



Comparison of Muslim-Friendly Tourism Policies in Indonesia, Thailand, and Japan

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Abstract. This study analyzes comparative Muslim-friendly tourism policies in Indonesia (the case of Bali), Thailand, and Japan. Halal tourism is part of the tourism industry that provides tourist services concerning Islamic rules. Halal tourism is intended for Muslim tourists (Muslim-friendly) but does not rule out its use for non-Muslim tourists. This study used secondary data from online media, social media, and journals related to research by exploring Muslim-friendly tourism policies in Indonesia (cases in Bali), Thailand, and Japan. The analysis technique uses the NVivo 12 plus data processing application, a qualitative document analysis tool with the help of a computer. Their tools are easy to use and can process words and explore word frequencies, attributes, and cases from big data. The results of this study of comparative Muslim-friendly tourism policies in Indonesia (Bali), Thailand, and Japan show that the similarities and differences in the policies implemented are (1) Indonesia (Bali) does not yet have an official policy that targets explicitly Muslim-friendly tourism in the form of legal entities. (2) Thailand is one of the countries in Southeast Asia that is concerned with halal tourism. Currently, halal tourism is increasing in Thailand, even though Muslims in the country are only around 5% of the total population of Thailand. Most Muslims in Thailand are centered in the south, such as in the provinces of Phuket and Krabi. (3) Japan: The number of Muslim-friendly facilities is increasing. Of the six needs (faith-based needs) of Muslim tourists, four of them have been met, namely the need for halal food, places of worship, restrooms with water, and recreational services with privacy.

Keywords: Tourism Policy; Halal Tourism; Indonesia; Thailand; Japan

1 Introduction

Indonesia is one of the world's best tourist destinations because it has the potential to attract the attention of tourists to travel. As for what is the main attraction for traveling to Indonesia, namely because of its natural beauty, historical and cultural records, religious and historical sites, and traditional villages, and is supported by tropical

weather and the friendliness of its people. The tourism potential of the Indonesian nation is a tourism development capital that must be maintained and developed to increase people's welfare, as stated in the 1945 Constitution of the Republic of Indonesia (UUD NRI) (Asep et al., 2021a).

Tourism has now become the most significant and fastest-growing sector. Tourism is a potential sector because of its clear positive contribution to the global economy; this sector is also a significant factor in foreign exchange earnings, business development, employment, and infrastructure development (Atiko Putri et al., 2021a). According to the Travel & Tourism Economic Impact World Report, the global tourism sector has contributed 10.40% to the global GDP. Tourism also contributed the highest to global economic growth at 4.60%, outpacing other sectors for seven consecutive years (Atiko Putri et al., 2021b).

Indonesia has diverse natural resources and a large population of human resources, which are internal factors for Indonesian tourism. In 2010, after a census by the Central Bureau of Statistics, Indonesia's population was 237.6 million. When broken down in more detail, Indonesia's population that adheres to Islam reaches 87% or around 207 million people, so if the Indonesian government promotes halal tourism, this will become a logical strategy. Halal or religious tourism is not something new for Indonesia's Muslim population. Some groups often hold Islamic traveling with pilgrimage rituals. Many sites left by scholars have become Muslim religious tourist destinations (Asep et al., 2021b).

The government continues to strive to provide the best for tourism development. Tourism regulations and policies continue to be pursued to guarantee tourists and the public, hoping that tourism will benefit all stakeholders and minimize negative impacts, costs, and any losses arising from tourism. Sustainable tourism development is a social, environmental, and cultural development policy. Regulations and policies produced by the government related to tourism must become a system related to all aspects so that all sectors (multi-sectoral and multi-functional) need to work together (Suci et al., 2021).

Halal tourism is part of the tourism industry that provides tourist services concerning Islamic rules. This halal tourism is intended for Muslim tourists (Muslim-friendly) but does not rule out its use for non-Muslim tourists. For example, several things that need to be considered in halal tourism include hotels that provide Muslim prayer facilities, halal food and drinks, and swimming pools and spa facilities with separate schedules or places for men and women (Rachman et al., 2022). Likewise, transportation service providers are required to provide convenience for Muslim tourists in carrying out their prayers during the trip, in the form of providing a prayer room on the plane, notification when it is time to pray, provision of halal food and drinks, and Islamic entertainment during the trip (Ramadhona et al. et al., 2022).

Halal tourism, or, in other terms, sharia-based tourism, is understood as a tourism product that provides hospitality services that meet the star's requirements. The Sharia-based product and service (tourism) market segment is for Muslims and non-Muslims. This is because the consumption of Sharia-based products and services has a good, healthy, and uplifting lifestyle. Sharia-based tourism has created upstream-downstream

economic activities based on Sharia principles, which are believed to provide a significant revenue contribution to the economy and the behavior of the surrounding community and the country (Kurnia Yahya et al., 2022).

