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MASTER'S THESIS

**Muslim-Friendly Tourism of Jeju Island Based
on An Exploratory Study**

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February, 2021

제주도의 무슬림 친화 관광에 관한 탐색적 연구




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Muslim-Friendly Tourism of Jeju Island Based on An Exploratory Study

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LIST OF ABBREVIATIONS

OIC	Organizations of Islamic Cooperation
Non-OIC	Non- Organization of Islamic Cooperation
MAFRA	The Ministry of Agriculture, Food, and Rural Affairs
MOU	Memorandum of Understanding
UAE	United Arab Emirat
R&D	Research and Development
KTO	Korea Tourism Organization
JTO	Jeju Tourism Organization
MFT	Muslim-Friendly Tourism
JICC	Jeju Islamic Cultural Center
UNESCO	The United Nations Educational, Scientific and Cultural Organization
KMF	Korea Muslim Federation
MA	Master of Arts
PhD	Doctor of Philosophy
JIC	Jeju Islamic Centre
RISEAP	Regional Islamic Da'wah Council for South East Asia Pacific
LCC	Low Cost Carrier
CEO	Chief Executive Officer
KL	Kuala Lumpur

LIST OF ABBREVIATIONS

JAKIM	Jabatan Kemajuan Islam Malaysia
KLIA	Kuala Lumpur International Airport
SNS	Social Networking Service
MICE	Meeting, Incentive, Conference and Exhibition
JTA	Jeju Tourist Association
COMCEC	Commercial Cooperation of the Organization of Islamic Cooperation
TAT	Tourism Authority of Thailand
WTM	World Travel Market
GCC	Gulf Cooperation Council
MTSI	Muslim Travel Shopping Index
SMICC	Metrology Institute for Islamic Countries
UK	United Kingdom
KIX	Kansai International Airport
CRaHFT	Crescent Rating and Halal-Friendly Travel
F&B	Foods and Beverages

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ABSTRACT

Muslim Population from the entire world is rapidly increased in the past few years and Muslim market is one of the most rising sectors in the tourism industry. Besides, the Muslim market spending on travel is one of the big potencies into the global economy. Muslim lifestyle is Islam, thus Muslims always perform their religious duties and activities under Islamic teachings which are permissible under Sharia (Islamic law) such as the most basic and mandatory necessities : performing Salat or Prayers and having Halal foods. South Korea, one of the non-Muslim majority countries, has been seeking new global travelers. As a part of South Korea and to make a contribution in the tourism sector, Jeju Island is one of the well-known destinations in South Korea which captivates tourists throughout the world and diversifies markets that heavily relies on Japan and China through its remarkable and unique landscapes listed as UNESCO triple crown. Due to Hallyu or Korean wave, Muslim tourists are extremely interested in visiting and exploring Jeju Island. In order to make Muslim tourist experience comfortable and satisfied, Jeju Island has started setting up Muslim-friendly facilities at the various tourist sites, accommodations and restaurants. Through exploratory, this study aimed to map the total journey of current conditions in the provision of hospitality services and facilities for Muslim tourists and key themes based on religious needs of Muslim travelers regarding Muslim-friendly tourism in Jeju Island, then find the gaps and weaknesses through direct observation, in-depth interview, and secondary data. Thus the findings will be qualitatively described in and act as a guide to the Muslim-friendly tourism business and government to attract more Muslim travelers.

Keywords: *Hospitality services and facilities, Key Themes based on Religious Needs of Muslim travelers, Muslim-Friendly Tourism, Exploratory Study, Jeju Island*

INTRODUCTION

1. Research Background

Muslim population is growing rapidly nowadays. Their growth and increase of expenditure have led to the number of Muslims commencing to travel for pleasure, business, medical care and religious reasons. The increase of Muslim travelers has contributed to be one of the fastest enlarging travel sectors in the tourism industry. The State of the Islamic Economy Report in 2019 showed that Muslims spending on Muslim-friendly travel will grow to US\$ 274 billion by 2024, up from US\$ 189 billion¹. In addition, According to research by Mastercard and Crescent Rating (2019), there were 140 million Muslim visitors worldwide by 2018 up from 131 million in 2017 and more than 230 million Muslim travelers will be expected to embark on travel locally and abroad by 2026 and to inject \$300 billion into the global economy². The Muslim market is a big potential market due to the awareness of Muslim tourists' buying power³

According to Pew Research (2017), 24% or 1.8 billion of the global population was dominated by Muslims. The population is projected to increase from 1.8 billion in 2015 to nearly 2.76 billion or 29.7% of world's population in 2050⁴. Meanwhile a report by Thomson Reuters and Dinar Standard in 2019 revealed that 11.6% of global tourism expenditure is represented by

¹ Elena Nikolova (2019). Top Halal Tourism Trends for 2019. Available from : <https://hub.wtm.com/top-halal-tourism-trends-for-2019/>. Retrieved 20 April 2020

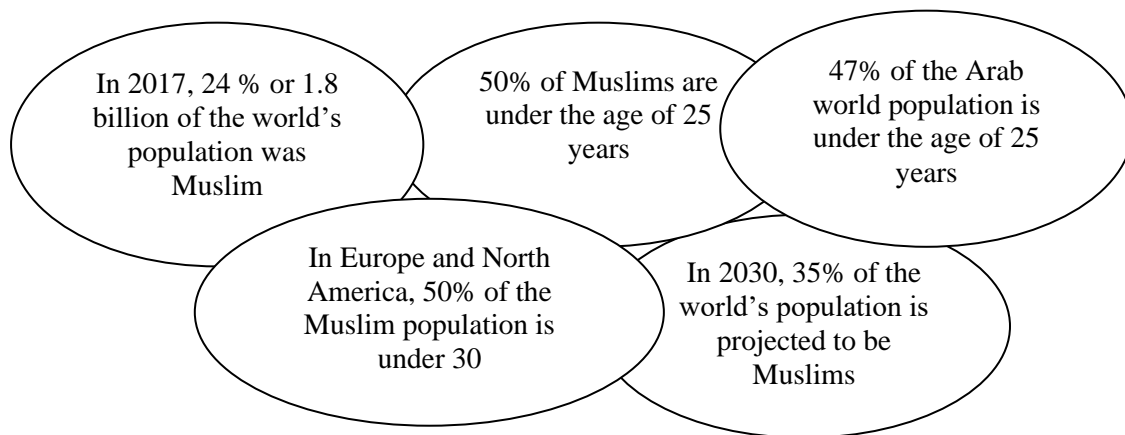
² Mastercard-CrescentRating (2019). Global Muslim Travel Index 2019. Mastercard CrescentRating

³ Battour, M. M., Battor, M. M., and Ismail, M (2012). The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia. *Journal of Travel & Tourism Marketing*, 29(3), 279-297

⁴ Pewforum (2017). Pew research centre religion and public life. Retrieved 20.04.20. <https://www.pewresearch.org/fact-tank/2017/01/31/worlds-muslim-population-more-widespread-than-you-might-think/>

Halal tourism and was expected to be worth US\$ 238 billion⁵. This study will not focus on religion due to the fact that Religion is a heavy subject. Culture is an easy way to understand it. The lifestyle of Muslim people is Islam. Then what is Islam ? They do this and that, they do not this and that⁶. Thus, to make tourism experience enjoyable to Muslim travelers and allow them to perform religious duties can be considered as an element of halal tourism and perform activities permissible under Islamic teaching (Battour and Ismail, 2016)⁷.

