

The Implementation of Sharia Principles Concept of Hotels

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ABSTRAK

Penginapan syariah adalah usaha bidang penginapan yang disesuaikan dengan prinsip syariah dalam menyediakan fasilitas dan pelayanan. Penelitian ini bertujuan untuk mengetahui Implementasi Konsep Prinsip Hotel Syariah. Metode yang digunakan adalah Literature Review dengan menggunakan database Atlantis Press, Emerald, Taylor & Francis dan mesin pencari dari Google Scholar. Pencarian literatur menggunakan kriteria inklusi dan eksklusi yang telah ditentukan. Ekstraksi menggunakan PRISMA Flow Diagram. Hasil penelitian diperoleh dari ekstraksi data dari 96 artikel menjadi 9 artikel. Terdapat 4 tema yaitu standar hotel syariah, strategi Blue Ocean, konsep berkah, dan tanggung jawab sosial perusahaan. penerapan hotel syariah dengan nilai ekonomi Islam yaitu mengikuti prinsip tauhid, keadilan, mashlahah, ta'awun dan keseimbangan. Hotel syariah dibutuhkan untuk mendukung industri halal dan memfasilitasi kebutuhan wisatawan muslim dalam berwisata.

ABSTRACT

Sharia lodging is a lodging sector business adapted to sharia principles in providing facilities and services. This study aims to determine the Implementation of the Concept of Hotel Sharia Principles. The method used is Literature Review using the Atlantis Press, Emerald, Taylor & Francis database and a search engine from Google Scholar. A literature search using predetermined inclusion and exclusion criteria. Extraction using PRISMA Flow Diagram. The research results were obtained from the extraction data from 96 articles to 9 articles. There are 4 themes, namely sharia hotel standards, Blue Ocean strategy, the concept of blessing, and Corporate social responsibility. the application of Sharia hotels is by Islamic economic values, namely following the principles of monotheism, justice, mashlahah, ta'awun and balance. Sharia hotels are needed to support the halal industry and facilitate the needs of Muslim tourists in traveling.

Keywords: Implementation, Sharia Concept, Hotel

Introduction

Tourism continues to give birth to something new in its development, one of which is becoming a trend at the moment is halal tourism (Hakim et al., 2022). Halal tourism is part of the tourism industry aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules (Pratomo & Subakti, 2017). In the last decade, sharia-based tourism has become a new trend in tourism development in various parts of the world. The essence of the many and developing sharia tourism refers to efforts to eliminate everything that can be harmful to humans and is expected to bring people closer to things that will benefit themselves and the environment. Sharia tourism has penetrated many service sectors, both hotels and restaurants. These sectors are currently the targets of domestic and foreign tourists (Permana, 2018). One of the most important elements of tourism is accommodation. Accommodation in the world of tourism is everything that is provided to meet someone's needs when traveling. One type of accommodation that is often found is a hotel (Anggraini & Pantini, 2021).

Hotel is a company that provides services in the form of accommodation (accommodation) as well as serving meals and other facilities in hotels for the public, which meet the requirements of convenience and for commercial purposes. The establishment of a hotel, especially in urban areas, supports the needs of not only tourists, but also business people or government and private agencies who are carrying out assignments outside the city and need a hotel as a temporary place to stay (Fatimah, 2020). For Muslim tourists, the standardization needs of tourism hotels are very different from other international tourists. The need for worship and worship facilities that are carried out every day sometimes cannot be accommodated by the global tourism industry. For example, providing halal food, providing separate

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facilities for men and women, prayer facilities, and so on are some points that have not been fully considered in implementing international tourism standards (Ajidin, 2019).

