

CHAPTER V CONCLUSION

Nowadays, the tourism industry is one of the important sectors in the world. This industry is also an important sector for economic growth because it is able to contribute a large percentage of total Gross Domestic Product (GDP). The growing development of the tourism industry in the world, both in Muslim and non-Muslim countries, encourages each government to create new tourism innovations especially halal tourism industries. This industry arises because the development of Muslim tourists is increasing from year to year. Muslim tourists and the halal tourism industry are something new for non-Muslim tourism destinations such as Singapore, Japan, Thailand that eager to introduce their tourist destinations with under halal concepts.

The development of the halal tourism industry is quite significant for non-Muslim countries like Japan. The Japanese government currently considers that halal tourism industry is a new potential area to increase its economic growth. The number of Muslim foreign tourists that come to Japan always increases from year to year such as Singapore, Malaysia, Indonesia, etc. This situation made the Japanese government increasingly active to develop its halal tourism industry. The seriousness of Japan in developing its halal tourism industry is evidenced by the achievement given to Japan as the “World Best Non-IC Emerging Halal Destination” at the 2016 World Halal Tourism award held in Abu Dhabi, UAE.

From year to year, the development of halal tourism industry always increasing. In developing the halal tourism industry, the Japanese government pays attention to halal food sectors needed by Muslim tourists when visiting Japan. To get halal certification, the Japanese government collaborated with certification bodies in Malaysia, such as JAKIM (Malaysian Islamic Progress Office). In addition, the many demands from Muslim tourists also make Japanese government develop halal

industries not only covering halal food and beverage but also the halal concept applied to other aspects such as cosmetics, clothing, pharmacy, even aspects of services such as tour packages.

The seriousness of the Japanese government in improving the development of the tourism industry is seen from the strategies carried out by the Japanese government. The strategy is intended to be able to attract more and more Muslim tourists who come to Japan and ahead of the Tokyo 2020 Olympics which allows foreign tourists, especially Muslim tourists, to come to Japan. The Japanese government's strategy in developing its halal tourism industry is through collaboration with Small and Medium Enterprises (SMEs) in Japan. As it is known that SMEs have a very big role in the economy in Japan.

The strategies or the efforts that made by the Japanese government through Japanese SMEs are to establish cooperation with SMEs in Malaysia and Indonesia provide Halal facilities such as halal food, prayers room, toilets, etc. Japan's collaboration with Malaysian and Indonesian SMEs in the form of exports of halal food products such as frozen seafood and coconut sugar nectar which will later be distributed to 1,800 Aeon supermarkets in Japan. In addition, another strategy from the Japanese government in developing a halal tourism industry through Japanese SMEs is to provide Muslim-friendly facilities where the role of Japanese SMEs themselves is to be able to provide halal restaurants by installing halal labels or the availability of halal certification. Besides halal food, Japanese SMEs also help facilitate halal restaurants in Japan with prayers room and a toilet that provides water.

These strategies that have been carried out by the Japanese government in recent years where the aim is to attract more Muslim tourists who come and to fulfill the needs of Muslim tourists while in Japan. In addition, the election of Tokyo to host the 2020 Tokyo Olympics also encouraged the Japanese government to become more active in developing its

halal tourism industry. After the strategies were carried out by the Japanese government, the result was from year to year, Muslim tourists who came to Japan significantly increased. The Japanese government will also continue to improve the development of its halal tourism industry ahead of the 2020 Tokyo Olympics where the Japanese government predicts that Muslim tourists will come to Japan in large numbers.