



MALAYSIAN STANDARD

MS 2610:2015

Muslim friendly hospitality services - Requirements

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Committee representation

The Industry Standards Committee on Halal Standards (ISC I) under whose authority this Malaysian Standard was developed, comprises representatives from the following organisations:

Department of Islamic Development Malaysia
Department of Standards Malaysia (Secretariat)
Department of Veterinary Services
Federal Agriculture Marketing Authority
Federation of Malaysian Manufacturers
Halal Industry Development Corporation Sdn Bhd
Institute of Islamic Understanding Malaysia
Institute of Quality Malaysia
International Islamic University Malaysia
Malaysian Association of Standards Users
Malaysian Agricultural Research and Development Institute
Ministry of Domestic Trade, Co-operatives and Consumerism
Ministry of Health Malaysia
Ministry of International Trade and Industry
Muslim Consumers' Association of Malaysia
Royal Malaysian Customs Department
Universiti Sains Islam Malaysia

The Technical Committee on Management System from Islamic Perspectives which developed this Malaysian Standard consists of representatives from the following organisations:

Department of Islamic Development Malaysia
Halal Industry Development Corporation Sdn Bhd
Institute of Islamic Understanding Malaysia
International Islamic University Malaysia
Malaysian Anti-Corruption Commission
Muslim Consumers' Association of Malaysia
Research Institute of Standards in Islam
SIRIM Berhad (Secretariat)
SIRIM QAS International Sdn Bhd
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Co-opted members:

Bumiputera Travel and Tour Agents Association of Malaysia
International Halal Integrity Alliance
International Islamic University Malaysia (International Institute for Halal Research and Training)
Malaysia Association of Tour and Travel Agents
Malaysian Association of Hotel
Malaysian Association of Hotel Owners
Malaysian Tourist Guides Council
Ministry of Tourism and Culture Malaysia (Islamic Tourism Centre)
Ministry of Tourism and Culture Malaysia (Tourism Malaysia)

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Foreword

This Malaysian Standard was developed by the Technical Committee on Management System from Islamic Perspectives under the authority of the Industry Standards Committee on Halal Standards.

Compliance with a Malaysian Standard does not of itself confer immunity from legal obligations.

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Introduction

The Muslim friendly hospitality services are Shariah guided requirement for tourism industry players in setting up an assurance system to preserve the integrity of products and services provided for Muslim travelers.

This Malaysian Standard is developed with the aim to ensure that products and services provided for Muslim travelers are in accordance to the Shariah principles.

The objectives of this standard are:

- a) to enhance the ability of an organisation/individual to produce and/or manage Muslim friendly tourism products and services that meet the Shariah principles;
- b) to preserve and protect the integrity of Muslim friendly tourism products and services through effective application of the standard; and
- c) to enhance customer satisfaction by meeting customer requirements.

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Muslim friendly hospitality services - Requirements

1 Scope

1.1 This Malaysian Standard provides guidelines and requirements for managing tourism facilities, products and services for Muslim travellers in accommodation premises, tour packages and tourist guides.

1.2 All requirements in this standard are generic and are intended to be applicable to all organisations and individuals managing Muslim friendly tourism products and services within the three specified areas stipulated in 1.1.

1.3 This standard is not applicable for health and beauty facilities such as spa and massage or any balneotherapy facilities, products and services.

2 Normative references

The following normative references are indispensable for the application of this standard. For dated references, only the edition cited applies. For undated references, the latest edition of the normative reference (including any amendments) applies.

MS 1500, *Halal food - Production, preparation, handling and storage - General guidelines*

Tourism Industry Act 1992 (Act 482)

3 Terms and definitions

For the purpose of this standard, the terms and definitions given in MS 2393, MS 1900 and the following apply.

3.1 accommodation premises

Any building, including hostels, hotels, inns, boarding-houses, rest houses, homestays and lodging houses, held out by the proprietor, owner or manager, either wholly or partly, as offering lodging or sleeping accommodation to tourists for hire or any other form of reward, whether or not food or drink is also offered.

