

# MUSLIM- FRIENDLY HOSPITALITY SERVICES

*CERTIFICATION SCHEME*

Travellers to Explore the World with  
Peace of Mind

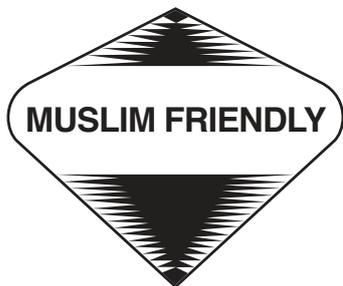


# How Muslim tourism is reshaping the global industry?



Create an inclusive and worry-free travel experience for all your clients through an effective management system certification and enjoy higher customer satisfaction ratings. Islamic tourism provides the industry with new opportunities globally. Companies can leverage on this growing market by ensuring that tourism-related products and services meet the needs and expectations of all travellers.

## Integrity in Your Tourism Products and Services – MS 2610 Muslim-Friendly Hospitality Services Certification



**SIRIM**

Malaysia is one of the top travel destinations due to the booming Islamic tourism industry. Businesses that are looking to target this specific market segment need to demonstrate the ability to manage and provide hospitality services that meet Shariah principles.

The MS 2610 standard outlines Shariah-guided requirements for maintaining the integrity of Muslim-friendly products and services. The standard is applicable for all organisations and individuals managing tourism products and services including accommodation, premises and its facilities, tour packages and tour guides.

This certification can assure travellers that a hospitality service provider can cater to specific needs of Muslim and Non-Muslim travellers, leading to the customers' satisfaction.

SIRIM QAS is the premier choice for management system certifications, and we are ready to assist the industry in creating a more inclusive, quality and reliable service for all travellers.

## Why Get Certified

Ensure consistent, reliable and quality levels of service based on Shariah principles.

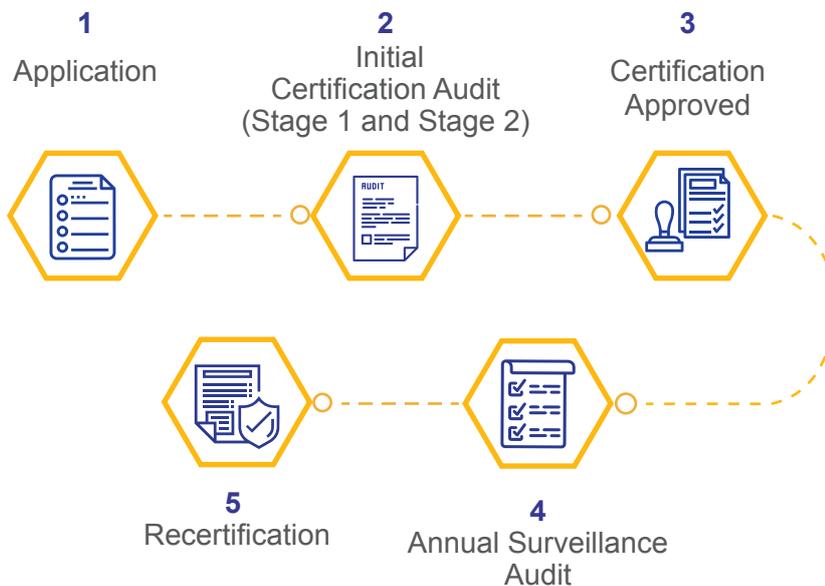
Increase clientele base with a set of strategies focused and targeted to improve Muslim-friendly hospitality services.

Enhance credibility and boost reputation as a key player within the Shariah-compliant tourism and hospitality industry.

Increase productivity by streamlining and strengthening key business processes.

Build confidence in your Muslim-friendly hospitality services and enhance customer experience.

## Certification Process



## SIRIM QAS – The Premier Choice for Shariah Certification



SIRIM QAS is an internationally recognised Conformity Assessment Body with years of experience in providing testing, inspection and certification services to both local and international customers. We are the only certification body in the world to offer MS 2610 certification scheme. Our expertise extends to our team of highly-trained and experienced auditors in the tourism and hospitality sectors.

We are also a member of the International Certification Network (IQNet), which further enhances the acceptance of our certifications globally. With a proven track record and established global presence, SIRIM QAS is glad to be of service to become your partner towards quality and assurance.

**For more information, contact us at:**

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