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***The Application Of Shariah Hotels Concept At Bandung City***

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***Abstract***

*Several countries in the world have developed sharia tourism in capturing economic potential in it, including Japan, South Korea, Malaysia, Turkey, Saudi Arabia, United Arab Emirates and Qatar. Indonesia as a country that has the world's largest Muslim population continues to strive to develop the sharia tourism industry. Sharia hotels are hotels using sharia principles in terms of services, facilities and even services that are in accordance with the provisions in providing guest benefit services. In the implementation of Islamic hotels, there are various polemics that come from various parties. In general, management at those hotels of research place has approached Sharia principles, but there are still some points that need to be developed to be more ideal as a syariah hotel.*

***Keywords: Sharia Tourism, Sharia Hotels, Sharia Principles***

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**INTRODUCTION**

In this decade, Sharia tourism became a new phenomenon in tourism activities in line with the development of halal lifestyle in the world community (Ministry of Trade of the Republic of Indonesia, 2016). It can be seen from the number of Muslim tourists who reached 108 million tourists in 2014, 117 million tourists in 2015, 121 million tourists in 2016 and continued to increase until 2017 by reaching the number of 131 million tourists. The value of travel in 2014 reached USD 145 Billion and in 2026 it will be predicted to reach USD 300 Billion (Mastercard-Crescentrating, 2018).

Several countries in the world have developed Halal Tourism in an effort of capturing the economic potential in it, including Japan (Wahidati & Sarinastiti, 2018), South Korea (Kusumaningrum et al., 2017), Malaysia, Turkey, Saudi Arabia, United Arab Emirates and Qatar (Al Hasan, 2017).

Indonesia as the country that has the largest Muslim population in the world (Katadata, 2018) continues to strive to develop the Halal Tourism industry. The effort paid off in 2016 in Abu Dhabi at the World Halal Tourism Award 2016. At the event, Indonesia won these some categories; (1) World's Best Airline for Halal Travelers (2) World's Best Airport for Halal Travelers, (3) World's Best Family Friendly Hotel, (4) World's Most Luxurious Family Friendly Hotel, (5) World's Best Halal Beach Resort (6), World's Best Halal Tour Operator, (7) World's Best Halal Tourism Website, (8) World's Best Halal Honeymoon Destination, (9) World's Best Hajj and Umrah Operator, (10) World's Best Halal Destination, (11) World's Best Halal Culinary Destination and (12) World's Best Halal Cultural Destination (Al Hasan, 2017).

Bandung is a top tourist destination in West Java that will be developed as a halal tourist destination (Lukihardianti, 2018). In this case, the Regional Government has also tried to develop halal tourism with the establishment of Halal Tourism Site in Bandung City through the Regional Regulation (Perda) of Bandung City Number 01 of 2013 concerning the Regional Tourism Development Master Plan 2012 - 2025. The potential of halal tourism in Bandung city lies in the diversity of Tourist Attractions which could be developed into halal tourism, then the

existence of hotels as a supporting component of tourism destinations contributes to the formation of tourist experiences (Abdullah, 2017).

Currently in Bandung City there are 7 sharia hotels namely (1) Lingga Hotel, (2) Narapati Syariah Hotel & Convention, (3) Ruby Hotel Syariah, (4) Cinnamon Hotel Boutique Syariah, (5) Orange Home's Syariah, (6) Daarul Jannah Hotel, and (7) Noor Hotel Syariah (Permana, 2018). In the following table is displayed the performance of hotels collected from various sources:

**Table 1. Performance Rating of Hotel Syariah in Bandung City**

No	Hotel	Hotel Review Sites (1 to 10 of rating number)					Average Value
		Tripadvisor	Google Review	Booking.com	Pegi Pegi	Agoda	
1	Lingga Hotel	7,0	8,0	7,9	8,0	6,5	7.5
2	Narapati Syariah Hotel & Convention	8,8	8,8	8,8	9,2	8,8	8.9
3	Ruby Hotel Syariah	7,0	8,4	8,1	8,2	6,6	7.7
4	Cinnamon Hotel Boutique Syariah	9,0	9,2	9,0	9,4	8,8	9.1
5	Orange Home Syariah	8,0	8,2	8,0	7,6	6,8	7.7
6	Daarul Jannah Cottage	8,0	8,6	8,6	8,8	7,7	8.3
7	Noor Hotel Syariah	8,4	8,4	8,6	8,7	8,6	8.5

From the table known that Narapati Syariah Hotel & Convention has the highest performance rating among other Shariah hotels in Bandung.

