



PRIVATE SECTOR PERSPECTIVE ON REGULATING MFT ACCOMODATION ESTABLISHMENT

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HALAL HOSPITALITY MANAGEMENT AND CONSULTANT



HALAL TOURISM DEVELOPMENT AND CONSULTANCY



HALAL PRODUCTS AND SERVICES CERTIFICATION CONSULTANCY



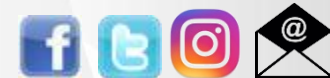
SofyanCorporation
Property Development and Investment



SofyanHospitality
Where Hospitality is a Virtue

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Jakarta 10330, Indonesia



***More than 46 years experience in the Hospitality Industry
With over 25 years of experience in Halal Hospitality***



The logo consists of the letters 'SHHS' in a bold, sans-serif font. The 'S' and 'H' are dark red, while the 'H' and 'S' are white. They are set against a red rectangular background with a dark red border.

SHHS

Sofyan Halal Hospitality Standard



What is SHHS ?



Sofyan Halal Hospitality Standard

- **Comprehensive Management Tools**
- **Systems to develop Halal Compliance Management in Tourism and Hospitality Product and Services Providers**

Applicable across the whole Ecosystem of Tourism and Lifestyle Industry

Industry /
Government /
Legal Standard

Best Practices

SHHS

Sofyan Halal Hospitality Standard

General
Guidelines

Tourism
Destination

Theme
Park

Hotel

Spa

Hospitals

Spas and
Wellness
Centres

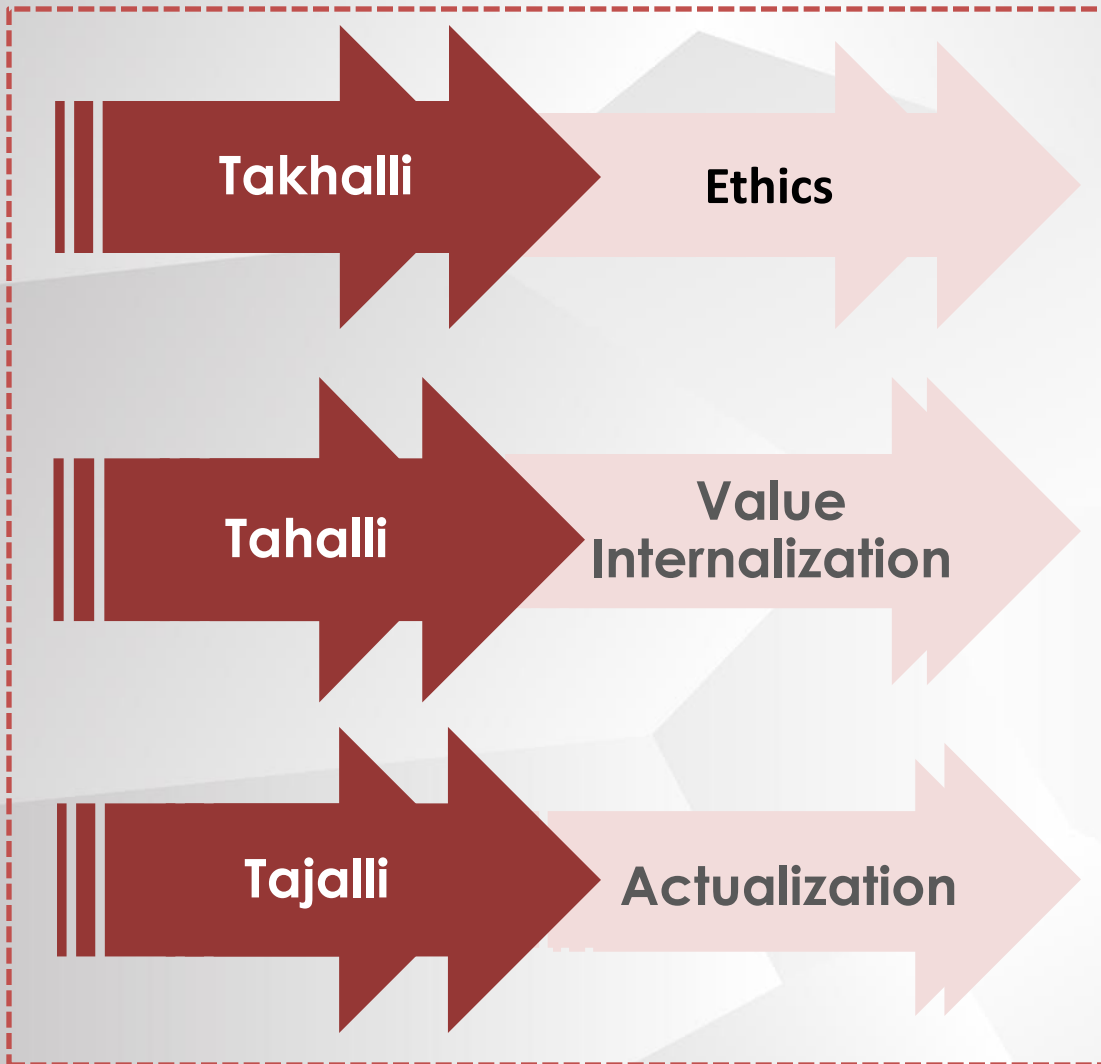


HALAL BUSINESS IMPLEMENTATION CONCEPT





THE IMPLEMENTATION CONCEPT OF HALAL INDUSTRY



▪ ***Mâ lâ yudraku kulluhu lâ yutraku kulluhu*** (if a task can't be done all at once, it doesn't mean that it has to be abandoned all of them).

