

HALAL CERTIFIED AND MUSLIM- FRIENDLY EATERY PLACES IN SHINJUKU, TOKYO, JAPAN

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INTRODUCTION

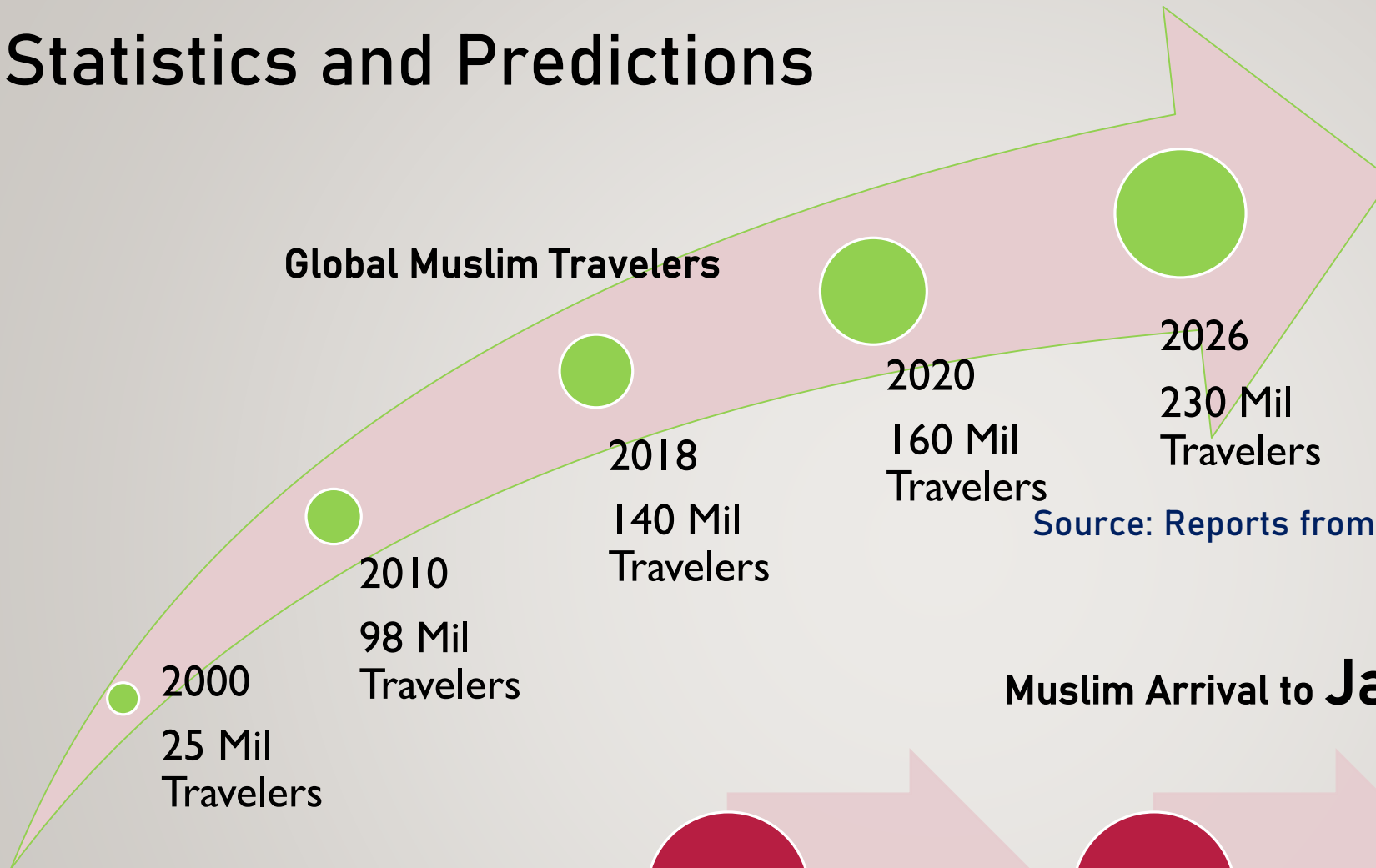
Japan is one of the top destination for Muslim travelers. Japan ranked on 4th place to visit in 2019 [Source: GMTI 2019 [[Crescent rating](#)]].

Japan has trying to accommodate services to Muslim travelers such as Halal certified or Muslim-Friendly restaurant or eateries, prayer facilities in the airports, shopping malls, and some restaurants. Also, Japan has increase their hospitality by creating Muslim-Friendly hotels. This is especially to cater millions of Muslim visitors that will arrived for 2020 Olympics and Paralympics in Tokyo.

Please note that this study is trying to investigate the availability of the services to one of the busiest ward or borough in Tokyo, but is limited to eatery places only. This study do not focus on other services.