One of the points that concerned in halal tourism is food safety. In a study conducted by (Muchith A Karim, 2013) mentioned that 95% of guests (tourists) expect the labelization of halal products in hotels and restaurants (Muchith A Karim, 2013). The statement was supported by (Nurmaydha et al., 2018) who stated that the labelization of halal products is very important even though the hotel belongs to pesantren though (Nurmaydha et al., 2018). Waskito revealed that the guarantee of halal food products affects the decision of purchasing tourists (Izzuddin, 2018).

Some experts have written the definition of a sharia hotel. The closest definition to be used in this study is "Sharia hotel is a hotel using sharia principles in terms of services, facilities and even services that have been in accordance with the provisions in providing guest welfare services". (Izza, 2018).

In terms of hotel operations, Sharia principles are applied to the management system, products, and services that subjected to sharia rules (Hana, 2018). The principles of sharia in this study are outlined based on the hotel service point approach which includes (1) Front Office Service, (2) Room Facilities, (3) Food and Beverage Services and (4) other Entertainment Facilities (Izza, 2018). The increasing demand for Halal products in the international market has created a need for Halal-certifying organizations to ensure consumers' rights in getting undisputable Halal products and services (Latif et al., 2014).

In previous research, the concept of sharia hotels has a Muslim-friendly principle, by providing services to Muslim guests in accordance with Islamic teachings such as Qibla direction, halal food, alcohol-free drinks and mushala with adhan (Battour et al., 2018). Based on the description of background and previous research, with the aim to review the approach in revealing sharia principles in all divisions of a Sharia hotel, this research was compiled with the title "*Application of Sharia Hotel Concept in Bandung City*".

## RESEARCH METHODS

### 1. Research Design

This study examines issues that are social and dynamic. The research process and understanding of research problems in the field is carried out with research procedures that produce descriptive data (Moleong, 2012). The descriptive data resulted in findings of sharia principles that applied to sharia hotels as a whole. From the results of descriptive data, researchers seek to describe the results of research or findings that are then described into the form of descriptions that show the application of sharia principles to hotel business practices.

### 2. Participants and Research Sites

The data sources used in this study are primary and secondary data sources. Primary data is used to answer research questions regarding the application of Sharia principles to hotels. While secondary data is data obtained from other parties that support information from primary data (Rosady Ruslan, 2008, P.133)

The sources of information for primary data that selected by author are participants who have more knowledge about halal or sharia tourism. The types of informants are divided into three groups, namely participants representing Academics, Hotel Managers and related Associations.

The criteria of participants representing academics in this study are set as follows:

- a) Working as the head of the Indonesian Ulama Council.
- b) Working as a lecturer at one of the Tourism Colleges.
- c) Working as a lecturer at UIN Bandung.
- d) Working as Chairman of PHRI Bandung City.
- e) Working as Manager of Sharia Hotel.
- f) Loyal Guests of Sharia Hotels.

The criteria of participants representing hotel managers in this study were set as follows:

- a) Work or manage more than 5 years of Sharia Hotels.
- b) Mastering the application of the concept of Sharia Hotel.

The criteria of participants representing the relevant associations in the study were set out as follows:

- a) Working as a manager of PHRI non Bintang Kota Bandung.

- b) Active in the management of associations in the field of hospitality / food in West Java.
- c) Not involved in practical politics.

The information obtained from the participants will be compiled to find patterns of application of sharia principles in the hotel research sites.

### **3. Data Collection**

This research is carried out with a qualitative method approach so that the expected data is in the form of information that is able to capture the application of Sharia principles in hotels. Data collection in this study is obtained through interviews, documentation studies, and data collection through secondary data (Hermansyah et al., 2013).

### **4. Analysis and Validity Testing**

The data in this study is collected from the result of a set of various sources including informants, to be analyzed by using the technique of data triangulation. The steps to analyze the data are by checking or comparing with the same pattern.

Triangulation data checking consists of source triangulation, technical triangulation and time triangulation (Hana, 2018).

#### a) Triangulation of Source

Triangulation of source is a test of data credibility by comparing data or answer results with the same question from one to another sources.

#### b) Triangulation of Techniques

Triangulation of technique is a test of the data research obtained from informants by comparing different techniques.

#### c) Triangulation of Time

Triangulation of time is a test by checking the data of interview, observation, or other techniques in different time or situation.