Sharia lodging is a lodging sector business adapted to sharia principles in providing facilities and services (Ariyanto, 2012). Sharia is a system in an institution, agency, or company whose implementation uses or applies Islamic law. The sharia concept is also applied in the tourism industry, one of which is the hotel. Generally, sharia hotels are almost the same as conventional hotels. However, in particular there are slight differences, namely sharia hotels prioritizing Islamic religious shari'ah, such as halal food and drinks, providing separate facilities for men and women, and prayer facilities. The presence of sharia hotels makes it easy for visiting Muslim tourists, both domestic and foreign tourists. However, the general public assesses the presence of sharia hotels only for Muslim tourists. In fact, sharia hotels remain open 24 hours, and reception is not special, meaning that the hotel continues to serve and make reservations for non-Muslim guests who wish to stay (Chan et al., 2017).

The developing sharia principle is an alternative for tourists who want to continue running everything in Islamic sharia's corridors. This includes guaranteeing the ease of worship and the halalness of the food and drinks they consume while staying at hotels with a sharia concept (Battour et al., 2018). The idea of sharia in the hospitality business is becoming an attraction because the development of hotels that apply sharia principles is increasingly in demand by consumers, the reason is that consumers feel safer and more comfortable when they stay at sharia hotels with their families than when they stay at conventional hotels, they can also perform their prayers. easily. In addition, hotels with sharia concepts also have a good image or seem far from negative things (Riasari, 2020).

Sharia hotels must comply, among other things: 1) Sharia hotels may not provide access to pornography and immoral acts; 2) sharia hotels may not provide entertainment facilities that lead to polytheism and immorality; 3) food and drinks provided by sharia hotels may not contain haram ingredients, such as pork and alcohol; 4) provide adequate facilities, equipment and facilities for the implementation of worship, including purification facilities; 5) management and employees/employees are required to wear clothes that are following sharia (Dewi et al., 2022).

Sharia hotels' existence is increasingly being looked at and in demand by travelers. Some of them even prefer to stay in Sharia hotels rather than conventional hotels because they feel more comfortable. Sharia-based hotels are considered safer and more comfortable by the families who stay. Therefore, even though the regulations are not as free as conventional hotels and the dishes offered are also halal, Sharia-based hotels are actually an option. Even though it applies the concept of Islamic Sharia, Sharia hotels are open to all consumers regardless of religious background, ethnicity, nationality, etc. However, this application still has to pay attention to the applicable rules, which are different from the rules in conventional hotels in general (Hasibuan, 2022).

Several studies on halal tourism show three main spectrums of studies conducted by scholars. First, the study of halal tourism in Muslim and non-Muslim countries. Second the hospitality industry. Research studies in the hotel industry focus on the compliance of hotels in Muslim countries to apply sharia principles and the transition from conservative hotels to halal hotels. The hotel industry's compliance is implemented in Saudi Arabia, which is the main destination for Muslim world tourists to perform the Hajj and Umrah pilgrimages, while the transition from conservative to halal hotels is developing in Turkey in Alanya, Indonesia in Lombok and Bali, and Malaysia in Kuala Lumpur. Hotel compliance and hotel transition in tourist destination countries to implement sharia principles will be legitimized by halal certification which is also a theme in research in the hotel and tourism industry. (Nurharani et al., 2021). Therefore, researchers want to dig through the Literature Review research with the aim of the implementation of Sharia principles concept of hotels.

Method

2.1 Inclusion Criteria and Exclusion Criteria Framework

Article inclusion criteria used:

- a. Articles published in English and Indonesian.
- b. Articles published between 2012-2022.
- c. Article that discusses several implementations of the concept of hotel Sharia principles.
- d. There are no specific target country criteria.

Article exclusion criteria used:

- a. Opinion articles, review articles (systematic reviews and literature reviews), reports and commentaries.
- b. Letters and book reviews.

