

## COMPLETION REPORT

### **Expectation and Satisfaction with Halal Tourism in Japan among Malaysian Muslim Tourists**

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#### マレーシアのイスラム教徒の観光客の間で日本のハラール観光の期待と満足度

Japan, besides being a popular destination for tourists globally, is getting high marks for its efforts at becoming a halal-friendly tourism destination. The increasing number of Muslim travellers to Japan is due to its aggressive efforts in promoting halal tourism to cater for the muslims needs while travelling. Japan is one the countries in Asia that are working hard to attract tourists from muslim's countries including Malaysia. Japan is at the top of that list of countries boosting its hospitality to the Muslim consumer and lifestyle market. The purpose of this study is to investigate expectation and satisfaction of Malaysian Muslims tourists towards halal services and facilities particularly halal foods, prayer facilities, accomodations and ease of communication. The data are collected through survey methodology. The tools used for data collection are surveys through questionnaire, and in-depth interview. The following conclusions are derived from this study:

1- Halal food: Respondents are very concerned about the halal status of food due to their understanding about the concept of halal food. Therefore, most of them only choose food that is believed to be permitted especially those with halal logo. Halal food is relatively easy to get at the airport and major tourist attractions. The presence of Muslim workers in halal premises adds to their confidence in the halal food provided. In terms of cost, respondents are less satisfied because the cost of halal food is relatively expensive.

2- Prayer facilities: Respondents are very satisfied with the cleanliness of the prayer place at the airport and the facilities provided such as ablution areas, direction of prayer (Qibla) and prayer rug. They also satisfied with the cleanliness of the mosque and its facilities. On the other hand, they are less satisfied with prayer facilities at tourist locations because only limited number of them provide prayer room for muslims. However, there is no interruption or restriction in the practice of praying in public areas.

3- Accomodation: Respondents are of the opinion that accommodation is clean and suitable for prayer. But most of the accommodation is not so friendly with Muslims needs because there is no Qibla direction in the room, no prayer facilities, no halal menu and no prayer time information provided at the counter.

4- Ease of communication: Respondents are very satisfied with the ease of getting information about halal premises and mosques in Japan. However, they faced difficulty of obtaining halal food information at the information center at some tourist locations. The majority of respondents also stated difficulty of obtaining halal information from civil society and workers at halal premises.

Based on the outcome, this study has recommended the following suggestions to enhance Muslim tourists satisfaction :

1- Providing more halal menus including local and traditional food especially in major tourist locations .

2- Encouraging halal food operators to obtain halal certificates and exhibit halal logos on premises to boost Muslim tourists confidence and convenience of choosing food and services provided. The logo is a form of communication that delivers information to customers and it can substitute verbal explanations that may not be able to communicate by employees or premises managers who do not understand the halal concept.

3-Providing food ingredient information in easy to understand language such as English or pictures.

4- Providing information required by Muslim tourists such as halal food, prayer time and Qibla direction at the hotel counters and tourist information centers.

5- Providing suitable, convenient and well equipped places for muslims to perform prayers in every major tourist locations.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Date : 3-5<sup>th</sup> December 2018

Venue: University of Cambridge, Cambridge, United Kingdom

Name of Conference: 8<sup>th</sup> Academic International Conference on Social Sciences and Humanities

Title of Presentation : Halal Food Facilities in Japan from the Perspective of Malaysian Muslim Tourists

Presenter : Dr. Wan Muhammad Wan Sulong

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

A manuscript of journal article is being prepared. Details of it will be made available to the Sumitomo Foundation when it is complete.

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

A manuscript of book publication also is ongoing process and will inform the Sumitomo Foundation when it is complete.