▪ ***Al 'ibratu bil ma'âni wa lâ bil mabâni*** (what has to be fulfill is the substance, not the symbol).

▪ ***Tafriqul halâl minal harâm*** (to separate what's considered as halal from the things that are haram).

▪ ***Li kulli maqâm maqâl*** (The messages has to be conveyed according to its social context).

Source: Sofyan Hospitality 's Analysis from several sources



SHHS Category



**SHHS for
Non-Muslim Majority
Countries**



**SHHS for
Muslim Majority
Countries**



**SHHS for
Sharia Compliance
Countries**



Sofyan Halal Hospitality Standard (SHHS)

level of compliance overview :

**SHHS for Non-Muslim
Majority Countries**

**SHHS for Muslim
Majority Countries**

**SHHS for Sharia
Compliance
Countries**

**Halal Compliant Standard -
Hilal 3 :**

**Comply to halal and sharia
principles in all aspect of its
Business institution and
operation**



**Halal Compliant Standard –
Hilal 2 : Comply to halal and
sharia principles in all aspect
of its operation**



**Halal Friendly Standard – Hilal 1:
Comply to halal and sharia
principles to provide muslim basic
essential needs with limited
facilities and services provided.**





SHHS Legitimacy

A Sharia
Compliance
Business Entity
Certified by
National
Council of
Ulama
Indonesia (DSN
MUI)



Corporate
Sharia
Advisory Board
from
National
Council of
Ulama
Indonesia (DSN
MUI)



- Strategic
Partner of
Indonesia
Ministry of
Tourism
- MFT Reference
for Japan
Ministry of
Infrastructure,
Land,
Transportation
and Tourism