Figure 1-1. The Quick Facts of Muslim Population



Source: Pew Research Center (2019)⁸, UNWTO (2019)⁹

Halal tourism is one of the fast increasing segments in the tourism market and the most lucrative and recently growing tourism segments (El-Gohary,2016)¹⁰. The swift enlargement of

⁵ Reuters (2015). Singapore gains halal cred, top marks from Muslim tourists. Retrieved 20.04.20. from: <https://www.reuters.com/article/travelmuslimsingapore/singapore-gains-halal-cred-top-marks-frommuslimmuslimtouristsidUSL4N0W621620150304>

⁶ Jejuweekly (2014). Tourism and Islam : Relations between Humans. Retrieved 20.04.20. <http://www.jejuweekly.com/news/articleView.html?idxno=3928>

⁷ Battour, M., & Ismail, M.N (2016). Halal Tourism : Conceptual and Practical, Challenges. *Journal of Islamic Marketing*, 10(1), 87-96

⁸ Pew Research Center (2019). The Future of The Global Muslim Populatio for 2030. Retrieved 20.12.09. from <https://www.alibabaoglan.com/blog/the-future-global-muslim-population-2030/>

⁹ UNWTO (2019). World Population Prospects 2019. Retrieved 20.12.09. from https://population.un.org/wpp/Publications/Files/WPP2019_DataBooklet.pdf

Halal tourism has become a vital alternative market segment for many International tourists' destinations in recent years (Ryan,2016)¹¹. In 2017, 130 countries became destinations of Halal tourism. Of which 46 were Muslim country destinations and 82 non-Muslim destinations (Master Card & Crescent Rating,2017)¹². For the first in 2019 time since launch of the index, Malaysia shared the top position with Indonesia, Turkey has also risen to the third position, followed by other destinations Saudi Arabia, United Arab Emirates, Qatar, Morocco, Bahrain, Oman and Brunei respectively were the top 10 destinations of Halal tourism from Muslim countries, whereas Singapore still continues at the top position followed by Thailand, United Kingdom, Japan, Taiwan, South Africa, Hong Kong, South Korea, France, Spain, Phillipines respectively were from non-Muslim Countries (Master Card & Crescent Rating,2019)¹³.

As Non-OIC (Organization of Islamic Cooperation), Singapore and Thailand have acquired the interest of Muslim travelers by establishing numerous Halal-friendly features over the past few years (Reuters,2015)¹⁴. The interest in aiming the Muslim market has pointed out to certain drawbacks referring to Halal services provided in some international destinations, such as South Korea, which has a major impact on the future destination image (Han et al.,2019)¹⁵. Due to the surge of Muslim population and the occurrence of value-oriented consumerism particularly among intellectual and affluent Muslim youth, since the 2000s global markets have observed a

¹⁰ El-Gohary, H (2016). Halal Tourism, is it really halal ? *Tourism Management Perspective*, 19, 124-130

¹¹ Ryan, C. (2016). Halal Tourism. *Tourism Management Perspectives*, 19, 121-123

¹² GMTI (2017). The Global Muslim Travel Index. Retrieved 20.04.20. from: <https://www.crescentrating.com/reports/mastercard-crescentrating-global-muslim-travel-indexgmti-2017.html>

¹³ GMTI (2019). The Global Muslim Travel Index. Retrieved 20.04.20. from <https://www.crescentrating.com/reports/mastercard-crescentrating-global-muslim-travel-indexgmti-2019.html>

¹⁴ Thomson Reuters and Dinar Standard. (2015). State of the Global Islamic Economy Report. Reuters

¹⁵ Han, H., Al-Ansi, A., Olya, H. G., & Kim, W. (2019). Exploring Halal-friendly destination attributes in South Korea: perceptions and behaviors of muslim travelers toward a non-muslim destination. *Tourism Management*, 71, 151-164

growth in Islamic consumerism. With the outgrowth of Muslim consumers as a new powerful segment and niche market, multinational companies have begun to market products and services that represent the preference of Muslims. The necessity of establishing a Halal-friendly destination has become essential to captivate this large market segment (Ryan, 2016)¹⁶.

In the year 2015, Korean Government initiated to establish South Korea's economic policies on the Halal industry. MAFRA (The Ministry of Agriculture, Food, and Rural Affairs) established Halal Division in March 2015 (now defunct) for the purpose of developing MoU (Memorandum of Understanding) with UAE (the United Arab Emirat) government. The major purpose of the Halal Division was to promote a local halal policy and export South Korean halal certified foods to Muslim countries. To attain the goals, Korean government allocated KRW 9.5 billion (equivalent to \$ 8.4 million) to develop a slaughter house to process halal meat, established a South Korean Halal standard, funded South Korean food companies that produce and export within the Muslim market, and conducted Research and Development (R&D) targeting the global halal markets. Additionally, South Korea's new policy to seek new global consumers has observed a substantial increase of Muslim tourists' inbound due to Korean Wave, or *Hallyu*, as well as Muslim students and patients from the Middle East. The number of Muslim tourists nearly reached 1 million in 2016 since its first run in 2016. South Korea has seen it as an opportunity to diversify its markets that had heavily relied on China (The Maydan, 2019)¹⁷.

Muslim international market size has rapidly increased in South Korea. Particularly, the total numbers of Malaysian and Indonesian travelers were 382,929 and 249,067 respectively in 2018. These numbers increased to 408,590 and 278,575 in 2019. The average growth rate over these four years was 6.7% (Malaysians) and 11.8% (Indonesians). The total number of tourists

¹⁶ Ryan, C. (2016). Halal tourism. *Tourism Management Perspectives*, 19, 121123

¹⁷ The Maydan (2019). Global Islamic Consumerism and Local Reactions: The emergence of South Korea's Halal Industry and Islamophobic Responses. Retrieved 20.04.20. <https://themaydan.com/2019/03/global-islamicconsumerism-and-local-reactions-the-emergence-of-south-koreas-halal-industry-and-islamophobic-responses/>

from Mid-East Asian countries was 35,054 in 2019 (KTO,2019)¹⁸. The data showed that the number of travelers from Islamic countries to Korea has increased in the last few years. According to Korea Tourism Organization (KTO), more than 500,000 Muslim tourists visited South Korea in the first half of year 2019, a 9.8% increase compared to the same period last year (Yonhap News,2019)¹⁹

To entice more Muslim tourists, the South Korea Ministry of Culture, Sports, and Tourism announced the reallocation of a publicity budget originally aimed for Chinese tourists to Muslim and Japanese tourists. Local governments, such as Gyeongsang province and Jeju Island, also set up policies to foster a Muslim-friendly tourism environment, including support for halal restaurants and build prayer rooms at various tourist sites (Eum, 2018)²⁰. Under president Moon Jae-in's leadership from May 2017 onward, the terms "Islam" or "halal" in an effort to avoid being seen as mimicking the previous government's policy and to avoid the challenges raised from the national Islamophobic sentiment that surfaced during the application of the halal policy thus, the words "Islam" or "Halal" were replaced with Muslim-friendly. Since 2018, Jeju Island's government has been officially working to promote and disseminate its Muslim-friendly offerings through online channels aimed at the Muslim market segment, such as official website (JTO,2017)²¹.

