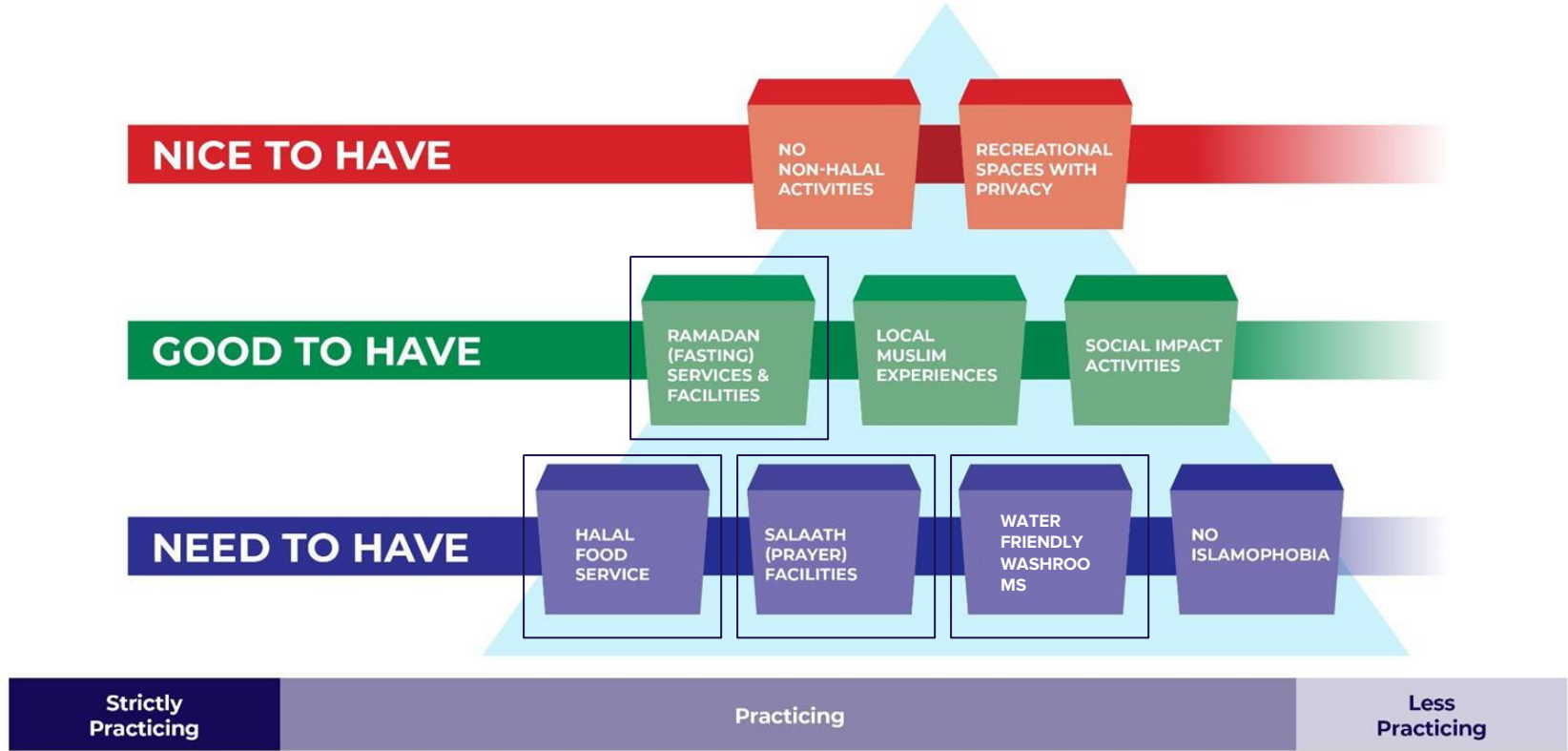


Introduction to Islam