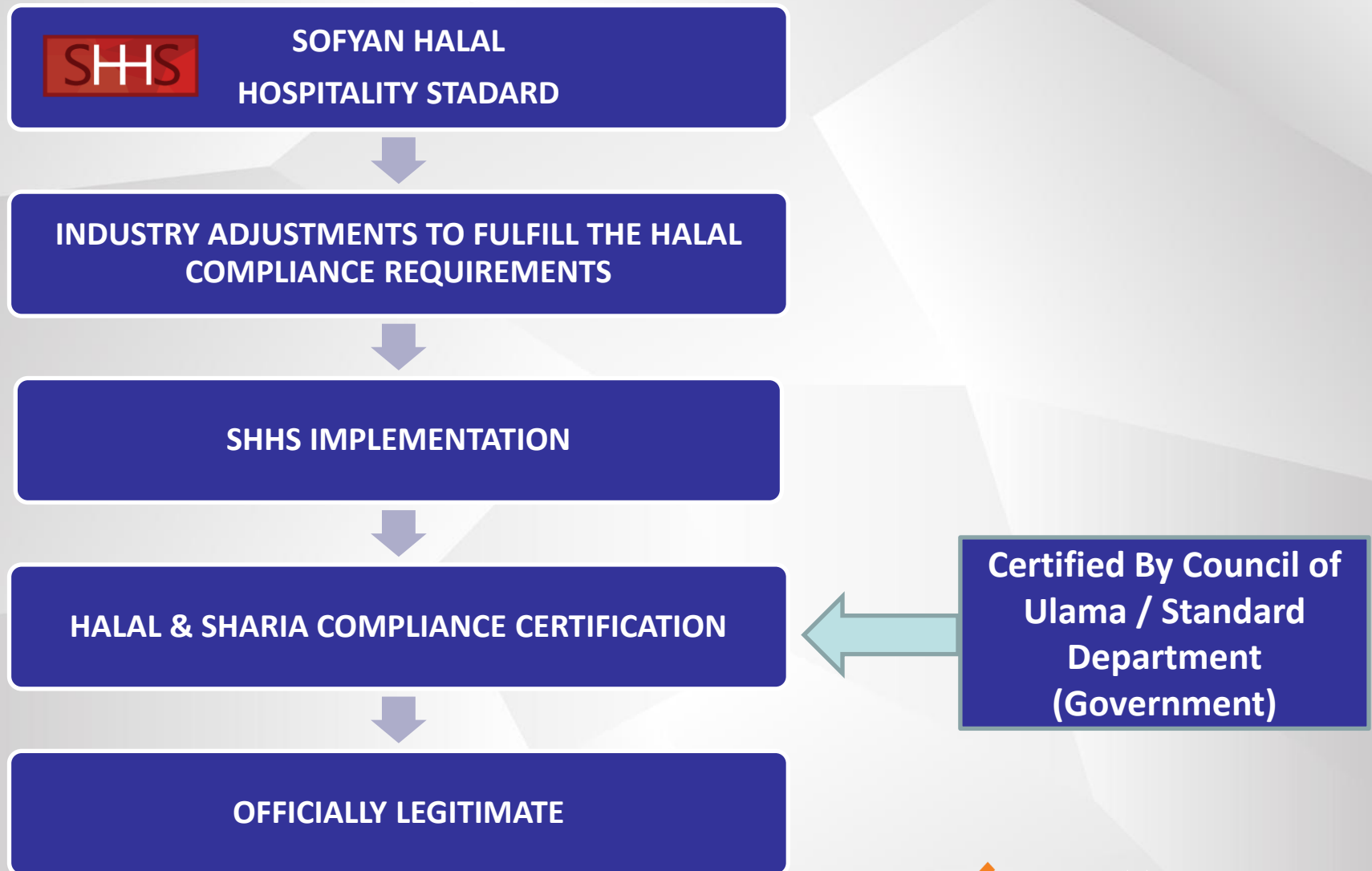


Portfolio of
20 Halal-
Compliant
Hotels in
Indonesia

Halal Quality
Assurance
System
Certified by
ISO and MUI



Halal Compliance Implementation



HALAL COMPLIANCE HOTEL CONCEPT

HALAL COMPLIANCE HOTEL CONCEPT



Halal Certified food services



Water usage friendly washrooms



Salaath (Prayer) facilities



All Facilities & Services comply or
conducive to Halal Lifestyles



“Extended Facilities and Services” for Muslim Tourists..



HALAL HOTEL COMPONENTS

Physical

Lobby
Front Office
Toilet
Guest Room
Bathroom
Pray room
Kitchen
Staff room
Interior design
Pool
Spa
Bookmarks Direction
Parking
Meeting Room
Office
Etc.

Service

Front Office
Housekeeping
Food and Beverage
Room Service
Public bar
Sport-Recreational facility
Pool
Spa
Consultation
Hospitality
Entertainment
Etc.

Management

Organization
Business Management
Human Resources
Partnership
Maintenance Program (?)
Etc.