Bali Island, as a top international destination, also has the potential to be promoted as a Sharia destination. In addition to ethnic culture and art, traditional traditions, daily religious rituals, and unique natural attractions make Bali attractive to tourists. Bali's potential and readiness to become a Sharia destination can be measured based on the availability of elements of halal lifestyle practices such as mosques, Islamic banking, Islamic insurance, Islamic pawnshops, halal restaurants, Islamic hotels, various halal-certified products, and others. Of sufficiently available in Bali. In addition, Bali is also known for the friendliness of its people, conducive social life in cultural diversity, supported by a very high index of religious harmony, and Bali's openness to various tourist backgrounds (Asep et al., 2021a).

Meanwhile, in Bali, there are also traditional villages with a majority Muslim population, such as Pegayaman Village, Gelgel Village, and Loloan Village, which is famous for the practice of *Osama bray*. Thus, Muslim tourists who wish to visit Bali need not worry because typical Islamic hospitality such as halal cuisine, hotels providing places and equipment for prayer, holy books, and Qibla directions are available. Meanwhile, the Bali destination, which already has a global market network, will undoubtedly pave the way for the development of sharia tourism. The privilege factor of sharia tourism owned by Bali shows that Bali can be capitalized to capture opportunities for global sharia economic growth framed by the halal lifestyle industry. Therefore, it is only natural that Sharia tourism stakeholders include Bali Province in the list of Sharia destinations (Atiko Putri et al., 2021a).

Apart from Indonesia, Thailand, and Japan also encourage the development of halal tourism, where Thailand creates a tourism development model in the form of alternative tourism and sustainable tourism to encourage inclusiveness so that it can create peace in the long term. This also aligns with halal tourism (Atiko Putri et al., 2021b). Halal products and services have values that align with global issues such as sustainability, environmental protection, and welfare. In 2015 Thailand established halal certification and institutions and government efforts to build infrastructure in the form of Halal Industrial Areas in the southern region. The aim is to promote Thailand as a primary production and export base for Halal products and services. Increase national income and build awareness and trust in Thai halal products (Asep et al., 2021b).

Then Japan encourages the halal tourism industry to provide guarantees for Muslim consumers; the Japanese government is trying hard to build facilities to meet the needs of tourists from Muslim countries, including Indonesia (Suci et al., 2021). The Japanese government established Various kinds of policies starting in 2016, namely by providing opportunities for Muslim institutions in Japan and non-Muslim Japanese communities to establish tourism service businesses, especially halal tourism, including providing opportunities for Muslim institutions in Japan to work together with Muslim institutions from outside Japan bringing in world-renowned clerics to provide outreach to tourism actors in Japan about Islam and the concept of halal in Islamic religious teachings (Rachman et al., 2022).

Since then, the Japanese government has provided convenience for Muslim tourists by establishing mosques in various cities and urging tourism service businesses in Japan, such as airports, restaurants, and large malls, to provide prayer rooms or places of prayer. Therefore, based on the explanation above, the researcher is interested in studying and analyzing how Muslim-friendly tourism policies in Indonesia (for the case of Bali), Thailand, and Japan compare.

2 Literature Review

2.1 Halal Tourism in Indonesia

Halal tourism or Halal Tourism has become a popular policy in recent years, referring to policies in the concept of tourism servitourism products based on Islamic Sharia (Asep et al., 2021a). Halal tourism can be interpreted as travel activities carried out by humans for recreation by doing or not doing things that follow Islamic teachings. Islamic teachings lead the primary benchmark in developing tourism activities because Islam is a belief and belief adhered to by Muslims, which contains moral and legal values. Therefore, halal tourism integrates Islamic values into all aspects of tourism activities and makes halal and haram the standard in tourism (Atiko Putri et al., 2021a).

In principle, halal tourism is a concept that prioritizes service and provides for tourism needs based on Muslim halal standards. Therefore, every tourist destination to be addressed must follow Islamic values, such as providing halal culinary, worship facilities, clean facilities, and infrastructure, polite tour guides, sharia hotels with separate swimming pool facilities for men and women, no there is a place for nightlife activities and prostitution. In addition, all tourism activities do not conflict with Islamic principles so that tourists avoid immoral acts (Atiko Putri et al., 2021b).

Halal tourism is a form of culture-based tourism that emphasizes the basics of Islamic Sharia values. This new concept in the tourism industry requires a comprehensive development and understanding of Islamic Sharia values that are collaborated in tourism activities. Indonesia, with a majority Muslim population, is the most significant contributor to Muslim tourists. Hence, halal tourism is a solution in the tourism industry in Indonesia, and the government should follow this up, with tourism business actors and the parties involved in it (Asep et al., 2021b).