Tourists who are not well-served will feel dissatisfied and in the long run this will create a potency to reduce the number of tourists visiting tourist destinations. Likewise, tourists who

¹⁸ KTO (2019). Statistics of Arrival and Departure of tourism. Retrieved 20.04.20. <https://kto.visitkorea.or.kr/eng/tourismstatistics/keyfacts/koreamonthlystatistics/eng.inout/inout.kto>

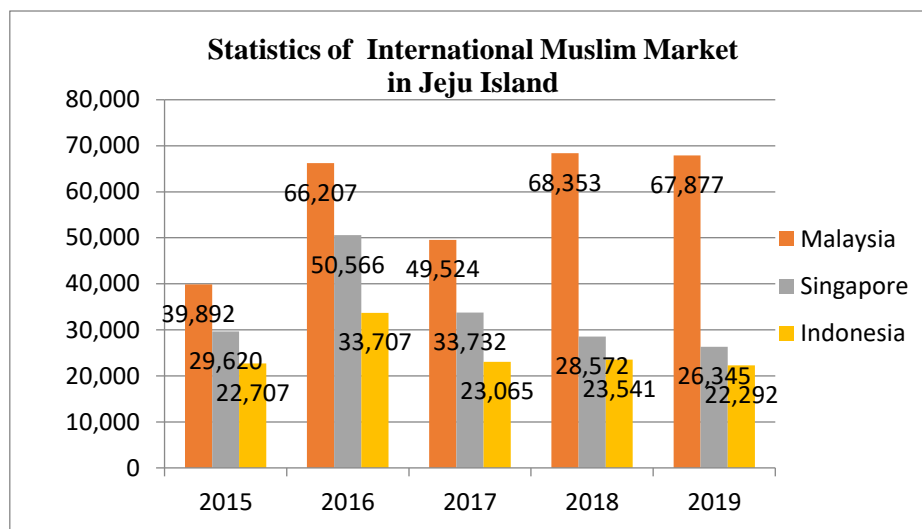
¹⁹ Yonhap News Agency (2019). Over 1 million muslim tourists to visit S.Korea This Year. Retrieved 20.04.20. <https://en.yna.co.kr/view/AEN20190915000700320>

²⁰ Eum, Ikran (2017). "Korea's Response to Islam and Islamophobia: Focusing on veiled Muslim woman's experiences. Korea Observer. 48-4. 825-849

²¹ JTO (2017). Jeju Island Awaits Our Muslim Guests With Open Arms: Welcoming Our Muslims Guests. Retrieved 21.04.20. https://www.visitjeju.net/en/themtour/viewcontentsid=CNTS_00000000022594&menuId=DOM_000001832000000000#p3

are served well and feel satisfied will create a positive image of tourism services and encourage the creation of loyal tourists in the future. To grasp Muslim tourists' behaviour, destination marketers require to understand the needs of Muslim travelers in the context of Halal tourism. In order to tap into the fast growing Muslim travel sector, it is crucial to understand the particular needs of Muslim tourists and make products and services that practically respect their religious and cultural beliefs (Battour,2017)²². The following Statistics of International Muslim market in Jeju island as follows :

Figure1-2. Statistics of International Muslim Market in Jeju Island



Source : Jeju Tourism Organization (JTO), 2019²³

Tourism industry is highly dependent on guest experiences with respect to customer service and delight. In recent years, an increasing growth trend in numbers of international

²² Battour M. (2017). Muslim Travel Behavior in Halal Tourism. Retrieved 21.04.20. <https://www.intechopen.com/books/mobilities-tourism-and-travel-behavior-contexts-and-boundaries/muslim-travel-behavior-in-halal-tourism>

²³ JTO (2019). Statistics of Foreign Tourits in Jeju Special Self-governing Province. Retrieved 21.04.20. http://ijto.or.kr/korean/Bd/view.php?btable=pds&pds_skin=&bno=244&p=8&lcate=

movements has been witnessed in the Halal tourism market in the world. Halal tourism has a strong commercial potential. To explore the great potential of halal tourism, many countries Muslim and non-Muslim majority countries began to provide tourism products, facilities and infrastructure to meet the needs of Muslim tourists. In non-Muslim majority destination, the special needs of Muslim tourists may need specific adjustments which may be difficult to make if Islamic values and teachings are not part of a destination's culture (Muhammad et al, 2019)²⁴. However, there are still many business people and parties involved in the tourism sector constrained of Halal tourism realm regarding both product facilities and infrastructures (Zamani-Farahani & Henderson, 2010)²⁵. Therefore, providing and serving Muslim-friendly tourism can be challenging for non-Muslim majority destinations (Nurdiansyah, 2018)²⁶.

2. Purpose of the Study

The Purpose of this study is to explore what has been provided by Jeju Island as provisioner in providing hospitality services and facilities for Muslim tourists and key themes based on religious needs of Muslim travelers related to Muslim-friendly tourism. This study will act as a guide for Jeju Island to map the total journey across the services provided by the destination. As a result, it will help identify the weaknesses and gaps faced by Jeju Island to be more Muslim-friendly destination.

This study will practically offer some suggestions to Korean hospitality management stakeholders and government considering to what has been supplied by Jeju Island to attract

²⁴ Muhammad, N., Syahnaz, S., Adham, K., SAID, m., 2019. Halal Tourism : literature synthesis and direction for future research. *Pertanika J. Soc.Sci & Hum* 27 (1), 729-745

²⁵ Zamani-Farahani, H. & Henderson, J. C. (2010). Islamic Tourism and Managing Tourism Development in Islamic Societies: The Cases of Iran and Saudi Arabia, *International Journal of Tourism Research*, 12, 79–89.

²⁶ Nurdiansyah, A., 2018. Halal certification and its impact on tourism in southeast Asia: a case study halal tourism in Thailand. *The 1st International Conference on South East Asia Studies* 26–43.

Muslim travelers plays a significant role in providing satisfaction and contentment and expands more Muslim-friendly needs in Jeju Island. Additionally, this study will have significant contribution to academic literature considering that this study about Muslim-Friendly Tourism (MFT) has limitedly been done by other researchers.

3. Scope and Methods of the Study

This study examines the current status of the hospitality services and facilities and key themes based on religious needs of Muslim travelers regarding Muslim-friendly tourism provided in Jeju Island such as in the provision of transportation and facility aspects, the availability of Halal food services, Islamic toilet etiquette, praying room for male and female including Wudu or ablution facility will be investigated in Jeju Island International Airport and international flight to Jeju Island. In addition, while offering Muslim-friendly accommodation for Muslim guests, halal food availability, rooms marked with the Qiblah or praying direction, temporary prayer rooms for meetings or events held at the hotel, Islamic toilet etiquette, and Ramadhan facilities will be explored in lodging industry Jeju Island. Moreover, the availability of Halal food outlets, prayer room with Wudu facilities and Islamic toilet etiquette will be observed in attractions for Muslim tourists. Furthermore, the availability of travel agent or tour guides and destination channel in the form of official website for Muslim travelers will be examined to cater the Muslim clients.

This study will also investigate the provision of key themes based on religious needs of Muslim travelers in Jeju Island such as Halal foods, prayer facilities, Islamic toilet etiquette, Ramadhan services and recreational facilities with privacy. Due to the current conditions (Covid19), "this study will not focus on the reasons and motivations for travel of the Muslim travelers (demand side)". This paper regarding Muslim-friendly tourism was limited. Therefore,

Future study can focus on demand of Muslim travelers that is not investigated in this study and should be explored by future studies.

The method of this study will be conducted on a qualitative descriptive approach, a careful measurement of certain social phenomena in terms of the phenomena of Muslim-friendly tourism in Jeju Island. The provision of the hospitality services and facilities and key themes based on religious needs of Muslim travelers concerning Muslim-friendly tourism in Jeju Island will be observed and investigated primarily by direct observation and in-depth interview. Due to limited source of literature related to Muslim-friendly tourism, this study will apply secondary data as a source such as journals, academic articles, Muslim-friendly tourism reports, statistical website, map of Jeju, official website for Muslim travelers and other documents related to Muslim-friendly tourism in Jeju Island. What has been found related to Muslim-friendly tourism in Jeju Island will be described and analyzed by conceptual framework of Muslim-friendly tourism. Then the gaps and weaknesses faced by Jeju Island will be suggestions and recommendations to Muslim-friendly stakeholders and government in Jeju Island.

