

ORGANIZING FOOD SERVICES FOR GUESTS WITH SPECIAL NEEDS, SUCH AS ALLERGIES, DIETARY RESTRICTIONS, OR RELIGIOUS REQUIREMENTS

Farkhodov Zafar Qakhraman ugli

Tashkent State University of Economics

Faculty of Tourism 2nd year student

e-mail: zafarfarxodov2@gmail.com

Annotation: This article examines the service standards for providing meals to guests with special requirements, including allergies, dietary restrictions, and religious guidelines. It explores international best practices, safety protocols, accurate ingredient labeling, staff training, and the development of personalized menus. The study highlights factors affecting guest health, service quality, and brand reputation. Additionally, it outlines the operational and competitive advantages for hotels and restaurants that implement such standards effectively.

Keywords: Special diets, allergen safety, religious requirements, vegetarian menu, halal/kosher standards, personalized service, guest well-being.

Introduction. In today's tourism industry, the quality of hotel services, especially food services, is judged not only by the taste of the food or the level of service, but also by how well it meets the individual needs of guests. Each person's health, religion, or lifestyle affects what they can eat. For this reason, hotels now have to consider issues like food allergies, vegetarian or vegan diets, and religious requirements such as halal or kosher meals. These are no longer minor details, but important standards for good service. Statistics show that many adults and children around the world suffer from food allergies. At the same time, more people are choosing vegetarian or vegan diets. Guests from different religions, including Muslims, Jews, and Hindus, need meals that follow their beliefs. If hotels do not meet these needs, it can cause guest dissatisfaction, health problems, damage the hotel's reputation, and even lead to legal issues. The main goal of this study is to look at how hotels can provide safe, high-quality food while respecting guests' health, beliefs, and lifestyle. Paying attention to these individual needs is becoming an important part of global hotel standards. The increase in food allergies, different diets, and religious requirements in tourism is creating new challenges for hotels and restaurants.

Methods. This study is based on a review of literature, using recent scientific research and articles as the main sources. These sources focus on topics such as halal tourism, food allergy safety, diets, and special dietary needs. A Qualitative Comparative Analysis (QCA) was conducted among the selected sources to identify overall trends, mistakes, and best practices. Based on this analysis, recommendations were developed for creating food service standards that address allergies, dietary restrictions, and religious requirements.

Literature review. Fauzi & Battour (2025) analyzed the current state and future development of halal tourism, emphasizing that halal food requirements have become strategically important in the global hospitality industry.¹ Ruiz-Muñoz et al. (2025) highlight the challenges facing halal tourism, including certification, service quality, staff training, and the available

¹ Fauzi, Muhammad Ashraf, and Mohamed Battour. "Halal and Islamic tourism: science mapping of present and future trends." *Tourism Review* 80.5 (2025): 1156-1170.

resources.² Dabamona et al. (2025) studied the readiness of non-Muslim staff in Thailand to serve halal tourists and found that a lack of knowledge and cultural understanding directly affects service quality. This highlights the need for training and practical skills development to meet religious requirements.³ Suhartanto et al. (2025) studied the impact of inclusivity on the guest experience and found that a sense of belonging and religious compatibility directly affect service quality. They suggest that an environment supporting religious needs significantly improves the overall travel experience of guests.⁴ Handayani et al. (2025) show that ethical veganism is rapidly growing among travelers and emphasize the importance of special menus, separate cooking processes, and proper service etiquette for this group.⁵ Diet needs, like lactose-free, gluten-free, or diabetic meals, are closely linked to health trends around the world. Buckley & Underdahl (2025) studied older travelers and pointed out that they need safe, easy-to-digest meals, allergy-safe food, and a service ready to provide quick medical help.⁶

Table.1**Halal Food Global Market Forecast (2025–2035) 7**

Indicator	Value / Data
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Market Value (2025)	1.5 trillion USD
Market Forecast (2035)	3.8 trillion USD
Compound Annual Growth Rate (CAGR)	9.7%

Discussion and Results. In global tourism and hospitality, providing services that meet the individual needs of guests is becoming increasingly important. Services related to allergies, dietary restrictions, and religious requirements directly affect guest safety and satisfaction. From this perspective, kosher and halal certifications are important tools to ensure quality and safety in modern food services. The Kosher certificate indicates that products and services are prepared according to Jewish religious rules.⁸ Studies show that kitchens with a Kosher certificate increase trust and satisfaction not only among Jewish consumers but also among other guests.⁹ The kosher certificate also sets strict rules for handling allergens: for example, dairy and meat products are stored separately, and cooking processes and utensils are kept apart from other ingredients, which reduces allergy risks. The halal certificate confirms that food and

2 Ruiz-Muñoz, David, Ana M. Sánchez-Sánchez, and Francisca J. Sánchez-Sánchez. "Challenges and opportunities for halal tourism." *Journal of Islamic Accounting and Business Research* (2025).

3 Dabamona, Samsudin Arifin, Philaiwan Chompupor, and Siriwan Ghuangpeng. "We are ready for halal tourism, aren't we? Exploring readiness of non-Muslim perspective in Thailand." *Journal of Islamic Marketing* 16.5 (2025): 1410-1428.

4 Suhartanto, Dwi, et al. "The art of inclusivity: how sense of community shapes Muslim journeys across Islamic and non-Islamic destinations." *Journal of Islamic Marketing* (2025).