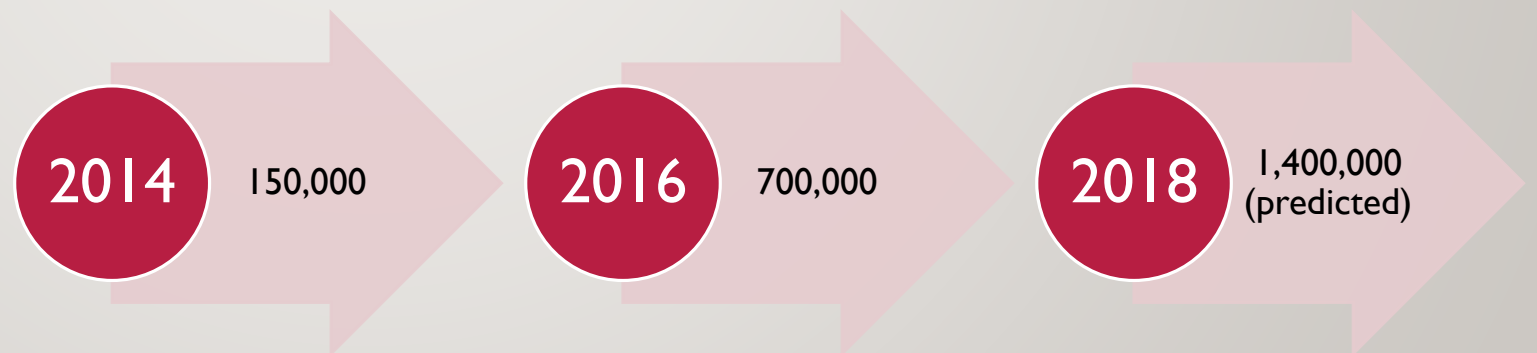


Statistics and Predictions



Source: Reports from GMTI 2019 (Global Muslim Travel Index)

Muslim Arrival to Japan



Source: Reports from GMTI 2017 (Global Muslim Travel Index)

A collage of various halal dishes including fried chicken, rice, and vegetables.

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 slaughter not according to Shari'ah, alcohol and alcohol by-product.
- Muslim-Friendly food means, the food that is not processed or prepared with non-halal ingredients like said above. Vegetarian dishes are some of Muslim-Friendly food as it is a natural product, as long as it is not mixed with non-halal ingredient.

Data Acquisition and Cleaning

1. Japan Muslim Travel Index in a particular year is obtained in a graphic format. Data is collected and insert into study introduction as a justification and purpose of study
2. Data on statistics are collected from [Japan National Tourism Organization](#) in a CSV format. The CSV files are filtered, edited to fit the study. Some data also has been downloaded and combined to get a desired output.
3. I have taken list of postal code in Shinjuku area from website [here](#). There are 99 total of postcodes in Shinjuku area. The data is then massaged into a CSV file.
4. List of boroughs or Wards of Tokyo are scraped from [Wikipedia](#) and updated with its geolocation address (latitude, longitude) from [here](#) and [here](#).
5. Get most recommended places or activities to do in Shinjuku area from 6 different blogs or websites known for Japan Travel. Data is saved into a csv file and exported to Jupyter notebook in Watson Studio.



FINDINGS AND RESULT

Between year 1964 until 2019, a statistic presented by Japan National Tourism Organization shows a rapid increase in number of visitors to Japan (2019 data is from Jan-Sept only hence the figure) .

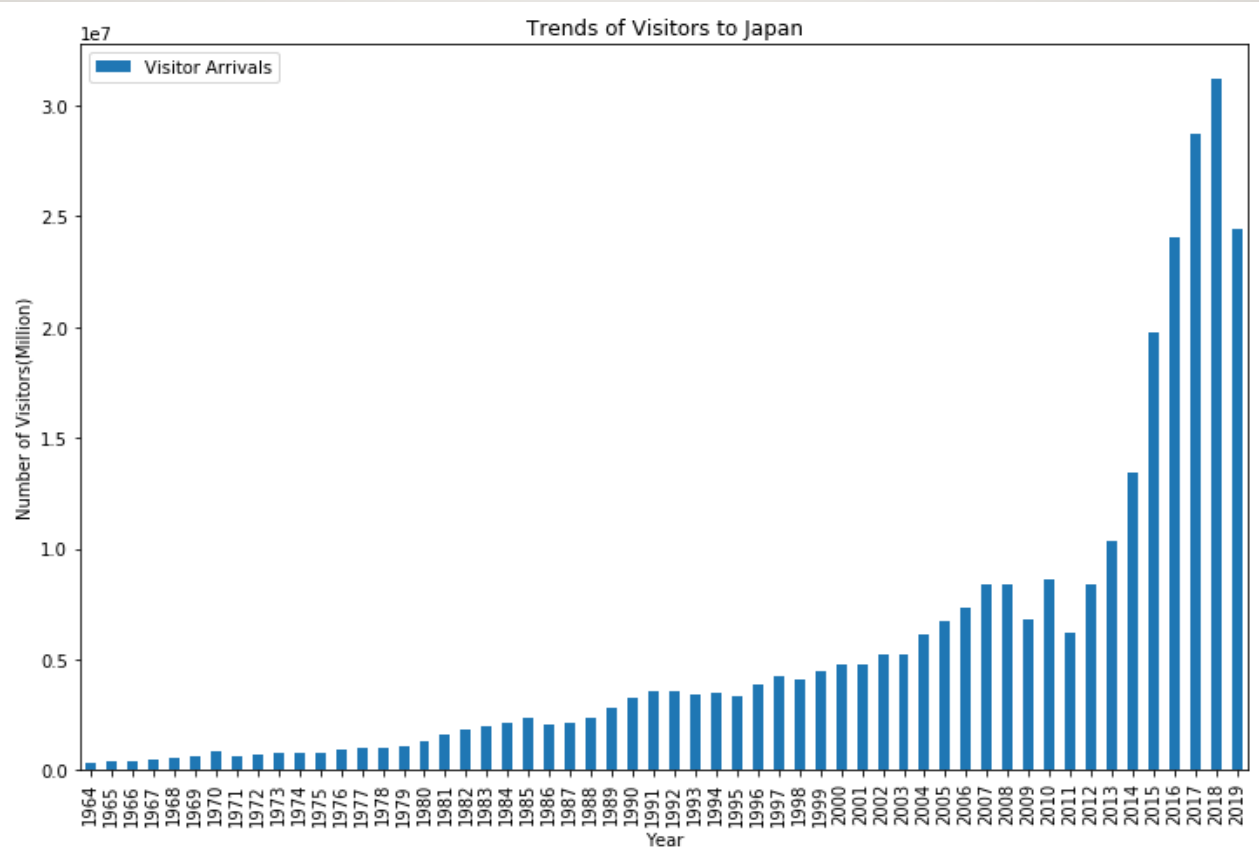


Figure 1: Trends of Visitors to Japan by year

The total numbers of visitors to Japan in 2019 is 24,417,779. East Asia has the highest numbers of visitors to Japan in 2019 with 72.6% of the total visitors. South-East Asia and India has taken 10.9% of all visitors.

