

# Kawagoe Guide Map for Muslims

~What can we do to Improve the Tourism??~

University of Tsukuba Senior High School at Sakado  
Millie Fujino

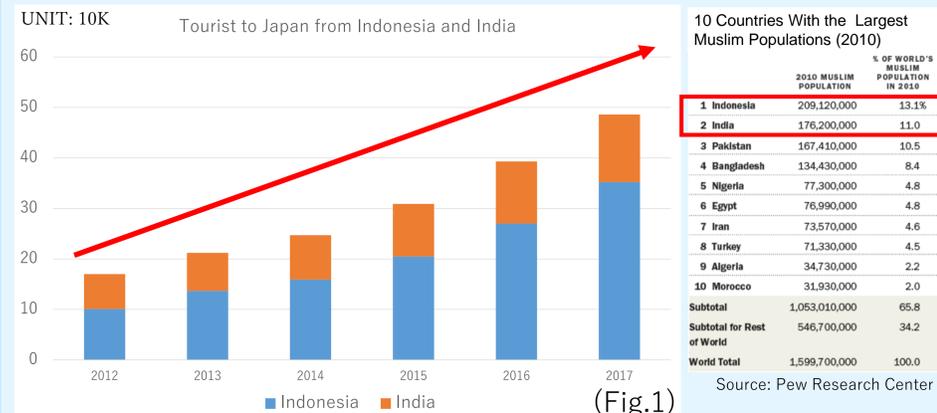
KEYWORDS: Muslim, Muslim-friendly, Halal, Tourism

## ABSTRACT

The number of foreign visitors from Islamic countries to Japan is increasing. The focus of this research is to identify the challenges that Muslim visitors have encountered and suggest improvements for these problems. It was revealed that food choice and restaurant menus are some areas that they need help with. There are types of food that Muslims can't eat because of religious consideration and correspondence is not always easy for Muslims in Japan. Those kinds of problems have also been recognized by the Japan Tourism Agency.

## BACKGROUND

It is a fact that the number of tourists to Japan is increasing. A significant number of these tourists are from Islamic countries. (Fig.1)



(This graph was formed on the basis of "J N T O 訪日旅行データハンドブック 2017" which was published by the Japan National Tourism Organization Established)

found that it was hard to order a dish that was suitable for their religious beliefs because there were no details about the ingredients.



started searching about their religious considerations  
**PROBLEM**⇒ Japan was lacking that correspondence.

70% of the tourists have come expecting to enjoy Japanese dishes.

Tourism in Japan should be able to consider the cultural differences and practices of other countries to satisfy the needs of tourists who are coming to Japan.

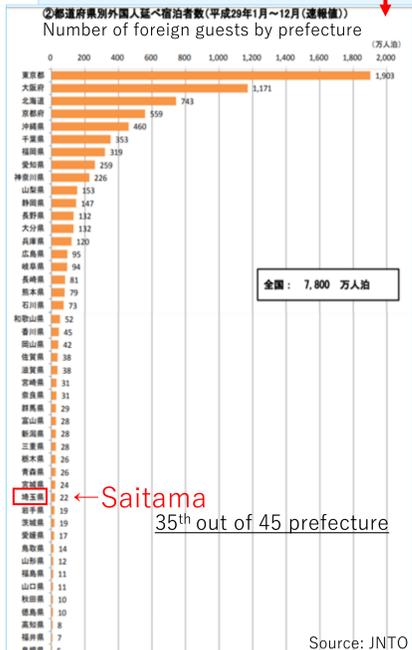
### SOLUTION⇒

- ask Japanese restaurants to have pictograms on their menu
- make a guide map to have easy access to this information about restaurants

In any case, tourists who come to Japan will usually use the internet to get information. Although, if people search for Halal restaurants, there are only a few results. Nonetheless, based on my experience with my friends from Indonesia, they are still able to eat food in restaurants that are not officially Halal as long as there were dish options that did not include pork. It has a demand because if we were able to provide information about the dishes or restaurants that can not be easily searched online, it will make the stay of tourists in Japan much more convenient.

What is Kawagoe?

- filed of my guide map
- city in Saitama
- many tourists who visit every year
- has tourist spots that are very popular
- still have room for improvement.



According to Halal Gourmet Japan, which is the biggest gourmet restaurant website for Muslims, it was revealed that in Kawagoe, there are **no official Halal restaurants**. However, there is one that is Muslim-friendly. The difference between these two is that Halal restaurants have permission from an official Halal corporation while the Muslim-friendly restaurants don't.

