

Halal Tourism: Capturing the Development and Potential of Halal Tourism in Japan

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Abstract. The tourism industry is a sector that is currently being looked at by countries in the world because it is one way to improve the economy of a country. With the popularity of the halal tourism industry globally, the term halal tourism has emerged in several countries including Japan. Of course, in preparing to welcome Muslim tourists, Japan focuses on the comfort and availability of facilities needed by them. This study aims to see the development and potential of Japan in the scope of the halal tourism industry. The research data were taken from books, journals, and websites that were relevant to the research theme. After analyzing it, it can be concluded that Japan has added many facilities for Muslim tourists, starting with the provision of halal food, places of worship, as well as Muslim-friendly accommodations or hotels. This is the reason that halal tourism definitely has good economic prospects as part of the tourism industry in Japan.

1 Introduction

The development of the world of tourism has become the main attraction of a country in improving its economy. This is proven by the number of tourists who go on tours, study abroad, student exchanges, or even business trips to various countries [1]. An example is Japan, one of the most visited countries by foreign tourists. The country called the Sakura country has become a favorite tourist destination among tourists.

Foreign tourists visiting Japan, some of whom are Muslim tourists. Reported by Kompasiana (2021), in recent years Japan has become the main destination for Muslim tourists from various countries. In 2013, Japan received more than 300,000 Muslim tourists, and is predicted to increase sharply as Japan's popularity grows [3]. The purpose of this trip was motivated by various reasons, including; business trips, vocational tourism, educational tourism, familiarization tourism, special mission tourism, and hunting tourism.

If many Muslim tourists come to Japan, it is possible that the Japanese government must fulfill many needs so that they feel comfortable living. These needs will be adjusted to the beliefs of Muslim tourists, such as the existence of Halal Tourism.

The increase in Muslim tourists to Japan has made the Sakura country government not left behind in terms of strengthening Halal Tourism, where all the facilities needed from food, shelter, places of worship, and of course the people themselves are starting to be carefully

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prepared so that they are more suitable for Muslim tourists to visit [2]. This study aims to determine how far the development of Halal Tourism and its potential in Japan.

1.1 Halal Tourism

The word Halal comes from Arabic which, when translated into Indonesian, means "allowed". Overall, halal is all objects or activities that are permitted to be used or carried out in Islam [11]. When you hear the word Halal, everyone always defines it as something related to food only. Not so, Halal is not only related to food but includes a broad meaning such as in the scope of banking and finance, cosmetics, employment, pharmacy, tourism, and so on.

From year to year, the concept of halal tourism in the world of tourism is increasingly popular throughout the world, including in Japan. It happened because of the explosion of Muslim tourists who started traveling to various countries. In addition, the existence of the Tokyo Olympics is one of the reasons why halal tourism is becoming increasingly popular in Japan. Realizing this, Japan has prepared for various needs of Muslim tourists such as providing places of worship; equipped with mukena, prayer rugs, separate ablution places for women and men, halal restaurants; no pork and no liquor, and on Muslim friendly hospitality service too. Halal tourism is different from religious tourism, therefore halal tourism is not only for Muslims but is very open to non-Muslim visitors. The concept of Halal Tourism can be defined as a comfortable tour so that tourists can enjoy and give a good impression to tourists. With this, tourists will return to Japan and share their experiences with others as a Halal Tourism destination.

2 Method

The research method used in this study is a qualitative research method that focuses on library methods and is supported by a questionnaire method where this research is carried out by collecting and analyzing data sources in the form of books, notes, and reports on the latest research results, as well as information from respondents who filled out the questionnaire. The reason the researcher uses this method is that this study does not rely too much on numerical measurements and is much needed for the latest information approach. In addition, the purpose of choosing the library method is because researchers want to understand more deeply about the topic so that it can be re-examined and appointed as a research topic or other writings.

3 Results and Discussion

3.1 The Development of Halal Tourism

Japan is a highly developed industrial country. He began to develop the potential of the tourism sector which had slumped. In 2003, Japan launched the Visit Japan Campaign (VJC) program conducted by the Japanese government under the auspices of the Japan Tourism Agency (JTA) and the Japan National Tourism Organization (JNTO). From this program, the Japanese tourism sector has developed, namely increasing visitors from foreign tourists, some of whom are Muslim tourists [8]. Japan has realized that the tourism sector has great potential in improving its economy. Therefore, Japan began to accept Muslim tourists more widely and develop Halal Tourism. Starting in 2013, Japan has been visited by around 300,000 Muslim tourists and an increase of one million Muslim visitors annually until early 2020 before the outbreak of the Covid-19 pandemic. According to Nikkei Asia, the Japanese government began to prepare and decided to welcome more Muslim tourists which in the end

experienced a rapid increase of around 29% of tourist arrivals from Malaysia and 32% of Indonesian tourists in 2016 [13] . In addition to the services provided by Japan to Muslim tourists who come. Japan has also improved the facilities and infrastructure that will be used, such as the availability of halal food, places of worship, and the availability of housing (accommodation).

3.1.1 Halal Food

One of the difficulties for Muslim tourists when visiting Japan is the absence of halal food. Shazlinda and Shutto (2014) stated that the biggest problem for Muslim tourists is the language barrier as well, therefore before Japan opened Muslim tourism, Muslim tourists visiting Japan brought their own food because they could not read Japanese characters or labels on these products [5]. But lately, Muslim-Friendly Restaurants can be found in airports, hotels, tourist attractions, etc.