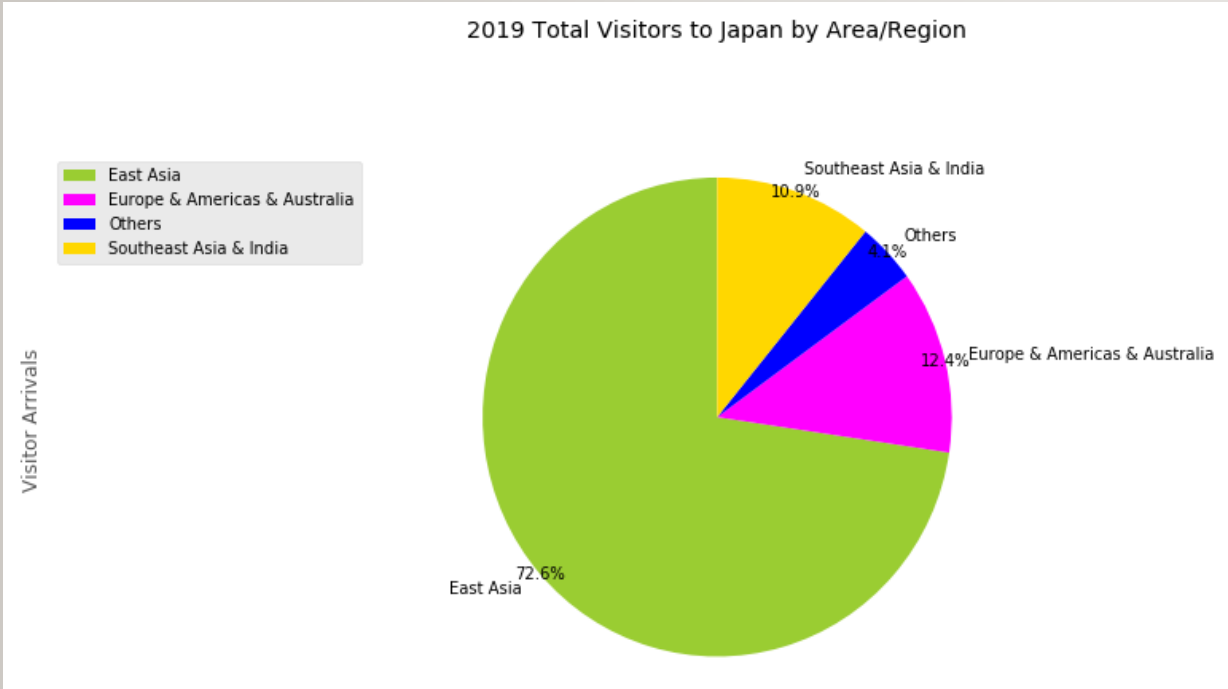


Figure 2: Total Visitors to Japan by Region in 2019

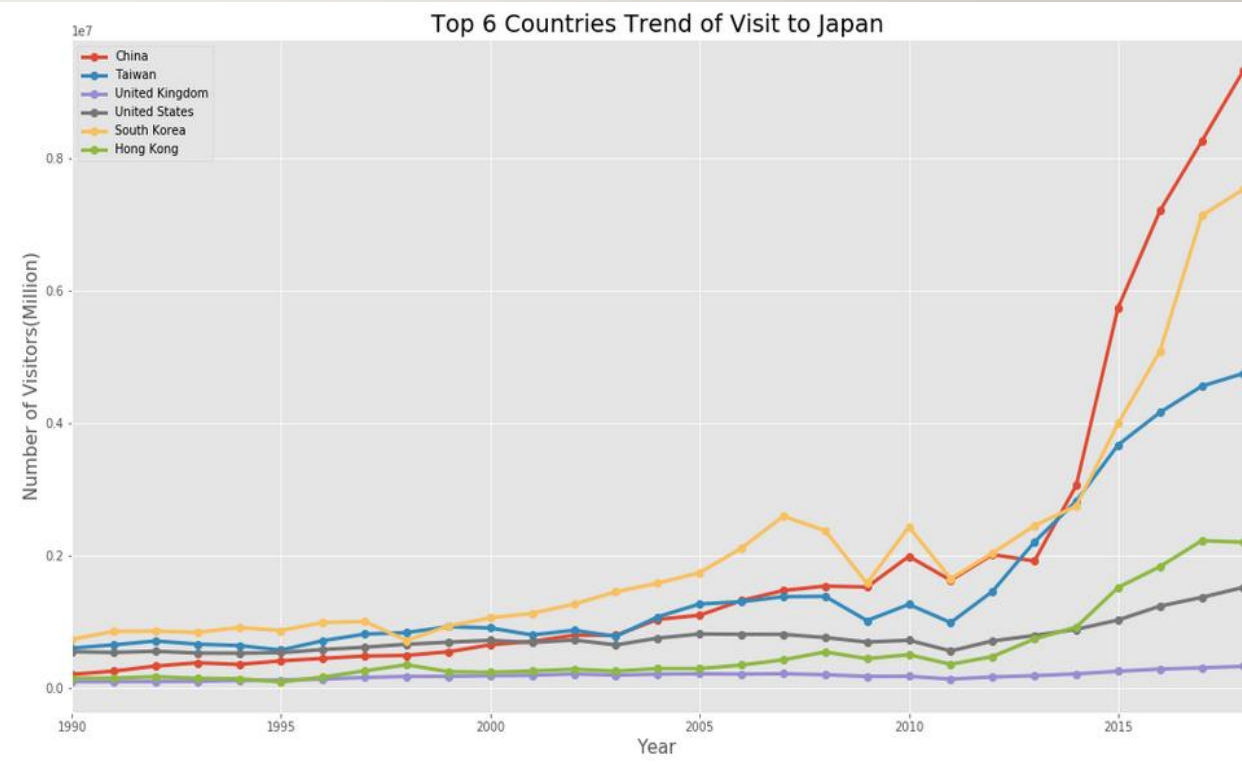


Figure 3: Top 6 Countries Visiting Japan (1990-2018)

I have focused the next data to only South-East Asia and India. Southeast Asia & India are mostly an Islamic country or have high Muslim populations [Malaysia, Indonesia, Singapore, India]. Malaysia has Islam as the country's official religion and Indonesia has the largest Muslim populations in the world. Singapore and India have 14% of Muslim population in the country [source: Wikipedia]

	India	Malaysia	Indonesia	Singapore
Category				
Accommodation	69506	42533	42593	63084
Food and drink	31212	28261	23084	33308
Transportation	21875	21106	22188	19005