Many countries globally position tourism as an essential and integral aspect of their tourism economic development strategy. Several countries are developing the tourism sector to provide significant economic benefits. Today innovations appear in tourism development called halal tourism or Sharia tourism, namely tourism with the concept of Sharia values. Muslims need the right lifestyle products with Sharia concepts, such as food, finance, hotels, hospitals, and tourist attractions. Many people use Sharia tourism because of the universal characteristics of its products and services (Suci et al., 2021). Tourism products and services, objects, and destinations in Sharia tourism are the same as products, services, objects, and tourist destinations in general as long as they do not conflict with Sharia values and ethics. So Sharia tourism is not limited to religious tourism. Based on the above understanding, the concept of ShariaSharia,

which does not conflict with Sharia values and ethics, is related to the concept of halal and haram in Islam (Suci et al., 2021).

Halal means justified, while haram means prohibited. The concept of halal can be seen from two perspectives: a religious perspective and an industrial perspective. What is meant by a religious perspective is a law regarding any food that Muslim consumers can consume according to their beliefs. This has consequences for consumer protection, meanwhile, from an industrial perspective. This halal concept can be interpreted as a business opportunity for food manufacturers. For the food industry, whose target consumers are predominantly Muslims, it is necessary to guarantee that the product's halal value will increase in the form of intangible value. Examples of food products whose packaging includes a halal label are more attractive to Muslim consumers (Rachman et al., 2022).

Thus, tourist destinations that are friendly to Muslim tourists can increase faith and Islam and provide comfort and safety for tourists. Convenience in traveling does provide significant benefits, especially for human health. This means that halal tourism benefits both Muslim and non-Muslim tourists because it guarantees the quality of tourism. The fundamental thing about Sharia tourism is understanding the meaning of halal in all tourism activities, from hotels, transportation facilities, food and beverage facilities, and the financial system to the facilities and service providers. Thus, halal tourism is a concept that offers products, services, facilities, and tourism activities based on Islamic values (Kurnia Yahya et al., 2022).

In its implementation in Indonesia, the majority Muslim population cannot be separated from the rejection of halal tourism in several areas, such as the rejection of halal tourism, at least in Bali, the destination of Lake Toba in North Sumatra, Tana Toraja in South Sulawesi and the destination of Labuhan Bajo in West Nusa Tenggara (Abbasian, 2021a). The rejection of the existence of halal tourism cannot be separated because there is a sense of concern that there is hegemony in certain religions and affects religious life with adherents of other religions (Peristiwo, 2020). In addition to cases in Indonesia, cases in Thailand and Japan can also be used to reference that halal tourism is growing in non-Muslim majority countries. (Junaidi, 2020).

2.2 Thai Government Policy Against Tourism

Thailand is a country that is actively developing tourism and has realized that tourism is an excellent potential that certain countries have. When viewed from the resources used, Thailand's tourism sector has an advantage in the placement of natural and human resources, as well as the vision of becoming Thailand as a world tourist destination with international quality and standards so that it can generate more foreign exchange (Khoiriyati et al., 2018a).

Initially, before heading to the plan to implement a single ASEAN visa, Thailand, through Prime Minister Thaksin Shinawatra, had proposed the idea of implementing a single visa in the ASEAN sub-region according to ACMECS (Ayeyawaday-Chao et al.), Thailand hoped that this single visa could promote its five tourism countries (Thailand, Cambodia, Laos, Myanmar, Vietnam). Departing from there, Thailand hopes that the plan can be implemented more broadly in the Southeast Asian region by raising the

issue in ASEAN and urging that the plan be realized immediately. Finally, the single entry visa became one of the focuses of the tourism strategy at ATSP. The ASEAN single visa policy is expected to increase intra-ASEAN regional connectivity and even broadly increase tourist arrivals (Sontayasara et al., 2021).

The tourism industry is one of the drivers of the economy in Thailand, apart from the agricultural sector. In the Southeast Asian region, Thailand is known as a tourist destination that is quite adequate among other developing countries. Of course, this condition must be connected to the Thai government regime, which is vital in driving climate change for the tourism industry. The government's role is reflected through budget allocation and community empowerment efforts based on the principles of a Sufficient Economy. The application of the Sufficient Economy principle by the Thai government aims to anticipate the impact of the Asian economic crisis in 1997 (Jermstittiparsert & Chankoson, 2019).

