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Analysis of Sharia Hotels Feasibility in Pekanbaru

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Keywords: Sharia Hotel, Hilal-1, Tourism.

Abstract: This research study is motivated by a growing number and a trend of sharia hotels in Pekanbaru. The problems in sharia hotels are not just only on the claim and labels, but also the specifications and the criteria must be clear so that they are not merely a business commodity. The problem statement in this research study is "do sharia hotels in Pekanbaru meet the feasibility based on sharia regulations?". The purpose of this research study is to find out the feasibility of sharia hotels in Pekanbaru. The theoretical framework in this research study refers to the Regulation of Minister of Tourism and Creative Economy of the Republic of Indonesia Number 2 Year 2014 on the Implementation Guidelines of Hilal-1 Syaria Hotel Business. The data used in this research study are primary data and secondary data. The population and sample in this research study are all sharia hotels (total sampling) in Pekanbaru, which consists of 8 hotels (1-star to 3-star hotels). While the data collection techniques are observations, interviews, and questionnaires. The results of this research study indicate that there are no sharia hotels that actually apply the sharia-based concept of Hilal-1 category which includes product dimension, service dimension, and management dimension.

1 INTRODUCTION

Currently, business development in Indonesia is going bigger and advanced, including in the sectors of industry, services, and trade. Globalization has caused quite rapid changes in business, which requires organizations or companies to adapt, have resilience, be able to change direction quickly and focus attention on customers.

Hospitality is a business or service business needed by the people in Pekanbaru because in Pekanbaru, the majority is Muslims and Sharia hotels are surely petrified to the people who are working there and those who are traveling in the city. The development of hotels always tends to be shades of sharia and star rated hotels. The managers must complete the facilities and infrastructures that make many consumers are interested. Sharia hotels must provide Islamic prayer room, food and beverages that are halal.

Hotels that are in accordance with sharia principles are hotels that provide lodging, food and beverage services, and other services for the common people; managed commercially, and meet the requirements stipulated by the government, and do not conflict with sharia principles. All components of the hotel operational and technical requirements

criteria, starting from the small things such as kind of information should be available at the concierge. Equipment that must be available in the public toilet, serving food and beverage, and *reception of policy and procedure* at the front office must be ensured to fulfill the sharia provisions.

The emergence of sharia hotels in Pekanbaru is based on market needs sourced from Islamic spiritual offerings. The needs for sharia products is an effect of the increasing level of public awareness, especially Muslim consumers against the laws and provisions of Islam in terms of life.

The phenomenon of the increasing number of hotels labeled sharia in Pekanbaru is an attraction for Muslim tourists who are traveling in Riau Province. The problem that occurs is that there are still many hotels labeled as sharia but have not implemented the sharia concept as a whole in its operational management. According to preliminary observations, the researcher still finds sharia hotels that do not meet the criteria, for example, hotel guests that are still free to enter guest without being identified first.

Based on the phenomena that occur above, the researcher is interested in conducting research study with the title "Analysis of Sharia Hotels Feasibility in Pekanbaru".

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2 LITERATURE REVIEW

2.1 The Meaning of Sharia Hotel

Sharia hotel is a hotel that in the provision, procurement and use of products and facilities, and business operations that do not violate the sharia rules. All components of the hotel operational technical criteria start from small things such as what information should be available at the front office, equipment in public toilets, until the presentation of the types of food and beverages available at reception policy and procedure, and house rules must be ensured that all meet the criteria of sharia (Sofyan, 2011; Jurattanasan and Jaroenwisana, 2014).

The criteria for sharia hotel is as follows (Sofyan, 2011):

- Facilities
- Hotel Guest
- Marketing
- Food and Beverages
- Decoration and Ornaments
- Operations

2.2 Legal Basis of Sharia Hotel

- Al-Quran
Q.S An-Nisa: 29

Meaning: "O you who have believed, do not consume one another's wealth unjustly but only [in lawful] business by mutual consent. And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful."

The purpose of the verse is that Allah SWT forbids taking the wealth of others by vanity (improper way), except by trade that applies with mutual consent. Sharia hotel is included in commerce/business in the field of services so that in obtaining profits; they are not allowed to use methods prohibited by Allah SWT.

- Al-Hadits

Hadith about glorifying guests.

Artinya: "Whosoever believes in Allah and the last day, let him glorify his guests when he is blessed. "The friends ask," O Rasulllah Saw. What is a special moment? He said, "the first day and night. The visit is three days, if it's more than three days, then it's a charity." (HR.Muslim).

- Ijma'

The basic principle that must be considered in relation to realizing sharia in a business is the rule of fiqh which reads: Meaning: "the original law in the field of muamalah is skill (worship) until there is an argument that prohibits it".