## CONCLUSION

I found that it is important to respect individual differences and to have effective correspondence since all Muslims have their own ways of practicing. We have to remember that interpretation of teachings depends on sects, countries, regions, cultures and individuals. Any kind of religion could say the same. However, not all restaurants could have a perfect correspondence for them. But based on my experience and research, a simple scheme can help support better understanding of our differences. Also, not only restaurants but students and individuals should foster respect. So it is important for us to have correct knowledge and informed understanding about our neighbors.

## ACTION

**KAWAGOE GUIDE MAP FOR MUSLIMS**  
issued in Aug. 2018

**Sweets**

- ① MATSUYAMA 和山  
¥350-0066 7-1  
open.9:30-16:30  
closed WED. ¥500
- ② PATATE/川越パスタ  
¥350-0063 3-3  
tel.049-227-6000  
open.10:00-17:00  
closed WED. ¥999
- ③ CHOBORORI ぽんぽん 和洋菓子店  
¥350-0063 6-10  
tel.049-222-0174  
open.9:30-18:30  
closed THU. ¥70-
- ④ STARBUCKS COFFEE  
¥350-0063 15-18  
tel.049-227-6000  
open.10:00-17:00  
closed irregular ¥500

**Restaurants**  
EM/Has English Menu CC/Has Credit Card  
Ask the staff if it's a Muslim-friendly menu when ordering.

- A. Sumblyakhoronobashi/ 廣火焼き鳥もどしし  
¥350-0066 7-2  
tel.049-208-8777  
open.16:30-23:00  
closed irregular ¥3000-  
EM/ CC/
- B. MACOTOYA 株式会社  
¥350-0066 7-2  
tel.049-208-8777  
open.16:30-23:00  
closed irregular ¥3000-
- C. Daikokuyakushonobashi/ 大黒屋食堂  
¥350-0065 5-2  
tel.049-227-3290  
open.11:00-21:00  
closed WED, THU ¥1000-
- D. KozokoShan 小江戸オコチ  
¥350-0065 2-2  
tel.049-225-1826  
open.11:15-16:30  
closed WED, THU ¥1000-  
EM/ CC/
- E. Hayashiya 林屋  
¥350-0065 2-4  
tel.049-226-3058  
open.11:00-18:00  
closed irregular ¥3000-  
EM/ CC/
- F. Pita 皮肉  
¥350-0065 6-4  
tel.049-222-0231  
open.11:30-15:00  
17:00-22:00  
closed WED. ¥2000-  
EM/ CC/
- G. Kamasaka 博多亭  
¥350-0063 2-11  
tel.049-223-3335  
open.11:00-23:00  
closed while 16-17:00 on  
closed irregular ¥2000-  
EM/
- H. Torokko(Track) 陣子子  
¥350-0063 7-1  
tel.049-226-1065  
open (week days) 10:00-17:00  
(weekends/holiday) 11:00-18:00  
closed irregular ¥1000-  
EM/
- I. Kamasaka 博多亭 1  
¥350-0063 1-12-7  
tel.049-224-0333  
open (week days) 11:30-22:00  
(weekends/holiday) 11-21:00  
closed irregular ¥2000-  
EM/ Has prayer room
- J. WAWA/WAWA  
¥350-0062 1-15-3  
tel.049-214-1536  
open.11:30-17:00  
closed irregular ¥1000-

asked help from 30 restaurants to cooperate

15 of them happily agreed to help me

told the manager about my  
• research  
• problems  
• solution

asked them for help in putting a pictogram on their menu (which was also made by me)



Represents none pork.



Represents none alcohol

These actions can help improve Japanese Tourism because it is valuable for restaurants to have considerations for foreigners who want to enjoy Japanese dishes.

~Merits of making this guide map as a student~

- Found out that it is possible for us to help the Muslims to stay in Japan more comfortably
- Able to ask for help without putting pressure on the manager ⇒ there was positive collaboration
- Able to conduct a survey to the Muslim exchange student and got beneficial feedbacks

### Questionnaire

What I asked about ⇒ simplicity, merits, demerits, total score, whether this type of guide map is useful

Result ⇒ average rate of 4.4 out of 5 at the total score  
Also, since 10 out of 10 people answered that they want these guide maps to increase, and I have made improvements based on the suggestions, I can say that my guide map had become beneficial.

Through these actions, I was able to know that there are only few Halal restaurants in Japan and it is not easy to have a certification. But we could support the Muslims to live comfortably with these correspondence during their stay in Japan.