The Asian economic crisis is a phenomenon that resulted in the collapse of the economic order in Asian countries, especially Thailand. Thailand realizes that tourism is considerable potential owned by the country. When viewed from the resources used, the tourism sector has an advantage because it is renewable in utilizing some tourism resources. Thailand has the vision to become a quality world tourist destination with international tourism competitiveness, generating more state revenue (Boonchai & Freathy, 2020).

2.3 Japanese Government Policy Against Tourism

Japan has a strategy of using visa-free facilities for foreign tourists. They also promote Japanese tourism by using products produced by residents of their country. The strategy used by Japan in developing tourism in its country is by providing a visa-free policy to 86 foreign tourist countries (Qu & Cheer, 2021). Visas given to foreign nationals to enter Japan are a recommendation. However, visa-free does not mean that anyone can enter, but the final decision on whether or not to enter Japan will be given by Japanese immigration when they land in Japan. Usually, the visas to enter Japan are for tourists, study, business, work, and visiting relatives (Lew et al., 2020).

At first, in 2014, Prime Minister Shinzo Abe stated that tourism was an essential pillar in building economic growth, and this was Japan's economic strategy to restore monetary stability, which was threatened by deflation. Japan's visa-free policy is welcomed by many tourists who want to visit Japan (Marome & Shaw, 2021a). Although not the central sector, tourism has been announced as part of Japan's soft power. It becomes Japan's soft diplomacy, namely efforts to increase the volume of foreign tourist arrivals. This policy has been carefully planned, with a target of 60 million tourists in 2030 following the Japan Revitalization Strategy. Japan offers its unique culture in tourism promotion (Muryani et al., 2020).

Japanese society is a society that can accept differences, both differences that occur in people's lives within their own country and from outside Japan. They understand and try to be able to provide what guests need. One of them is serving the needs of Muslim tourists (Mishra et al., 2019). One of their efforts to meet the needs of Muslim tourists is to make it easier for Muslim tourists to visit Japan by making guides about halal

destinations on social media and via pamphlets. Young people in Japan became the pioneers in making several guides for Muslim tourists; they listened to the complaints of Muslim tourists when they visited Japan; Japanese youth were creative, Halal Media Japan, Halal Gourmet Japan, Muslim Map Tokyo, which was accompanied by explanations in English (Choi et al., 2021).

Japan, Indonesia, and many other social media. Tourism is an investment attraction for a country because there is an exchange (buying and selling) of tourism products such as transportation, accommodation, and communication, but this adds to the country's foreign exchange because tourists indirectly buy goods and services in tourist destination countries meaning that sales are equivalent to exports, only transactions are carried out within the country itself (U. Maruyama et al., 2017). Tourism promotion is needed to explain to potential tourists what products are being promoted. Japan uses culture to stimulate the arrival of foreign tourists, thereby becoming a link between local culture and tourist culture (Gong et al., 2019a).

The series carried out by the Japanese government and Japanese people in an effort to promote their country's culture so that they are interested in visiting includes Experience Japan. The Experience Japan Exhibition is a study abroad exhibition created to introduce academic programs and scholarship opportunities to students who wish to gain experience studying in Japan. First held in London in 2011, this event has become an annual event that helps people in the UK one step closer to realizing their dream of living and studying in Japan (Anzai & Nishiura, 2021).

3 Research Methods

This research is qualitative research with an exploratory approach; the use of an exploratory approach in this study aims to analyze more deeply and describe the circumstances of the phenomenon that occurs and is directly related to the situation or place (Rosanti et al., 2021). This study analyzes comparative Muslim-friendly tourism policies in Indonesia (the case in Bali), Thailand, and Japan. This study used secondary data from online media, social media, and journals related to research by exploring comparative Muslim-friendly tourism policies in Indonesia (the case in Bali), Thailand, and Japan. The analysis technique uses the NVivo 12 plus data processing application, a qualitative document analysis tool with the help of a computer. Their tools are easy to use and can process words and explore word frequencies, attributes, and cases from big data. They also generate categories of factors or sub-factors in journalistic and research applications related to the research topic (Sundari et al., 2022).

Halal tourism is a form of culture-based tourism that emphasizes the basics of Islamic Sharia values. This new concept in the tourism industry requires the development and comprehensive understanding of Islamic Sharia values that are collaborated in tourism activities (Ningrum et al., 2020). To make it easier for researchers, social media data is processed on the Nvivo 12 Plus analysis tool to display data narrated by researchers (Sundari, 2022). The focus of the problem in this study is to analyze related

to comparative Muslim-friendly tourism policies in Indonesia (the case in Bali), Thailand, and Japan because halal tourism is one of the tourism industries whose implementation requires visitors and tourist attraction managers to comply with all Sharia rules in all their activities (Wimad et al., 2018).