## **RESULTS AND DISCUSSION**

### **1. Front Office Services**

In actual conditions it can be seen that in the front office of the research site, the author found the characteristics of a Sharia hotel with the availability of Islamic readings, displays of Islamic quotes, Islamic magazines, Islamic tabloids and/or Islamic books in the front office area of the hotel. However, the author also found tabloids and public magazines in Orange Home Syariah that make the value of sharia concept reduced but the manager does not mind it. Author also found islamic decoration in the form of calligraphy. In the actual conditions in Orange home syariah can be found photos of urban legend "nyai roro kidul" which opposed the calligraphy of "Allah", which reduce the aesthetic value in the principle of sharia. While in other hotels there are only calligraphy displays that the sentences are taken from the Quran and Hadith.

On observations conducted at Cinnamon Hotel Boutique Syariah, the author found a different theme to other hotel lobbies. Cinnamon Hotel Boutique Syariah uses a modern Middle Eastern design and Islamic decoration in the form of calligraphy that is pretty much located around the lobby room with a good level of visibility. So the guests who enter the lobby can certainly feel the atmosphere of Islamic nuances wrapped in a magnificent Middle Eastern theme.

In the hotel toilet of Cinnamon Hotel Boutique Syariah and Narapati Hotel Syariah & Convention, can be found urinals that do not have a high model of bulkhead of each urinals, so that the view of the urinal is not maintained between one and other users. While two other sample hotels that do not have a urinal barrier in the hotel are Orange home syariah and also Daarul Jannah Cottage which used a single toilet model.

Furthermore, in each hotel toilet there are also facilities for ablution (wudhu) so that guests who use the toilet can use the facilities before perform prayers. These facilities are only found at Cinnamon Boutique hotel and Narapati Syariah Hotel & Convention. The availability of good and clean sandals is a plus for both hotel samples.

One of the check-in procedures at the research site is to perform a selection procedure for guests who are paired in accordance with the rules made by the management of each sharia hotel, on the basis of the rules of Indonesian Ulama Councils. Selection is done by showing the guest's marriage book or other evidence such as ID cards that show the couples are legal spouses. The way employees prove that the couple is legitimate spouses by checking similar address of residence or being asked the question of the day or date the couple married. If the paired guest is unable to show the requested evidence, then the guest is not allowed to stay at a Sharia hotel.

Salam is one of the mottos of Cinnamon Boutique Hotel, namely 3S (Smile, Greeting and Salam). The slogan is a motivation in maintaining the quality of check-in procedures applied at Cinnamon hotels and becomes a differentiating value with other hotel samples. This gives the impression that the hotel has a strong Sharia identity. In the end, the author can draw the conclusion that only two of the four hotel samples namely Cinnamon Hotel Boutique Syariah and Narapati Syariah Hotel & Convention that have strong rules in the operation of the front office.

## **2. Room Facilities**

In the facilities of each hotel room, a prayer mat can be found for prayer. Only the difference is that the existence of prayer mats can already be seen when guests enter the room while some other must be booked into the front office. The existence of this prayer mat is an important factor because one of the decisions point of guests staying at a sharia-concept hotel is the guarantee of worship facilities. Cinnamon hotel Boutique Syariah and Narapati Syariah Hotel & Convention maintain the quality of the prayer mat by changing at any time or according to any change of guests in the room.

In contrast to Daarul Jannah whose average guest chooses to worship to a mosque that is close to hotel, namely Daarut Tawhid Mosque. Then the author did not find the timetable of prayer time. But there is an adhan notification using speakers owned by Cinnamon Boutique Hotel. The notification of prayer time is controlled through the front office with reference to the schedule that has been determined by the Ministry of Religious Affairs of the Republic of Indonesia. This notification is a big difference between the four sample hotels, that the management of Cinnamon Hotel Boutique Syariah holds a strong principle of worship for the guests.

Furthermore, the author found the Holy Qur'an in every room except Orange home sharia. The Quran contained in 3 other hotels is a Qur'an translation and has a stamp or standard issued by the Ministry of Religious Affairs. Then, the author also checked that in the room of four hotel research site are cannot access the sites blocked by the Ministry of Communication and Informatics of the Republic of Indonesia. Every hotel manager is very focused on controlling pornographic activities and immoral acts.

The author found the nuance of islamic image decoration in the form of Kaaba images and calligraphic images in rooms at Cinnamon Hotel Boutique Syariah and Narapati Syariah Hotel & Convention because these two rooms have a special royal-theme. In the room of both those two hotel was also found a complete prayer reading book. In addition, there are signs of non-smoking rooms in all hotels where research is conducted.

In field conditions, a minibar is found only in certain sample hotels and is located in the corner of the hotel room. The contents of the minibar are food and soft drinks that have the halal label of the Indonesian Ulama Council. Only 50% of hotels apply this mini bar concept,

namely Cinnamon Hotel Boutique Syariah hotel and Narapati Syariah Hotel & Convention (Family Suites).