Entertainment service	3268	4508	5098	4414
Shopping	31583	39303	36431	44350
Others	0	40	1	120

Table 1: Travel Spend by Country in 2019

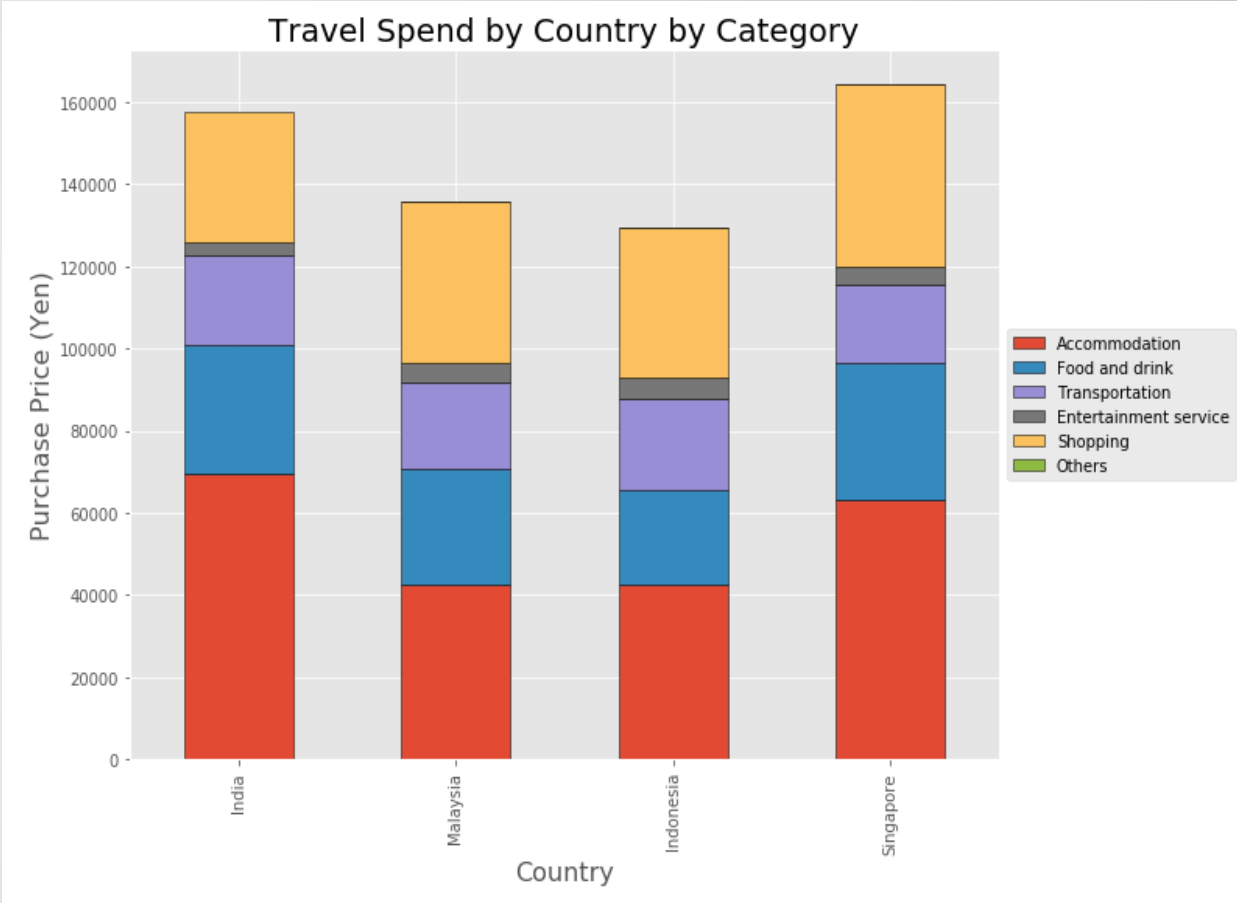


Figure 4: Travel Spend by Country by Category, year 2019

Study shows that Tokyo is the most visited prefecture in Japan with 46.2% of the total visitors in 2017, followed by Osaka with 38.7% [figure 5]. For this assignment, I have focused on **Shinjuku** ward or borough where it is one of Tokyo's special ward. Tokyo has 23 special wards; each is a city itself. Shinjuku city is commonly referring to as a large entertainment, business and shopping district. For example, Shinjuku Station is the world's busiest railway station serving over 3.5 million people daily [source: Wikipedia].

