



ISLAMSKA ZAJEDNICA U HRVATSKOJ
CENTAR ZA CERTIFICIRANJE HALAL KVALITETE

ISLAMIC COMMUNITY IN CROATIA
CENTER FOR HALAL QUALITY CERTIFICATION

الجمعية الإسلامية في جمهورية كرواتيا
مركز شهادات الحلال

REGULATION OF HALAL FRIENDLY HOSPITALITY SERVICES IN NON OIC COUNTRY: CASE OF CROATIA

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ISSUES IN HALAL: THE CASE OF EUROPE

- **Non-recognition of Islam as a Constitutional Religion in most of European countries**
- **Non-existence of unique Islamic Authority**
- **Non-existence of unified Halal Standard**
- **The question of Halal Certification left as free choice of any individual- No RESTRICTION AND REGULATIONS REGARDING REQUIRED AND SUITABLE CONDITIONS**
- **Self-declaration of Halal products**
- **Cross-country certification**

WHAT IS THE SITUATION ON THE MARKET ?

1. “Shariah-compliant” hotel ?
 2. “Muslim-friendly” hotel ?
 3. “Halal holiday” ?
 4. “Islamic holiday”?
- Differences between OIC and non-OIC in what halal means
 - Precisely the problem lies in the fact that there is no unified International Quality Standard in Halal Travel Market
 - Therefore, the end-user does not know what to expect from the hotel halal service

EXAMPLE OF CROATIA

- 1916 Croatia institutionally recognized Islam
- 2002 Contract between Government of Croatia and Islamic Community in Croatia which regulates mutual duties and responsibilities related to the religious and other affairs
- Law on Legal Status of Religious Communities (NN br. 83/02)
- Animal Protection Act (NN br. 135/06), Regulation Act of Protection of animals during slaughtering procedure (NN br. 39/08)
- 2010 Establishment of Centre for Halal Quality Certification registered in the Ministry of Public Administration
- Croatian Standard Institute included Halal standard HRN BAS 1049:2010 as official certification standard
- Rulebook on Categorization of Hotels and Restaurants, tourism services, health services according to Halal Quality Requirement
- Halal Quality Logotype

The “Rulebook of Certifying and Categorization of Hospitality Services, Travel Agencies and Health Facilities According to Requirements of Halal Quality” facilities.



Hospitality Services (hotels, restaurants)



Travel Agencies



Tourist guides



Health Facilities

HALAL
FRIENDLY
HOTEL



Halal Package C

?