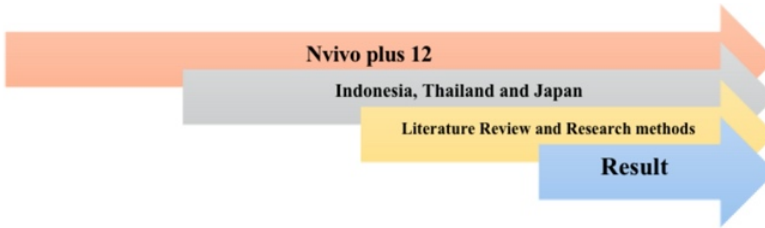


Fig. 1. Research Framework

4 Result and discussion

Halal tourism development is a development that can apply the elements of developing destinations that are family-friendly, Muslim-friendly, and halal-conscious, as well as destination marketing facilities and programs that can be stimulated by utilizing the concept of intelligent tourism by building information, interactive accessibility, personalization elements for Muslim tourists (Yousaf et al., 2018). Halal tourism does not only visit locations or buildings that have religious nuances, but more than that, currently the development of halal tourism has developed in other sectors such as natural tourism, tourist attractions, and artificial tourism, which, in principle, how to prioritize services based on Halal standards for Muslims (Adel et al., 2021). Since the concept of halal tourism in early 2010, various academic reactions have emerged regarding the development of halal tourism. Some view it apathetically that halal tourism only presents the commodification of religion and exclusivism, so they tend to reject it (Ahmad et al., 2018).

The concept of halal tourism is a complementary product and still needs to eliminate conventional types of tourism. The Halal Tourism Draft is culture-based tourism that prioritizes Islamic Sharia values and norms as its primary foundation. As a new concept in the tourism industry, halal tourism requires further development and a more comprehensive understanding of the collaboration of Islamic values embedded in tourist activities. In Indonesia (Bali), halal tourism has been introduced since 2012 (Matiza, 2020). From an industry perspective, halal tourism is a complementary product and does not eliminate conventional types of tourism. Through the Ministry of Tourism and Creative Economy (Kemenpar), the Indonesian government attracts Muslim travelers through halal tourism (Akmad Salindal et al., 2018a). Tourism is one of the leading economic development sectors in Bali Province, in addition to the agricultural and small and medium industry sectors. So far, the agricultural and tourism sectors and other tourism-supporting sectors are still the spearheads of Bali's economy. The tourism industry is one of the main drivers of the Balinese economy. Thus, whether or not the economic

condition of the province known as the Island of the Gods is bright or not will depend heavily on tourism performance in general (Nomnian et al., 2020a).

In contrast to Thailand, where the development of the halal industry was initially in the food sector, in 1998, the Ministry of Industry of Thailand adopted the Condex halal standard as a national standard (Liberato et al., 2020). Thailand then developed the halal industry in the service sector, namely tourism, as a concrete manifestation of the Thai government's seriousness in developing halal tourism. The Thai government adopted halal tourism as an effort to develop the country's tourism industry not only because of economic motives or as a business in general, the development of halal tourism is more about business activities that also have non-economic goals or motives (Abbasian, 2021b). Economic motives in developing halal tourism are a form of differentiation and market expansion. Meanwhile, non-economic motives, in this case, are other goals or interests, namely encouraging an inclusive society that can create peace (Adinugraha et al., 2021).

Meanwhile, Japan made a visa-free policy which was welcomed by many tourists who wanted to visit Japan. Although not the primary sector, tourism has been announced as part of Japan's soft power so that it becomes Japan's soft diplomacy, namely efforts to increase the volume of tourist visits. Besides that (Pongsakornrungsilp et al., 2021). The convenience of tourists when visiting a tourist attraction is the essential thing that Japan does to increase the number of visits or repeaters. The high number of Muslim tourists has encouraged Japan to develop halal tourism. As a non-Muslim country, Japanese people do not understand the concept of halal and halal tourism. However, Japanese society is a society that can accept differences, both differences that occur in people's lives within their own country and from outside Japan (Azam et al., 2018). They understand and try to be able to provide what guests need. One of them serves the needs of Muslim tourists. One of their efforts to meet the needs of Muslim tourists is to make it easier for Muslim tourists to visit Japan by making guides about halal destinations on social media and through pamphlets (Bansiddhi et al., 2020).

Halal Tourims Policy :

4.1 Indonesian (Balinese)

1. We implement Muslim Friendly Tourism (PRM) policies in several Bali tourist destinations.
2. Add Sharia tourism facilities, As an example of the current Halal Concept Hotels and Restaurants in Bali Rhadana Kuta, In 2016, the Ministry of Tourism officially announced the winners of the National Level Halal Tourism Competition divided into 15 categories.
3. We are developing halal tourism in Bali.
One of these developments is a culinary tourism destination and an Islamic vilage in Bali. For example, Tamarind Mediterranean Brasserie and Raja's Balinese Restaurant are two MUI Halal-certified restaurants.
4. The addition of Muslim houses of worship in Bali.