From this rule, Islam gives freedom to humans to do muamalah activities in order to fulfill their needs in the form of profits, goods or services, while still paying attention to the limits set by sharia. In this case, what humans have to pay attention to is what limits should not be violated in conducting muamalah activities (Departemen Agama, 2005; Henderson, 2010).

2.3 Guidelines for Implementation of Sharia Hotel

Based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 2 Year 2014 on guidelines for implementation of sharia hotel businesses, the government divides the group into Hilal-1 of sharia hotel and Hilal-2 of sharia hotel.

Hilal-1 category includes product aspects which consist of 8 elements and 27 sub-elements, service aspects consist of 6 elements and 20 sub-elements, and management aspects consist of 2 elements and 2 sub-elements. Below are the Hilal-1 categories that have been determined by the government:

- Product
 - Public toilets (Public restroom)
 - Guest bedroom
 - Staff Room
 - Worship Room
- Service
 - Front office
 - House Keeping
 - Food and Beverages
- Management
 - Business Management
 - Human Resources

3 METHOD

3.1 Types of Research Study

The type of this research study is descriptive research. Descriptive research is a research study arranged in order to provide a systematic description of scientific

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information that comes from the subject or object of research study. (Sanusi, 2011; Sugiarto and Ir, 2003; Saad et al., 2014).

3.2 Research Study Sites

This research study is conducted in several sharia-labeled hotels spread in Pekanbaru as follows:

Table 1: Name and Address of Sharia Hotels in Pekanbaru

| NO | Hotel Name | Address |
|----|-----------------------|--|
| 1 | Akasia Syariah Hotel | Jl. Jend. Sudirman No. 419 Pekanbaru |
| 2 | D'Lira Syariah Hotel | Jl. Pepaya No.73 Pekanbaru |
| 3 | Libra Syariah Hotel | Jl. Tuanku Tambusain Pekanbaru |
| 4 | Oase Hotel | Jl. Jend. Sudirman No. 255 EF Pekanbaru |
| 5 | Rauda Hotel | Jl. Tengku Zainal Abidin No. 2-4 Pekanbaru |
| 6 | Stefani Syariah Hotel | Jl. Taskurun No. 100 Pekanbaru |
| 7 | Sri Indrayani Hotel | Jl. Dr. Sam Ratulangi No. 45 Pekanbaru |
| 8 | Tasia Ratu Hotel | Jl. Hasyim Ashari No. 10. Pekanbaru |

Source: Processed Data, 201

3.3 Data Collection Method

In collecting data for this research study, several methods are used as follows:

- Questionnaire

Questionnaire is a list of questions that must be covered by the interviewer during the interview. The purpose of the questionnaire is to obtain information on how the practice of sharia hotel management in Pekanbaru.

- Observation

Observation is the selection, alteration, recording, and coding of a series of behaviors and atmosphere relating to observation activities in accordance with empirical objectives (Sutrisno, 2009).

- Interview

Interview is data collection techniques by asking questions directly by the interviewer to the respondent and the respondents' answers are listed or recorded (Sutrisno, 2009). In practice, the author prepares a list of questions to be submitted directly to hotel managers or hoteliers and sharia hotel staffs.

- Documentation

Documentation is a data collection technique that is not directly aimed at the subject of the researcher, but through documents (Sutrisno, 2009). Documentation can be in the form of text, images, and monumental works of someone. This documentation is intended to obtain evidence regarding management practices

such as applicable regulations and applied to sharia hotels in Pekanbaru.

3.4 Population and Sample

The population in this research study is all sharia hotels in Pekanbaru, which are 8 hotels (1-star to 3-star hotels). Sample is examples that represent the population and mirror the entire object under study (Sutrisno, 2009; Komar, 2006; Pariwisata, 2014; Sulastiyono, 2011). The population in this research study is <100 people, then all populations in this research study are used as research samples.

3.5 Data Analysis Method

The data analysis method used in this research study is adjusted to the research study, that is a sharia review of sharia hotel management practices assessed using qualitative methods. This analysis aims to determine business practices in hotel management in Pekanbaru sharia hotels.

3.6 Operational Concept

Based on the theory above, the operational concepts can be made as follows:

3.7 Theoretical Framework

Based on the description above, the theoretical framework can be described as follows :

Source: Processed Data, 2018

4 RESULTS

4.1 Findings

4.1.1 Product Dimension

Product dimension consists of eight indicators (public toilet, guest bedroom, guest bathroom, kitchen, staff room, Islamic prayer room, swimming pool, and spa). The eight indicators are divided into twenty-seven statement items.

The results of the data collected from eight sharia hotels for the Product Dimension shows that none of the hotels achieved an ideal score (27) from a number of indicators and sub-indicators presented. The highest score is achieved by Sri Indrayani Hotel (24) and Rauda Hotel (24). While the lowest score is achieved by Oase Hotel (17). The average score achieved by the hotels is 21.5.