5 Handayani, Bintang, Viachaslau Filimonau, and Vladimir A. Ermolaev. "Ethical Veganism as the Future of Tourist Consumption." *International Journal of Hospitality & Tourism Administration* (2025): 1-34.

6 Buckley, Ralf, and Sonya Underdahl. "Senior outdoor tourists' injuries, illnesses & infirmities: Reveal or conceal?." *Journal of Outdoor Recreation and Tourism* 51 (2025): 100912.

7 <https://www.futuremarketinsights.com/> author's work

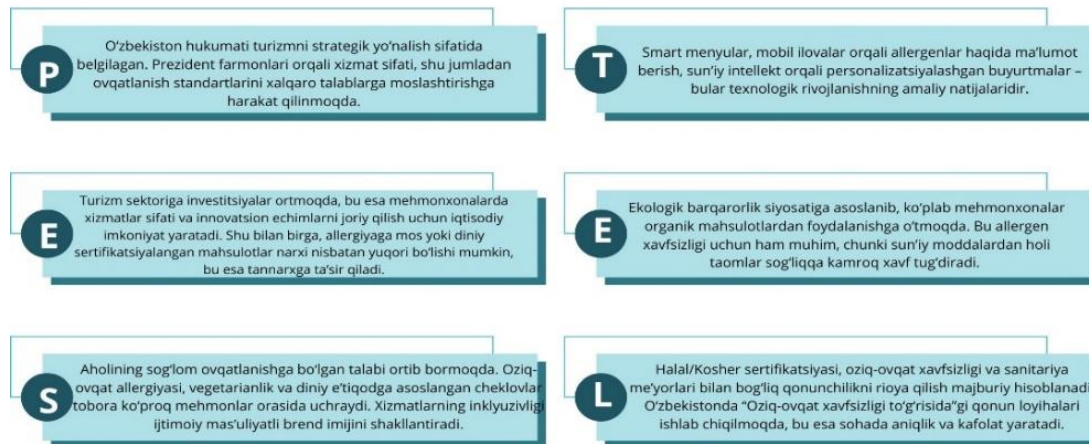
8 Kojić, Nebojša, et al. "Kosher food in the light of the challenges of global changes in dietary patterns: <https://doi.org/10.5937/etp2502047K>." *Ekonomija-teorija i praksa* 18.2 (2025): 47-73.

9 Temesi, Ágoston, et al. "Jewish and not Jewish consumers' preferences for a typical kosher product—an artefactual field experiment." *Journal of Behavioral and Experimental Economics* (2025): 102456.

services are prepared according to Muslim religious requirements.¹⁰ The halal certificate strictly controls the source of products, the preparation process, and storage conditions. Hotels and restaurants with a Halal certificate provide Muslim travelers with safe and reliable services, while also offering healthy and religiously appropriate dining options. Kosher and halal certificates are important not only for meeting religious requirements but also for enhancing guest safety, reducing allergy risks, and creating personalized menus. Additionally, staff training, strict kitchen protocols, and transparency ensure the effective use of these certificates. As a result, kosher and halal certifications are considered standard in serving guests with special needs, such as allergies, dietary restrictions, or religious requirements, playing a key role in improving guest satisfaction, service quality, and brand reputation. Kosher and halal certifications are important not only for meeting religious requirements but also for improving guest safety, reducing allergy risks, and creating personalized menus. Staff training, strict kitchen protocols, and transparency help ensure these certifications are applied effectively. As a result, serving guests with special needs, such as allergies, dietary restrictions, or religious requirements, with kosher and halal standards plays a key role in increasing guest satisfaction, service quality, and brand reputation. The findings of this study align with global hospitality practices. Halal and special diet services are relevant not only for Muslim travelers but also for guests who focus on healthy eating or have allergy risks. Research on allergy safety shows the importance of clear kitchen protocols, labeling ingredients, and regular staff training. This also strengthens transparency and trust. Personalized menus and inclusive services enhance the overall travel experience and give hospitality businesses a competitive advantage. At the same time, staff preparedness and respect for religious and cultural practices are key factors in service quality. The study shows that in global hospitality, services catering to allergies, religious requirements, and dietary needs can be effectively implemented through standardized protocols and an inclusive approach. Furthermore, service strategies that consider individual guest needs play a crucial role in increasing guest satisfaction and building brand loyalty.

Conclusion. In the modern hospitality industry, the inclusivity of food services that is, catering to each guest's individual needs and constraints is emerging as a key factor driving the tourism sector to a qualitatively new level. Requirements related to food allergies, health conditions, religious beliefs, or personal choices necessitate a novel approach to organizing food services in hotels. Research indicates that in developed countries, such services are already being implemented based on international standards. Halal and kosher menus, gluten- and lactose-free dishes, as well as allergen labeling systems are being realized with the help of modern technologies. In Uzbekistan's tourism sector, approaches in this regard are only beginning to take shape; however, there is potential for their phased implementation based on existing regulatory documents and global trends. Moving forward, the development of services in this direction will not only fully satisfy guests' needs but also enhance Uzbekistan's competitiveness in the international tourism market. In this regard, this research is both scientifically and practically relevant, outlining pathways for introducing innovative and human-centered approaches in the hotel business.

10 Aysan, Ahmet Faruk, and Muhammad Fazlurrahman Syarif. "Shaping the halal tourism industry landscape through NFT and metaverse: new horizons for halal brand and halal booking hotel." *Journal of Islamic Marketing* 16.1 (2025): 123-140.

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