LITERATURE REVIEW

1. Definition of Terms

1.1 Halal Tourism

According to Al-Qadarawi (2013), the literal meaning of *Halal* is from Arabic *halla*, *yahillu*, *hillan*, *wahalan* that means lawful and not forbidden according to the Islamic rules and regulations²⁷. Halal concept is not confined to only Muslim travelers, eventhough the priority target is Muslim tourists. Halal according to Pacific (2010), the entire elements of Halal industry particularly regarding Halal travel provide and ensure products and services which are good and quality for the customer. This Halal concept is well received by non-Muslim customers as a lifestyle choice due to the values promoted by halal industry such as social responsibility, stewardship to earth, animal welfare, environment-friendly and ethical investment²⁸. Halal definition by JAKIM (the official agency responsible for Islamic Affairs including Halal certification) in Malaysia (2015) regarding products and services in the halal industry for Muslim consumption, halal relates the the concept *Toyyiban* that means good (*Halalan-Toyyiban* means safe and not harmful) which ensures Halal is healthy and harmless to human alongside with the environment. It covers the ethical and moral aspects of Halal²⁹.

To conclude, Halal tourism is any tourism actions or objects which is allowed by Islamic law (Sharia) for Muslims to take part in the tourism industry. In Addition, the activity location is not restricted to Muslim world including products and services which are created for Muslim

²⁷ Al-Qaradawi, Y. (2013). The lawful and the prohibited in Islam: Shoruuk International.

²⁸ Pacific, A. (2010). Global Halal Industry: An Overview. *Global Islamic Finance Report* 2013, 140-159

²⁹ JAKIM (2015). Manual Procedure for Malaysia Halal Certification (third revision) 2014. 67. <https://doi.org/10.1017/CBO9781107415324.004>

travelers in Muslim and non-Muslim countries. Moreover, the purpose of travel is not fundamentally religious (Battour and Ismail, 2015)³⁰.

1.2 Halal Tourism or Islamic Tourism

Due to the multidisciplinary field of the subject matter, there exist misapprehension regarding ‘Halal tourism’, ‘Muslim-friendly’ and ‘Islamic tourism’ terms. As a result, the concepts of ‘Halal tourism’, ‘Islamic tourism’ and ‘Muslim-friendly’ are frequently used interchangeably by scholars and practitioners as if the concepts are similar (Battour, & Bhatti, 2013)³¹

According to Quran (the Islamic holy scripture and the first source of knowledge believed by Muslims) and Sunnah (the prophet Muhammad’s sayings and practices and the second source of knowledge believed by Muslims), the term Islamic is precisely applied only to that which relates directly to the faith such as Islamic law or Sharia, Islamic values, principles, beliefs, and Islamic worship due to the fact that Islam implies the faith as an ideal core of Islamic sources which are the Qur'an and the Sunnah. Using the term Islamic tourism is able to give wrong impression that the tourism product or activity is only for Muslim tourists, in fact that it is also used by non-Muslim tourists. Therefore, Islamic and Halal tourism should not be equivalent. It would be better to use Halal than Islamic for any related products and services in the tourism industry (Battour and Ismail, 2015)³².

³⁰ Battour, M., Ismail, M., 2015. Halal Tourism: Concepts, Practises, Challenges and Future. *Tourism Management Perspectives*; 19: 150-154

³¹ Battour, M., Battor, M., & Bhatti, M. A. (2013). Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6), 556–564

³² Battour, M., Ismail, M., 2015. Halal Tourism: Concepts, Practises, Challenges and Future. *Tourism Management Perspectives*; 19: 150-154

Meanwhile, the activity is considered as halal tourism if Muslims travel to another destination for leisure less than one year and the entire activities, facilities, actions and purposes are permissible compliant to Sharia (Islamic law or teachings). The similar thing also applies towards non-Muslim tourists, thus the activities of non-Muslim tourists can be considered as Halal tourism if they consume Halal food and do the activities which are permissible in Islamic teachings. However to categorize the roaming activities as being ‘Islamic tourism’ entails an additional fundamental matter that is whether the activity is engaged by the *Niyyah* (intention) on the part of the traveler (Crescent Rating, 2015)³³.

The term of Islamic tourism would be better to use if the tourists have *Niyyah* (intention) to seek the interest of God or in order to strengthen their faith, then it can be considered as Halal and Islamic. As for destination, it may not necessarily be situated in a Muslim country or in religious locations. For instance, if a tourist goes traveling to London to explore the museum for the sake of studying the history of colonisation of the Muslim world in the interest of God, the travel can be categorized as ‘Ibadah’ (a religious act) for Muslims deserving rewards from God, thus this can be properly considered as ‘Islamic tourism’. The ‘Islamic food’ term does not exist due to the fact that food is not a living object and will never have any aspect of ‘intention’, thus it would be better to use ‘Halal (the things and activities are allowed by Quran and Sunnah) or ‘Non Halal’ (Haram or all the things or activities that are forbidden by Quran and Sunnah) foods (Crescent Rating, 2015).

According to El-Gohary (2016)³⁴, it would be better to apply the jargon “Halal tourism” as the primary and solely term for a brand and represent tourism products or activities that thoroughly have the rules and guidances of the Halal concept and Islamic Sharia. This will be a

³³ Crescent Rating (2015), Muslim or Halal Travel Market: Basic Concepts, Terms and Definitions. Crescent Rating, Singapore

³⁴ El-Gohary, H (2016). Halal Tourism, is it really halal ? *Tourism Management Perspective*, 19, 124-130

better way to grasp the true basis and meaning of such tourism activities. Halal tourism is much more comfortable to attract non-Muslim customers than using the terms such as Sharia tourism and Islamic tourism. More precisely, Halal means ‘permissible’ according to Sharia (Islamic law) and ‘Islamic’ is appropriately applied merely to that which relates directly to the faith such as Islamic law or Shariah, Islamic values, principles, beliefs, and Islamic worship.

2. Current Practices in Muslim-Friendly Tourism (MFT)

Muslims are aware and believe that all the aspects of human beings regarding individual and government activities are described in the holy Quran including tourism. In the past few years, Muslim awareness related to halal options is increased for their needs (Battour, 2018)³⁵. Thus, considerable non-Muslim destinations such as Japan and Philippines provide Muslim-friendly options or solutions regarded as worrisome by Muslim tourists. For instance, the Chambers of Commerce in Japan³⁶ and the Philippine Travel Agencies Association³⁷ arranged the seminars to train people in the tourism industry and restaurants to cater Muslim tourist needs. Furthermore, prayer rooms are provided at the airports, and restaurants offering Halal foods in Japan. A Muslim-friendly guide is also published to present the information on Halal foods and prayer spots.

