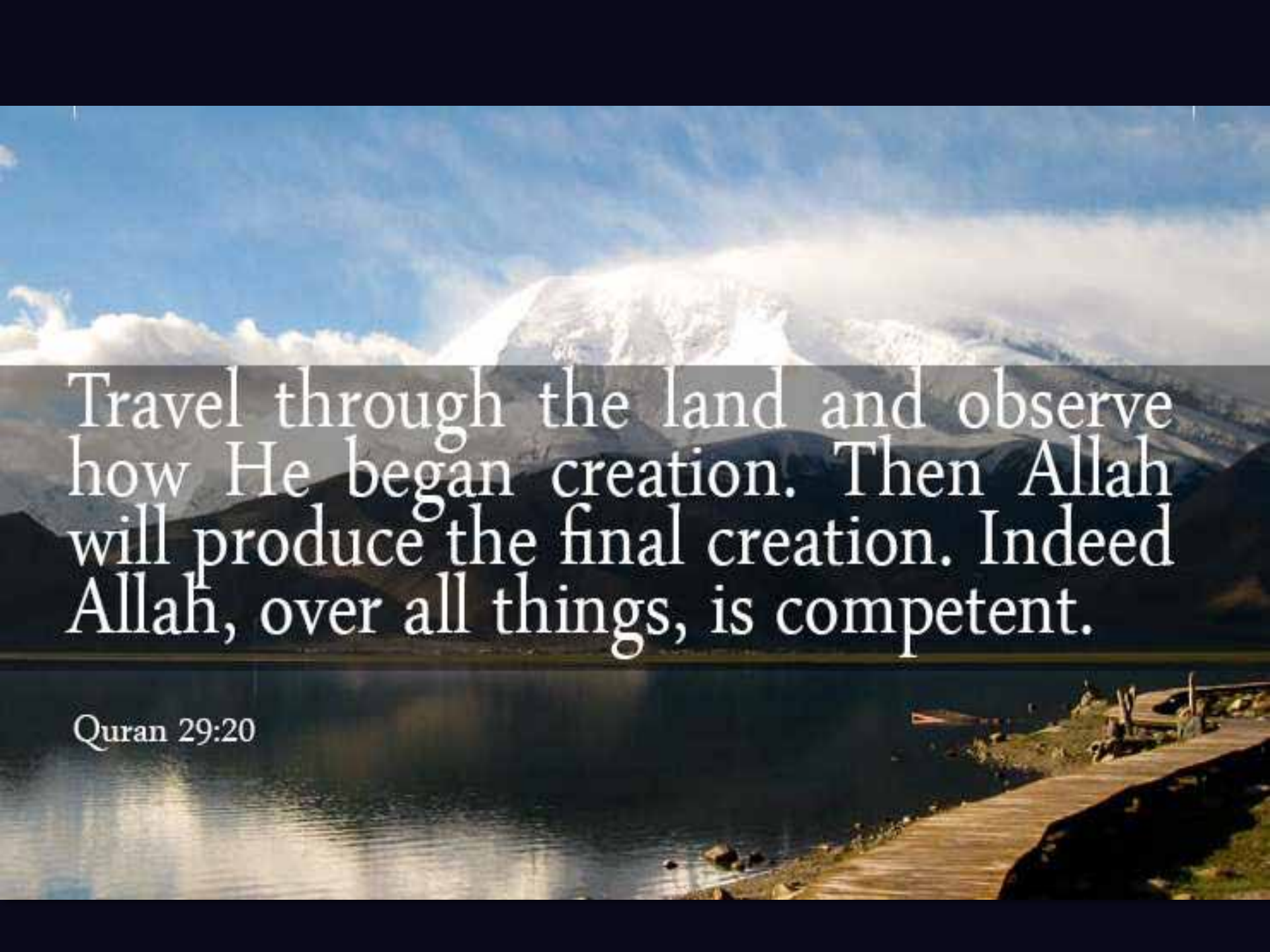


The characteristics of Muslim travelers & How **HOTELS & ATTRACTIONS** to become “Muslim-Friendly”



