

Project Title:

Halal and Muslim friendly eating places in Tokyo, Japan

Problem Statement:

Limited Halal or Muslim Friendly eating places with high numbers of Muslim visitors to Tokyo every year.

Why it Matters?

Muslim arrivals to Japan increased from around 150,000 in 2004 to 700,000 in 2016. It is projected to surpass 1 million by 2018. It will still only represent between 3% to 3.5% of the overall arrivals to Japan. 60% of the arrivals are from South-East Asia, where mostly are a Muslim country. With the numbers keep increasing, there is an increase of 'Global Muslim Travel Market'. [source: Japan Muslim Travel Index, 2017]

According to Mastercard-Crescent Rating report, the key drivers for the continuity of the Muslim Travel market where some of them are;

1. Growing Muslim population
2. Growing middle class/Disposable income
3. Increasing availability of Muslim-Friendly travel services and facilities
4. Increasing access to travel information
5. Business travel

It is estimated that Muslim international travelers (globally) will grow to reach around 156M in 2020 where the travel expenditure will reach to USD 220 Billion. It is also projected that total Muslim travel expenditure will reach USD 300 Billion by 2026. [Source: Mastercard-CrescentRating Global Muslim Travel Index 2017]

Background of the Study:

Japan is my favorite travel destination. With the vast transportation systems, unlimited choice of shopping, entertainment, and historic preserved places, I can't seem to compare Japan to other countries that I have visited. Everything is so convenient even when you are with small children. The people are polite, friendly and everywhere is clean. They have invented a small, littlest important thing that we always ignored, like a cupholder next to ATM machines, or baby buckled sit in every toilet (even in mens), or hot canned coffee in vending machine during winter, or a row of unique umbrella holder at every door of their markets. Even their pen is so innovative! Of all of the positive points given, one thing about Japan that I will give a low rating; **Halal eatery place**.

Statistic shows that Muslim visitors are increasing each year. By 2020, it is projected around 1.4M Muslim visitors will come to Japan. With this rate, Tokyo (at least), can take advantage of this by accommodating services such as Halal food and diners, Muslim friendly food and restaurant,

prayer facilities, Halal products and Muslim-Friendly airports that will further give benefit to their local economy.

What is Halal food? what is Muslim Friendly Food?

Halal foods are foods that are allowed to be consumed according to Islamic dietary guidelines or Islamic Shari'ah. Muslims can't consume pork, or pork by-product, animals that are slaughtered not according to Shari'ah, alcohol and alcohol by-product.

Muslim friendly food means, the food that contains only vegetables, seafood or eggs, and is not processed or prepared with non-halal ingredients like said above.

Due to the difficulty of getting halal food there, I had adjusted my self to seafood, and vegetable dishes only. Luckily that Japan do loves to eat seafood. But unlike me, a lot of Muslim visitors that come to Japan, comes with family. They can't rely on getting foods at convenient store (like me) or eating at the same place the whole time there. So most Muslim travelers that I know, will rent a hotel or guesthouse that has kitchen facilities and will cook their meals most of the time they in Japan!

Data Acquisition

The data that will be used in this report is from <https://www.crescentrating.com/> website which is a leading authority on Halal travel. In the website, I search on their 'Reports, Research and Consultancy' section to get reports related to Muslim visitors to Japan. This report will help me with giving information such as;

1. Japan Muslim Travel Index in a particular year
2. Ranking of prefecture on the travel Index
3. Key drivers in the Muslim travel Market in Japan

Although some of the data needs some manual editing as there is no other available data related to the study.

Data on statistics is gathered from [Japan National Tourism Organization](#). From from statistic report, I can get some useful information that will help in the study, which some of them are;

1. Statistics of visitors globally in a particular year
2. Growth trending
3. Breakdown by country/area
4. Type of travel and length of stays

I also used list of postcode of Tokyo found [here](#) and using Geocoder Python package to get the latitude and longitude information. Alternatively, is via an available website [here](#). Coordinates information is important to be able to utilize Foursquare location data.

Foursquare API is used as a tool to help get the area of attractions and locations of dining and eateries in Tokyo. It is also used to get information on areas or boroughs.

Another important tool is Python Folium library. It is used to visualize geographic details of Tokyo cities and its areas. The latitude and longitude information gathered in the earlier phase will help to map the area accurately.

As a database, I used GitHub repository to store my files, and coding.

Reference:

https://www.geopostcodes.com/Shinjuku_ku

<https://worldpostalcode.com/japan/tokyo-to/shibuya-ku>

<https://www.address-zipcode.tokyo/shinjuku-ku.html>

<https://www.nippon.com/en/guide-to-japan/gu900071/giving-muslim-visitors-a-place-at-japan%E2%80%99s-tables.html>

https://asset.japan.travel/image/upload/v1579653938/pdf/Number_of_visitor_arrivals_to_Japan_Annual_total_reaches_31.882_million.pdf

file:///C:/Users/seren/AppData/Local/Temp/TmInCHOF_DMTR2018-Full-Final-Version-17th_Oct_2018-2.pdf

<https://statistics.jnto.go.jp/en/>

<https://www.nippon.com/en/japan-data/>