Table 2: Operational Concept

| Concept | Dimension | Indicator |
|--|---|---|
| Guidelines for Implementation Hilal-1 of Sharia Hotel Business | Product (Regulation of the Minister of Tourism of the Republic of Indonesia Number 2 on Guidelines for Implementation of Sharia Hotel Business, 2014) | 1. Public Toilet 2. Public Restroom) 3. Guest Bedroom 4. Guest Bathroom 5. Kitchen 6. Staff Room 7. Islamic Prayer Room 8. Swimming pool 9. Spa |
| | Service (Regulation of the Minister of Tourism of the Republic of Indonesia Number 2 on Guidelines for Implementation of Sharia Hotel Business, 2014) | 1. Front office 2. House Keeping 3. Food and Beverages 4. Sports, recreation, and fitness 5. Spa (if available) 6. Entertainment facilities |
| | - Management (Regulation of the Minister of Tourism of the Republic of Indonesia Number 2 on Guidelines for Implementation of Sharia Hotel Business, 2014) | 1. Business Management 2. Human Resources |

Source : Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 2 on Guidelines for Implementation of Sharia Hotel Business, 2014.

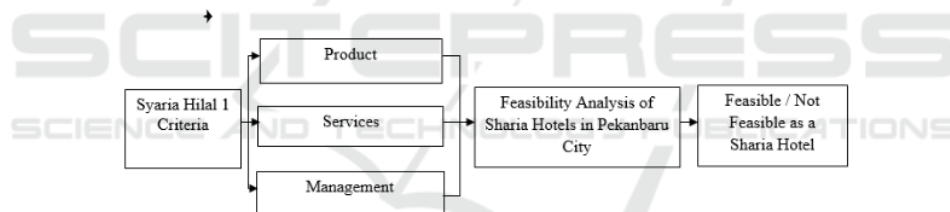


Figure 1: Theoretical Framework

Table 3: Tabulation of Data of Product Dimension

| No | Hotel Name | Indicator | | | | | | | | Score |
|----|-------------------|-----------|---|---|---|---|---|---|---|-------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 1. | Sri Indrayani | 2 | 4 | 3 | 2 | 4 | 9 | 0 | 0 | 24 |
| 2. | Rauda | 2 | 4 | 3 | 2 | 4 | 9 | 0 | 0 | 24 |
| 3. | Stefani | 2 | 1 | 3 | 1 | 4 | 9 | 0 | 0 | 20 |
| 4. | Akasia | 2 | 3 | 3 | 2 | 4 | 9 | 0 | 0 | 23 |
| 5. | Tasia Ratu | 2 | 4 | 3 | 1 | 4 | 9 | 0 | 0 | 23 |
| 6. | D'Lira | 2 | 2 | 3 | 1 | 3 | 9 | 0 | 0 | 20 |
| 7. | Oase | 1 | 2 | 3 | 2 | 3 | 6 | 0 | 0 | 17 |
| 8. | New Libra Syariah | 2 | 4 | 3 | 2 | 4 | 6 | 0 | 0 | 21 |

Source: Processed Data, 2018

Table 4: Tabulation of Data of Service Dimension

| No | Hotel Name | Indicator | | | | | | Score |
|----|-------------------|-----------|---|---|---|---|---|-------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | |
| 1. | Sri Indrayani | 5 | 3 | 3 | 0 | 0 | 1 | 12 |
| 2. | Rauda | 5 | 3 | 3 | 0 | 0 | 2 | 13 |
| 3. | Stefani | 4 | 2 | 3 | 0 | 0 | 1 | 10 |
| 4. | Akasia | 5 | 3 | 3 | 0 | 0 | 0 | 11 |
| 5. | Tasia Ratu | 5 | 3 | 3 | 0 | 0 | 2 | 13 |
| 6. | D'Lira | 4 | 2 | 3 | 0 | 0 | 1 | 10 |
| 7. | Oase | 5 | 2 | 3 | 0 | 0 | 1 | 11 |
| 8. | New Libra Syariah | 5 | 3 | 1 | 0 | 0 | 2 | 11 |

Source: Processed Data, 2018

4.1.2 Service Dimension

The Service Dimension consists of six indicators (front office, house keeping, food and beverage, sports recreation and fitness, spa, and entertainment facilities). The six indicators are divided into twenty

statement items.

The results of the data collected from eight sharia hotels for the Service Dimension indicate that none of the hotels achieved an ideal score (20) from a number of indicators and sub-indicators presented.

The highest score is achieved by Rauda Hotel (13) and Tasia Ratu Hotel (13). While the lowest score is achieved by Stefani Hotel (10) and D'Lira Hotel (10). The average score achieved by the hotels is 11.4.