3.2 *al-Quran*

Islamic scripture containing the revealed words of Allah to the Prophet Muhammad (pbuh) through the medium of Angel Jibrail in Arabic as the primary source of Islamic law.

[MS 2393: 2013, definition 2.5]

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3.3 fasting

The third pillar of the five pillars of Islam. Muslims are prohibited from eating, drinking (including water) and refrained from smoking, sexual activities and various other desires and encouraged to temper negative emotions such as anger and addiction during fasting hours (from dusk to dawn) in the month of *Ramadan*.

3.3.1 Ramadan

The holy month in the Hijri calendar when Muslims perform the obligatory practice of fasting from dawn (*fajr*) to dusk (*maghrib*).

3.4 halal

An act or product that is lawful and permitted in Islam based on the authoritative sources.

NOTE. The opposite is *haram*.

[MS 2393:2013, definition 2.13]

3.5 iftar

The meal taken by Muslims at dusk to break their fast.

3.6 kiblāt

Direction of prayer towards the Kaabah in Makkah.

[MS 2393:2013, definition 2.22]

3.7 licensed tourist guide

A person who renders service to tourists or any other persons by guiding them on tours for remuneration and the person shall obtain his license as accordance with *Tourism Industry Act 1992 (Act 482)*.

3.8 mukallaf

An accountable person who has reached puberty, sane, and has received the message of Islam and is required to comply with the rulings of Shariah.

[MS 2393:2013, definition 2.30]

3.9 musalla

Place, space or room that is reserved for *solah*.

3.10 MFHS (Muslim friendly hospitality services)

Muslim friendly hospitality services are products or services in the travel and tourism industry guided by Shariah requirements that cater to or provide facilities suitable for Muslim travellers.

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3.11 **sajada**

A mat generally used by Muslims to perform their *solah*.

3.12 **recreation**

Social, cultural, sporting and other relevant activities undertaken in leisure time.

3.13 **recreational facilities**

Public and private facilities provided for recreational activities.

3.14 **sahur**

The meal consumed by Muslims before dawn when fasting.

3.15 **solah**

The ritual worship in Islam, as one of the five pillars of Islam, to be performed five times a day.

3.16 **Shariah**

Overall legal and regulation of Allah pertaining to life and welfare of mankind for the prosperity of life in this world and in the hereafter.

[MS 2393:2013, definition 2.38]

3.16.1 **Shariah compliance**

Conformity to Shariah.

[MS 1900:2014, definition 3.10]

3.16.2 **Shariah law**

Communication from Allah concerning the conduct of the *mukallaf* (3.8) which consists of a demand (commandments and prohibitions) and option or an enactment.

[MS 2393:2013, definition 2.37.1]

3.17 **tour package**

Any tour and travel arrangements described in any media and/or which are publicly marketed or promoted or advertised through any media and which include any two of the following components:

- a) transportation such as air, coaches, ferries, railways, cruises, etc.;
- b) accommodation; and
- c) other tourist services (e.g. excursion, shipping, sightseeing) not ancillary to transportation or accommodation which form a significant part of the package example meals, shopping, etc.

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3.18 travel agent

A travel agent is a company carrying on travel agency business which is licensed under the *Tourism Industry Act 1992 (Act 482)* by selling, arranging or making available tickets entitling a person to travel on any conveyance either by land, sea or air, hotel accommodation and travel related services in Malaysia or outside Malaysia for commission. A travel agent retails travel products and services which are operated or offered by principals or tour operators.

3.19 wudhu'

The rite or act to wash or wipe the specific parts of the body with water to be pure and clean for the *solah*.

3.20 wudhu' facility

Appropriate or dedicated area for male and female for *wudhu'*.

