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SHARIA-COMPLIANT HOTELS IN EGYPT: CONCEPT AND CHALLENGES

ABSTRACT

This study was undertaken to provide greater clearness for the meaning of the Sharia-Compliant Hotels (SCH) and identify the challenges facing the development of this hotels' segment in Egypt. To fulfil these objectives, Delphi technique, as a method of refining group opinions, was used. The study used a series of two e-mailed questionnaires. Findings indicated that the most important defining features of Sharia-compliant hotels were; no alcohol or pork allowed, gender segregation was oblivious and halal food products are significant. Other important defining features included; Quran and prayer mats in each room, no nightclubs, disco or bars and signs indicating the direction of Mecca in every room. The main SCH challenges cited by the respondents were; deprivation of the insertion in the international or local hotel classifications, competition with other non- Islamic hotels, need for specific criteria appropriated to the international hotel classifications.

Keywords: Sharia-Compliant Hotels, Islamic hotels, Delphi Method, Egypt