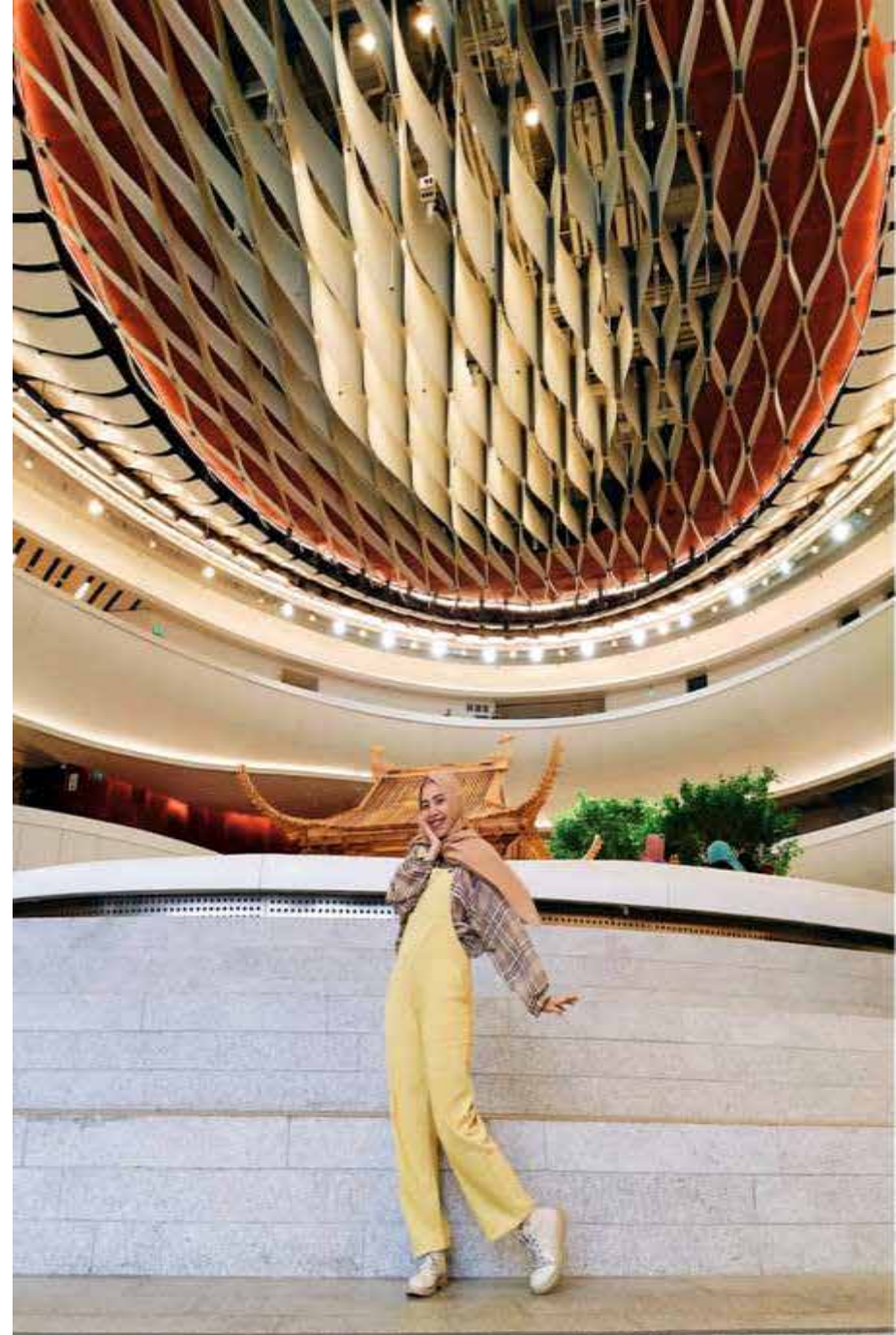


Travel through the land and observe how He began creation. Then Allah will produce the final creation. Indeed Allah, over all things, is competent.

Quran 29:20

Characteristics of Muslim travelers

- ❑ Muslim see Islam as a “way of life”, in which its guidance and values touch upon all aspects of their lives
- ❑ Muslim lifestyle are centered on
 - **Food (‘Halal’ option)**
 - **Religious practices**
 - **Accommodation**
 - **Modest clothing**
 - **Family friendly environments**
 - **Gender relation nuances**