2.2 Search Flow

The literature search uses articles from 2012 to 2022, using restrictions on articles in English and Indonesian, free full text, data from the last 10 years. The article were obtained from the Atlantis Press electronic database, Emerald, Taylor & Francis, and the Google Scholar search engine. The search was carried out using keywords in English (((((("Implementation") OR ("analysis")) AND ("Sharia")) OR ("Sharia")) AND ("Principles")) AND (" Concept")) AND ("Hotel") OR ("hotels") OR ("Islamic hotel") OR ("halal hotel") AND ("Shariah compliant hotel")))). While the search for keywords in Indonesian is (((((("Implementation") OR ("implementation")) OR ("analysis")) AND ("Sharia")) OR ("sharia")) AND ("Principles")) AND ("Concept")) AND ("Hotel")) OR ("Islamic hotel") OR ("halal hotel")))), then the articles are screened according to the researcher and research question's criteria. The articles that appear are then sorted so that no articles with the same title are found. Then the articles were sorted based on predetermined inclusion and exclusion criteria. Articles that include only the abstract will be eliminated. In order to obtain articles that will be analyzed.

2.3 Article Extraction

The articles that have been obtained are then extracted. Extraction of articles based on the article's author, country, year of publication, number of samples used, measurement tools used, results of research conducted, and article database.

2.4 Article Selection

In the search for articles identified 2 articles from the Atlantis Press database, 12 articles from the Emerald database, 8 articles from the Taylor and Francis database and 74 articles from the Google Scholar search engine, after being filtered for relevance, 43 articles were obtained. Then further article screening was carried out to find appropriate and complete references regarding the implementation of the concept of hotel Sharia principles and 9 articles were obtained that would be used for the Literature Review. The authors screened the titles and abstracts of all articles to serve as inclusion criteria. Full text studies were retrieved and reviewed based on these criteria. Thus leaving 9 articles for the final review.

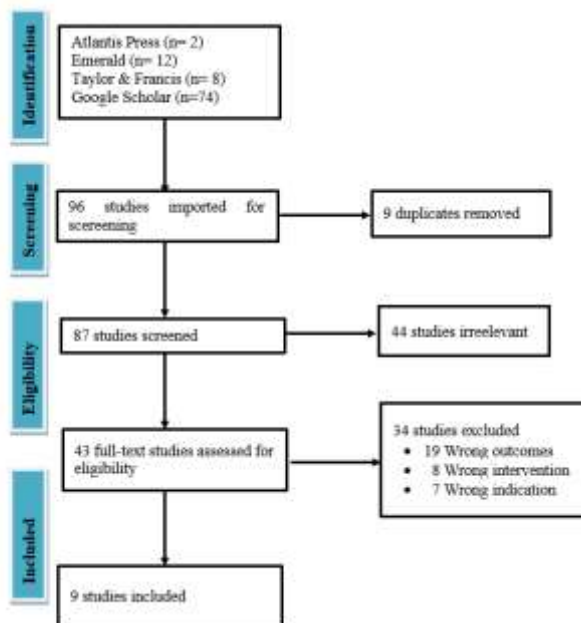


Figure 1. PRISMA Flow Diagram

Results and Discussion

The data extraction table below describes the results of research identification in 9 articles.

