



ELSEVIER



Available online at www.sciencedirect.com

ScienceDirect

Procedia - Social and Behavioral Sciences 201 (2015) 136 – 145

Procedia
Social and Behavioral Sciences

Asian Conference on Environment-Behaviour Studies, AcE-Bs2015, 20-22 February 2015,
Tehran, Iran

Shariah Compliance Hospitality Building Design: A Malay Muslim oriented architecture

Noor Hanita Abdul Majid^{a*}, Zuraini Denan^a, Fauziah Hanum Abdullah^a, Mohd Syukri Mohd Noor^a

^a*Department of Architecture,
Kulliyah of Architecture and Environmental Design
International Islamic University Malaysia, IIUM.*

Abstract

As a Malay Muslim architecture, the traditional houses suggest characteristics of Syariah compliant (SC) design. In addition, assimilation of traditional Malay architecture to the hospitality buildings is seen as an approach to promote cultural tourism. Hence, this research aims to investigate the influences of traditional houses on the design of hospitality buildings. The methodologies adopted are case studies and literature reviews. The study analyses the SC characteristics of the Malay houses, discusses the SC hotel requirements and review selected examples of SC hotels as case studies. The findings indicated that there are profound vernacular features which compliments Syariah.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers) and cE-Bs (Centre for Environment-Behaviour Studies, Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, Malaysia).

Keywords: Syariah compliant; hospitality building; Malay traditional house

1. Introduction

In Malaysia, a Malay person has synonymously been accepted as a Muslim. This status is defined in Article 160 of the Constitution of Malaysia. The article describes a “Malay” as a person who professes the religion of Islam, habitually speaks the Malay language and conforms to Malay customs. Whilst, the traditional architecture of the

*Corresponding author. Tel No : +603-6196-5292; Fax No: +603-61964864
Email address : hanita@iium.edu.my.

Malay people is manifested in a traditional Malay house that has been coined as a reflection of the Malay culture and way of life. Due to the faith of the Malays, the traditional Malay house also reflects and relates to the norms and governance of Islam. As a Malay-Muslim architecture, the traditional houses suggest characteristics of Syariah compliance (SC) design. For example, the segregation between genders, female and male domains and visual privacy considerations in the design of the traditional houses. Hence, it is anticipated that the architecture of the houses support and uphold the requirements of Syariah. Surah Ghafir (verse 82) suggested that there are evidences to be discovered if one traces and studies a given environment.

“Have you not traveled through the earth and seen what was the end of those before them? They were more in number than them and mightier in strength, and in the traces (they have left behind them) in the land; yet all that they used to earn availed them not”
(Surah Ghafir, 82)

In line with the hospitality industry, Malaysia offers a lot of tourism opportunities concerning the culture diversity, multiracial society, and ethnic minority. Tourists can find the whole of Asia in one country as the tagline goes; ‘Malaysia Truly Asia’ (Malaysian Airlines). Most of the time, tourists are inclined to find out the unique characteristics of the countries they visited. In realizing this matter, Sani and Mahasti (2013) explored the importance of ‘regional identity’ to a hospitality project in Iran and discovered that hospitality development with national identity increased the number of tourists.

The *halal* or SC product is essential besides the demand for cultural identity as mentioned by Zulkifli et al. (2009) and Sani and Mahasti (2013). In addition, a recent study by Kamaruddin et al. (2013) reveals that people are willing to pay for *halal* product and logistics. The willingness to pay for *halal* products indicates the inclination towards preserving *halal* compliance parameters. Nevertheless, the essence of culture and identity in Malaysia or specifically the Malays is rapidly decreasing due to development and modernization. Developers and builders compete to build contemporary and so-called iconic building and paid less attention to the fundamental nature of Malay or vernacular architecture. Traditional Malay house is part of heritage value that attracts tourists to visit Malaysia and experience the culture. Neglecting this value will cause the country to lose its sense of place.

Syariah is Islamic religious law that governs not only religious rituals, but aspects of day-to-day life in Islam. The day to day life is closely related to the living spaces; i.e. the houses. In addition, the hospitality architecture in Malaysia is seen as the closest approach to introducing foreign visitors to the traditional architecture of Malaysia. Assimilation of traditional Malay architecture to the hospitality buildings is a venue to promote cultural tourism. This attempt will lead to the preservation and projection of the Malay culture in a new development. In addition, the SC hospitality services have increasing demands from tourists. Hence, this paper will discuss the application of the traditional Malay architecture in hospitality buildings as a gesture to comply with the requirements according to Syariah.

2. Objectives

Due to the mentioned factors of traditional Malay architecture and SC hospitality building, this research intends to investigate evidence of the Malay traditional architecture characteristics in the design of hospitality buildings in Malaysia. Since cultural tourism is a value that attracts tourists, it is important to include the influential attributes of Malay Muslim architecture (traditional Malay house) into the design of hospitality building. The insertion of the Malay Muslim architecture could provide a new platform for tourists to understand the cultural meaning of Malay lifestyle.

3. Methodology

The methodology adopted for this study are literature reviews and case studies. This study focuses on defining the essence of the functional space of traditional Malay houses as well as Islamic values embedded in it. As the zoning and space divisions in the traditional Malay houses in Peninsular Malaysia are similar, this paper discusses a sample that is a common layout typical of the traditional Malay houses in Perak. In addition, this paper also reviews the SC hotel requirements and selected a few examples of SC in Malaysia as case studies.

This paper will provide an overview of the functional spaces in a traditional Malay Muslim house and discuss the spaces in conjunction with Islamic practices. Moreover, this paper will also present the concept of SC hotels to

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات