

ABSTRACT

LAYOUT MAPPING AND ASSESMENT OF FOURTH STAR SHARIAH HOTEL GROUND FLOOR USING ACTIVITY RELATIONSHIP CHART, SERVICESCAPE, AND HALAL MULTI LEVELS APPROACH

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The rise of halal tourism industry followed by the growth of sharia hotels. It is one of the business sector potential that needs to be developed. Shariah hotels business also face various competitiveness in service quality. The service experience at the hotel could be influenced by layout dan physical environment factor. The purpose of this study is to draw and asses the ground floor of shariah hotel layout. Descriptive qualitative method with the activity relationship chart, servicescape, and multi level halal approach are used to describe and analyze the relationship between spaces, physical environment, and layout of ground floor. The findings indicate that the level of closeness between the spaces on the ground floor is at the absolute and very important to close level. Between the 6 analyzed rooms, the physical environment condition a room requires action to step into halal process level. The rest 5 rooms are still in accommodative form which have to need strong character to stand on ideal level of halal responsibility business.

Keywords : Shariah Hotel, Ground Floor, Activity Relationship Chart, Servicescape, and Halal Multi Levels