



# MFT HOTELS IN MALAYSIA: A Case of PNB Perdana Hotel & Suites on the Park and Adya Hotel

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ISLAMIC TOURISM CENTRE

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# INTRODUCTION

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- No. of hotels in Malaysia – 2734 hotels\*
- International and local chain
- Hotel rating – 1/2/3/4/5 star (1,130 hotels\*)
- No MFT rating at the moment
- All hotels which have star rating in Malaysia is MFT hotel – fulfill basic MFT requirement
- At present 6 Shariah-Compliant hotels available in Malaysia

# MINIMUM REQUIREMENTS OF STAR RATING (MFT ATTRIBUTES)

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- **Restaurants** – serving Halal and Non Halal Food must have separate kitchen, storage facilities, washing facilities, utensils and equipments.
- **Kiblat Sign** – Kiblat sign to be displayed on ceiling of every room
- **Water Hose/bidet** - to be provided for ablutions
- **Separate Compartment** – Halal & Non Halal
- **Surau (Prayer Rooms)**

# Shariah-Compliant Hotel Attributes

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- Halal food served in the main café/kitchen
  - No prohibited food and beverages served, including in hotel fridge
  - Quran (with translation) and prayer mat in the room
  - Signage of the direction of the Qiblat
  - Bed & toilet positioned away from Qiblat
  - No gambling-related activities
  - Prayer room provided at decent location
  - Bidets in bathrooms
  - Islamic/family entertainment only.
  - Separation of recreational facilities for men and women including swimming pool, gym, spa etc.
  - Options for all female or family floors
- Predominantly Muslim staff with proper Islamic code of dressing
  - Guest dress code must be posted at the hotel entrance or lobby
  - Islamic funding (hotel financed through Islamic financial instruments)
  - Arts not to depict human or animal form
  - Printed/updated prayer schedule in every hotel room
  - Outlets selling Halal/Islamic related products such as Islamic books, CDs, Islamic attire, halal food and beverages or any other Islamic-related products

# SHARIAH-COMPLIANT HOTELS

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## Within Malaysia

- PNB Perdana Hotel & Suites On The Park, KL
- Adya Hotel, Langkawi
- Grand BlueWave Hotel Shah Alam
- Klana Beach Resort Port Dickson
- TH Hotels & Residences
- De Palma Hotel

## Outside Malaysia

- Al-Jawhara Group of Hotels & Apartments, Dubai
- Mövenpick Makkah Hajar Tower, Saudi Arabia
- Sofyan Hotel, Jakarta

# PNB PERDANA HOTEL & SUITES ON THE PARK KUALA LUMPUR

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- 2000 – start operations
- 2008 – MS ISO 9001:2005 Quality Management Systems-Requirements from Islamic Perspective
- Shifts from conventional hotel to Muslim-friendly hotel by the management
- Awarded ‘World Best Halal Apartment’ 2016 at the World Halal Tourism Summit 2016



# PNB PERDANA HOTEL & SUITES ON THE PARK KUALA LUMPUR

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## Achievements

- **Significant increase of number of guests from the Middle East after the adoption of MFT.**
- **Occupancy rate increase of at least 10% in 2016 as compared to pre-MFT years.**
- **Increase of revenue by at least 15% compared to pre-MFT years.**



# ADYA HOTEL LANGKAWI KEDAH

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- 2015 – start operations
- Fully shariah-compliance concept
- Rated MFT hotel by CrescentRating
- Received Muslim Friendly Hotels Rating Services (MFHRS) Award by INHART, IIUM



# ADYA HOTEL LANGKAWI KEDAH

## Achievements

- Number of guests increased by **22.12%** in 2016 compared to 2015 (opening year).
- Occupancy rate increased by **3.50%** in 2016 compared to 2015.
- Average room rate increased by **11.05%** in 2016 compared to 2015.
- 2016 revenue increased by **28.57%** compared to 2015.



Oleh Hamzah Osman  
hazam@metro.com.my  
Langkawi

**Tampil konsep Islamik**  
■ Hotel Adya milik PKB di Pekan Kuah mulakan operasi

**FAKTA**  
Dahulu tempah 100 bilik, kini 100 bilik dengan konsep Islamik

View, Executive, Family View, Family Sea View, Junior Suite, Premier Suite dan Perdana Suite. "Berbekalkan lebih 100 bilik dengan yang hampir 100 peratus adalah anak tempatan, kami berharap kerana tempahan bilik kini memuncak 80 peratus walaupun operasi baru bermula."