4 General requirements

4.1 Management responsibility

4.1.1 The management shall demonstrate leadership and commitment with respect to the MFHS by:

- a) ensuring that the MFHS policy and objectives are established;
- b) ensuring the integration of the MFHS requirements into the organisation's business processes;
- c) ensuring that the resources needed for the MFHS services are available;
- d) communicating the importance of effective MFHS management and of conforming to the MFHS requirements;
- e) ensuring that the MFHS management system achieves its intended outcome(s);
- f) directing and supporting persons to contribute to the effectiveness of the MFHS management system;
- g) promoting continual improvement of the MFHS; and
- h) supporting other relevant management roles to demonstrate their leadership as it applies to their areas of responsibility.

4.1.2 The management shall establish a MFHS policy that:

- a) is appropriate to the purpose of the organisation;
- b) provides a framework for setting MFHS objectives;
- c) includes a commitment to satisfy applicable requirements; and
- d) includes a commitment to continual improvement of the MFHS.

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4.1.3 The MFHS policy shall:

- a) be available as documented information;
- b) be communicated within the organisation; and
- c) be available to interested parties, as appropriate.

4.1.4 The management shall ensure that the responsibilities and authorities for relevant roles are assigned and communicated within the organisation.

4.1.5 The management shall assign the responsibility and authority for:

- a) ensuring that the MFHS management system conforms to the requirements of this standard; and
- b) reporting on the performance of the MFHS management system to the management.

4.1.6 The management shall appoint a trained Muslim officer, irrespective of other responsibilities shall have responsibilities and authorities to ensure effective implementation of the MFHS.

4.1.7 The management shall be responsible to ensure participation and commitment of staff at all levels within the organisation towards compliance of MFHS.

4.2 Personnel and responsibility

4.2.1 The organisation shall:

- a) determine the necessary competence of personnel doing work under its control that affects its MFHS performance; and
- b) ensure that these personnel are competent on the basis of appropriate education, training, or experience in MFHS;
- c) where applicable, take actions to acquire the necessary competence, and evaluate the effectiveness of the actions taken; and
- d) retain appropriate documented information as evidence of competence.

NOTE. Applicable actions include, for example the provision of training to, the mentoring of, or the re-assignment of currently employed personnel; or the hiring or contracting of competent personnel.

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4.2.2 The personnel doing work under the organisation's control shall be aware of:

- a) the MFHS policy;
- b) their contribution to the effectiveness of the MFHS management system, including the benefits of improved MFHS performance; and
- c) the implications of not conforming with the MFHS management system requirements.

The organisation shall provide a work environment which is non-discriminatory. In performing their work, employees shall not be made to compromise on their religious obligations.

4.3 MFHS management system

The organisation shall establish, implement, maintain and continually improve the MFHS management system, including the processes needed and their interactions.

4.4 Training

4.4.1 The organisation shall provide training for all personnel doing work under its control that affects its MFHS performance.

4.4.2 The MFHS Muslim personnel shall be trained by training provider recognised by the relevant authority.

4.4.3 Continuous training shall be given, and its practical effectiveness shall be periodically assessed. The training programmes shall be made available and approved by the MFHS committee or MFHS executive officer.

4.4.4 All training records shall be kept.

4.5 Documentation and storage

4.5.1 The organisation shall establish a documented procedure to define the controls needed for the identification, storage, protection, retrieval, retention time and disposition records.

4.5.2 The organisation shall properly observe the placement, storage and handling of documents which contain *Quranic* verses.

4.5.3 The organisation shall ensure the disposition of records that contain *Quranic* verses is conducted according to the Shariah requirements when necessary.

4.5.4 Records shall remain legible, readily identifiable and retrievable.

NOTE. Where the term "documented procedure" appears within this standard, this means that the procedure is established, documented, implemented and maintained. A single document addresses the requirements for one or more procedures. A requirement for a documented procedure might be covered by more than one document.

