka@n@gmail.com
- > Phone: +852-3643 8091
- > Fax: +852-9030 8565

# Eureka

*Ahmad*

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36C, G/F., Chung King Mansion, 36-44 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong  
email: buraqtrading@yahoo.com      buraqtrading@hotmail.com  
website: www.buraqhk.com

香港九龍尖沙咀彌敦道36-44號重慶大廈地下36C



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### M. Arif

Tsim Tsa Tsui

**SHOW ROOM:** Shop # 61, 2/F Mirador Mansion, 54-64, Nathan Road, T.S.T., Kowloon, Hong Kong.

**E-mail:** arif\_anse@hotmail.com

**Tel:** 852-23632424 / 23668282

**Mobile:** 852-94126246

**Fax:** 852-23632624

陳列室：九龍尖沙咀彌敦道54-64號美羅都大廈2字樓61號舖



# Useful App for Muslim visitors

- IOS



## Muslim Pro: Azan, Quran, Qibla 12+

The Muslim app you need

[Bitsmedia Pte Ltd](#)

#29 in Reference

★★★★★ 4.8, 202.7K Ratings

Free - Offers In-App Purchases  
Only on Apple Watch

- GOOGLE PLAY



## Muslim Pro - Prayer Times, Azan, Quran & Qibla

[Muslim Pro Limited](#) Lifestyle

★★★★★ 1,341,865

3+

Contains Ads - Offers in-app purchases

You don't have any devices.

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