"Hotel ini mampu diduduki semua golongan dan sentiasa memenuhi kehendak agensi kerajaan dan swasta bagi mengagihkan pelbagai kursus malapunt seminar menjangkau ke peringkat antara bangsa," katanya.

Grand Ballroom hotel ini boleh memuatkan 450 orang pada satu masa, selain itu bilik mesyuarat tambahan yang dilengkapi sistem audio dan multimedea terkini.

Katanya, setiap bilik hotel pula dibekalkan kemudahan hiburan konsep moden termasuk WiFi serta televisyen LCD dengan penyumbungan ke saluran pilihan tempatan dan antarabangsa.

"Kita menawarkan kadar sewa bilik berpantolan dan suka berinteraksi kepada bilik yang dilengkapi kolam, kolam membolehkan bilik 100 bilik perkhidmatan kepada keperluan sekolah," katanya.

Terdapat promosi bermula PKB Hotel Management & Services Sdn Bhd itu menawarkan harga bilik serendah RM199.

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"Saya amat berharap hotel ini yang membolehkan ciri-ciri Islam dapat memberi impak positif kepada perkhidmatan makanan yang sasi dan halal dengan semua kaedah yang diwujudkan berikutan keinginan orang ramai yang berminat untuk menikmati hidangan yang berkualiti dan mengagumkan di pulau Langkawi ini."

"Jadi, kami memberi fokus

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# OUTCOME

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- Significant increased of guests especially Middle East
- Occupancy rate increases
- Revenue increases
- Guests from non-Muslim countries – Japan, Australia, Singapore, USA, France, China, India, Korea, Canada, France

# PNB PERDANA ON THE PARK

## GUEST REVIEW ON



tripadvisor®



Jerryleal26  
Singapore, Singapore

10 3

5 Reviewed 6 January 2017

### Short but great

It was a very short stay but its worth the money. Hotel's location is within the city center and close to the KLCC, shops and restaurant. Lobby was well taken cared of despite of its aging. Front desk who checked us in was prompt. We... [More](#)

Thank Jerryleal26

Response from PNBperdana h, General Manager at PNB Perdana On The Park

Responded 18 January 2017

Dear Jerryleal26, Thanks for this positive and fantastic review. We are delighted that you and your colleagues enjoyed every moment at PNB Perdana On Park. We look forward to seeing you again on your next visit to Kuala Lumpur. Best regards, General Manager



averrhoes2015  
London, United Kingdom

17 7

5 Reviewed 8 April 2017

### Central location, wonderful staff, spacious rooms, delicious breakfast and more...

For our first visit to Malaysia we felt were very lucky to have resided in this wonderful staff which we highly recommend and will go to again and again when we visit Kuala Lumpur. Although the central location is a big bonus, but we , a family of 19, felt that the main bonus was the wonderful staff who reflected the value of the hotel and the Malaysian people. Mr Wahidi and Farhana welcomed us and were very helpful throughout our stay. Rooms were clean and spacious. The Metro station was only 3-minute walk away while the twin towers were 10-minute walk. The central park was very close by. A highly powered Wi-Fi was a big bonus. Local restaurants of different varieties were close by too. Breakfast was delicious and has varieties of food vegetables and fresh fruit. There was a business centre on the top floor which I used and which I found very useful. The sauna, swimming pool and tennis court were amazing bonuses. We highly recommend this hotel to individuals, couples and large family like ours.

[Show less](#)

Stayed: April 2017, travelled with family

5 Sleep Quality

5 Cleanliness

5 Service

Ask [averrhoes2015](#) about PNB Perdana On The Park

1 Thank [averrhoes2015](#)



CRobertNow  
New Orleans, LA, Los Angeles, CA

20 10

5 Reviewed 4 January 2017

### Surprising, four star hotel @ an amazingly affordable rate.

My mini suite included a long mirrored corridor, living room, bedroom, dressing room, large closets, big bathroom, butler kitchen fully equipped, small private balcony - on the 28th floor with a breath-taking view of beautiful Kuala Lumpur. Hotel has Olympic size swimming pool, gym, 2 tennis courts, miniature golf course, 2 squash courts. Buffet restaurant on ground level, gourmet restaurant on rooftop. Staff totally helpful and friendly. Slight drawback for Western sensibility, no booze served, but so what? Buy wine or beer at one of the nearby markets, keep it in the fridge and done. The Perdana's heart-of-the-city location (3 blocks from the legendary Petronas Twin Towers) one block from the sleek and modern subway system, makes it an ideal choice for travelers on a budget. Thanks to the immaculately maintained facility and unstintingly helpful staff, my 11 night stay proved to be one of the most pleasant experiences in a lifetime of international travel.

[Show less](#)

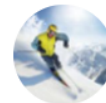
Room Tip: I asked for higher up, for the view and the quiet. Always works in any city, but especially so in K...

Stayed: December 2016, travelled solo

5 Location

5 Rooms

5 Service



asti d

2

5 Reviewed 1 week ago via mobile

### Super !!

The room is clean, and near to Klcc. Lovely place to stay... We had superior room, and its not too expensive when we booked online. They have kitchen, room, living room. Feel at home!!! They clean the room everyday, they provides the water everyday.

[Show less](#)

Stayed: May 2017, travelled as a couple

Ask a question about PNB Perdana On The Park

Thank [asti d](#)

# ADYA HOTEL

## GUEST REVIEW ON



greenandblue08  
New Zealand  
43 22

5 stars Reviewed 7 May 2017

### Relaxing stay

Found all the staff to be helpful. The Hotel is clean and tidy with a beautiful view from the room. The pool is nice to have an evening swim. The breakfast dining room is spacious with an outdoor terrace. The breakfast selection was one of the highlights with something for everyone. The hotel also has a travel desk where you can rent a car for 100 ringgit per day to see the whole island.

[Show less](#)

Stayed: April 2017, travelled as a couple

5 stars Value      4 stars Rooms  
5 stars Service



whoimi  
UK  
43 340

5 stars Reviewed 2 May 2017

### Excellent Lovely Hotel - Muslim Friendly

We stayed in this hotel for a few nights after spending the first part of our trip in Berjaya, we decided to come here to Kuah for a few days We drove down here very straight forward around 25mins from the airport/berjaya and free parking... [More](#)

[2 Thank whoimi](#)



Puja\_Khattri  
New Delhi,  
India  
16 4

5 stars Reviewed 12 January 2017

### Wonderful Island Retreat

Excellent hotel with a view of the ocean and the Kuah town. We were on a high floor so the view was particularly appealing all through the day. Daybreak and night views were stunning. The hotel has two pools and the staff is hospitable. The... [More](#)

[Thank Puja\\_Khattri](#)



One1Tiger  
London  
4 2

5 stars Reviewed 22 April 2017

### This should be 5 STAR!

Excellent all round hotel and the best value for money hotel I have ever booked, cannot recommend it enough, from the facilities to the service from the staff, I have little complaints. Wifi could be slightly better and allow streaming and TV channels could be improved for days when the weather is not great like we experienced but that is my nit picking.

[Show less](#)

Room Tip: Big rooms, Great service, Central location

Stayed: April 2017, travelled as a couple

5 stars Sleep Quality      5 stars Cleanliness  
5 stars Service

[Ask One1Tiger about Adya Hotel Langkawi](#)

[Thank One1Tiger](#)

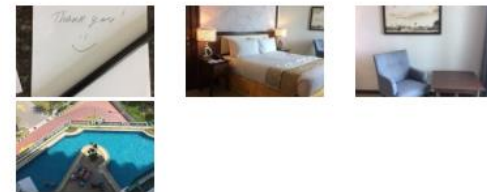


Alex B  
138 36

5 stars Reviewed 15 January 2017 [via mobile](#)

### Good hotel

We've stayed here for 3 nights and it was lovely. The breakfast is amazing: fruits, selection of non-sweet yogurts, freshly baked croissants, eggs, sweets, noodles, rice and other Asian style breakfast items - everyone can find something. The pool is nice, we can easily take... [More](#)



[Thank Alex B](#)

# FEEDBACK

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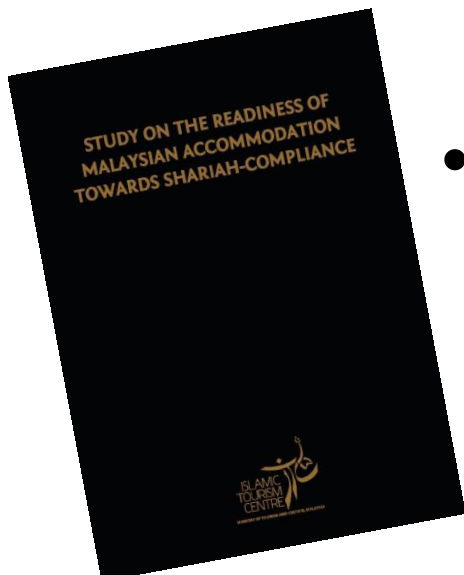
- Customer satisfaction towards choice of halal options;
- Feel safer as no alcohol is served;
- Premise well kept and clean;
- Popular among young families;
- Separation of swimming pool (Adya Hotel).