There are 765 Islamic prayer facilities in Bali. It comprises 515 prayer rooms and 250 mosque units (BPS, 2021). Some of the centers of Muslim tourism worship are:

- Nurul Huda Mosque, Tuban (Kuta-Bali)
- The Great Mosque of Ibn Battuta
- Palapa Grand Mosque
- Al-Qomar Mosque Denpasar

4.2 Japan

1. Development of halal tourism facilities and services.

Japan already has exceptional Muslim travel guides broadcast through applications and websites, among others <https://www.halalgourmet.jp>

2. Improvement of services for Muslim worship facilities.

After searching the mosque-finder.jp website, there are currently around 241 locations that can be used to carry out prayers throughout Japan. These places of worship consist of two categories: mosques and non-mosques (masala). Tokyo has the highest number of prayer rooms, reaching 20.7%, followed by Hokkaido with 8.7% and Osaka with 6.6%. The oldest mosque in Japan is in the city of Kobe, Hyogo prefecture. The good news is that many tourist attractions in Japan now provide prayer rooms, which will be very helpful for Muslim tourists. Unique rooms are now available for prayer at strategic locations such as Tokyo Station, Osaka Station, Kansai International Airport, and Narita Airport. Cafes, shopping centers, restaurants, and even popular tourist attractions such as Nijo Palace in Kyoto have prepared prayer rooms so Muslim tourists can pray comfortably when visiting these places.

3. Development of Islamic tourism.

The development of Islamic tourism is an increase in tourism facilities and diversity, such as culinary, lodging, cultural tourism, and fashion.

4. Promotion of Muslim-friendly tourism.

Japan promotes Muslim tourism through internet advertising that reaches the whole world. These advertisements offer information on halal tourism in Japan.

5. The availability of Muslim tour guides. (<https://www.halalgourmet.jp>).
6. Sharia-based hotel/inn development.

Apart from halal food options, Muslim tourists in Japan currently have accommodation options that are friendly to their needs. Hotels serving menus with halal certificates began to emerge, such as the Richmond Hotel in Osaka and Tokyo and the Kyoto Century Hotel in Kyoto. In addition, the number of hotels that provide prayer facilities complete with equipment such as prayer mats and

the Koran is also increasing. As of October 2017, at least 31 accommodations have compiled reviews about it on the halalmediajapan.jp site, which have committed to meeting the standards required by Muslim tourists.

7. Guide or information about halal food.
On the website www.halalgourmet.jp, there is a list of 788 restaurants in Japan that serve food that complies with halal food regulations for Muslim tourists. However, only 161 restaurants, or about 20.4%, have official halal certificates. Interestingly, as many as 456 restaurants use halal meat in their various culinary products. In other words, even though they do not have a halal certificate, most of these restaurants use raw materials that comply with halal principles. More interestingly, the 313 restaurants on this list ensure that their kitchenware and cutlery are strictly halal and separate from those used for non-halal ingredients.

4.3 Thailand

1. Development of centralized halal eating places
2. Provision of Muslim houses of worship. Thailand has many places with Muslim-friendly service facilities. For example, the country has 3,600 mosques and shopping centers providing Muslim prayer spaces. Many halal restaurants are listed in Muslim-friendly apps and guidebooks for Muslim tourists. In addition, various facilities are provided to attract Muslim tourists, such as Muslim-friendly hotels that provide halal food options, prayer rooms, and Qibla directions, Muslim-friendly spas that separate men and women, Muslim-friendly beach resorts, Muslim-friendly medical facilities, and Muslim-friendly airports (COMCEC: 2016).
3. Sharia hotel development
4. In order to market its products to Muslim tourists, Thailand launched an integrated halal branding called "Thailand Diamond Halal." All halal products and services originating from Thailand will be marketed through this branding, including halal tourism. The branding was developed by Chulalongkorn University Bangkok's Halal Science Center, the Islamic Central Council of Thailand, and the Thai Halal Standards Institute. This branding is also expected to be adopted by every hotel equipped with Muslim-friendly facilities and tour operators offering Islamic heritage tour packages and Muslim-friendly tours.
5. Provide promotion of Muslim tourism.
6. I am organizing a halal tourism festival. Through the "Thailand Halal Food Festival," this country promotes halal culinary tourism.
7. We are providing a halal tourism information center.

