




MINIMUM REQUIREMENTS FOR HALAL CERTIFICATION OF HOTELS AND RESTAURANTS

**M. Zafer Gedikli
GIMDES, TURKEY**



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TOURISM

- **When we say tourism, we not only refer to going far places for vacation but we also cover the other fields of going somewhere, out of the home.**
- **As Muslims, whether we are a family on the way to a well deserved vacation overseas or a businessman away from home or a scholar attending a conference, it is certain that we don't normally get Halal and Tayyib during our exposure to infected territories.**
- **That is a major concern that must be overcome. Because Halal is not limited to food only but it is a way of life. Thus, every single step that we take must be within the Halal circle.**



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Scope by Functions

- **Holiday Tourism (Leisure)**
- **Business Trips**
- **Conference, Convention and Exhibitions**
- **Hajj and Umrah visits**

(as GIMDES we have already organized a ``Halal`` Umrah visit in 2013).



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Scope by Means

- **Accommodations (Hotels, Resorts, Guest Houses, Lodges etc)**
- **Restaurants, Catering Facilities**
- **Flight Facility and Flight Catering (also covering holiday, business, convention, special visits etc)**
- **Cruise Ships**



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Terms

- Sharia-compliant hospitality
- Alternative Holidays
- Islamic Holidays
- Islamic Tourism
- Halal Tourism
- Muslim Friendly, Muslim Operated, Muslim Xyz

Term itself is very important because even IATA and airline companies do not recognize Halal Meal and they continue to serve scalled Muslim Meal (MOML).



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Scope of This Presentation

Halal Tourism itself needs a separate Conference and because of time limits (only 15 minutes to go), we will only be able to talk about the basics of accommodations with more stress on Vacations during this Conference.



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Why Halal Tourism

- In the past the concept of 'holiday' for many people included going to their hometown to visit their families and relatives while today more and more people prefer to stay in a hotel that caters to their needs best.
- In other words, holiday used to be understood only in two ways :
 - Hajj and Umrah in Holy places
 - Visiting elders and families.

The common view among authorities is that the increase in popularity of Islamic hotels mainly stems from the

- changing attitudes in understanding of the holiday and
- the increase in the income levels of conservative people

-Globalization makes people more active and going somewhere is now becoming more easy



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Islamic tourism (or Halal Tourism) is emerging as a new sub-sector in the tourism industry, offering a variety of services such as segregated swimming pools, beaches and recreation areas for men and women. While some visitors prefer these hotels for religion matters, some say that they feel more comfortable without worrying about being watched by other people.



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- ✦ Traditional views of women wearing bikinis sun-tanning on beaches are not the only options for tourism in the country: Islamic tourism is prevailing as a new sub-industry.
- ✦ Hotels that offer alternative holidays for conservative member of society are increasing their percentage in the total tourism pie today. They not only grow in number but also add to their profitability by reaching more and more customers through advertising and word of mouth both in Turkey and abroad.



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IMPORTANCE and UNIQUENESS OF MUSLIM CONSUMER

Islam is the religion with the second largest number of believers. Muslims population is estimated to be close to 2 billion people concentrated in several regions such as the Middle East, Pakistan, South East Asia and parts of Africa as dominant majority; as well as growing presences as minorities in several countries such as India, Russia, USA and the EU .



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- The estimated purchase power of the world Muslim populations was estimated to be 2.7 Trillion USD. This sizable purchase power makes Muslims a good market segment for consumer goods such as
 - foods,
 - fashions,
 - beverage,
 - cosmetics,
 - financial,
 - education
 - hospitality services.

We are not going to details of these as they are the subjects of other speakers.



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- However, marketers must have sufficient understanding in order to correctly target Muslim market segments. Muslim consumers possess different characteristics compared to other market segment.
- One important aspect of Halal Tourism is that the target customers are the **Muslim families**. Unlike many Western tourists, Muslim tourists like to spend their holidays together with their families.
- Seeing single Muslim tourist is not common, especially a young Muslim lady travelling alone for holiday is very unusual, while this is very common for ladies of other belief systems.
- This fact forces that all marketing activities should focus on the family concept. For this reason, hotels, compounds and resorts alike must be able to accommodate the needs of families.



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Note

When we talk about family, this will mean that the family must be legally established by Islamic and local laws. Thus, legal marriages between male and female are the subject of this paper and any other types (like so-called gay marriages) are not accepted under Islamic Law.



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Requirements for Halal Certification

- Existing Halal Standards must be read and fully acknowledged by the owners, directors and managers of the hotel /resort.
- GIMDES has already launched Standards for Halal Tourism in 2012.
- Internal Halal Coordinator must be appointed. This person must be a practising Muslim.
- All department heads, chiefs must be trained on Halal issues.
- All Haram critical points must be defined and related procedures must be suitably established.
- Halal Manual must be prepared and acknowledged by all directors, managers and chiefs.
- Necessary audits must take place before the certification.
- Declared and undeclared audits and inspections should be done after the certification.