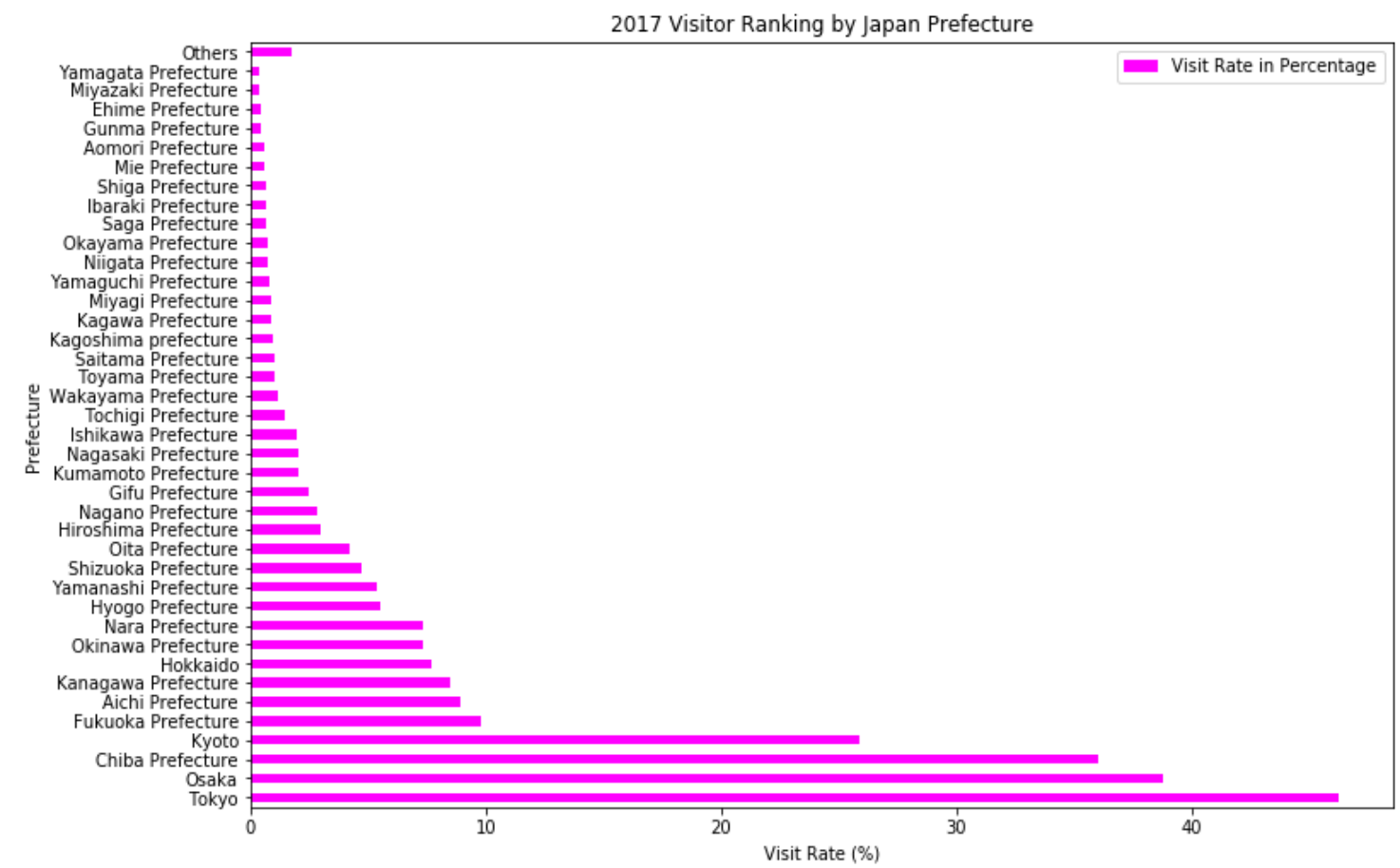
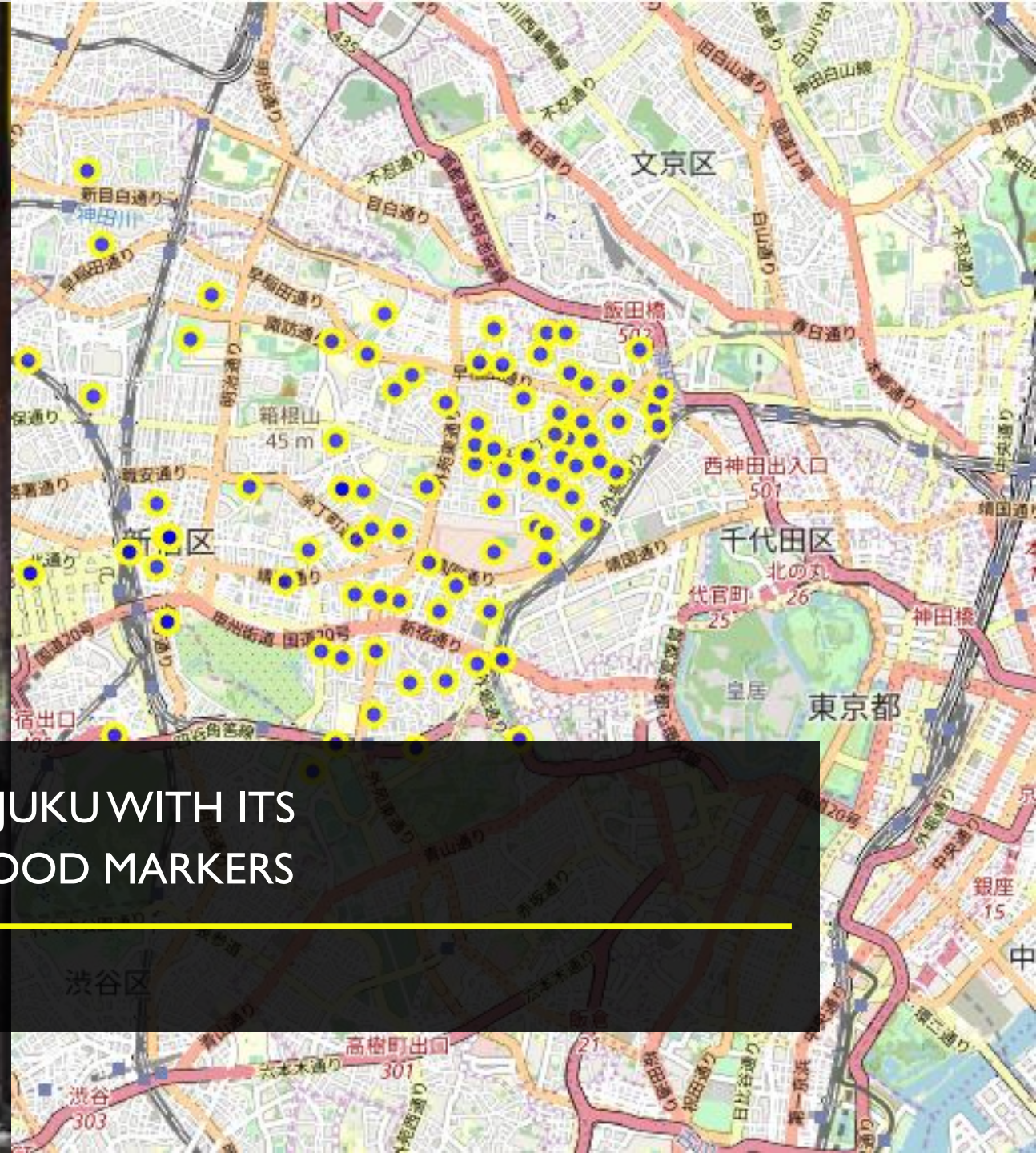