... Total of **over 2600** Components & Sub-Components in Hotel Operations



MENTERI PARIWISATA DAN EKONOMI KREATIF
REPUBLIK INDONESIA

SALINAN

PERATURAN MENTERI PARIWISATA DAN EKONOMI KREATIF
REPUBLIK INDONESIA

NOMOR 2 TAHUN 2014

TENTANG

PEDOMAN PENYELENGGARAAN USAHA HOTEL SYARIAH

DENGAN RAHMAT TUHAN YANG MAHA ESA

MENTERI PARIWISATA DAN EKONOMI KREATIF REPUBLIK INDONESIA,

- Menimbang : a. bahwa dalam rangka meningkatkan daya saing destinasi pariwisata di Indonesia yang memiliki keindahan alam, keragaman budaya dan populasi muslim terbesar di dunia serta menjadikan daya tarik wisata syariah di Indonesia sebagai destinasi utama bagi wisatawan dunia;
- b. bahwa pemangku kepentingan industri pariwisata, baik Pemerintah, Majelis Ulama Indonesia, swasta dan seluruh elemen masyarakat, bekerjasama untuk mengembangkan usaha pariwisata syariah;
- c. bahwa usaha pariwisata syariah merupakan konsep yang mengintegrasikan nilai-nilai syariah ke dalam kegiatan pariwisata dengan menyediakan fasilitas dan pelayanan yang sesuai dengan ketentuan syariah;
- d. bahwa dengan adanya Nota Kesepahaman antara Kementerian Pariwisata dan Ekonomi Kreatif dengan Dewan Syariah Nasional-Majelis Ulama Indonesia (DSN-MUI) Nomor NK.11/KS.001/W.PEK/2012, dan Nomor B-459/DSN-MUI/XII/2012 tentang Pengembangan dan Sosialisasi Pariwisata Syariah, perlu dilakukan pengaturan mengenai penyelenggaraan Usaha Hotel Syariah;
- e. bahwa berdasarkan pertimbangan sebagaimana dimaksud dalam huruf a, huruf b, huruf c dan huruf d, perlu menetapkan Peraturan Menteri Pariwisata dan Ekonomi Kreatif tentang Pedoman Penyelenggaraan Usaha Hotel Syariah;

- Mengingat : 1. Undang-Undang Nomor 10 Tahun 2009 tentang Kepariwisataan (Lembaran Negara Republik Indonesia Tahun 2009 Nomor 11, Tambahan Lembaran Negara Republik Indonesia Nomor 4966);



Halal Compliance Hotel Category

1. Muslim Friendly - Hilal 1 = Basic Sharia Compliance
2. Muslim Friendly - Hilal 2 = Moderate Sharia Compliance



HALAL COMPLIANT HOTEL

➤ **M = Mandatory**

➤ **NM = Not Mandatory**

Total

Component	
Hilal ☪ Moderate Compliant	Hilal ☪ Basic Compliant
60	24
14	25
74	49



Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
I	Product	1	Public Toilet	1	Maintaining privacy in restrooms area	M	M
				2	Water usage friendly washrooms	M	M
		2	Guest Room	1	Availability of prayer mat (sajadah)	M	M
				2	Availability of Al-Quran	NM	M
				3	Prohibiting access to pornography or other forms of entertainment that violates Islamic values	M	M
				4	Food and drinks available are certified as halal	NM	M
				5	Availability of prayer timetable	-	M
				6	Availability of Islamic decoration such as Islamic Art Calligraphy and Photographs of the Kaaba	-	NM
				7	Availability of no smoking sign	-	NM
				8	Availability of prayer book	-	NM
				9	Availability of clean women prayer attire	-	NM
				10	Availability of daily motivational materials for Muslims	-	NM

Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
		3	Guest bathroom	1	Water usage friendly washrooms	M	M
				2	Availability of convenient ablution space	M	M
				3	Maintaining privacy in restrooms area	M	M
		4	Kitchen	1	Availability of a specialized kitchen/pantry to process Halal food and beverages, separated of the main kitchen	M	-
				2	Kitchen/pantry only process Halal food and beverages	NM	M
		5	Employees' Locker Room	1	Availability of Water friendly washroom in employee's Locker Room	NM	M
				2	Each lavatory is protected from public view	NM	M
				3	Availability of ablution space in employee's restroom	NM	M
				4	Availability of locker room that is protected from public view in each space	NM	M
				5	Clean and well maintained prayer space for employee	-	M
				6	Availability of clean women prayer attire & prayer mat (sajadah)	-	M



Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
		6	Mushalla	1	Clean and well maintained prayer room	M	M
				2	Availability of separated prayer room for male and female	NM	M
				3	Availability of clean women prayer attire & prayer mat (sajadah)	M	M
				4	Availability of heating, ventilation and air conditioning	M	M
				5	Availability of adequate and well-maintained lighting system in the Mushalla	M	M
				6	Separate ablution spaces for male and female	NM	M
				7	Availability of clean and well maintained ablution area	M	M
				8	Availability of clean water Installation for ablution	M	M
				9	Availability of well-maintained drainage in ablution spaces	NM	M
				10	Availability of loudspeaker to conduct the adhan (prayer call)	-	M

Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
		7	Swimming Pool	1	Differentiate the opening time based on male or female guests	NM	M
		8	Spa	1	Separation of male and female guests in the massage and spa center	NM	M
				2	Materials used for spa and massage treatment (lotions, herbs, etc.) are certified halal by MUI	NM	M
		9	Lobby	1	Availability of Islamic-themed or self-motivational reading materials (Islamic magazines, tabloids, self-help books, etc.)	-	NM
				2	Presence of Islamic themed decoration such as Islamic Art Calligraphy and Photographs of the Kaaba	-	NM
		10	Front office	1	Availability of a written information which states that the hotel doesn't accept non-married couples staying in the same room	-	M
		11	Interior/ornament	1	Ornaments (sculpture and painting) does not lead to idolatry (worship of idols) or pornography	-	M
				2	Islamic ornament such as Islamic Art Calligraphy and Photographs of the Kaaba	-	NM

Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
II	Service	1	Front Office	1	Reception policy	NM	M
				2	Provide information of the nearest Mosques location	M	M
				3	Availability of prayer timetable	M	M
				4	Provide information on Islamic related activities	NM	NM
				5	Availability of information on halal certified restaurants	NM	M
		2	Housekeeping	1	Supplying clean women prayer attire & prayer mat (sajadah)	M	M
				2	Supplying Qur'an	NM	M
				3	Organizing Friday prayer	NM	M
				4	Supplying prayer schedule	-	M
				5	Supplying prayer book	-	NM
				6	Supplying daily motivational materials for Muslims	-	NM

Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
		3	Food and Beverage	1	Availability of a halal foods and beverages selection	M	M
				2	Providing Ta'jil for iftar in the month of Ramadhan	NM	M
				3	Providing suhoor meal in the the month of Ramadhan	M	M
		4	Sports & fitness facility	1	Separate the opening or usage time for fitness centers based on male or female guests	NM	M
				2	Instructors only serve with same gender	NM	M
		5	Spa	1	Only provides health massage or beauty treatment services	M	-
				2	Therapists only treat guests who has the same gender as the therapists	NM	M
				3	Therapists avoid seeing or making contact with customers' private parts	NM	M
				4	Bathtubs are used individually (taking turns)	NM	M
				5	Ensure exercises such as yoga, pilates, and others do not lead to idolatry	NM	M



Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
		6	Entertainment	1	No pornography allowed	M	M
				2	Live Entertainment should adhere to the values and ethics of art in Islam	M	M
				3	Sharia Compliance Audio Entertainment at determined schedule	-	NM
				4	Availability of Islamic-themed TV channels	-	NM
		7	Public Bar	1	Non Alcoholic Beverages	-	M
		8	Consultancy	1	Islamic Consultation Service (by appointment) with the Sharia Supervisory Board	-	NM
		9	Hospitality	1	All employees begin every interaction with guests with greetings	-	M
		10	Swimming Pool	1	Separate the swimming pool's opening time for male and female guests	-	M



Halal Compliance Hotel Product Guidelines

NO	ASPECT	NO	COMPONENT	SUB ASPECT		CRITERIA	
				NO	DESCRIPTION	Hilal 1	Hilal 2
III	Management	1	Management	1	Has and implement Halal Assurance System	M	M
		2	Human Resources	1	Has a Standard Operating Procedure for Sharia Hotel	M	-
				2	Has and implement a human resources competency and development program based on Sharia Principles	-	M
				3	All female employees are obliged to wear appropriate uniform	-	M
		3	Organization	1	Has an organizational structure that accommodate the Sharia Supervisory Board	-	M
				2	Has a Standard Operating Procedure for Sharia Hotel	-	M
				3	Has a written statement stating the hotel is managed under Sharia values	-	M
		TOTAL					



Halal Compliance Hotel Service Guidelines

	Component			
	Hilal 1		Hilal 2	
	M	NM	M	NM
Sum of sub-elements of aspects of the product	14	13	32	8
Sum of sub-elements of aspects of the Service	8	12	22	6
Sum of sub-elements of aspects of the Management	2	-	6	-
Sub Total of Sub Component	24	25	60	14
Total	49		74	