Explaining the Halal Tourism Policy in Indonesia (Bali), Thailand, and Japan, (1) Conditions for the development of halal tourism in Bali: Bali Province still needs an official policy that targets explicitly Muslim-friendly tourism as a legal entity. Bali Governor Regulation Number 28 of 2020 concerning Bali Tourism Management implicitly opens up this opportunity in the form of tourism development, which targets the

development and completeness of tourist facilities, including Muslim tourists. However, several efforts have been made by certain parties in Bali to facilitate friendly tourism for Muslim tourists, including those mentioned above (Atiko Putri et al., 2021b).

(2) Thailand's halal tourism development conditions: Thailand is one of the countries in Southeast Asia concerned with halal tourism. Currently, halal tourism is proliferating in Thailand, even though Muslims in the country are only around 5% of the total population of Thailand. Most Muslims in Thailand are centered in the south, such as in the provinces of Phuket and Krabi. According to the 2016 MasterCard-Crescent Rating Global Muslim Travel Index report, Thailand is second after Singapore, a non-OIC country many Muslim tourists visit. Thailand is also ranked fourth in The State of the Global Islamic Economy 2015/16 report's Halal Travel Indicator, which assesses the health of a Muslim-friendly travel ecosystem in a country (Anzai & Nishiura, 2021; Gong et al., 2019b).

(3) Japan's halal tourism development conditions: The number of Muslim-friendly facilities is increasing. Of the six needs (faith-based needs) of Muslim tourists, four of them have been met, namely the need for halal food, places of worship, restrooms with water, and recreational services with privacy. However, there are still several problems that need to be considered by Japan, namely (a) there are still non-halal activities in many restaurants, (b) there is no pre-dawn meal service for tourists who are fasting, especially during the month of Ramadan, (c) the limited number of halal restaurants in small towns, (d) there is no halal certification body officially appointed by the Japanese government, and (e) the limited number of prayer rooms that provide ablution facilities (Matiza, 2020).



Fig. 2. WordCloud Halal Tourism

Figure 2. This is a WordCloud result that the researcher produced based on an analysis conducted using the Nvivo 12 Plus software; the results from Wordcloud describe the relationship between Muslim Friendly Tourism Policies in Indonesia, Thailand, and Japan; it can be seen that the news media narrative is dominated by one word, and the highest range of words is "Muslim Friendly Tourism." Optimizing the Potential of Halal Tourism Destinations is a very influential strategy in the tourism and destination industry to develop halal tourism policies in Indonesia, Thailand, and Japan (Akmad Salindal et al., 2018). This is indicated by various leading indicators such as; the level of tourist visits, length of stay of tourists, and spending in destinations visited on an ongoing basis.

Indonesia has enormous potential for halal tourism. Since 2015, the growth of the halal tourism industry in Indonesia has continued to increase. The development of halal tourism in Indonesia needs to strengthen the awareness of the Indonesian people about

halal tourism, as well as an understanding of the importance of halal products, considering that Indonesia is a predominantly Muslim country (Liberato et al., 2020). All sectors and stakeholders must work together in the context of developing halal tourism in Indonesia, Thailand, and Japan, which also makes the development of halal tourism a form of exploiting the potential for increasing Muslim tourists around the world.

In addition, the relationship between Muslim Friendly Tourism Policies in Indonesia, Thailand, and Japan can not only be seen from the results of word cloud analysis, but we can also see through the Cluster Analysis the linkages between one theme and another regarding Muslim Friendly Tourism Policies in Indonesia, Thailand, and Japan, as follows.

