

“Halal Friendly Tourism”

“Halal Friendly Tourism” is a New Product in Tourism Industry which allows a Muslim Individual / Family to Perform Halal Activities (Praying, food, etc) even during his holidays / Business Travel.

“Halal Friendly Tourism” is nothing different but just giving additional services to the People who are keen & are looking for certain services to make their stay more comfortable. Halal Tourism is not restricted only for Muslims but can also be experienced by any other traveler who would like to feel & explore the experience.

Basically a Practicing Muslim faces lot of problems at time of moving out, like finding a neighbouring Mosque , *Qiblah* direction, on deciding whether the food served is in accordance with what has been prescribed i.e. Halal, etc.

In conventional tourism, a person may not find suitable hotels, information, food etc. during travelling. **“Halal Friendly Tourism”** is a concept wherein this unmet latent need is being fulfilled by a service organization or a group of service organizations like travel company, hotels, taxi operators etc. In this, all the major requirements of a traveller with respect to his/her religious obligations are taken care of by a travel company along with the normal needs for food, shelter, entertainment, adventure, medicinal, business etc.

We as **“Halal Trip Info”** launched ourselves in November 2012, head quartered in Mumbai, (India) & are the **first Online Travel Company from India** who is Specialized only in **“Halal Friendly Tourism”** services and is one of the pioneer companies in this **“Halal Friendly Tourism”** Industry.

“Halal Trip Info” provides following services to its esteemed customers:

Halal Friendly Services:



Prayer Mats in the Hotels



Qiblah Direction for Praying in Rooms



Information on Closest Mosque to the Property (If available in a radius of 5 Kms)



Information on Closest Halal Certified / Muslim Restaurant (Near the Property used in the Package if available)



Information on Closest Pure Veg Restaurant (Near the Property used in the Package)

Now in order to provide these additional services along with the conventional services of hotel accommodation, airport transfers, sightseeing visits, medical tourism, local conveyance etc.

1. On pilot testing basis company has started Halal Tourism services in India and Inshallah also in few other Countries as well.
2. Halal Trip Info has done an extensive research on the needs of Muslim travellers, to understand & identify what exactly are the basic requirements of a Muslim customer while travelling.
3. The company then has decided on the various services (list mentioned above) which it should provide so that the whole experience of its customers is enchanting.

4. After deciding on this list of services the company has tied up with various prominent hotel chains, local conveyance providers, restaurants, etc. who are going to provide the Halal friendly services to its customers. Important point of consideration here is that the company has entered into a strict contract with all these organizations related to the provision of Halal services. Also these companies have also been oriented in detail about the reasons and significance of these Halal services to the individual/ group customers.
5. Based on this, various tour packages & itineraries are being offered by Halal Trip Info to its customers.
6. Once a customer logs on to www.halaltripinfo.com he/ she can find holiday packages like any other online travel website is offering but the Halal Friendly Way which he/she may require.

One major point of consideration in this blog is that we may not treat this Halal Tourism as a concept, only for Muslims. Although this concept has evolved from the needs and requirements of Muslim travellers, but it should be clearly noted here that the extra or additional services being offered under this head are also advantageous for Non Muslims. Majority of this market segment is also in lookout for hygienic & clean hotels, food etc. and they also are going to get very good experience while travelling in Halal friendly way.

In case of any further query related to “**Halal Friendly Tourism**”, please feel free to contact me at: bilal@halaltripinfo.com / halaltripinfo@gmail.com
Skype : bilal.thakur