Figure 5: Visitors ranking by Prefecture in 2017





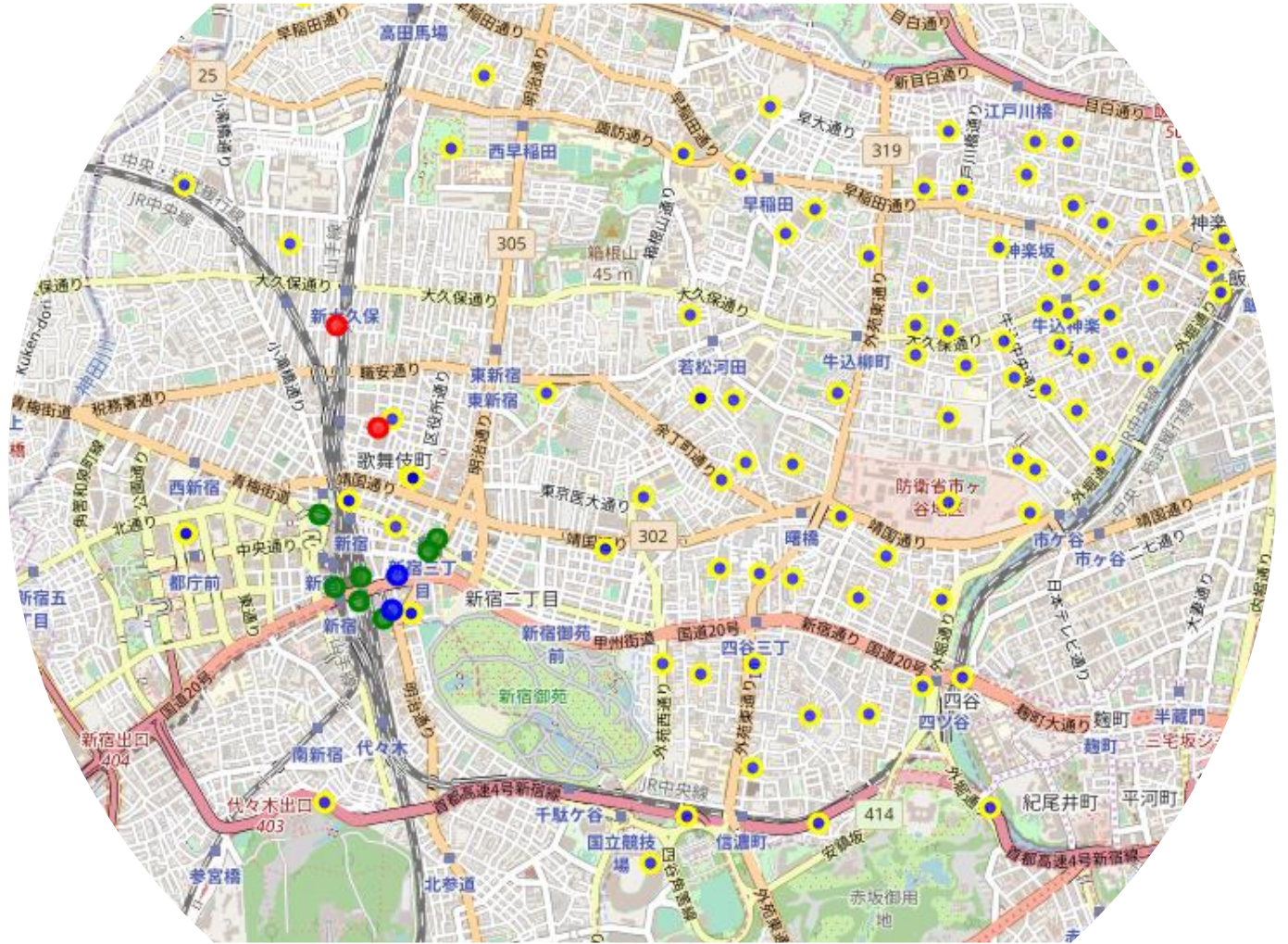
MAP OF SHINJUKU WITH ITS
NEIGHBORHOOD MARKERS

I utilized Foursquare API to explore Shinjuku neighborhoods and segment them. I have set the radius to 700 meters for each neighborhoods from their given latitude and longitude and limit the venue result to 100. As many as **6726** venues were returned by Foursquare. From the total of 6726 venues found, 230 unique categories can be grouped together.

Foursquare API also returned with

- 2 Halal certified place
- 2 seafood place
- 7 Vegetarian place

Most of them are centralized near Shinjuku Station. Halal certified place are further above the map.



Legend:

Red Marker = Halal restaurant/market

Blue Marker = Seafood eateries

Green Marker = Vegetarian eateries

Studying from 6 different blogs or websites known for Japan Travel, here are the most recommended places or activities to do in Shinjuku area;

	Top Location	latitude	longitude	Unnamed: 3
0	Robot restaurant	35.694300	139.702800	NaN
1	Shinjuku train station	35.689600	139.700600	NaN
2	Shinjuku Kabukicho Don Quijote	35.698599	139.702926	NaN
3	Gyoen National Garden	35.685200	139.710100	NaN
4	Central Park	35.689800	139.689700	NaN
5	Samurai museum	35.695500	139.703500	NaN
6	Golden Gai	35.693900	139.704600	NaN
7	Kabukicho Red district	35.693900	139.703400	NaN
8	Omoide Yokocho	35.691820	139.702748	NaN
9	Metropolitan building Observation deck	35.689600	139.692100	NaN

Table 2: Top 10 most recommended places in Shinjuku

Using Folium, I have generated a map to place the locations. The map is then superimposed on top of Shinjuku map with Halal and Muslim-Friendly markers.