In the year of 2014, the Department of Tourism in Philippines initiated to deliver ‘Eid Play Love’ packages to allure Muslim tourists from UAE member countries and Saudi Arabia throughout Eid al-Fitr and Eid al-Adha. The main purpose of the packages was to promote

³⁵ Battour, M. (2018). Muslim Travel Behavior in Halal Tourism. *Mobilities, Tourism and travel behavior – Contexts and Boundaries*

³⁶ The National. Japan Woos Muslim Travellers Ahead of 2020 Olympic Games. Retrieved. 28.04.20. <http://www.thenational.ae/world/east-asia/japan-woos-muslim-travellers-ahead-of-2020-olympic-games>

³⁷ TTG Asia. Philippines Expands Offerings to Muslim Travellers. Retrieved. 28.04.20. http://www.ttgasia.com/article.php?article_id=23549

Philippines as a “Muslim-and family-friendly destination”. Destination marketers highly require and understand the basic needs Muslim travelers in the context of Halal or Muslim-friendly tourism. Muslim-friendly features applied in some destinations could be as a standard points for other destinations to target Muslim tourists or to market the destination as ‘Muslim-friendly destination’ (Battour, 2018). The following needs are Muslim-friendly attributes to cater for Muslim tourists while traveling.

1). Muslim-friendly or Halal Hotels

Over the past years, Muslim-friendly hotels provide all services that compliant with Islamic teachings such as Qibla (praying direction), Halal foods, alcohol-free beverages and a prayer room with a call for prayers for Muslim guests (Henderson,2010)³⁸. Japan is one of the non-Muslim countries that take initiatives towards training the hospitality for staffs by launching Muslim-Friendly Project³⁹. For instance, Halal tourism in Kyoto city which is located in the central part of the island of Honshu, provides Halal Kyoto website for Muslims in four languages such as Arabic, English, Turkish and Malay⁴⁰. Additionally, the website also delivers the list of Muslim-friendly hotels. The hotels and inns equip Muslim guests with a Qibla compass, a map for Kyoto Mosque and prayer mats, and serve Halal foods. In Philippines, Fairmont Makati and Raffles Makati hotels become Muslim-friendly hotels by furnishing Quran copy, prayer room and Arabic-language TV channels (TTG Asia)⁴¹. It is noted that availability of Muslim-friendly hotel is considered as one of the most important attributes that captivate

³⁸ Henderson J (2010). Sharia-compliant hotels. *Tourism and Hospitality Research.Muslim Travel Behavior in Halal Tourism*: 246-254

³⁹ Muslim-Friendly Project. Retrieved 28.04.20. Available from : <http://Muslim-friendly-japan.com/tours/>

⁴⁰ Muslim Friendly Kyoto. Retrieved 28.04.20. Available from : <http://kyoto.travel/muslim>

⁴¹ TTG Asia. Philippines Expands Offerings to Muslim Travellers. Retrieved 28.04.20. Available from: http://www.ttgasia.com/article.php?article_id=23549

Muslim travellers and motivate them to visit the destination. According to Battour (2018), these attributes are required for Muslim guests in the hospitality industry such as Quran copy, Qibla direction, Prayer mat and Prayer timetable, family-friendly viewing TV, Alcohol-free beverages in fridge and water-friendly washroom

2). Halal Foods

The availability of Halal foods and beverages is crucial for destinations that target Muslim travelers. In the last few years, it is common for Muslim tourists to request Halal foods and beverages while visiting non-Muslim countries⁴². According to Sharia (Islamic law), Muslims are not allowed or prohibited to eat pork, pork by-products, animals that were dead prior to slaughtering, animals not properly slaughtered or not slaughtered by delivering the name of Allah, blood, blood by-products, alcohol, carnivorous animals and birds of prey (Henderson,2010)⁴³. A few chain restaurants cater for Muslim tourist needs by serving dishes prepared in certified kitchen as Halal and using Halal chicken. For instance, in UK around 100 KFC outlets and a fifth of Nando's restaurants provide Halal-certified chicken. Dixy fried chicken, pizza express, chicken Cottage, and perfect fried chicken are using Halal chicken. In 2014, Subway with sales of £488 million (EUR605 million) used Halal meat in its sandwiches and it was sold (Battour,2018). Additionally, in the year of 2015 Manhattan Fish Market, a leading chain restaurant in Malaysia, opened its first outlet in Tokyo. The outlet is providing 100% Halal cuisines for the menus (Battour,2018). Furthermore, Ryokans,a traditional Japanese hostel, are also serving Halal meals. The availability of Halal foods in the destination consents Muslim

⁴² Euromonitor International (2015). Doing Business in the Halal Market: Products, Trends, and Growth Opportunities; London, UK

⁴³ Henderson. J. (2010). Sharia-compliant Hotels. Tourism and Hospitality Research. Muslim Travel Behavior in Halal Tourism : 246-254

travelers to experience renowned cuisine in consort with their beliefs and will motivate them to visit the destination.

3). Muslim-Friendly Airport

One of the best practices to cater Muslim travelers is Muslim-friendly airport. For instance, Kansai International Airport (KIX) has taken initiative to cater Muslims. The airport allocates three prayer rooms for Muslim tourists. One room is assigned on the third floor of the terminal one, and other two rooms are situated at the international departure gate. The prayer rooms are also dissociated by gender. In addition, washing space is provided to perform Wudu (ablution or Islamic procedure before praying to clean out the parts of the body). The prayer rooms are opened for 24 hours a day for Muslim travelers with rental prayer tools and display Qibla (praying direction). Furthermore, there are fifteen restaurants serving Halal foods promoted as ‘pork-free and alcohol-free menus’ and three restaurants are ‘Halal certified’⁴⁴.

4). Halal Tourism Website

In recent years, there are many websites providing information on Halal tourism. One of them is Crescent Rating website (www.crescentrating.com) which was established in 2006 to inform business tourists of Halal-friendly destinations. It has grown significantly in both scope and content containing global information on a variety of topics such as Halal-friendly accommodations, resorts, restaurants, food and beverage manufacturers, shopping destinations, airports, Islamic art and cultural sites (Stephenson,2014)⁴⁵. Halal booking website is one of the pioneers of Halal tourism concept. It presents Halal holiday packages that enable Muslim

⁴⁴ Muslim Friendly Airport KIX. Retrieved 28.04.20. Available from: http://www.osaka-info.jp/en/news/muslim_friendly_airport_kix.html

⁴⁵ Stephenson (2014). Deciphering ‘Islamic hospitality’: Developments, challenges and opportunities. *Tourism Management*. 155-164

tourists to relax, soak up the sun and enjoy sandy beaches, without compromising the values of their beliefs (www.halalbooking.com/). Muslim-friendly website also consents Muslim tourists to book Halal hotel and resorts (www.muslimfriendly.com). Muslim-friendly website is created to market Osaka (www.muslim-friendly.jp.net/). It provides maps with the aim of helping Muslim travelers to enjoy a more comfortable, meaningful and enjoyable stay in Osaka, Japan (Battour,2018).

3. Muslim-Friendly Tourism (MFT)

The accessible literature on Muslim-Friendly Tourism (MFT) literally is limited. The major sources of market-oriented literature on MFT market over the years have been from Crescent Rating, a globally acknowledged independent accreditation and rating standard for Muslim-friendly travel services. The Master Card-Crescent Rating and Global Muslim Travel Index (GMTI) gives benchmark of important criteria of each segment to every stakeholder in the travel and hospitality sectors, including tourists, tourism boards, economists, travel service providers, investors and industry specialists (Ekawati, 2016)⁴⁶. In addition, Thomson Reuters, the World's most credible and leading news provider and information-based tools to professionals.