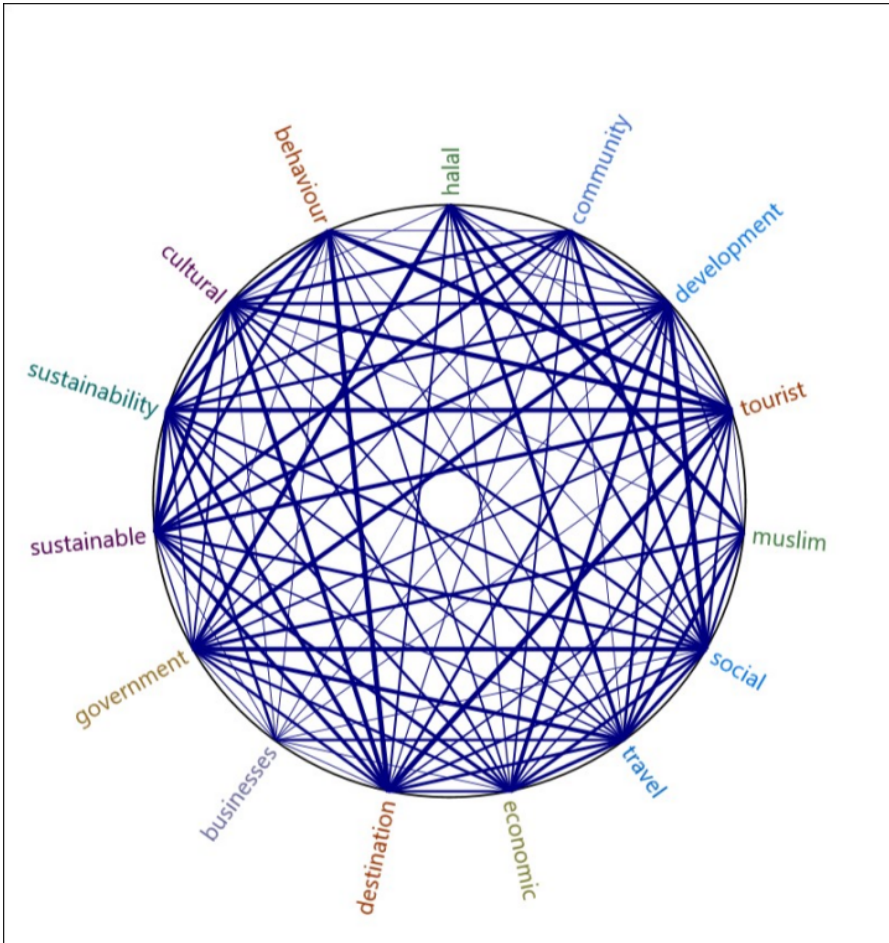


Fig. 3. Halal Tourism Cluster Analysis

Figure 3. shows the influence of the relationship between Muslim-friendly tourism policies in Indonesia, Thailand, and Japan. One variant of the tourism industry that is developing in the world is halal tourism. Halal tourism has become increasingly popular

in Indonesia since 2016, following the global market trend, which has developed more since the rise of the Islamic economic system in the world in the mid-2000s. The trend of halal tourism is one of its fulfillment (U. Maruyama et al., 2017). Today's lifestyle has become a force for world tourism. Several countries are trying to develop a tourism industry-friendly to Muslim tourists, given the vast potential for the halal tourism market. Countries with a majority Muslim population, such as Thailand, compete to attract foreign tourists to be able to enjoy halal tour packages in that country (Khoiriati et al., 2018b). Countries with a Muslim minority population are also developing the concept of halal tourism, such as Japan with the concept of *omotenashi* services, Muslim Travel Guide packages in Australia that provide Muslim-friendly travel packages, and the provision of prayer facilities for Muslim tourists in the UK through Serendipity Travel (Sangchumngong, 2019).

Halal tourism prioritizes meeting the basic needs of Muslims in tourist destinations, such as worship, purification, and traveling according to Sharia rules. The potential for trips made by Muslim tourists has seen a positive increase. Indonesia won the title of the best halal tourist destination version of the 2019 Global Muslim Travel Index. Halal tourism is defined as a good tourist destination to do. According to a Sharia perspective, it is an option because, in this tourism environment, efforts are made to avoid forbidden contamination (Marome & Shaw, 2021b). The Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation refers to halal tourism as Muslim Friendly Tourism (MFT) and defines it as "Muslim travelers who do not wish to compromise their basic faith-based needs when traveling to a destination, which is permissible," or also defined as a "halal conscious traveler, traveling for any purpose, which is lawful (permissible)." Halal tourism is also defined as a series of additional services which include amenities, attractions, and accessibility, which are intended and provided to meet the experiences, needs, and desires of Muslim tourists provided by the business community, community, and government (Nomnian et al., 2020b).

5 Conclusions

The results of comparative research on Muslim-friendly tourism policies in Indonesia (the case in Bali), Thailand, and Japan show that the similarities and differences in the policies implemented are (1) Indonesia (Bali) does not yet have an official policy specifically targeting Muslim-friendly tourism in the form of an agency. Law. (2) Thailand is one of the countries in Southeast Asia that is concerned with halal tourism. Currently, halal tourism is proliferating in Thailand, even though Muslims in the country are only around 5% of the total population of Thailand. Most Muslims in Thailand are centered in the south, such as in the provinces of Phuket and Krabi. (3) Japan: The number of Muslim-friendly facilities is increasing. Of the six needs (faith-based needs) of Muslim tourists, four of them have been met, namely the need for halal food, places of worship, restrooms with water, and recreational services with privacy. Halal tourism prioritizes meeting the basic needs of Muslims in tourist destinations, such as worship, purification, and traveling according to Sharia rules. The potential for trips made by

Muslim tourists has seen a positive increase. Indonesia won the title of the best halal tourist destination version of the 2019 Global Muslim Travel Index.

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