Table I.
Article Extraction

No	Author/Year	Design	Sample	Result
1	(Sono & Kusairi, 2021)	Quantitative	67 consumers of Asri Syariah Hotel Situbondo	The results of the study (1) Godhead (Rabbaniyyah) has an effect and is not significant on consumer satisfaction, as evidenced by the value of <i>thitung</i> of $-1.128 < ttabel = 1.997$ or sig. $t = 0.264 > 0.05$. (2) Ethics (Akhlaqiyyah) has significant influence on consumer satisfaction, as evidenced by the value of <i>thitung</i> of $8,505 > ttabel = 1.997$ or sig. t value = $0.000 < 0.05$. (3) Realistic (Al-Waqi'iyah) has a significant and significant effect on consumer satisfaction, as evidenced by <i>thitung</i> of $6,596 > ttabel = 1.997$ or sig. $t = 0.000 < 0.05$. (4) Humanistic (Al-Insaniyyah) has significant and significant influence on consumer satisfaction, as evidenced by <i>thitung</i> of $8,908 > ttabel = 1.997$ or sig. $t = 0.000 < 0.05$. (5) Divinity (Rabbaniyyah), Ethics (Akhlaqiyyah), Realistic (Al-Waqi'iyah), and Humanistic (Al-Insaniyyah) influence and are simultaneously significant to consumer satisfaction, as evidenced by the value of <i>Fhitung</i> = $125.015 > Ftabel$ with sig level. $F = 0.000 < 0.05$.
2	(Anggraini & Pantini, 2021)	Qualitative Descriptive	5 people, namely the GM of the Mersi hotel or those represented by HRD and several guests staying at the Mersi Bukittinggi hotel	The results of this study are to state that the Mersi Bukittinggi hotel has the potential to become a sharia hotel, because in terms of its implementation it is by PERMEN PAREKRAF guidelines No. 2 of 2014, the Mersi hotel is close to the 1st type of hilal sharia hotel, because there is 1 Absolute criterion that has not been met in terms of product aspects.
3	(Hakim et al., 2022)	Qualitative Descriptive	2 people at Adana Guest House Syariah, Guest House Syariah Gatsu, and Karunia Syariah Guest House	The results of this study conclude that: first, Adana Guest House Syariah, Guest House Syariah Gatsu, and Karunia Syariah Guest House have implemented 4 out of 7 sharia hotel provisions in the DSN-MUI Fatwa No. 108/DSN-MUI/X/2016. Second, several obstacles have caused the DSN-MUI fatwa to not be implemented, 1) There is no food and beverage service available at sharia lodging. 2) Sharia lodging managers have collaborated with conventional financial institutions in terms of service and the large number of guests who use conventional banks to make payments. 3) The manager of the sharia inn does not know about the DSN-MUI Fatwa No. 108/DSN-MUI/X/2016. 4) No fatwa implementation guide regarding DSN-MUI Fatwa No. 108/DSN-MUI/X/2016.
4	(Riasari, 2020)	Qualitative Descriptive	2 management of Sofyan Hotel	From the results of research on the sharia hotels implemented by Sofyan Hotels in accordance with the principles of blue ocean strategy and effectively generate profits for the company and are effective in winning the competition at this time. Sofyan Hotels is considered successful in implementing the blue ocean strategy and has become part of the company's strategy. The change in concept from conventional hotels to sharia hotels has succeeded in creating new markets for Sofyan Hotels both at home and abroad.
5	(Dewi et al., 2022)	Qualitative Descriptive	109 community respondents in Indonesia	The results of this study indicate that there are 3 main priorities chosen by respondents: 1) selection of guests who come to stay and limit visiting guests, 2) provision of facilities for worship and purification as well as providing a religious atmosphere, 3) arrangement of male and female visitors in supporting facilities such as entertainment, fitness and swimming pools.
6	(Nurharani et al., 2021)	Quantitative	One person on the hotel management	The results of this study indicate that hotel rules and policies have implemented sharia principles. The principles adhered to by the Atiqa Pinrang Syariah Hotel are syairah principles originating from the Al-Quran and Hadith which are operationalized through the DSN-MUI fatwa regarding halal hotel provisions. Hotel Syariah Atiqah conducts strict selection of guests, is not allowed to bring prohibited items, worship facilities, and the obligation to cover genitalia for employees.
7	(Pratomo & Subakti, 2017)	Qualitative Descriptive	3 people namely Mr. Sulasman as HRD Staff, Mr. Ivan Ngaginta as Standardization & Corporate Sales Staff, and Mr. Rahmat Utomo as HRD Head Office.	Results obtained: 1). Sofyan Betawi Hotel runs 60 absolute sub-elements and 14 non-absolute sub-elements of the total. 74 sub-elements must be met by hotels that run the Sharia Hotel concept according to Permen Parekraf No. 2/2014, 2). Hotel Sofyan Betawi regularly improves facilities and infrastructure in terms of products, services and management, 3. The World's Best Family Friendly Hotel award won by Hotel Sofyan Betawi positively impacts hotel management, guests, employees, the community and the government. The conclusion from this study is that almost 100% of the Sofyan Betawi Hotel has met the criteria of the Hilal Syariah Hotel 2.
8	(Sholeh & Kurniasih, 2021)	Qualitative Descriptive	Three people managing Bayt Kaboki Hotel	The results of the study show that the application of sharia principles to the Bayt Kaboki Hotel is by the DSN MUI Fatwa. However, several aspects need to be improved related to sharia hotel regulations, such as the halal food and beverage certification period at the Bayt Kaboki Hotel restaurant, which has expired. In addition, Bayt Kaboki Hotel does not have a guideline for hotel services that are in accordance with sharia principles, and has not used the services of Islamic financial institutions' services in hotel management services. Provisions related to the obligation to use sharia banking at the Bayt Kaboki Hotel will be difficult to achieve and become a limitation because the hotel is located in the Bali region.
9	(Permana, 2018)	Quantitative	2 hotel managers Sofyan Inn Specia	The results of the research criteria consist of product, service, and management aspects. After conducting research on the Sofyan Inn Specia hotel shows that the Sofyan Inn Specia hotel still does not meet some of the absolute criteria contained in the ministerial regulation, both in terms of product, service and management. Thus, this hotel cannot yet be called a sharia hotel business according to the ministerial regulation, and cannot be classified as a hilal-1 or hilal-2 hotel business group.