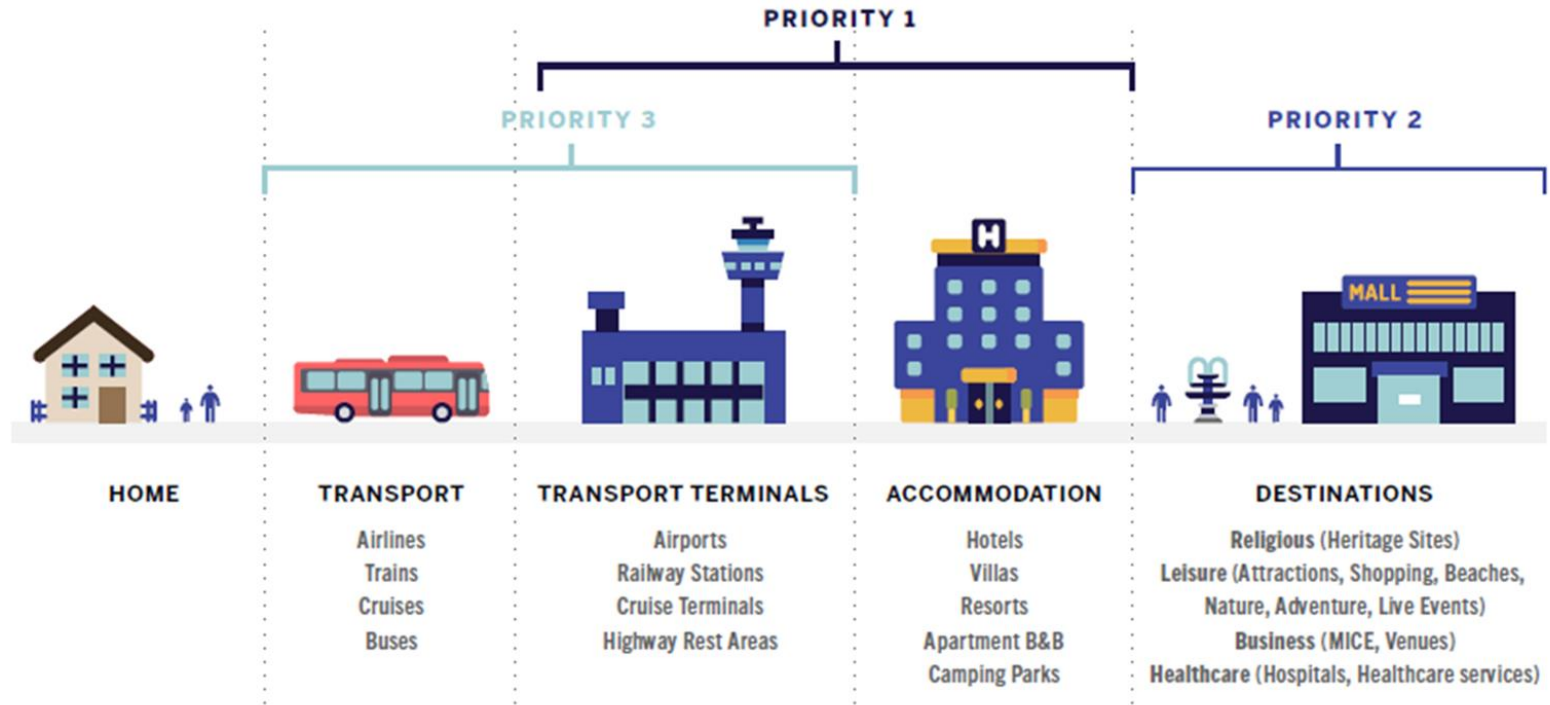
Terminologies, Core Concepts & Practices