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Requirements for Halal Certification

Minimum Requirements (if below points are not accepted, there will be no certification).

- Gambling and casinos are Haram and not allowed in the hotels. If such establishments are available in the hotel, there will not be any certification.
- Adultery (sex without marriage) is Haram and prostitution (women/men who are engaged in bodily services) will not be allowed in the hotels.
- Massage by opposite sex is not allowed.
- Homosexuality is Haram.
- Sale, consumption and trade of alcoholic drinks are Haram.
- Sale, consumption and trade of drugs are Haram.



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CRITICAL POINTS FOR HALAL CERTIFICATION

- Pork
- Other Haram Animals (donkey, dog, carnivorous animals, rats, snakes, etc.)
- Creatures that are not allowed (bugs, scorpions, amphibious creatures etc.)
- Meat not slaughtered according to Islamic Law (not Zabiha)
- Alcohol and derivatives
- Plants and plant extracts that contain GMOs
- Delivery vehicles
- Storage places and warehouses
- Gambling
- Adultery
- Homosexuality



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Kitchen and restaurants

- All kitchen, restaurants, cafes and buffets must be Halal certified. This means they must be absolutely pork free and alcohol free. All meat (red and white meat) must be Halal certified by competent authorities.
- Halal certified restaurant cannot cook or process any non-Halal food.
- Ingredients of all food and beverages must be clearly indicated on the food receipts and menu cards. Ingredients used in processes should be verified for Halalness. Any product that is Haram or doubtful cannot be used.
- Customers should be encouraged to see the kitchens and working spaces. This will ensure that they see everything and be satisfied by their own eyes.
- Alcohol or derivatives may not be used for cleaning of restaurants, cafes and buffets.
- All kitchen utensils (pans, kitchenware, forks, knives, pots etc.) must be cleaned with non-alcoholic cleaning agents.
- Personal Hygiene of workers, cooks, waiters must be perfect.



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Kitchen and restaurants

- Menu cards must be specially prepared for Halal and certifying body's name and logo should appear on the cards.
- So-called non-alcoholic wines and beers are not allowed.
- Any food or beverages that resemble Haram are not allowed. For example, chicken sausage that has a pork flavor is not permitted. Or non-alcoholic wine or beer is not accepted, either.
- Plants or plant extracts or similar items should be GMO free.
- Pictures or symbols or advertisement materials of Haram or doubtful things may not be put anywhere inside the Halal certified zone. For example, coasters that are put under the glasses cannot bear any signs of alcoholic beverages. Same goes for cigarettes. Although cigarette is not considered as Haram, cigarette ads may not be put in public places. Sales of such items should not be allowed inside the hotel or compound.



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Kitchen and restaurants

- Differences of Mazhabs (different schools of Islam) must be considered. For example, Hanafi Muslims will not eat sea food other than fish.
- Menu cards may be prepared so as to show allowed and not allowed foods. For instance, if any food contains shrimp, that must be clearly indicated and Hanafi Muslims will be aware of what they are about to consume.
- Restaurants and cafes should be free from bugs, snakes, scorpions or similar. Pest control measures should be properly observed.
- Interior floors, walls should be properly sanitised.



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Kitchen and restaurants

- Milk and dairy products must be from Halal animals only. In case of doubt, Halal certificates should be verified.
- Cooks and their assistants should preferably be Muslims.
- Extravagance of foods is not considered Halal and measures to prevent such waste of resources should be taken (*Israf* is a big sin).
- Islam orders people to consume Halal and Tayyib (Halal and wholesome). So meals and food that is served should also be healthy and wholesome.
- Any food that is considered unhealthy should not be served although ingredients may be from Halal only.



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Kitchen and restaurants

- To avoid cross-contamination, delivery of foods and raw materials should be done in special vehicles that don't carry non-Halal items. For example, Halal certified meat cannot be shipped in the same vessel that contain non-Halal certified food.
- Storage places and warehouses must be clean and monitored closely.
- Meals should be prepared according to recipes or formulas prepared and suitable records may be maintained to ensure the correctness of ingredients.
- In case any mistake is done during preparation of foods, this should be reported to Halal coordinator immediately and such food should not be served to Muslim customers.
- Room service menu must also conform to above requirements.
- Consumption of alcohol by workers is not allowed in the premises. Non-Muslim workers might consume such things outside of the hotel.
- Dogs, pets, cats etc are not allowed in the restaurants.



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Bedrooms

- Privacy for families must be observed and surveillance cameras of any type (hidden or obvious) cannot be used inside the rooms or bathrooms.
- Bedrooms cannot contain any Haram materials (wines, alcoholic beverages etc).
- Bedroom TV programs cannot have any porn films, DVDs or other media that contain sex materials.
- Adultery is Haram and prostitution (public women /men) are not allowed in the hotel.
- There should be at least one copy of Holy Qur'an in the bedroom.
- Illegal sex (as per the Islamic rules) shall not promoted anywhere inside the hotel, including the bedrooms.