3.1 Sharia Hotel Standards

Sharia hotel standards in Indonesia have been established by DSN-MUI 108/DSN-MUI/X/2016 concerning Tourism Implementation based on Sharia Principles that sharia hotels must adhere to the following principles according to (Sri Mulyani et al., 2022):

- a. Product aspect
 - 1) Halal food and drinks are available
All food and beverage products are labeled as halal MUI, and the process of making food is good and halal
 - 2) Meets halal and toyyib criteria that are beneficial to the health of the body for all products offered
- b. Service aspect
 - 1) Access and facilities at sharia hotels do not contain immoral things
With this provision, the hotel must ensure that no hotel visitors share a room except with their muhrim, by showing several documents such as KTP/KK/marriage book/wedding photo. Even though hotel guests are siblings of different sexes, they still have to show proof that the guests are indeed blood/siblings and still have to book a different room, if indeed the guests are siblings but of different sex
 - 2) There are facilities for worship and purification
The realization of hotel management is the provision of prayer room facilities along with prayer and purification equipment. Provision of a good place for ablution and the existence of several indicators of prayer times and Qibla direction
 - 3) Providing facilities that benefit guests with good and undamaged facilities
 - 4) Services prioritize aspects of friendliness, trustworthiness, honesty and by Islamic principles
- c. Management aspect
 - 1) Sharia hotel staff must wear clothes according to sharia
In their daily lives, employees wear hotel uniforms that are by sharia, for employees (male) wear hotel uniforms, namely short-sleeved stretch shirts and long pants. As for female employees, they wear hotel official attire, namely a loose shirt with long sleeves and trousers as a subordinate and a hijab formed by syar'i (covering the chest)
 - 2) Have guidelines and Standard Operating Procedures for services that are by sharia
Have guidelines and Standard Operating Procedures for good service Employees must be friendly, polite and always apply "Smile, Polite, Polite" namely smiles, greetings and greetings and have special guidelines/guidelines (by sharia) regarding hotel service procedures to ensure the implementation of products, services and management according to sharia principles according to sharia
 - 3) Connected with Islamic banks or Islamic financial institutions in their payment facilities
Sharia hotels are required to use the services of Islamic financial institutions in providing services. The logical consequence of this provision is that sharia hotels are not allowed to use conventional banking services. This provision shows that the DSN MUI really supports the sustainability of Islamic Financial Institutions, both banks and non-banks. So that the synergy of hotel industry players can increase the market share of Islamic financial institutions, whether through Islamic banking services, BMT, Islamic insurance, sukuk, Islamic multi finance and other Islamic financial institutions
 - 4) Marketing is done openly
 - 5) Existing decorations must be by sharia so that decoration in the form of statues is not justified
 - 6) Sharia hotels must have a Sharia Supervisory Board

3.2 Blue Ocean Strategy

Blue Ocean Strategy is one business strategy that creates demand by exploiting markets that have not been or are not even glimpsed by other competitors for the same number of consumers (Riasari, 2020). *Blue Ocean Strategy* characterized by unexplored market space, demand creation and highly profitable growth opportunities.