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4.6 Communication

4.6.1 The management shall ensure that appropriate communication processes are established within the organisation and that communication takes place regarding the compliances to Shariah requirements and the effectiveness of the MFHS system.

4.6.2 The organisation shall determine the need for internal and external communications relevant to the MFHS management system including:

- a) on what it will communicate;
- b) when to communicate; and
- c) with whom to communicate.

4.6.3 The organisation shall ensure that every personnel working for and on behalf of the organisation is fully informed of MFHS management system.

4.6.4 The organisation shall determine and implement effective arrangements for communicating with customers in relation to:

- a) product/service information to be true, valid and not misleading;
- b) updated list of all Muslim friendly products and services offered at the establishment to ensure Muslim guests are making an informed decision in their purchase; and
- c) customer feedback, including customer complaints.

5 Specific requirements

5.1 General

The specific requirements are applicable to accommodation, tour package and tourist guide. These requirements are specified in 5.2, 5.3 and 5.4.

5.2 Accommodation

The organisation shall ensure that the accommodation premises is in compliance with the requirements set in this standard. The organisation shall also ensure that pet from non-halal animals are prohibited in the accommodation area. In the event that the establishment is contaminated with *najs mughallazah*, it shall perform ritual cleansing procedure in accordance to MS 1500.

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5.2.1 Rooms

5.2.1.1 The organisation shall ensure that the room is suitable for Muslim guests which includes but not limited to the following condition.

- a) The room shall be kept clean and well maintained.
- b) The organisation shall ensure that the guest rooms have a clearly marked kiblat direction verified by competent authority.
- c) The rooms shall have adequate floor space for a Muslim guest to perform *solah* in the room.
- d) The washroom shall be equipped with bidet, hand shower or water hose.
- e) The washroom floor shall be kept clean.
- f) The organisation shall ensure that personal care amenities and/or products provided in the washroom are suitable for Muslim use.
- g) Alcoholic beverages and intoxicants shall not be stored in the room's refrigerator.

5.2.1.2 The following are recommended provisions for Muslim guests which include but not limited to the following condition.

- a) There should be *sajjada* available for use in the room or upon request by the guest.
- b) The room should provide clean female prayer garment or be made available upon request.
- c) Information on prayer times should be available in the room or upon request by the guest.
- d) A copy of translated *al-Quran* should be made available upon request by the guest.

5.2.1.3 The organisation is recommended to provide friendly services to disabled guest as well.

5.2.2 Food and beverages

5.2.2.1 The organisation's kitchen shall be certified halal by competent authority.

5.2.2.2 The organisation shall ensure that the information on services during *Ramadan* is available and communicated. The services shall include times and meals for *sahur* and *iftar*.

5.2.3 Public *musalla*

5.2.3.1 There shall be allocated public *musalla* for Muslims at the establishment.

5.2.3.2 The requirement for public *musalla* shall be as follows:

- a) located at suitable location and has a signage that dedicated for *musalla*;
- b) well lit with adequate ventilation, is kept clean and well maintained;

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- c) has a clearly marked kiblat direction verified by a competent authority;
- d) has segregated prayer areas for men and women;
- e) has sufficient number of *sajada*;
- f) has current information on prayer time or upon request;
- g) provides clean female prayer garment or upon request; and
- h) has segregated *wudhu'* facilities for men and women which are adjacent to the *musalla*.

5.2.4 Public washroom

The requirement for public washroom shall be as follows:

- a) the washroom shall be equipped with bidet, hand shower or water hose;
- b) the washroom floor shall be kept clean; and
- c) the amenities/products provided in the washroom are suitable for Muslim use.

5.2.5 Recreational and wellness facilities

The requirements for recreational and wellness facilities shall be as follows:

- a) recreational and wellness facilities shall be kept clean and well maintained;
- b) the washroom at the facilities shall be equipped with bidet or hand shower; and
- c) wherever appropriate, the organisation shall provide facilities that are Muslim friendly.