Then the author found a comfortable wudhu facility. The location of the wudhu facilities is located in every guest bathroom in all hotels. Wudhu facilities are also found in every Mushala. The author also found a well-covered guest bathroom which means it is not visible from the outside of the bathroom. So guest activities in the bathroom cannot be seen from outside.

Thus the author can state that all rooms of the four sharia hotel samples about 75% implement the rules that have been set by management and related associations that can be a benchmarks for sharia concepts in the city of Bandung.

### **3. Food and Beverage Service**

In field conditions, the authors did not found non-halal food, beverages or other supporting ingredients in the Restaurants service of research site. The authors did not find any foods that contained haram ingredients such as pork, khamar and its derivatives, and also other food and drink classified as unclean such as carcasses, blood, human organs and feces. The hotel also provides a tajil menu during Ramadan with its own special menu. Basically from the four of hotel research site have implemented the characteristics of one of the sharia concepts in food and beverage facilities that guarantee the quality and most importantly the halal of all product.

Despite applying halal standards to its food and beverage products, the author did not find supporting documents such as health service letters and halal certificates with logos from the Indonesian Ulama Council, on all four hotel samples the authors used for the study site. It is known that only three hotels in the city of Bandung have Halal Certificates in their food production, namely Dago Boutique Geulis, Sari Ater and Trans Hotel. Whereas one of the conditions in operationalizing sharia-concept hotels in the city of Bandung is to have a certificate document and be authorized by the relevant Association.

The hotel manager only supervises and checks at all times to the food processing by kitchen team in each process, to ensure the processing of foodstuffs is in accordance with halal standards and worth consumption. Cinnamon Boutique Hotel and Narapati Syariah Hotel & Convention are more aware of the importance in the selection of halal materials, doing cooperation with vendors or suppliers of foodstuffs who already have halal guarantee certificate documents from MUI.

In the end, the author can state that the food and beverage facilities from the four sample hotels, have implemented sharia principles well and every employee is able to run them carefully. It implies that increases in awareness level towards Halal issues are correlated with increases in their perception towards Halal certification (Mashitoh et al., 2013). However, based on the rules that have been made by the Association and the government that every hotel with a sharia concept must have a halal certification issued by the MUI, then these four sample hotels cannot be declared to meet the standards in the ownership of legal sharia documents.

### **4. Other Entertainment Facilities**

In field observations of the four hotel samples, no entertainment facilities were found that lead to pornography and immoral acts. Cinnamon Hotel Boutique Syariah performs live music with Islamic nuances at certain times, for example the month of Ramadan or Eid. While the Narapati Syariah Hotel & Convention is undergoing building repairs and one of the live music entertainment facilities will be held like other hotels. This shows a shift in the point of the sharia concept in one sample of sharia hotels.

As one of the sharia concepts, live music or recorded music that is suitable for use in sharia hotels must not be contrary to the values and ethics of art in Islam. In actual conditions in the field, the authors found only two sample hotels that did not use background music in

their hotels, namely Daarul Jannah and Orange home Syariah. As for other hotels, music playback will stop every time for prayer and also at night before guests' rest time.

Besides playing live or recorded music, the hotels also play the Quran recitations at certain times. Two sample hotels, namely Cinnamon Hotel Boutique Syariah and Narapati Syariah Hotel & Convention usually played the recorded recitations switching to music background. Meanwhile, Daarul Jannah Cottage has a certain time where only on Friday that plays recitations for 120 minutes before starting Juma'ah Prayer. According to the expert who became the author's informant, playing the recitation of the Qur'an can give all of the guest on calm atmosphere or circumstances around the hotel.

In the end, the author states that the entertainment facilities contained in the four samples hotels basically already apply the concept of sharia in entertainment facilities and do not lead to negative things such as pornography and porn action so that guest comfort is well-maintained.

Overall, the comparison of the application of sharia concepts in the four hotels of research site can be seen in the following table:

**Table 2. Recapitulation of the Implementation of Sharia Concepts at Sharia Hotels in Bandung City**

Index: ✓ = Available    ✕ = Unavailable

Aspect	Applied Elements	Narapati Syariah Hotel & Convencion	Daarul Jannah Cottage	Cinnamon Boutique Hotel	Orange Home Syariah
Front Office Service	Availability of Islamic Readings	✓	✕	✕	✕
	Availability of Islamic Display and Decoration	✓	✓	✓	✕
	Availability of sign of information about legal spouses or mahram guest only	✓	✓	✓	✓
	Availability of place for wudhu and well-maintained urinals with bulkhead in the toilet around front office area	✓	✕	✕	✕
	Availability of information about Mosque nearby hotel	✕	✕	✕	✕
Room Facilities	Availability of Prayer Mat	✓	✓	✓	✓
	Availability of written Prayer timetable	✕	✕	✓	✕
	Availability of Al-Qur'an	✓	✕	✓	✕
	Blocked access to pornography and all other immoral acts	✓	✓	✓	✕
	Availability of display and calligraphy in every room	✓	✕	✕	✕
	Availability of non-smoking area in the room	✓	✕	✓	✕
	Availability of Islamic booklets and/or book of pray	✓	✕	✓	✕
	Availability the halal logo in every food and drinks on minibar	✓	✓	✓	✕
	Availability of place and facilities for wudhu in every room	✓	✕	✓	✕

	Availability of well-covered bathroom	✓	✓	✓	✓
and Beverage Service	Only provide halal foods and beverages	✓	✓	✓	✓
	Availability of Tajil in holy month of Ramadhan	✓	✓	✓	✗
	Availability of Sahur time service in holy month of Ramadhan	✓	✗	✓	✓
	Availability of pantry that only use and produce halal product	✓	✓	✓	✓
	Availability of certified chef and kitchen staff	✗	✗	✓	✗
	Availability of document of halal certificate from Ministry of Religious Affair and/or other related association	✗	✗	✗	✗
Entertainment Facilities	Do not provide any facilities that conduct to pornography and all other immoral acts	✓	✓	✓	✓
	Entertain the guest with Islamic live or recorded music background	✓	✗	✓	✗
	Availability of Islamic TV channels	✗	✓	✗	✗
	SPA, Sauna and Massage	✗	✗	✗	✗

## CONCLUSION

Based on the results and discussion of the research, the conclusions in this study are described as follows:

### 1. Front Office Operations

The author can take the conclusion that only two of the four sample hotels, namely Cinnamon Hotel Boutique Syariah and Narapati Syariah Hotel & Convention which have strong regulations in the operation of the front office. This can be proven by finding the motto of each hotel. 3S (Smile, Greet and Salam), this familiar motto has become a check-in procedure and habit for all employees, which is implemented at the Cinnamon Boutique Hotel and is a differentiating value from other hotel samples.

### 2. Room Service

In research of the aspect on room facilities, basically all room services from the four samples of sharia hotels are only three of the four samples, namely Narapati Syariah Hotel & Convention & Convention, Daarul Jannah Cottage, Cinamon Hotel Boutique Syariah which implements the rules or regulations that have been set by the hotel management, which related associations that become the benchmark criteria for Sharia Hotels in Bandung City. At a sharia hotel, each room facility has Islamic nuances, the Qur'an, prayer equipment, prayer sheets and prayer times reminders.

### 3. Food and Beverages Service

Food and beverage service facilities from four sample hotels, namely Narapati Syariah Hotel & Convention & Convention, Daarul Jannah Cottage, Cinamon Boutique Hotel and Orange home sharia that became research site have been operated well and each employee

carefully implemented the basics of food and beverage service. Only in accordance with the previous rule made by the Association and the government that every hotel with a sharia concept must have a halal certification issued by the Indonesian Ulema Council, then these four sample hotels were declared not to meet the standards in document ownership and also the halal document of food and beverage services, that make those four hotels could not be included in the category of hotels with Sharia concepts. Halal certification is very important to the restaurant industry (Zannierah et al., 2012)

#### **4. Entertainment Facilities**

The entertainment facilities contained in the four samples, namely Narapati Syariah Hotel & Convention, Daarul Jannah Cottage, Cinamon Hotel Boutique Syariah and Orange Home Syariah which become research sites had a strong base for applying sharia concepts. Such as the results of a field study that shows the management's constancy in limiting entertainment facilities so as not to pass sharia rules and maintaining the identity of a sharia concept hotel whose entertainment facilities do not lead to negative things such as pornography and porn action so that the comfort of physical and spiritual guests is being well-maintained, in the nuances of Islamic.

#### **5. Suggestion**

By conclusion of this research that have been described above, the author asks the sharia hotel management to immediately fulfill all supporting documents such as a healthy or hygienic certificate for halal foods and beverages, and also especially a Halal certificate from the association who have authorities for issuing halal tourism standards. And it is also important to fulfill all forms of criteria or general elements as a hotel with a Sharia concept, both professionally managed hotels and family-run hotels, to increase consumer comfort and trust in sharia hotels. The author also asks the government to create a legal base law for the regulation of sharia hotel criteria, so that the target of halal tourism in Indonesia can be accelerated, especially for the West Java region, which has great potential to become one of the halal tourism destinations for domestic and international tourists

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