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Bedrooms

- Direction of Qiblah should be indicated clearly.
- A clean prayer rug be kept inside the room.
- Prayer times should be available in the room or must be obtainable from room service .
- Toilets should be equipped with clean water systems to ensure cleanliness of the body.
- Bed linens and towels must be replaced whenever the occupants of the rooms change.
- In case a man is alone inside his room, any lady waiter or service person or hotel staff will not enter his room.
- In case a lady is alone inside her room, any male waiter or service person or hotel staff will not enter his room.
- Dogs, pets, cats etc will not be not allowed in the rooms.
- Toilets should preferably not face Qibla direction.
- Internet connections should be filtered so as not to allow gambling, porns or other non-Halal media.



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Swimming Pools, SPAs, Recreational Places and Beaches

- This is one of the most striking differences of Halal tourism. Although it is rather easy and convenient to assign a private section for ladies, controlling and taking measure against critical points are more difficult.
- Privacy for families is a must and segregated swimming and sun-bathing places must be allocated for ladies only.
- Such places are open to ladies and Muslims only. **Ladies of other religions are not allowed in such places.** Even spouses and children above certain age are not allowed.
- So-called “Family Pools” or “Family Beaches” are not accepted. Men and women cannot use the same pool, beaches, or similar facilities.



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Swimming Pools, SPAs, Recreational Places and Beaches

- Swimming pools and beaches for Ladies shall not be seen from outside, from rooms, or from other places. These places must be totally segregated.
- Cameras, photograph machines, cell phones with image and video capabilities are not allowed in these sections.
- Visible signs that show segregation from men should be conveniently placed so as to avoid accidental entrance of men to such areas. Also adequate lady guards and watches should be assigned in entrances of these places.
- Waiters and other staff working at these place should also be Muslim ladies.
- If possible, sea sports can be made available to ladies provided that total segregation is made possible.



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Public Places in General

- Compound must have dedicated prayer rooms for ladies and men and if the hotel is big enough, Friday prayers can be done at this place.
- Copies of Holy Qur'an should be kept inside the prayer room.
- A clean space for ablution both for men and ladies should be separated outside of the prayer rooms.
- Massage facilities must be segregated and ladies can only do massage on ladies and men can do massage on men only. In any case, massage persons must be Muslims. Otherwise, it is not allowed.
- Meal times and restaurant working hours should be considered if the hotel is open in the holy month of Ramadan. However, appropriate care should be taken for sick, pregnant or old persons who cannot fast.
- Smoking (including Shisha) should not be permitted in closed areas.
- Dancing places or discos are not accepted. They cannot be present in the same facility.
- Playgrounds for children must be arranged. Kindergarten service for families should also be available.
- Multilanguage signs should be put wherever necessary.
- Advertisements of the facility should not contain any pictures, phrases or media that are not considered as Halal (example : do not show a lady in bikini or businessman with a wine glass in hand).
- If the place is used for a wedding, place for ladies should be considered.



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Staff and Workers

- This is not related to the Halalness of the compound but it is advisable that the workers and staff understand the basics of Islam religion, especially in non-Muslim territories. In case a guest asks something like a prayer time or direction of Qibla, staff should be able to understand and give answers.
- Staff must wear clean clothes and look clean, fresh and neat at all times. Especially, waiters at restaurants must have good looks and clean clothes.
- Muslim Male workers and staff should be able to conveniently pray. Male and female prayer rooms should be available.
- Workers should be able to attend Friday prayers.



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Remarks

In Turkey, all hotels and resorts that offer “alternate holiday” are almost always fully booked. Guests come not only from Turkey, but also from Middle East, North Africa and Iran. The number hotels that serve Halal Tourism spots are not enough and it is expected that demand will grow further as people are aware of the possibilities.



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Pictures of an Islamic Hotel in Turkey

In the following slides, we will present photos of a typical Hotel in Turkey.

This hotel is NOT Halal certified but we are just showing how some precautions are taken.

This is one of the first and biggest alternative holiday spots in Turkey and it is almost always fully booked although prices are rather expensive.

Because of lack of similar concept hotels in the region, this hotel has become very popular in the past 15 years.

Hotels and resorts of the same ownership are also being built and will be available shortly.



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LADIES SWIMMING POOL




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LADIES SWIMMING POOL



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LADIES SWIMMING POOL



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DECK FOR LADIES



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DECK FOR SUNBATHING FOR LADIES



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SWIMMING POOL



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FOR LADIES



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PLAYGROUND FOR CHILDREN




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A Note on Muslim Tourists

Muslim tourists travel with their families and spend much more than average tourists. Muslim ladies love to do shopping at every possible place. Muslim families like to enjoy the comforts and instead of walking or taking public transportation they usually take taxis, give good tips and eat outside a lot as long as Halal ways of life are offered. But bear in mind that the concept “Halal friendly hotel” and “Halal certified hotel” is not the same.

I do hope that interest on Halal Tourism will grow and we will discuss these issues in a separate conference in near future.



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A big thank you for listening.

**M. Zafer Gedikli
GİMDES
TURKEY**