# GOVERNMENT INITIATIVES

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- Muslim Friendly Hospitality Services – Requirements – MS 2610:2015



- Study on the Readiness of Malaysian Accommodation Towards Shariah-Compliance

# MS2610:2015

## Standard

### *Muslim Friendly Hospitality Services – Requirements*

+ Accommodation specific requirements in MFHS MS2610:2015:

- ✓ Rooms
- ✓ Food and beverages
- ✓ Public *musalla*
- ✓ Public washroom
- ✓ Recreational and wellness facilities

**ADOPTION IS VOLUNTARY**

**NO CERTIFICATION SCHEME**



# BACKGROUND OF STUDY

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- 10<sup>th</sup> Malaysia Plan
- Economic Planning Unit (EPU)
- July 2015 – January 2016
- University Malaya Consultancy Unit (UPUM)

STUDY ON THE READINESS OF  
MALAYSIAN ACCOMMODATION  
TOWARDS SHARIAH-COMPLIANCE





# SCA ATTRIBUTES



# ATTRIBUTES CAN BE IMPLEMENTED

+ Surau / Musolla



+ Halal Kitchen



+ Qibla Sign

+ Sejadah

+ Some Restaurant are Halal certified



+ Quran (translation)



# ATTRIBUTES HARD TO IMPLEMENT

- + Separation of facilities and services
- + Staff wear Shariah compliant attire
- + No alcohol
- + Renovation to fit the Shariah requirement
- + Marketing and promotion
- + Guest with proper attire
- + Appoint dedicated Halal Executive



# MALAYSIA'S HOTELS STATISTICS

No. of Hotels in Malaysia - 2,734 hotels  
No. of Rooms - 220,626 rooms

HOTEL CLASSIFICATION	HOTELS	/	ROOMS
5 ★★★★★	104	/	35,411
4 ★★★★★	151	/	35,908
3 ★★★★★	289	/	47,373
2 ★★★★★	315	/	23,670
1 ★★★★★	271	/	14,838
<b>Total ★ Hotels</b>	<b>1,130</b>	<b>/</b>	<b>157,200</b>

# MFA RATING

- Based on several existing mechanism:
  - ✓ Accommodation ratings imposed by the Ministry of Tourism & Culture Malaysia ([www.motac.gov.my](http://www.motac.gov.my)); and
  - ✓ MS2610:2015 *Muslim-Friendly Hospitality Services Requirements*
- MFA rating be classified into three: **Silver, Gold and Platinum.**
- **Voluntary adoption**

Rating	Accommodation Facilities and Environment						
Silver	Information of mosque location, religious attraction and halal food eateries available at reception and/or website.	Qibla pointing signage in room, bidet in bathroom, prayer mat and Quran in room.	Dedicated prayer room at decent location with ablution facilities.	Halal food availability either in the accommodation or nearby locations.			
Gold	Information of mosque location, religious attraction and halal food eateries available at reception and/or website.	Qibla pointing signage in room, bidet in bathroom, prayer mat, Quran, printed prayer schedule in room.	Dedicated prayer room with ablution facilities and call for prayer.	Halal kitchen with halal certification, at least one restaurant serves only halal food and alcohol free beverages and prepared by Muslims.	Dedicated hours for ladies usage of facilities i.e. gymnasium and swimming pool.		
Platinum	Information of mosque location, religious attraction and halal food eateries available at reception and/or website.	Qibla pointing signage in room, bidet in bathroom, prayer mat, Quran and printed prayer schedule in room and call for prayer.	Dedicated prayer room with ablution facilities, resident imam and call for prayer.	All kitchen and restaurants serve only halal food and alcohol free beverages, use exclusive utensils; and food and beverages prepared by Muslims.	Separate gymnasium, spa and health facilities, enclosed swimming pool for ladies and Shariah compliant entertainment and recreational activities.	The majority of Muslim staff with proper dress code and display guest dress code at the accommodation entrance.	Dedicated Shariah officer overseeing overall Shariah operation, and commitment to Zakat and charity.

# KEY CHALLENGES

- Acceptance of headquarters or accommodation provider owners
- Other guest's perception on the word 'Shariah'
- Current practices are sufficient for our target market
- Too risky to invest due to market uncertainties
- Attaining *Halal* certification
- Brand positioning does not suit *Shariah* compliance
- To comply would entail higher costs
- Might lose other target market
- Adhering to the strict requirements

Thank  
you