Faith-Based Needs of Muslim Travelers

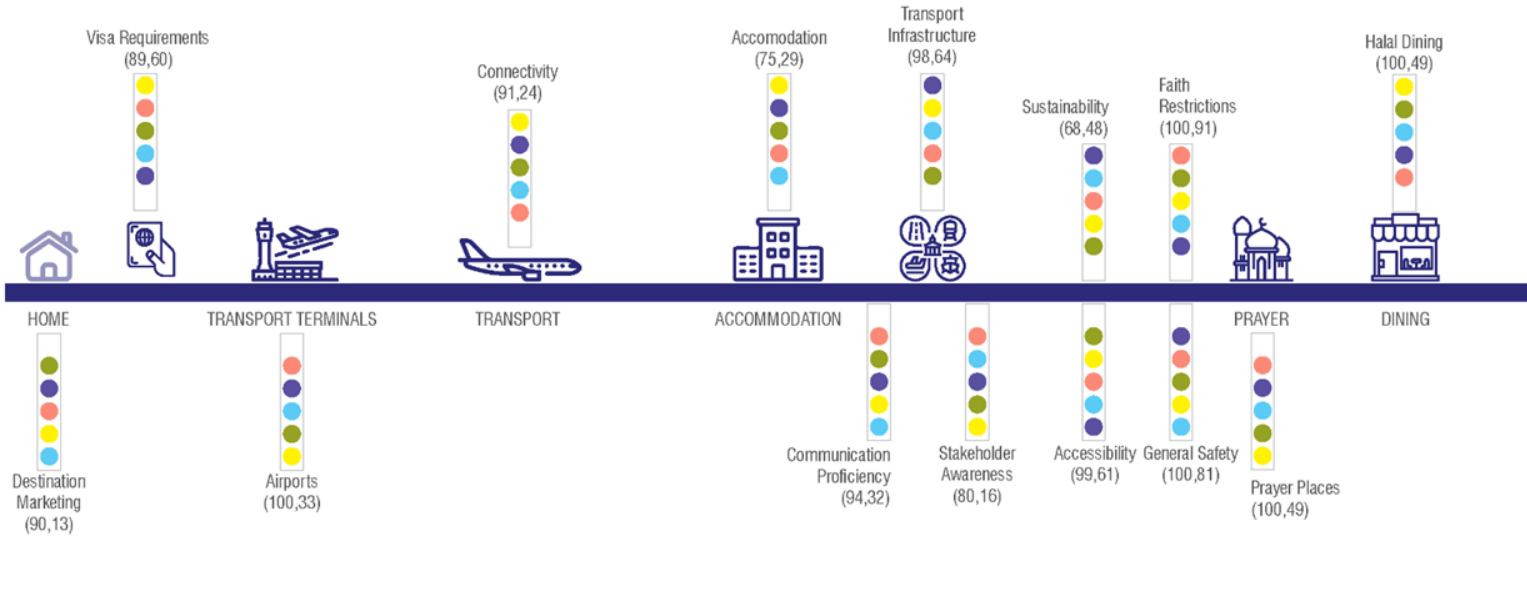
Faith-Based Services Needs of Muslim Travelers



Key-Touchpoints for Muslim Friendly Services



Key Touchpoints of a Muslim Traveler: Discovering Highlights and Opportunities



*(Maximum GMTI 2024 score, Average GMTI 2024 score)



CrescentRating Customer Experience Map for Hotel Touchpoints

	Discovery & Booking	Stay	Post-Stay	
Nice to Have	●	●	●	RSP
	●	●	●	NNH
Good to Have	●	●	●	SC
	●	●	●	RS
	●	●	●	LME
Need to Have	●	●	●	HF
	●	●	●	PF
	●	●	●	WFW

Implementation Matrix

Ease of Implementation
& Capability Level

Stage 1

Stage 2

Stage 3

Need to Have

Halal Food

Prayer Facilities

Water-Friendly Washrooms



Need to Have

Halal Food

O' mankind, eat of that which is Halal (lawful) and Tayyib (good & pure) on the earth
(al-Quran 2:168)

All food are Halal except those ordained as non-halal (Haram or Forbidden in Islam).

- Livestock, Seafood, Birds (except birds of prey and carrion eating), Plant-based
- Non-Halal foods includes those containing **pork, alcohol, blood, dead animals, carnivores, reptiles, rodents, Insects, Mules/Donkeys**
- Animals should be slaughtered **accordingly to the Islamic requirements (Zabihah).**

Halal Food



Operational

- Food **ingredients** cannot contain non-halal sources
 - Adhere to regulated labelling and highlighting
- No food cross-**contamination**
 - Adopt proper food storage, transportation and preparation
 - Halal and Non-Halal utensils, crockery and cutlery.