Note :

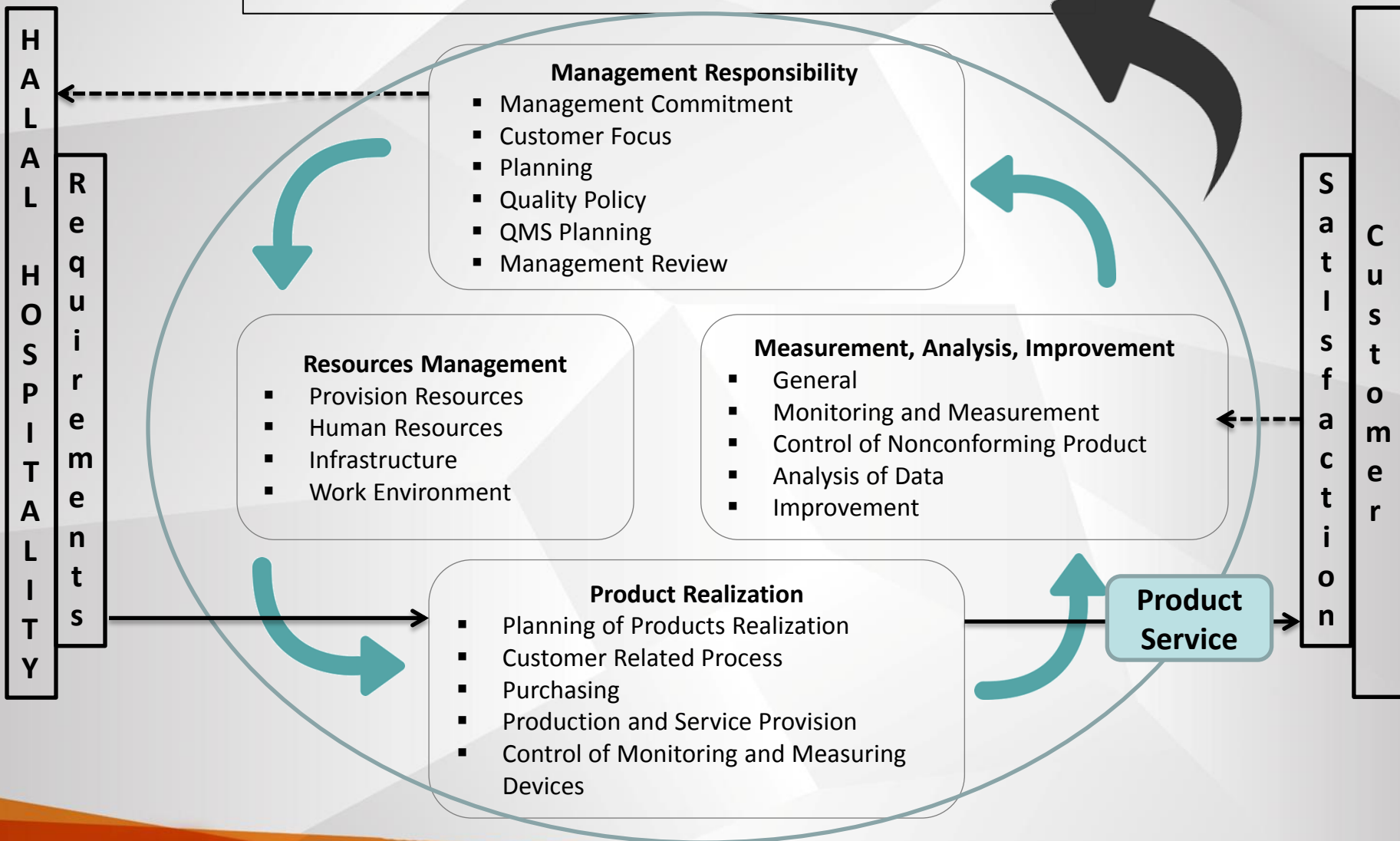
M : Mandatory

NM : Not Mandatory



SHHS Implementation Operational System

CONTINUAL IMPROVEMENT OF HALAL QUALITY ASSURANCE MANAGEMENT SYSTEM



THANK YOU

www.sofyanhotel.com
www.sofyanhospitality.com
www.sofyancorporation.com



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