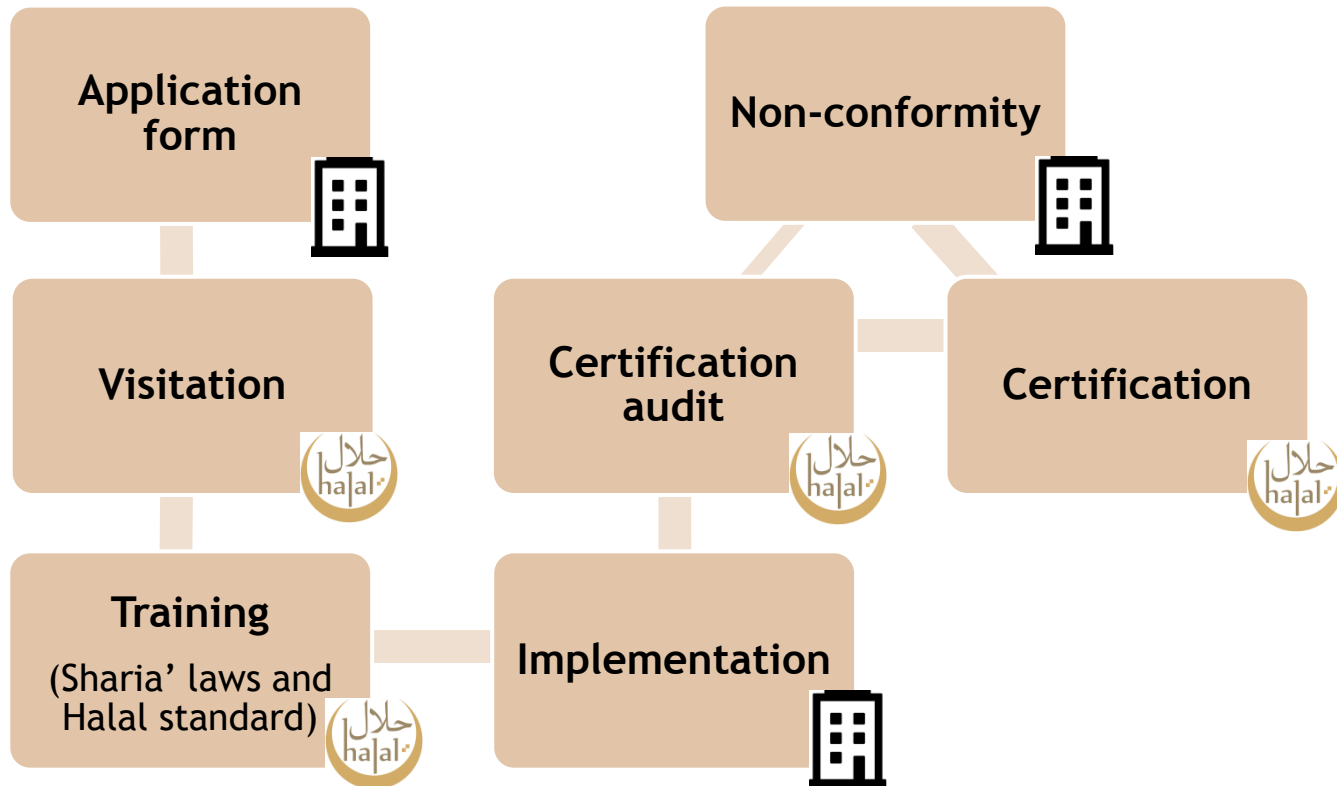
Halal Package B

- **Not serve alcohol** in the facility
- **Not serve any haram food** in the facility

Halal Package A

- Have an accommodation **license from the Ministry** of Tourism
- Must have submitted requests for **HACCP** system and **ISO 22000:2005**
- Provide **Halal food from approved providers**, who have a Halal certificate and are authorized by the Center for Halal Quality Certification
- Store and prepare food according to **Halal requirements HRN BAS 1049:2010**
- **Staff** have been **educated on Halal** by the Center for Halal Quality Certification
- Have a clearly **visible sign indicating that they serve Halal food**
- Clearly label **Halal items on menu**
- Have the **Halal certificate clearly visible at the reception** of the catering facility
- Indicate **prayer direction** in the rooms
- Provide a **prayer rug**
- Provide a **prayer schedule**
- **Remove alcoholic beverages** from mini bar

Certification Process and Regulations



- **Every 3 years, hotels need to renew their certification**
- **The Center also conducts “mystery shopping” audits for each hotel once a year and may conduct additional unofficial inspections throughout the year**
- **The Center sometimes receives feedback from guests as well; There are penalties in the contract if the hotel fails to meet the requirements**

BENEFITS

- **Several hotels that became Halal certified experienced a number of positive effects**
- **Some hotels experienced an increase in sales as in the case of the Esplanade, Westin, which experienced a 6% increase in sales after one year of becoming Halal certified.**
- **TripAdvisor, Hotel Sheraton Zagreb:**

“Business trip 4 night stay - great place”

I was here for 4 nights. It is rare in European busy city to find a place that has a comfortable bed, provides peace and quiet.

Top marks. To add to the experience, all the staff were very welcoming, helpful and courteous. The Halal menu is an added bonus and there are some very nice options to choose from. I will certainly recommend the hotel to any Muslims visiting Zagreb and concerned with finding halal food. The staff are well trained and provide prayer mats, Quran and quibla directions. All in all a great experience..... well done Sheraton!

Stayed July 2014, traveled on business

CROATIA
HALAL
FRIENDLY
DESTINATION



THANK YOU