Ingredient - Alcohol

“They ask you (O Muhammad) concerning alcoholic drink and gambling. Say: ‘In them is a great sin, and (some) benefits for men, but the sin of them is greater than their benefit.’” – Quran, Chapter 2:219

- Alcohol consumption is prohibited
- “Most Muslims surveyed say that drinking alcohol is morally wrong. More than half in all countries surveyed hold this view, including more than nine-in-ten in Thailand (98%), Ghana (93%), Malaysia (93%), the Palestinian territories (92%), Indonesia (91%), Nigeria (91%) and Pakistan (91%)”



Gradual Implementation: Halal Food

Phase 1

- Create a curated list of nearby Halal restaurants, including delivery options **(Hotels)**
- Clearly mark the food at buffets **(Hotels)**

- Encourage convenient store(s) to have a ready to eat Halal food shelf with clear signage **(Malls, Attractions & MICE Venues)**

Phase 2

- Introduce a selection of pre-packaged Halal snacks/beverages or partner a nearby Halal restaurant for room service **(Hotels)**
- Introduce a Halal breakfast corner **(Hotels)**

- On board strictly vegetarian outlets **(Malls & Attractions)**
- On board a fast food chain already Halal certified **(Malls & Attractions)**

- Prioritize selecting Halal caterers for events or the ability to accommodate Halal dietary restrictions **(MICE Venues)**

Phase 3

- Setup a dedicated Halal certified kitchen with a wider range of options **(Hotels)**

Halal Chinese restaurants in other destinations

- Many authentic **Halal Chinese restaurants** in Singapore, Malaysia, Indonesia & Taiwan

The
DIM SUM PLACE 包



Besides dim sum, our halal restaurant also serves up other savoury Hong Kong-style dishes, including vegetables, congee, noodles, duck, meat, appetisers, and more. Our dim sum restaurant also offers a range of dining options: choose to dine in to try our best dim sum fresh out of the kitchen (walk-in and reservations available), or choose our dim sum delivery service for your convenience.





Need to Have

Salath (Prayer) Services/Facilities

Basics of Daily Prayers & Friday Prayers

- **5 times a day**
- **Travelers:** possible to **reduce to 3 times**
- Place: Any **“clean” place**
- Direction: Facing Mecca (**Qibla**)
- Washing (**ablution**) before prayers



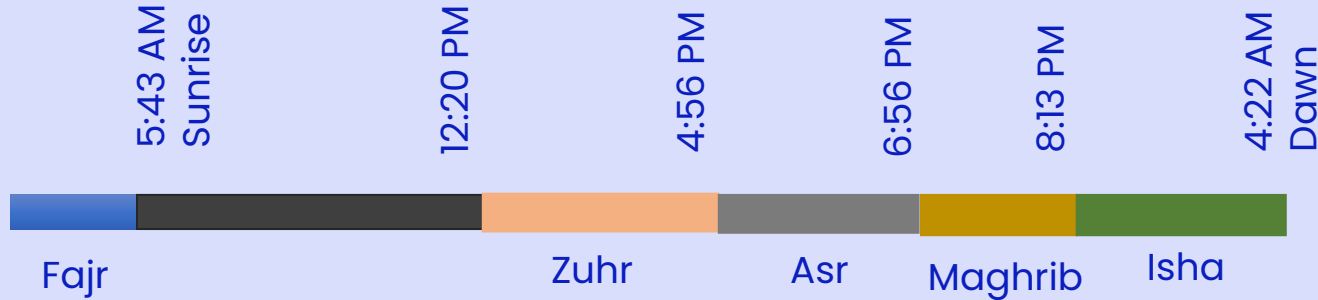


Prayer Times & Friday Prayers

- **Less than 10 to 15 minutes** to perform ablution and complete a prayer session.
- **Friday congregational prayers** is compulsory for males. Not compulsory if your are a traveler.
- **Prayer times** based on the location & date