The term 'Muslim-friendly' tourism turned up when the issue of September 11 and Islamophobia began worldwide. The numbers of Muslim and non-Muslim countries aspire to disclose this niche segment in the tourism industry, however it was failed to mutually agree on one common term that can portray Islamic tourism industry countries such as Japan, South Korea, Taiwan and currently accepted China are applying the concept Halal tourism or Halal travel in promoting their tourism market to the Muslim tourists. Meanwhile, the country such as

⁴⁶ Ekawati, R (2016). Halal Tourism Development Strategy Program in Indonesia. *International Conference Business and Management Research*. Vol-28

Malaysia, Indonesia, Brunei and the Gulf Cooperation Council (GCC) country (a political and economic union of Arab states such as United Arab Emirates, Saudi Arabia, Qatar, Oman, Kuwait and Bahrain) also do not success in utilizing the term apparent to the world. Thus, Malaysia initiates the term Muslim-Friendly not only to cater the needs of Muslim travelers but also to provide the same products and services that everyone including non-Muslims can experience it too (Azreen,2018)⁴⁷.

Products and activities in the tourism industry are considered as halal if they are thoroughly halal or entirely abide by the rules and guidelines for halal concepts. However, some halal tourism providers face problems while offering halal tourism products. For instance, hotels may still provide alcohol because they also serve non-Muslim guests (El-Gohary, 2015)⁴⁸. Additionally, according to Battour and Ismail (2015)⁴⁹, halal tourism packages provided in both Muslim and non-Muslim majority countries are not completely halal due to the fact that they fail to fulfil the guidances, requirements and rules of halal principle. Eventhough nearly all of the halal package tours are designed to meet the needs of Muslim tourists in a Muslim-friendly way, they are not fully halal. Thus, the current practices of Halal tourism providers and companies, particularly in non-Muslim countries, are difficult to adopt halal tourism as thoroughly halal. In the best cases, they are only Muslim-friendly tourism practices (Battour and Ismail, 2015; El-Gohary, 2015). Moreover, the term Muslim-friendly is only appropriate for non-Muslim majority countries (Wilson, 2017)⁵⁰.

⁴⁷ Azreen H (2018). Muslim Friendly Tourism: Concept, Practices, and Challenges in Malaysia. *International Journal of Academic Research*. 8(11).355-363

⁴⁸ El-Gohary, H (2015). Halal Tourism, Is it Really Halal?. *Tourism Management Perspectives*.

⁴⁹ Battour, M., Ismail, M., 2015. Halal Tourism: Concepts, Practises, Challenges and Future. *Tourism Management Perspectives*; 19: 150-154

⁵⁰ Wilson, J.A.J., 2017. Why I Love the Mark Plus Annual Conference and Halal Tourism. *The Marketeers Magazine*, pp. 95–98. December 2016-January 2017

According to Battour (2016)⁵¹, Muslim-friendly tourism is an attempt to provide and make tour experience enjoyable for Muslim travelers while allowing them to meet their religious obligations. Muslim-friendly company could deliver both Halal and non-Halal products and services but not in the same place or section. According to Crescent Rating (COMCEC,2016)⁵², Muslim-friendly tourism is the facilities or the services have regard to several faith-based needs of Muslim tourists. Eventhough Halal-friendly facilities or services may additionally deliver the same meaning, the concept of Muslim-friendly service or facility is more advisable and appropriate”. A Muslim-friendly destination is a destination that recognizes the needs market segment of Muslim tourists and their religious fealties and caters proper and suitable products and services (Han, H.; Al-Ansi, A.; Olya, H.G.T.; Kim, W., 2019)⁵³.

According to Crescent Rating, a framework of MFT consists of three major features :

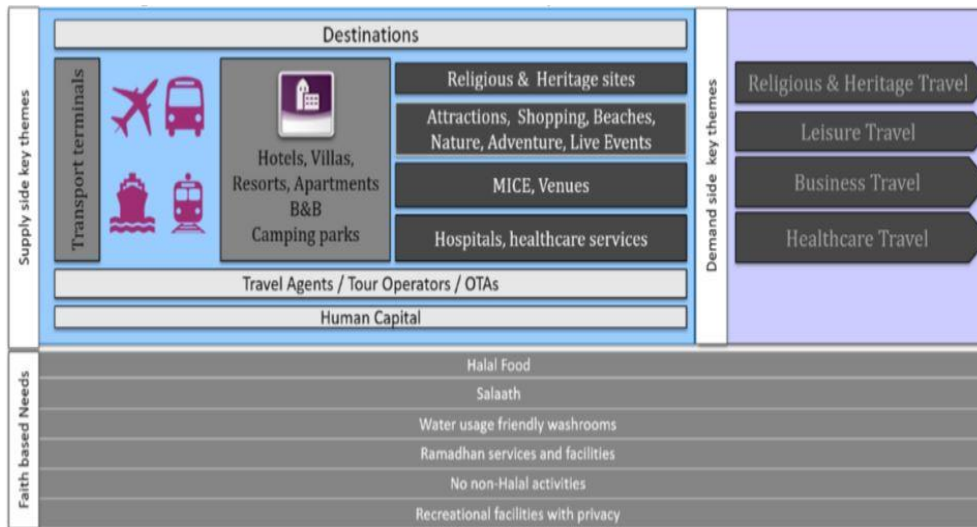
- 1) Supply-side key themes (travel and hospitality services and facilities)
- 2) Key faith-based needs (faith-based needs of the Muslim travelers)
- 3) Demand side key themes (reasons and motivation for travel by Muslims)

⁵¹ Battour, M., 2016. Muslim Friendly Tourism; Best Practises in Non-muslim Countries. Conference: inside Muslim

⁵² COMCEC, 2016. Muslim Friendly Tourism: Understanding the Demand and Supply Sides in the OIC Member Countries. COMCEC COORDINATION OFFICE.

⁵³ Han, H.; Al-Ansi, A.; Olya, H.G.T.; Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travellers toward a non-Muslim destination. Tour. Manag., 71, 151–164.

Figure 2-1 Conceptual Framework of Muslim-Friendly Tourism

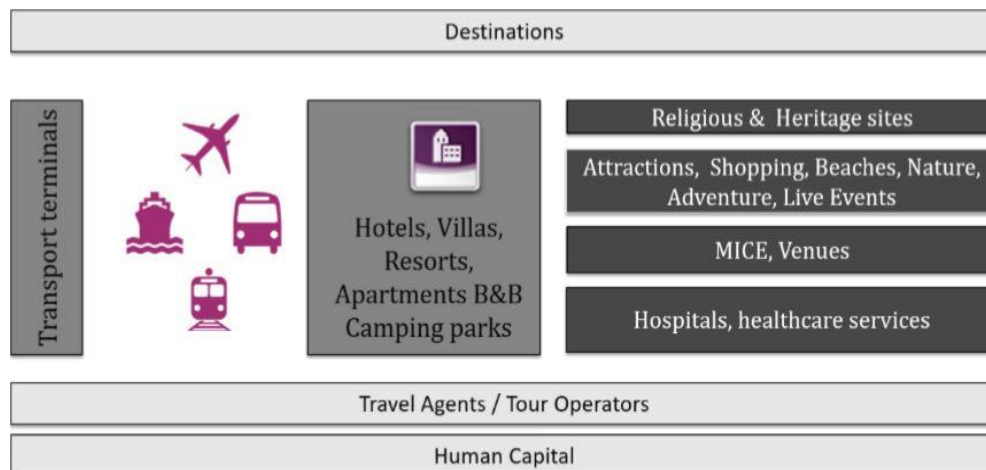


Source : Crescent Rating (2015)

1) Hospitality Services and Facilities

Hospitality services and facilities investigates the perspective of Muslim tourist excursion originated from dwelling place to the activity at the destination in order to seize all the relevant entities which are based on the CRaHFT model.