Table 1. Number of restaurants that provide Halal Foods/June 2022

No.	Prefecture	Providing Halal Food	Halal Certificate
1	Tokyo	303	83
2	Osaka	58	17
3	Hokkaido	48	1
4	Kyoto	41	21
5	Aichi	37	6
6	Kanagawa	41	3
7	Hyogo	37	7
8	Chiba	26	11
9	Fukuoka	12	2
10	Saitama	14	2
11	Lokasi lain	178	25
	Total	795	178

In addition, in this digital era, we can easily find halal restaurants quickly through applications or websites. One of the recommended websites is Halal Gourmet Japan [6]. If Muslim tourists have difficulty buying products in Japan, now there is also a Halal Japan application that can make it easier for tourists to find out whether the product is halal or not by scanning the barcode on the product to be purchased. Therefore, Muslim tourists who come to Japan will have no trouble and no longer have to worry about finding halal food.

3.1.2 Place of Worship

The next problem is in the place of worship. When Muslim tourists travel to Japan, they find it difficult to find places of worship. In the end, they waited until the hotel first to be able to pray.

Table 2. Number of places of worship/June 2022

N o.	Prefecture	Non-mosque	Mosque	Total Prayer Place
1	Tokyo	44	18	62
2	Hokkaido	22	3	25
3	Osaka	17	2	19
4	Aichi	6	9	15
5	Kyoto	16	2	18
6	Chiba	8	6	14
7	Saitama	9	1	10
8	Tochigi	8	4	12
9	Kanagawa	4	3	7
10	Nara	7	0	7
11	Okinawa	8	2	10
12	Hyogo	3	2	5
13	Gunma	0	5	5
14	Shizuoka	9	3	12
15	Lokasi lain	31	45	76
	Total	192	105	297

In the table above, it is written that Japan already has around 192 places of worship that can be found at airports, cafes, malls, tourist attractions, and Muslim-friendly hotels and there are around 105 mosques. The total number of non-mosque worship places and mosques is 297, which explains that there has been an increase of around 23.5% since 2017 [7]. In 2020, Japan launched a mobile mosque. As reported by China Global Television Network, the mobile mosque is a walking prayer room which at that time was provided for the needs of athletes and coaches attending the 2020 Olympics in Tokyo. Although the capacity is only enough for 50 people, the Mobile mosque has complete prayer rugs and a place for ablution on the outside. Unfortunately, the mobile mosque is only focused on international sporting events such as the Olympics and the World Cup [12].



Fig. 1. Mobile Mosque (Source: www.inews.id)

3.1.3 Muslim-friendly Stays

On a trip, a tourist definitely needs a place to rest that is comfortable enough for him. Lately, there have been many Muslim-friendly hotels in big cities in Japan. The hotel choices vary from providing halal food, places of worship, and prayer tools, to directions for Qibla direction as well. Now it's easier to look at the Japan Muslim Guide website which features a wide selection of Muslim-Friendly hotels. That is also provides information regarding the completeness of the hotel for Muslim tourists, for example, there is a Muslim-Friendly hotel certificate, halal food, providing delivery services if tourists want to go to a halal restaurant or to the mosque, providing prayer tools, and of course Qibla directions [4]. Some examples of hotels that provide complete facilities for Muslim tourists are Hotel Granvia in Kyoto, Sahoro Resort Hotel in Hokkaido, Sheraton Miyako Hotel in Osaka, Park Hyatt in Tokyo, and many more. Not only that, the large number of Muslim tourists who come to Japan is a great opportunity to increase income for travel agents.

3.2 Potential for Halal Tourism

Japan has a way of attracting tourists to come to Japan. His strategy is that the Japanese government provides policies such as visa exemption, tax-free policy, halal tourism information services, and Muslim-friendly projects [9].

Japan as the "Country of the Rising Sun" has a lot of potential where this country has beautiful natural scenery, its unique traditions, and traditional culture are still preserved today, and social culture is one of the things that attracts foreign tourists to come to Japan. According to the questionnaire data obtained, some Muslim tourists from Indonesia who want to go to Japan are due to attractive tourist destinations. In addition, some Muslim tourists who want to return to visit Japan are motivated by their unique culture, the Japanese people who really respect other cultures and do not discriminate, the desire of tourists to explore tourist and culinary attractions and go to tourist destinations.

According to GMTI, the Muslim tourism market will experience rapid growth and the value of the sector is expected to reach US\$220 billion by 2020. It is also projected that it will grow another US\$80 billion to US\$300 billion in 2026. This is also evident due to an increase in consumers [10]. Muslims are adding halal restaurants, Muslim-friendly hotels, and places of prayer.

4 Conclusion

Conclusion The increasing economy of Japan at that time was based on the tourism industry sector. In 2016 the increase was also due to the large number of Muslim tourists visiting Japan, such as 29% of Malaysian tourists and 32% of Indonesian tourists. This is good news for the Japanese government and businesses in the tourism industry. Halal tourism in Japan has good economic prospects for the future, so the Japanese government and business actors work together in providing comfort for Muslim tourists.

The difficulty for Muslim tourists visiting Japan is obtaining halal food and places of worship. However, many efforts have been made by Japan to provide comfort to Muslim tourists such as increasing halal restaurants, providing halal food in hotels and supermarkets, places of worship such as prayer rooms and mosques, and others. For now, Japan is very ready to welcome Muslim tourists, so it can be said that Japan is a Muslim-friendly country. Equations should be centred and should be numbered with the number on the right-hand side.

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