Dietary requirements

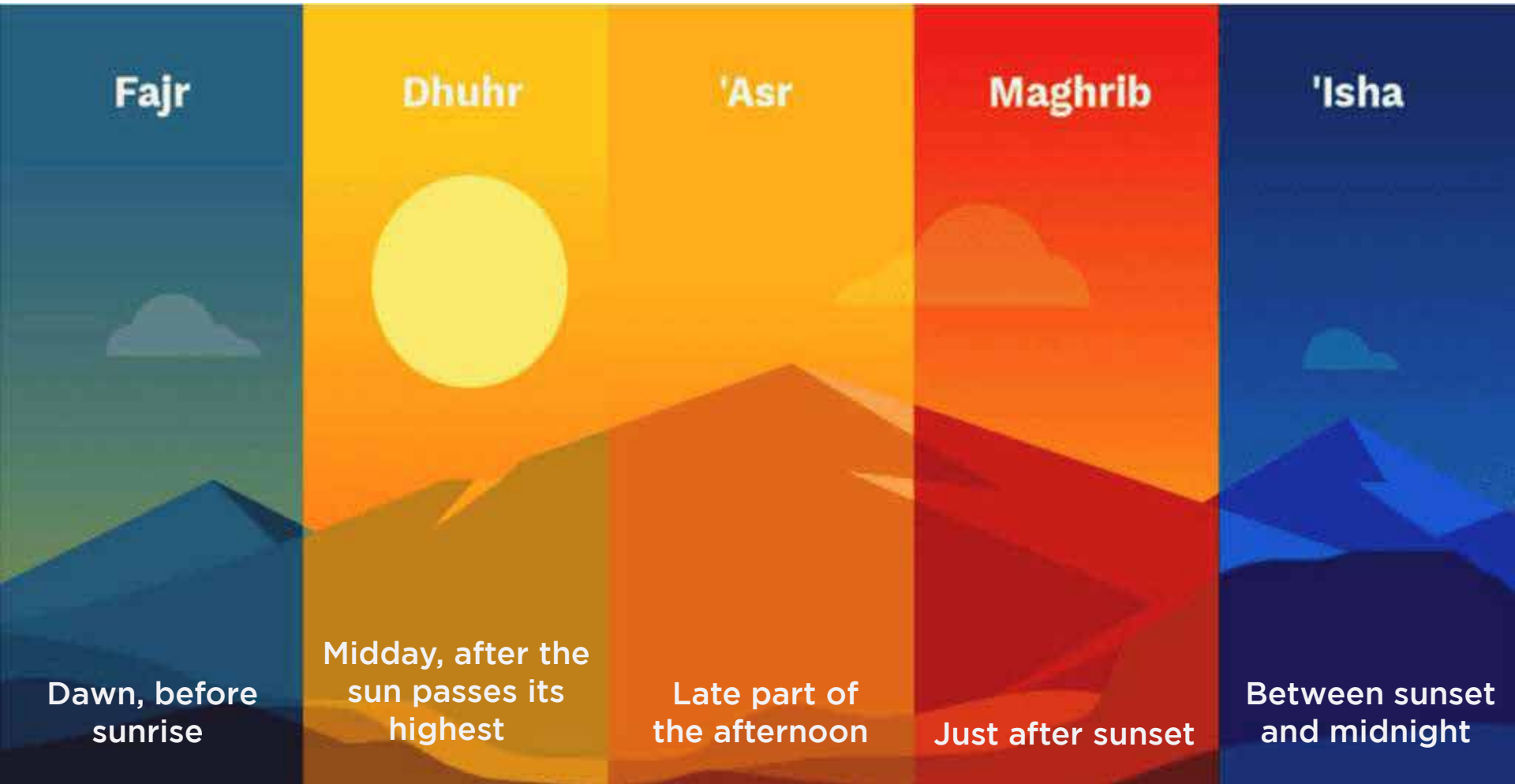
Halal means allowed or lawful for Muslim. Halal foods include:



Haram, however, means prohibited or unlawful. Haram foods and drinks include:



The Daily Practice - 5 Prayers



How to become Muslim-Friendly?



(&)



Enjoy Tourism Experiences

Perform Religious Duties

Faith-based needs of Muslim travelers

Strictly practicing Muslims (20%)	Practicing Muslims (60%)	less-practicing Muslims (20%)
-----------------------------------	--------------------------	-------------------------------

Need to have

Halal Food

Prayer facilities

Good to have

Water usage friendly toilets

Ramadhan services and facilities

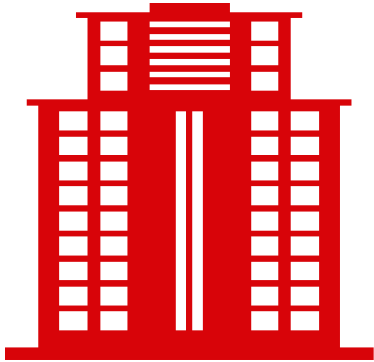
Nice to have

No non-Hala activities

Recreational facilities with privacy

Very Important

Not Important



Muslim-Friendly Hotels

Reference to Salaam standard & Crescent Ratings

Hotel rooms

- ❑ Quran Copy
- ❑ Prayer Mat
- ❑ Qibla Direction
- ❑ Alcohol-free beverages in fridge