Figure 2-2 CRaHFT Model – Hospitality Services and Facilities



Source : Crescent Rating (2015)

Crescent Rating and Halal-Friendly Travel (CRaHFT Model) reference model is applied to assess what has been provided at destinations. The purpose is to entitle the destination to better grasp its current status and position regarding Muslim-friendliness of hotels, restaurants, transports, tourist sites and the hospitality industry. The reference model will be a guide for a destination to portray and map the thorough journey across the services presented by the destinations. Additionally, the model will also assist to present the weaknesses and gaps which are precluding of being a Muslim-friendly destination as follows :

Table 2-1 The Guidelines for Hospitality Services and Facilities

<p>Transportations and facility aspects</p> <p>Vital facilities and services at the airport and airlines :</p> <ol style="list-style-type: none"> 1) Halal food services i.e Halal food on board and Halal outlets 2) Male and female separated prayer facilities including Wudu facilities (Wudu washing place) 3) Islamic toilet etiquette at International terminals and airlines 4) Non-Alcohol and non-smoking seats on Aircrafts.
<p>Accommodation services (hotels, resorts, etc.)</p> <p>To cater Muslims needs in lodging industry the essential the guidelines are :</p> <ol style="list-style-type: none"> 1) The availability of Halal foods 2) Qibla (praying direction) mark in rooms 3) The capability to allocate prayer rooms for meetings and events arranged at lodgings 4) Water-friendly washrooms 5) Ramadhan facilities
<p>Islamic Attributes in Tourist Attraction</p> <p>Tourists will spend most their times outdoors particularly in leisure park or tourist sites. Major guidelines for tourist sites are as follows:</p> <ol style="list-style-type: none"> 1) The availability of Halal food eateries 2) A prayer space with Wudu amenities 3) Water-friendly washrooms
<p>Travel agents/Tour Guides</p> <p>Travel agent and tour guides play a significant role to cater Muslim tourist needs. The major guidelines for travel companies are :</p>

- 1) Qualified and trained on faith-based needs of Muslims and other standards to grasp and cater Muslim customers
- 2) Understanding of Islamic courtesy and history

Source : Crescent Rating (2015)

2) Key themes based on religious needs of Muslim travelers

There are three major categorizations of key themes based on religious needs that have been discovered as the major segment for Muslim travelers. While the majority of Muslim tourists comply to the number of these needs, the significant level of them differs among Muslims.

Figure 2-3 Key Themes based on Religious Needs of Muslim travelers



Source : Crescent Rating (2019)

a) Halal Food

The most significant favor that Muslim travelers seek for while traveling is Halal foods. The acceptance on Halal foods for Muslim travelers varies regarding the distinct standards of Halal food assurance. The table in the following represents the major categories of “Halal” assurance provided by food eateries including their tolerability by most Muslims.

Table 2-2 Halal Assurance Acceptability

Halal Assurance	Remarks	Acceptability
Halal certified restaurants	Restaurants certified Halal by a Halal Certification Body (HCB). Most HCBs do not certify restaurants that serve alcohol, but some do.	Acceptable for all
Restaurants served by only a Halal certified kitchen	Restaurants served from a kitchen certified Halal by a HCB.	Acceptable for many
Self-assurance – claims to serve only Halal food A. Muslim owned/managed B. Non-Muslim managed	The restaurant management/staff claim all food served in the restaurant is Halal	A. Acceptable for many B. Not acceptable for many
Self-assurance – claims to serve Halal food and non-Halal food	The restaurant management/staff claim that some food served in the restaurant is Halal	Not acceptable for many
Self-assurance – claims to serve only vegetarian or seafood	The restaurant management/staff claim that all food served is vegetarian or seafood	Acceptable for many

Source : Crescent Rating (2015) and MTSI (2015)

The acceptability differs according to Muslim travelers by regions where they are coming from. Allocating food eateries with the appropriate Halal warranty that is acknowledged by Muslim customers is the finest preference requested by Muslim tourists from South East Asia and Western Europe. Local bodies provides by and large a halal certification. In a number of Muslim member states (OIC countries), Halal certification is governed by authorities that has been accredited to accomplish a certification in a country.

b) Prayer Facilities

The most fundamental and mandatory part of Islamic practice and worship is *Sholat* (Prayer). Prayer is also the second of the five pillars of Islam. According to the Pew Research Centre (COMCEC,2016), 63 percent of Muslims perform the five daily prayers. The numbers of some Muslims will perform them three times a day and combine some prayers while traveling. With the purpose of catering Muslim needs, the facilities and services that are frequently visited by Muslim travelers should be furnished with prayer rooms by preference with disconnected

room for males and females. Another significant concern is the purifying ritual related to as Wudu. Wudu is performed prior to Muslims perform their *Sholat* (prayers) thus the prayer places requires to supply with “foot-washing” facilities.

c) Ramadhan Services

Eventhough Muslims have a tendency of more reluctant to travel during the month of fasting (Ramadhan), there are still numerous Muslims considering to spare times away outside their homes, particularly if this period coincides with school vacation. Additionally, the number of Muslims taking holiday breaks during the two Muslim festivals are increased. If destinations wish to target Muslims during Ramadhan, they should be capable to cater the particular needs during the fasting days. The major service that is essential to cater these needs is the capability of the lodgings at the destination to provide Halal pre-dawn meals.

d) Islamic Toilet Ettiquette

As for Muslims, water take an essential part in hygiene and sanitation which are the fundamental aspect of the faith. Physical cleanness is emphasized as the necessity of being a Muslim. Accordingly, the particular concern involves the hygiene in the washroom. This requires water in the lavatory. It is dissatisfaction for Muslim tourists if the water is not available. Allocating such ease has turned into less burdensome at the present time by the broad and massive provision of bidets, hand showers and even a Japanese-style lavatory. The hand shower is a plumbing fixture placed in a holder against a wall by the restrooms and this mostly exists in Muslim countries.

Figure 2-4 Islamic Toilet Ettiqutte



Source : Crescent Rating (2015)

e) Recreational Facilities with Privacy

Muslims particularly from UAE country members would prefer looking for recreational facilities with a private males and females. These include Swimming pools and gyms that are either separated or allocate different timings for both males and females and also Beaches which have specialized areas to enjoy in private.

4. Previous Research

The research in the year 2016 by Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC) Coordination office stated in their study regarding Muslim-Friendly Tourism : Understanding the Demand and Supply Sides in the OIC (Organization of Islamic Cooperation) Member Countries that the tourism industry proceeds to emerge and is turning into more demanding in the tourism sector. The Muslim-Friendly Tourism (MFT) provides a tremendous occasion for the OIC member states. OIC Destinations have peculiar fundamental forces to comply a Muslim-friendly segment that may currently be further developed to seize a primary holdings of the Muslim tourists. However, by the fierce

competition from Non-OIC Destination, the study claimed that OIC member states require to expedite the strategic outgrowth and execution for the purpose of being leaders in the MFT field⁵⁴.

Aree Binprathan (2018) suggested in his study of Tourism Personnel Development Plan to Assist Muslim Travelers in Chiang Mai Province, Thailand that with the purpose of creating the Muslim-friendly environment, all the offers in the tourism industry should be consistence in providing services. The guidelines for helping Muslim tourists must be done to standardize the services. Tourism personnels are playing a significant role in the tourism industry that require to be taught particular skills by Islamic scholars to aid Muslim tourists with the purpose of enhancing the services. Educational institutions and tourism training organizations should have the knowledge of Muslim tourist behavior and fundamental Islamic principles in their courses. In addition, Tourism Authority of Thailand (TAT) also should assist in boosting and promoting the fowardness of Chiang Mai as one of the Muslim-friendly destinations where they can be well served and catered⁵⁵.