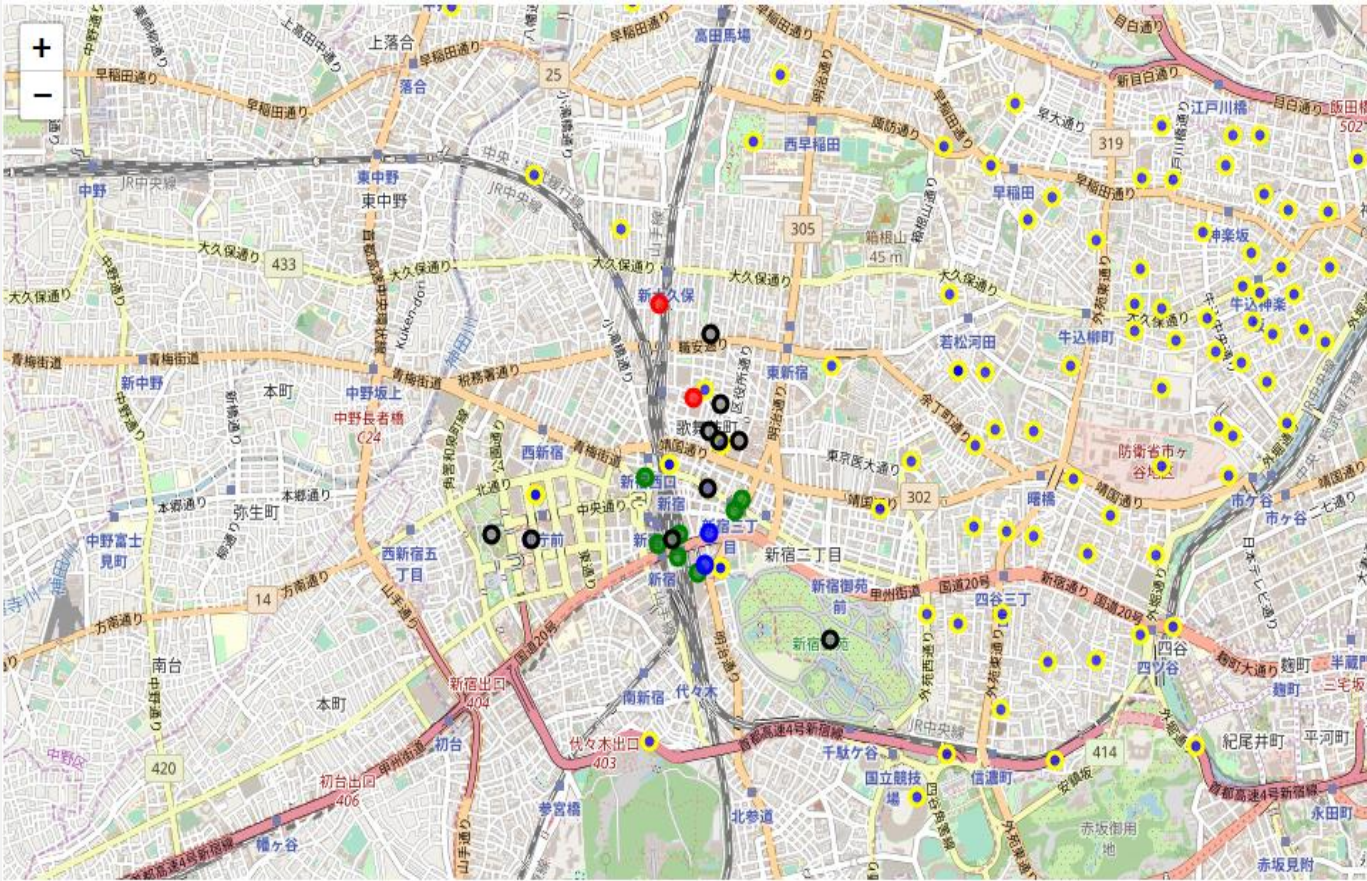
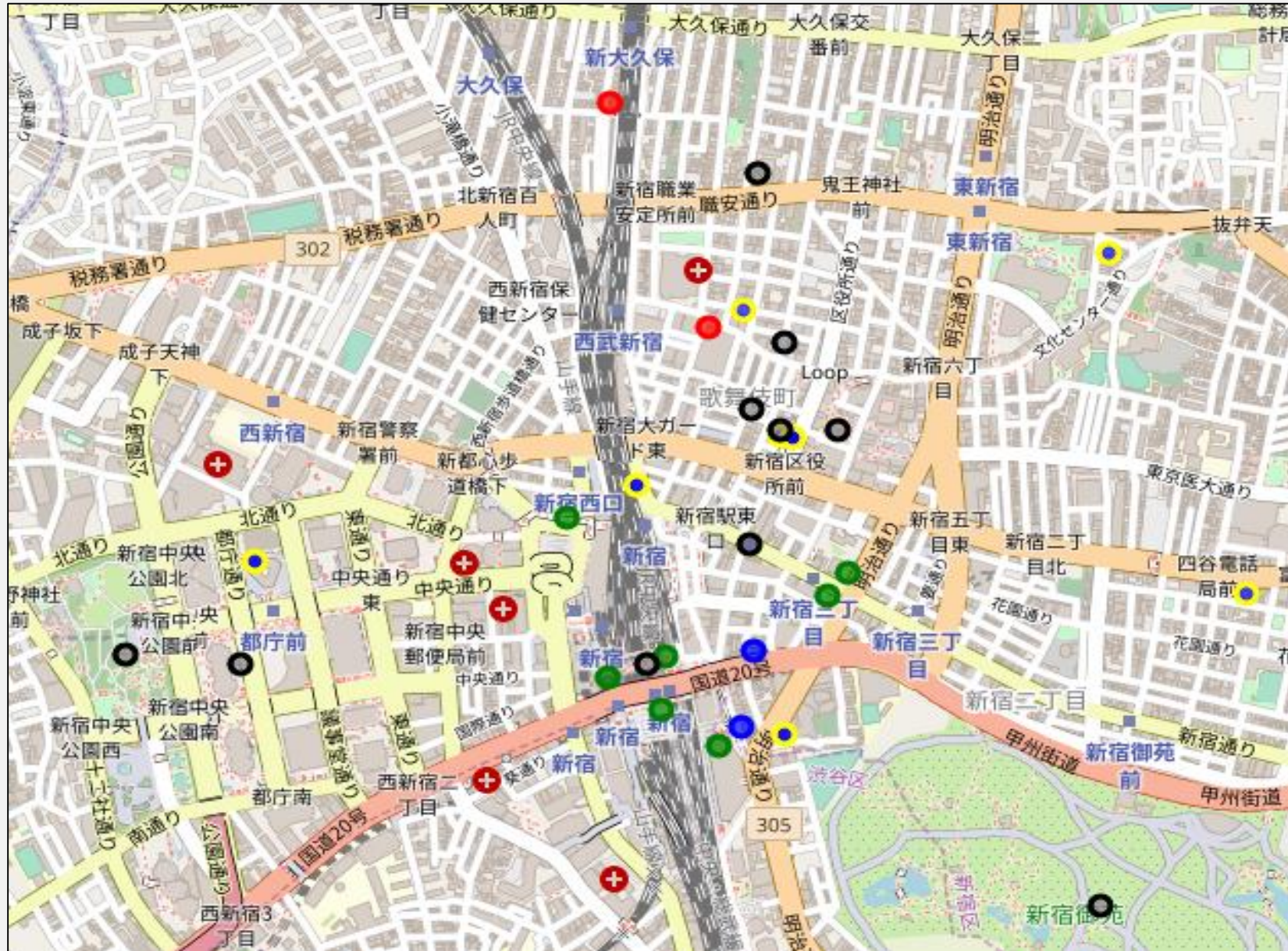


Figure 9: Halal and Muslim-Friendly markers with Top 10 attractions in Shinjuku

Legend:

Black Marker = Most recommended attractions



We can see that Halal certified eatery places are very limited. They are also quite far from the top attraction places in Shinjuku. Also, most of the Muslim-Friendly eateries and marketplaces are centralized near the Shinjuku Station. Most of the top attractions are scattered around, and we see that almost none have Halal certified or Muslim-Friendly eateries nearby. Hence making it difficult for Muslims visitors to get lunch or dinner after visiting those places.

Conclusion

Muslim travelers globally will reach to 160M 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. With this much figures, Tokyo at least, can take advantage of this situation by locating more Halal certified eateries and diners at nearby attraction or landmarks and provide services such as prayer facilities, and Muslim-Friendly hotels.

Please note, this study also has obtained the data using Foursquare API and using Folium to generate the map. Halal certified eateries might be more than what was generated by Foursquare.