Prayer Times

Resident



* Hong Kong (GMT +08.00) prayer times

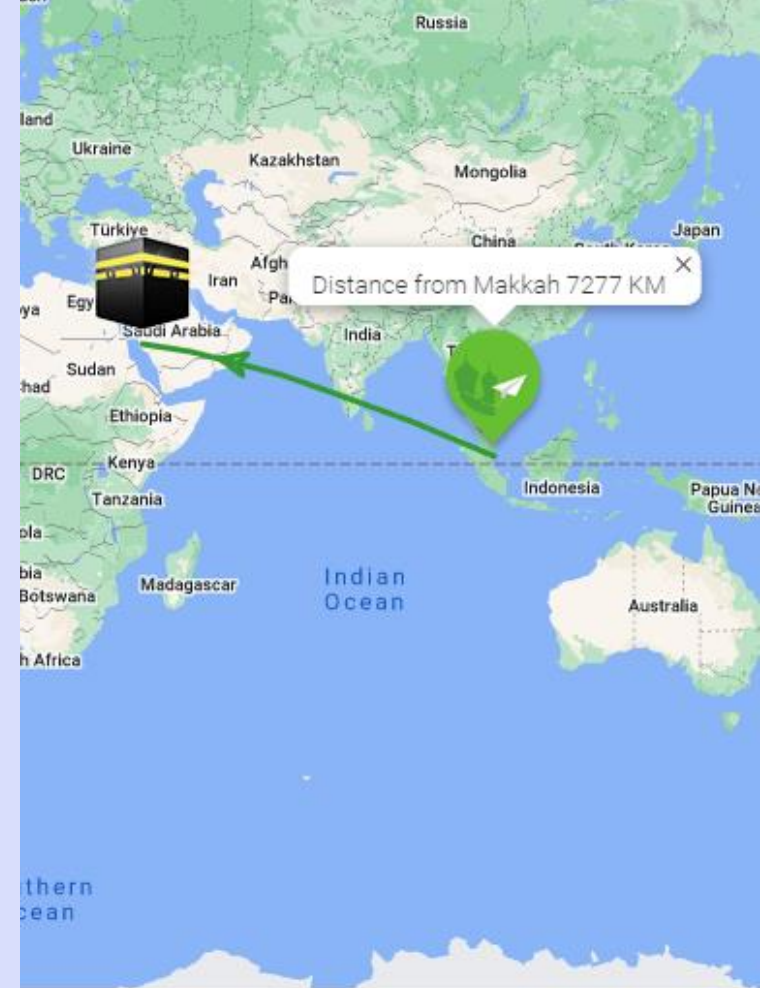


Traveler

- It is preferred that all prayers are done as soon as the prayer is due
- Some will not use the concession to combine even when traveling

Qibla Direction

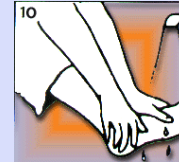
- The Qibla is the direction that Muslims face during prayer (Salah).
- It points towards the Kaaba, the sacred cube-shaped building located in Makkah (Mecca).





Water for Ablution

- Required to go through a washing procedure before prayers
- Includes washing hands, face, arms, ears, etc.
- And the FEET



Currently most washrooms in public places do not have a "foot wash" place



Gradual Implementation: Prayer Rooms

Phase 1

- Mark the prayer direction in the rooms of one floor **(Hotels)**

- Identify a **clean & quiet space** to be designated as a prayer space **(Malls, Attractions & MICE Venues)**
- Provide basic necessities (prayer rugs & Qibla indicator) **(Malls, Attractions & MICE Venues)**

Phase 2

- Consider installing a dedicated ablution station to perform ablution. **(Malls, Attractions & MICE Venues)**
- Display clear signage to indicate location of the prayer room and washrooms with ablution facilities. **(Malls, Attractions & MICE Venues)**

