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MODEL FOR HALAL HOTELS

Abstract. In Kazakhstan, there are not many service companies that build businesses based on Sharia law. However, the Islamic principles of work cover more and more business sectors every year. There are Halal hotels, cafes, restaurants, as well as clinics that provide Halal medical services. Halal Hotels industry started to develop and gain popularity in Kazakhstan in 2011, when the Republic of Kazakhstan became the head of Organization of Islamic Cooperation, and Almaty and Astana hosted the Asian games, where the majority of athletes came from Muslim countries. Today, Kazakhstan has hotels where halal elements are present; almost all of them are the largest in the country and also has a five-star status.

Keywords: hotel, tourism, development, muslim countries

The basic principle of providing services in these institutions was based on compliance with certain rules of conduct for staff and clients, strict separation of premises for women and men, as well as the presence of prayer rooms.

Hospitality is one of the main components of the development of both domestic and foreign tourism, the service quality of which depends on such psychological aspects, as travel satisfaction and appreciation of the place by tourists in a particular country [1]. According to WTO estimates, the potential of the Kazakhstan Republic allow to take up to 40 million foreign tourists a year, which is 4 times more than today. According to the results of January-September 2018, there was an increase in the number of visitors inbound tourism (6,808,0 thousand people) by 14.2 % and domestic tourism (4623,3 thousand people) by 5.5% compared to the same period last year [2].

Now in Kazakhstan there are some government Halal standards and among them "Halal": ST RK 1632-2007 "Tourist-excursion services for "Halal" Hotels" [3]. In the certification of halal hotels Kazakhstan is guided on international experience, primarily Malaysia, where the halal industry is particularly well developed [4].

What is different from the usual hotel, halal, what additional services should be included in the list of services? The unequivocal answer to this question is difficult to obtain. In our opinion, the concept of the model proposed by the Halal hotels Henderson [5] is more acceptable. This concept includes:

- No alcohol

- Halal food only
- Quran and prayer mats available in each room
- Beds and toilet positioned so as not to face the direction of Mecca
- Bidets in the bathrooms
- Prayer rooms
- Appropriate entertainment
- Predominantly Muslim staff
- Conservative staff dress
- Separate recreational facilities for men and women
- All female floors
- Guest dress code
- Islamic funding.

Today, professionals around the world work on the development of universal standards and product certification procedures of Halal. In Muslim countries, this practice is honed to perfection in several centuries.

In Kazakhstan, the state standard for the production of Halal products is introduced in 2006. Issuing certificates and further control over production is carried by the Technical Committee № 57 on "Halal" standardization [6].

For the product to be certified by the standard of "Halal", the company needs to fulfill a number of requirements. The final product should be free from the content of ingredients that are prohibited in Islam, the same applies to raw materials. Food products should be prepared from the meat of "approved" religious norms animal slaughter which was made in accordance with the rules of Islam. Special standards for the use and cleaning of equipment and utensils are the mandatory requirements.

In 2014 the Spiritual Administration of Muslims of Kazakhstan (SMMC) opened a special department of Halal products standardization. Since, many things started to carry Halal name, and whether these products comply with its meaning - no one understood. Therefore, the Spiritual Administration was engaged in the analysis of the activities of the Halal companies and Halal products [7].

In Kazakhstan, the concept of Halal hotel is a new concept, so the literature on theoretical and practical issues is very poor. In this regard, studies and the development model of the Halal hotel is relevant.

Halal hotel services should not be limited to the provision of praying rooms, bathrooms that have a bidet or a pitcher for ablution and the lack of a mini-bar, but it also requires the implementation of all work at the hotel and service by all the canons of Shariah.

On the basis of this study and the hotel concept model Halal proposed by Henderson [5], our vision Halal hotels: Feature of a new model of halal hotels would consist of both the interior of the rooms and the menu, the related restaurants and mini-bars. The hotel rooms are to be given a reference point for determining the direction of Qiblah and the availability of prayer mats as an integral part of the decoration. The interior of the hotel should be presented in the best traditions of Islamic culture. Alcoholic beverages should be excluded from the menu. All the food in the restaurants and cafes are to be

Halal. When registering, the documents should be asked both from men and women. The hotel should not offer unacceptable entertainment, gambling. The hotel staff providing services should create an atmosphere of hospitality, show kindness and courtesy in accordance with the ethics of Islam. Uniforms for the hotel staff are to be well-adjusted to the performed work and with the principles of Islam. Terms and conditions for recreation (swimming pool, massage rooms, exercise rooms, etc.) must be created separately for men and women.

Kazakhstan has great potential for implementation of Halal hotel models.

With the growing number of Muslim population and Muslim travelers, this market segment will grow rapidly. Along with the great opportunities there are number of problems in hospitality of Halal industry. Kazakhstan model of halal hotels require additional upgrades, as well as the adoption of the concept by the hotel owners and consumers.

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