Six Principles of Strategy (Harits & Masykuroh, 2022) it is:

- a. Reconstruct market boundaries. To emerge from red oceans, companies must break down common boundaries about how to compete by systematically reviewing these boundaries to create blue oceans and looking at alternative industries, strategic groups, buyer groups, complementary product and service offerings, functional orientations. the emotional state of an industry and even time. This

will give the company an idea of the knowledge of how to reconstruct market realities to open up blue oceans

- b. Strategic planning should focus on the big picture, not the numbers. This principle is the key to reducing the planning risk of investing too much effort and time, resulting in only a tactical red ocean move. In the strategic planning process, drawing a strategy canvas visualizes a company's current strategic position in the market space and helps map out future strategies. By building the strategic planning process on a strategy canvas, a company can focus primarily on the big picture instead of drowning in numbers and jargon and getting bogged down in operational details.
- c. Market reach must exceed consumer expectations. Usually, to grow market share, companies try to maintain and expand consumers which often leads to segmentation and offers to be able to meet consumer preferences. The more competitive, the greater the adjustments to the products offered. As companies compete to satisfy consumer preferences, the market space will become smaller and smaller. In a blue ocean, companies develop things of value for consumers so that they can outpace existing demand and open up space for new customers.
- d. Overcome the main obstacles in the organization, be it cognitive barriers, natural resource barriers, motivational and time barriers as well as political barriers.
- e. Integrate execution into strategy through various approaches to achieve long-term commitment.

3.3 Blessing Concept

The blessings referred to by the hotel manager include that hotels do not only pursue profit-oriented pursuits, more than that blessings are not only in the form of financial benefits, but can be realized in various other positive things such as the growth of positive energy in employees at work, having high work ethic and more productive. In addition, it is hoped that the results of the fortune obtained will be able to reassure the hearts and souls of hotel employees, so as to foster honesty and create a strong sense of brotherhood among employees in particular and for all members of the employee's family in general (Yogasara & Mas'ud, 2021).

Companies must strive to maintain growth so that it always increases, by staying within the sharia corridor without justifying any means. In the end, what he has achieved must also bring forth blessings. That is, sharia business places blessing as a core goal because blessing is a form of acceptance of all human activities (Ismanto, 2020).

3.4 Corporate Social Responsibility

Corporate social responsibility (CSR) is a form of concern or social responsibility of a company towards the surrounding environment both for employees, families and the community to improve the economy in a sustainable manner accompanied by an increase in the quality of life of employees and society in general (Septiningrum, 2021).

The practice of transparency in the hotel's internal environment with a policy of sharing excess income among all hotel employees. Excess income can be obtained from rounding up room payment rates. This excess income does not go into the owner's account, but goes into special cash which will later be distributed to all hotel employees as additional salary or bonuses. In an Islamic perspective, CSR is a business practice that has Islamic ethical responsibilities where the activities carried out must aim to create virtues whose activities prioritize infaq, zakat, alms which contain values of generosity and sincerity (Saib & Yoseanti, 2022).

Conclusions and Suggestions

From the results of the literature review that has been carried out, the implementation of Sharia hotels is in accordance with Islamic economic values, namely by the principles of monotheism, justice, mashlahah, ta'awun and balance. Sharia hotels are needed to support the halal industry and facilitate the needs of Muslim tourists in traveling. Sharia hotels are a new approach in hotel development, because in general, many hotels in Indonesia still use conventional concepts. The concept of sharia in the hospitality industry that uses the blue ocean strategy can be used to evaluate whether the sharia concept is effective in winning the competition and by the current conditions of the business environment.

Suggestions for further research that the variables that exist in sharia hotels can be tested using this type of quantitative research to find out what variables are most influential in the development of sharia hotels. So that this can be used to design a sharia hotel development strategy within the framework of developing the halal industry.

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