Phase 3

- Mark the prayer direction in all the rooms **(Hotels)**

- If space allows, create separate prayer rooms for males and females. If not, use a separator. **(Malls, Attractions & MICE Venues)**

Some best practices

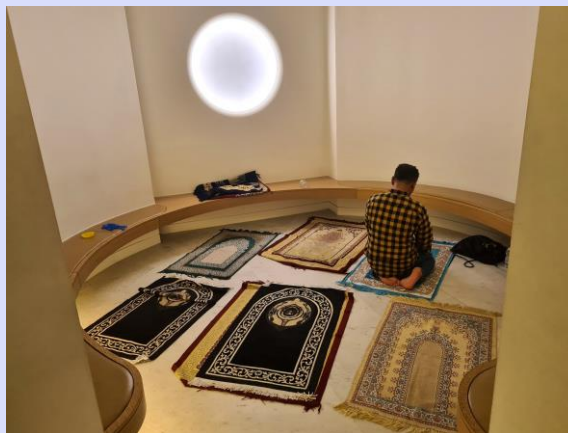
Prayer Rooms In Asia



Prayer Rooms In Europe



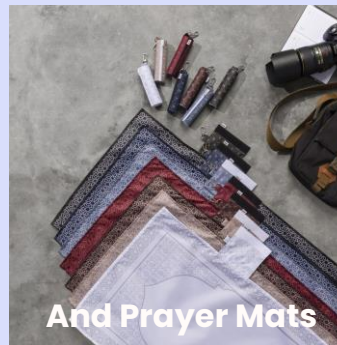
Contemplation Room in Bicester Village, London



"The Quiet Room: For example, to support Muslim team members seeking a space for quiet contemplation and prayer, especially through the holy month of Ramadan. The Board identified a much bigger space that was available, which is now the new quiet room for all team members."

- Selfridges Website,
Our Commitment to Diversity and Inclusion

Bringing our own Prayer Garments



And Prayer Mats





Need to Have

Water Friendly Bathrooms

Water Usage & Toilets

1. Water usage after the use of toilet
2. Water usage for ablution (wudu) – ritual washing before prayers

Water Usage in Toilets

- **Availability of Facilities:** In many Muslim-majority countries and regions, toilets are equipped with facilities such as a bidet, a handheld bidet shower, or a small jug of water (known as a lota) specifically for this purpose.
- **Accommodation in Non-Muslim Majority Countries:** In countries where Muslims are a minority, finding suitable facilities for water-based cleansing can be challenging.



Gradual Implementation

Phase 1

- Provide a portable bidet as a **temporary alternative** for the dedicated taps/bidet/shower head
- Indicate (through signage, flyer, etc.) within the premise that this particular washroom has bidet (**Attractions, Shopping malls, and MICE venues**)

Phase 2

- Within the existing bathroom, add an additional facility for ablution
 - **Water bidet or shower head** inside one of the toilet stalls

Phase 3

- Install “Japanese Toilet” in a toilet in the hotel room (**Hotels**)
- Install “Japanese Toilet” in a toilet near the prayer room. (**Attractions, Shopping malls, and MICE venues**)

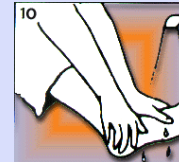
Some best practices





Water for Ablution

- Required to go through a washing procedure before prayers
- Includes washing hands, face, arms, ears, etc.
- And the FEET



Currently most washrooms in public places do not have a "foot wash" place



Gradual Implementation

Phase 1

Phase 2

Phase 3

- Within the existing washrooms, add an additional facility for ablution
 - A **small faucet** next to the sink positioned at waist height

- Add a **dedicated ablution space** within the premise, located near or next to the prayer room (**Attractions, Shopping malls, and MICE venues**)

Good to Have

Ramadan Friendly Facilities/Services

Fasting in the month of Ramadan

- Compulsory fasting during the **whole month of Ramadan**.
- Ramadan is **9th month** of the Islamic Lunar Calendar.
- **Children** are not required to fast.
- **The sick, menstruating women and travelers** are not required to fast. But will have to make up the when the condition becomes normal.

