

## COMPLETION REPORT

### **A Study of Japan Muslim Friendly Tourism: An Interdisciplinary Approach**

Abdul kodir(+2)

Lecturer

Department of Sociology,  
Faculty of Social Science,  
Universitas Negeri Malang

The Japanese government in welcoming the 2020 Summer Olympics has committed to preparing halal tourism for Muslim tourists. This study aims to understand how the current conditions are related to the availability of halal tourism components in Japan. Penelitian ini menggunakan metode penelitian kualitatif. the process of collecting data is done through interviews and observation. Researchers interviewed several informants including Muslim tourists from Indonesia and Malaysia, Halal Restaurant employee, Japanese tour guide service providers, Japan Halal Associations (JHA), tour guides, Prof. Mariko Arata (Gastronomy Study, Ritsumeikan University), Researcher from Waseda University and Muslim Students from Indonesia. In addition, observations are carried out in various famous tourism locations such as in Tokyo (Tokyo Dinesyland), Kyoto, dan Osaka (Universal Studio). Observations were made to observe the availability of prayer rooms and halal food.

This study found interesting results. First, language problems pose fundamental problems. Some instructions and information in Japan are still minimal in providing information that uses English. The lack of English language instructions also makes it difficult for Muslim tourists to assess the halal food content or not. Second, the issue of halal food availability. Indeed, some prefectures always provide halal-specific restaurants, but the difficulty of access in Japan which is reached by foot with complicated transportation systems in Japan is also a serious problem in the ease of access to halal food. Third, the difficulty of providing prayer rooms at tourist sites is also a complaint for Muslim tourists. For example, in classy tourist locations such as Tokyo Disneyland and Universal Studio Japan and several other tourist spot locations. It is impossible for tourists to get out of the tourist location for a moment and then look for the nearest mosque. Fourth, the issue of halal certification. When seen in several halal restaurants, there are many indications that the restaurant has been certified. However, some Muslim students in the study in Japan gave several complaints regarding the transparency of halal certification, especially in food. This transparency is important so as to make it easier for Muslim students or Muslim tourists to consume without burden. Fifth, in addition to transparency, the issue of certification is also in the orientation of the certification body which is only for business profit. The orientation also added new problems such as the questioning of the existing certification agencies having specialization in the field of religion and science. This needs to be pointed out as a sign that the presence of the halal tourism market has led to a large number of business-oriented certification bodies, thus the Japanese Government must seriously regulate the certification body to be structured and serious in implementing the halal industry. The problem above, overall are only a small fraction of the halal tourism industry running in Japan. However, the Tokyo Olympics are getting closer. If it is a serious ambition to the number of Muslim tourists from various countries which are not matched by the availability of halal tourism needs - which are not only adequate food, certification and mosques - then it can be a serious threat to the continuity of the Tokyo 2020 Olympic Games and can have an impact on the continuation of the halal tourism industry in Japan

Publication of the Results of Research Project:

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

Date: August 31, 2018

Venue: Golden Tulip Hotel, Batu, East Java, Indonesia

Name of Conference: International Conference on Social Knowledge Science and Education (ICKSSE) 2018

Title of Presentation: A Study of Japan Muslim Tourism Friendly: An Interdisciplinary Approach

Presenter: Abdul Kodir, S.Sosio, M.Sosio

Conference Proceeding (Name of Publisher and its Date, Title and Author of Thesis, etc.)

Name of Publisher: Atlantis Press

Title: Current Issues of Halal Tourism: Case study in Japan

Author: Abdul Kodir, Abdul Karim, Citra Dewi Kartika Paksi

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