4.1.3 Management Dimension

Table 5: Tabulation of Data of Management Dimension

| No | Hotel Name | Indicator | | Score |
|----|-------------------|-----------|---|-------|
| | | 1 | 2 | |
| 1. | Sri Indrayani | 1 | 1 | 2 |
| 2. | Rauda | 1 | 1 | 2 |
| 3. | Stefani | 1 | 1 | 2 |
| 4. | Akasia | 1 | 1 | 2 |
| 5. | Tasia Ratu | 1 | 1 | 2 |
| 6. | D'Lira | 1 | 1 | 2 |
| 7. | Oase | 1 | 1 | 2 |
| 8. | New Libra Syariah | 0 | 1 | 1 |

Source: Processed Data, 2018

The last dimension is Management Dimension which consists of two indicators (business management and human resources). The two indicators are divided into two statement items. The result of data collected from eight sharia hotels for the Management Dimension shows that almost all hotels achieved ideal scores (2) from a number of indicators and sub-indicators presented. Only one hotel that is New Libra Syariah Hotel get the lowest scores (1). The average score achieved by the hotels is 1.9.

5 CONCLUSIONS

The beauty of the essence of sharia is to throw away everything that is harmful or destructive to humans and the environment. In line with the purpose of the implementation of sharia, that is maintaining human welfare including protection of the faith, life, mind, descent, and property. Anything that guarantees the protection of these five cases is a concern for humans and is desirable, not limited by those who are Muslim, because actually something dangerous for Muslims, of course also dangerous for non-Muslims. Thus, sharia products and services are open to all human beings, without differentiate race, religion, gender, or others.

Sharia hotel is a hotel that provides services in accordance with sharia principles. Halal definition is not only limited to the provision of halal food & drink, but also to the operation of hotels in general, starting from the provision, procurement, use of products and facilities, and financial transactions. In addition, in

receiving guests, the receptionist is required to select guests who come in pairs, whether they are a married couple or have a *mahram* relationship.

All halal products in Indonesia, including hotels, of course require certificates as written evidence indicating whether the hotel has met the business standards of hotels as determined by the government or not.

In 2014, the government has compiled and determined the Guidelines for implementation of Sharia Hotel Business through Regulation of the Minister of Tourism and Creative Economy Number 2. The guidelines contain the classification of sharia hotels into 2 categories, that is Hilal-1 and Hilal-2 of Sharia Hotels. Hilal-1 category is a classification of sharia hotel businesses that are considered to meet all the criteria for sharia hotels needed to serve the minimum needs of Muslim tourists. Whereas, the Hilal-2 category is a classification of sharia hotel businesses that are considered to meet all the criteria for sharia hotels needed to serve the moderate needs of Muslim tourists.

Some conclusions obtained from this research study are:

- The Product Dimension shows that no hotel has an ideal score (27) from a number of indicators and sub-indicators presented. The highest score is achieved by Sri Indrayani Hotel (24) and Hotel Rauda (24). While the lowest score is achieved by Hotel Oase (17). The average score achieved by the hotels is 21.5.
- The Service Dimension shows that no hotel has an ideal score (20) from a number of indicators and sub-indicators presented. The highest score is achieved by Hotel Rauda (13) and Hotel Tasia Ratu (13). While the lowest score is achieved by Hotel Stefani (10) and Hotel D'Lira (10). The average score achieved by the hotels is 11.4.
- The Management Dimension shows that almost all hotels achieve ideal scores (2) from a number of indicators and sub-indicators presented. Only one hotel that is the New Libra Syaria Hotel get the lowest score (1). The average score achieved by the hotels is 1.9.

The results of this research study indicate that there are no hotels that actually apply the sharia-based concept in Pekanbaru, even to meet the Hilal-1 Category (sharia hotel business classifications that are considered to meet all the criteria for sharia hotels needed to serve the minimum needs of Muslim tourists).

SUGGESTION

In this research study, it is explained that the hoteliers can run their business after obtaining a Hotel Business Certificate issued by the Business Certification Agency, where the assessment of Absolute Criteria fulfillment (the minimum terms and conditions that must be fulfilled and implemented by the hotelier) applicable organized by DSN-MUI.

Regardless of the central government's efforts to make sharia hotel standards, the results of this research study indicate that in Pekanbaru, no hotel has actually implemented a sharia-based concept, even to fulfill the Hilal-1 category (sharia hotel business classifications that are considered to meet all sharia hotel criteria is needed to serve the minimum needs of Muslim tourists). This may due to the high investment costs for sharia hotels considering the qualifications and standards of sharia-based hotels which require hoteliers to add facilities in accordance with applicable regulations.

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