- ❑ Family-friendly viewing TV
- ❑ Water friendly washroom



Hotel services

- ❑ Muslim-Friendly Food
- ❑ Timetable of sunrise and sunset at front desk
- ❑ Well trained staff for Muslim
- ❑ Separated facilities for male and female
- ❑ Female staff for women
- ❑ Women-only floor
- ❑ Prayer room
- ❑ Ramadhan services & facilities





MUST HAVE

Essential Criteria to become
“Muslim-Friendly”

Quran copy

MUST HAVE



Prayer mat

MUST HAVE



Qibla direction

MUST HAVE



Alcohol-free beverages in mini-bar

MUST HAVE



Muslim-Friendly Food

- ❑ Some hotels might not provide catering services. Front desk staff should be able to provide a list of Halal certified restaurants for Muslim tourists
- ❑ On top of Halal certified restaurants, **Muslim-Friendly** restaurants can also be included (i.e. vegetarian restaurants)
- ❑ To qualify as Muslim-Friendly restaurants, food **MUST NOT** contain:



Non-Halal ingredients



Muslim-Friendly Attractions

Reference to Salaam standard & Crescent Ratings

Attraction facilities

- ❑ Prayer room
- ❑ Availability of Halal restaurants or restaurants serves Muslim-Friendly dishes
- ❑ Washing space available for ablution
- ❑ Water friendly washroom



Prayer room

□ Prayer room facilities include:

- Quran Copy
- Prayer Mat
- Qibla Direction



SUMMARY to be “Muslim-Friendly”

Hotels

- ❑ Quran Copy
- ❑ Prayer Mat
- ❑ Qibla Direction
- ❑ Alcohol-free beverages in fridge
- ❑ Muslim-Friendly Restaurants

Attractions

- ❑ Prayer room
- ❑ Availability of Halal restaurants or restaurants serves Muslim-Friendly dishes





Useful Information

Procurement for Muslim related items

1. Eureka Technologies

Address: C4, 11/F Tsim Sha Tsui Mansion, 83-97 Nathan Road, TST

2. Buraq Enterprises

Address: 36C, G/F, Chung King Mansion, 36-44 Nathan Road, TST

3. Arif Fashions Co & CD Centre

Address: Shop 61, 2/F Mirador Mansion, 54-64 Nathan Road, TST

Naveed Ahmad

Eureka Technologies

- > C4, 11/F Tsim Sha Tsui Mansion, No. 83-97 Nathan Road, T.S.T Kowloon, Hong Kong
- > E-mail: eureka@n@gmail.com
- > Phone: +852-3643 8091
- > Fax: +852-9030 8565

Eureka

Ahmad

Mobile: (852)9354 2675



36C, G/F, Chung King Mansion, 36-44 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong
email: buraqtrading@yahoo.com buraqtrading@hotmail.com
website: www.buraqhk.com

香港九龍尖沙咀彌敦道36-44號重慶大廈地下36C



ARIF FASHIONS CO & CD CENTER

Importers - Exporters & General Trade

HONG KONG - TOKYO - JAKARTA - SINGAPORE - KUALALUMPUR

M. Arif

Tsim Tsa Tsui

SHOW ROOM: Shop # 61, 2/F Mirador Mansion, 54-64, Nathan Road, T.S.T., Kowloon, Hong Kong.

E-mail: arif_anse@hotmail.com

Tel: 852-23632424 / 23668282

Mobile: 852-94126246

Fax: 852-23632624

陳列室：九龍尖沙咀彌敦道54-64號美羅都大廈2字樓61號舖

Useful App for Muslim visitors

- IOS



Muslim Pro: Azan, Quran, Qibla 12+

The Muslim app you need

Bitsmedia Pte Ltd

#29 in Reference

★★★★★ 4.8, 202.7K Ratings

Free · Offers In-App Purchases
Only on Apple Watch

- GOOGLE PLAY



Muslim Pro - Prayer Times, Azan, Quran & Qibla

Muslim Pro Limited Lifestyle

★★★★★ 1,341,865

3+

Contains Ads · Offers in-app purchases

⚠ You don't have any devices.

🔖 Add to Wishlist

Install



THANK YOU