

# ITOC—Information sheet re Halal Tourism & Muslim visitors to NZ

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Dear Members

With an increase in numbers of visitors arriving from Malaysia and the Arab Emirates, Halal Tourism and practices is something that we need to consider if wanting to be able to provide the appropriate service and amenities to satisfy these customers expectations when visiting New Zealand. The following information re dealing with Muslim guests and provision of Halal tourism service points has been provided by Danny Tan of [www.artrio.co.nz](http://www.artrio.co.nz) of Waimate.



## Halal Food Standard for Tourism



### (1) Halal Food

There are quite a number of Halal food outlets in Christchurch and other major cities in South Island, but the problem is, these outlets normally do not put a "halal" sign at their shop. Perhaps regions and brochures could print some food guide to indicate halal food outlets in South Island? (may not need to be expensive design, may be just list of these outlets). Some Muslim tourists drove from street to street to find a halal outlet, end up they bought food from supermarket and cook their daily meals at their room. Many kebab shops operated by middle-east owners, and some Indian restaurants in South Island are halal but they (Muslim Tourists) do not realise. For small towns, Waimate for example, we suggested to all food outlet operators here to a command knowledge of "Pork Free Meals", which cook with no pork and alcohol free -- even though we do not have any halal food outlet in Waimate, most modern Muslim tourists still feel happy to dine-in. I think this could be a solution for towns with no halal food outlet -- "Pork Free" option.

### (2) B & B with dogs

Muslims love cats, but they can't touch or even go near to any dog according to their tradition. In Waimate our B & B operators know this important fact and normally cage their dogs while they have Muslim guests. (Hope that we can share this message with other B & B Operators).

### (3) Rooms' Direction.

Many Muslim will ask a funny question while checking into accommodation re their room: where is the East direction (from the room)? most receptionists do not know how to answer. Many traditional Muslim need to pray according to certain direction twice a day (morning and evening). Knowing the direction of their room will make them feel being understood. People can cause offence if they do not realise this. Most Muslim tourists we encounter love New Zealand, except confusion re food and some mis-understanding about their culture.

This is an interesting article on Halal Tourism and how to work with this market. It relates particularly to the airline, hotel and food sectors. <http://halbase.com/articles/Halal%20Tourism.pdf> Here are a few excerpts:

"The concept of halal, meaning *permissible* in Arabic, is not just being applied to food, but it includes any Shari'ah compliant products ranging from bank dealings to cosmetics, vaccines and in this case, tourism. This means offering tour packages and destinations that are particularly designed to cater for Muslim considerations and address Muslim needs".

"The hotel rooms should have a Qibla pointing signage stuck on the ceiling or in drawers, and a prayer mat to allow the Muslim travellers to perform their religious obligations. Besides that, these hotels should have restaurants which serve halal food, in accordance to the teachings of Shari'ah law and is free of any forbidden products such as pork and alcohol. It could also consider having separate swimming pools and spa facilities for men and women or go to the extent of employing people of different origins to provide translation services and other assistance that may be needed by the tourists from Muslim countries, especially those who are unable to communicate in English. Furthermore, other simple steps such as having prayer rooms at shopping complexes and tourist attractions will make the Muslim travellers' trip a more pleasant one".



An additional article of interest is: [http://en.wikipedia.org/wiki/halaHalal\\_tourism](http://en.wikipedia.org/wiki/halaHalal_tourism)

Visit below to see a short presentation on Halal Tourism.

[http://www.islam.gov.kw/site/ads/Gulf1\\_Halal/Thaird\\_day/night/4\\_%20Dr\\_%20Noriah%20Ramli\\_ppt.pdf](http://www.islam.gov.kw/site/ads/Gulf1_Halal/Thaird_day/night/4_%20Dr_%20Noriah%20Ramli_ppt.pdf)