5.3 Tour package

5.3.1 Accommodation

The travel agent shall ensure that the package which includes accommodation is in adherence to the requirement stipulated in 5.2.

5.3.2 Ground transfers

5.3.2.1 Transportation used for ground transfers shall comply with applicable safety and regulatory requirement.

5.3.2.2 Where an organisation chooses to outsource the transportation, the organisation shall ensure control over such activity i.e. ensuring that the suppliers, subcontractors and other interested parties involved comply with the relevant requirement of this standard.

5.3.2.3 Upon request, the package shall be able to provide transportation for women guests exclusively.

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5.3.3 Product selection

5.3.3.1 The selection of tourism products included in the package shall reflect the Islamic values experience.

5.3.3.2 The product selection shall not include the premises with the following core activities:

- a) manufacturing of non-halal products or related products, for example selling of liquor and pork;
- b) gambling and gaming;
- c) pornography;
- d) entertainment activities that are non-permissible according to Shariah;
- e) non Muslim worship places; and
- f) other activities deemed non-permissible according to Shariah.

5.3.4 Itinerary

The itinerary shall have an allocated scheduled time for prayers, *sahur* and *iftar* during *Ramadan*.

5.3.5 Facilities

The travel agent shall ensure that the selected tourism products have the appropriate facilities i.e. *musalla*, washroom, etc. or easy access to the facilities. The travel agent should ensure the facilities are generally clean and in good condition.

5.3.6 Food and beverages

5.3.6.1 The travel agent shall ensure that all food and beverages included in the package are certified halal by competent authority.

5.3.6.2 If the package does not include food and beverages, upon request, it should provide a list of halal certified restaurants within the vicinity.

5.3.7 Travel protection plan

The travel agent should ensure a Shariah compliance protection scheme is included in the package.

5.4 Tourist guide

5.4.1 Credentials

Tourist guides shall possess valid license, skills, language competence and shall meet all legal requirements to give tours in their area.

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5.4.2 Code of conduct

Licensed tourist guide shall follow the code of conduct and ethics as imposed by relevant authority.

5.4.3 Appearance

5.4.3.1 Licensed tourist guide shall dress a modest and professional dress code as imposed by relevant authority. For female Muslim personnel, wearing a headscarf is highly recommended.

5.4.3.2 The licensed tourist guide shall act in courteous manner in accordance with Islamic values.

5.4.4 Muslim friendly services

The licensed tourist guide providing Muslim friendly services to the customers shall include but not limited to the following:

- a) having basic knowledge on the requirements for Muslim travellers;
- b) keep the guests informed on their prayer time;
- c) facilitate ample time for guests to perform their prayer;
- d) ensure all restaurants and eateries are certified halal by competent authority; and
- e) in the absence of halal food, the tour guide shall provide the guests a list of halal certified eateries.

6 Legal requirements

All products and services shall in other aspects comply with legislation including relevant requirements currently in force in Malaysia.

7 Compliance

7.1 The organisation shall ensure that the requirements related to the product and services are Shariah compliant.

7.2 For accommodation, compliance with 5.2 shall be deemed to comply with this standard.

7.3 For tour packages, compliance with 5.3 shall be deemed to comply with this standard.

7.4 For tourist guide services, compliance with 5.4 shall be deemed to comply with this standard.

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Bibliography

- [1] MS 1900:2014, *Shariah-based quality management systems - Requirements with guidance*
- [2] MS 2393:2013, *Islamic and halal principles - Definitions and interpretations on terminology*
- [3] MS 2424:2012, *Halal pharmaceuticals - General guidelines*
- [4] MS 2565:2014, *Halal packaging - General guidelines*
- [5] *Tourism Industry Act 1992*
- [6] IHIAS 1100:2012, *ICCI-IHI Alliance Muslim Friendly Hospitality Services (First Edition)*
- [7] *MATTA Code of Ethics*
- [8] *MTGC Code of Ethics*

Acknowledgements

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