⁵⁴ Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC), (2016). Muslim Friendly Tourism : Understanding the Demand and Supply Sides in the OIC Member Countries. Turkey : COMCEC Coordination Office

⁵⁵ Binprathan.A. (2018). Tourism Personnel Development Plan to Assist Muslim Travellers in Chiang Mai Province. Dhurakij Pundit University. *The International and National Conference on Business Administration and Accountancy (INCBAA)*

METHODOLOGY

1. Context of the Study

South Korea is one of the countries that has been vigorously campaigning Muslim-friendly tourism to captivate more Muslim travelers. In recent years, this land of Ginseng is experiencing an increased tourist influx from Muslim-majority countries. According to the Korea Muslim Society (Now is Korea Muslim Federation or KMF), currently Korean Muslims and Foreign Muslim Nationals are roughly 200,000 residing in mainland Korea⁵⁶. The number of Muslim tourists in South Korea has continuously increased from 870,000 in 2017 and 970,000 in 2018 (Yonhap News, 2020)⁵⁷. As a part of making a contribution to draw more Muslim tourists, Jeju Island, a well-known tourism destination in South Korea, was selected in this study.

Jeju Island is among the most unique destinations in Asia and situated just off the coast of South Korea. Jeju Island is a volcanic island shaped around 2 million years ago that places just south of the mainland. Eventhough This island is small in size merely 1,849 km² and 696,734 residents which are 672,948 locals and 23,786 foreigners as of 2020⁵⁸, its remarkable nature and picturesque landscapes have been awarded to be 3 UNESCO Sites such as Mount Halla or Hallasan Mountain, Lava Tubes, and Seongsan Sunrise Peak or Seongsan Ilchulbong. The Hawaii of South Korea is also one of the new 7 wonders of nature. Additionally, Jeju Island is certified as the UNESCO prestigious Triple crown, a Biosphere Reserve, Global Geopark and World Natural Heritage.

⁵⁶ Won-Sup, Yoon. "Muslim Community Gets New Recognition". Islamkorea.com. Archived from Wikipedia.islam in korea on June 13, 2017. Retrieved 23.08.20

⁵⁷ Yonhap News Agency (2019). Over 1 million muslim tourists to visit S.Korea This Year. Retrieved 23.08.20. <https://en.yna.co.kr/view/AEN20190915000700320>

⁵⁸ Jeju Statistics (2020). Jeju Area Statistics. Retrieved 20.12.05 <https://www.jeju.go.kr/open/stats/list/population.htm>

As one of the natural wonders of the world and the largest island of South Korea, Jeju Island has its own beauty and charm in every season such as dive into every kind of water activity in summer, admire the breath-taking sites of colour and wonder in autumn, ride on horseback through the blanket of white snow in winter and relish the exquisite cherry blossom festival in spring.

As of 2020, there are 1.850 Muslims living on Jeju Island⁵⁹. Local Muslim communities in Jeju Island consist of 50 students (families) language course, MA PhD course student coming from Muslim countries such as Pakistan, Bangladesh, Egypt, Indonesia, Malaysia, Uzbekistan other 1.800 Muslim people as employment, fishery, industrial training course, and marriage group. In South Korea, there are numerous Muslim workers are illegally staying however in Jeju Island all of the workers are legally staying approved by Korean legislation.

A Muslim tourist flow in Jeju Island is experiencing a gradual increase in inbound tourism, particularly from South East Asian Muslim Majority countries like Malaysia and Indonesia. Thus, this land of Hallabong is taking a firm action to cater and boost the needs of Muslim tourists through the “Muslim-friendly of Jeju Island”.

2. Research Design and Methods of Data Collection

Exploratory study was applied with the intention to figure out what has been provided by Jeju Island in terms of Muslim-friendly tourism regarding hospitality facilities and services and key themes based on religious needs of Muslim tourists. In order to obtain the purpose of this study, a qualitative approach and in-depth interview with observation (Creswell,2014)⁶⁰ was conducted in this study. In order to collect the required data, snowball sampling method

⁵⁹ Dae Yong, Kim (2015) Organization Profile of Jeju Islamic Cultural Centre (JICC) Jeju Island South Korea. Profile Documents, 126

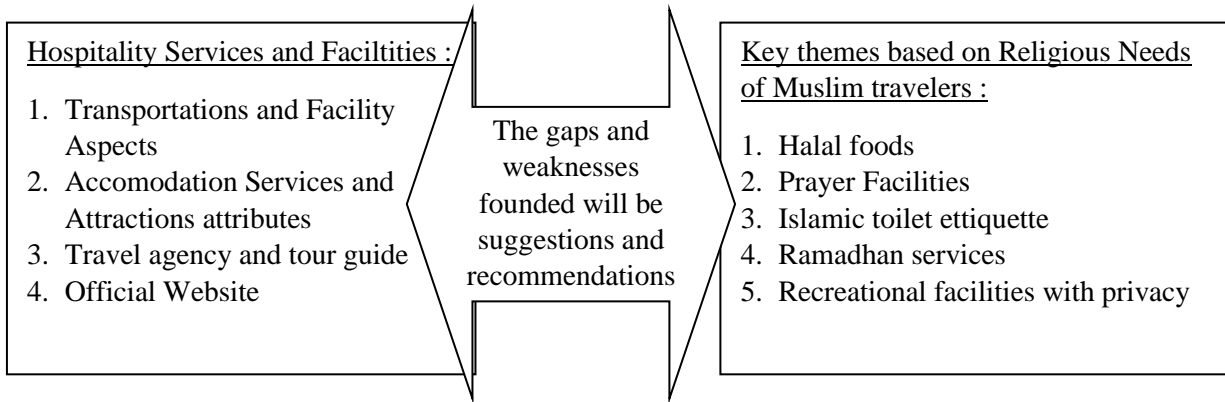
⁶⁰ Creswell, J.W. (2014). Research design: qualitative, quantitative & mixed methods approaches, 4th ed., Sage Publication, London.

(Cohen,2011)⁶¹ was employed by finding the key informant interview who truly has knowledge about Islamic values and teachings due to the fact that to provide the special needs of Muslim tourists need specifics adjustments and capable to provide information regarding Muslim-friendly tourism. Semi-structure interview was done to open possibility in generating information, recheck and reconfirm what has been found in the field visit case study in Jeju Island. Through the key informant, researcher obtained information to conduct interview to other important informants such as the CEO of Malaysia and Indonesia travel agency that based in Jeju island and Indonesia through email and video call. In addition, acquiring statistic data through Jeju Tourism Organization. Then, acquiring other data information from several manager hotels that allocate Muslim-friendly facilities and services such as Leo hotel, Jeju Masil Guesthouse, Yeha guesthouse, the palace hotel and Muslim-friendly restaurants such as Daewonga, Badajanchi, Assalam restaurant, and Dasoni. The interview was done while staying and having foods on the spot. All conversations were recorded, transcribed and eventually analyzed using the conceptual framework of Muslim-friendly tourism. Additionally, the interview interpretation then was analyzed and rechecked with other sources such as journals, official reports, articles, and official website, map of Jeju related to Muslim friendly tourism to validate information (Sugiyono, 2015)⁶².As a result, the findings based on interviews, observation and data collections was described into paragraph.

⁶¹ Cohen N, Arieli T. Field research in conflict environments: Methodological challenges and Snowball sampling. *J Peace Res.* 2011; 48(4):423–35

⁶² Sugiyono. (2015), *Metode penelitian manajemen*. Alfabeta, Bandung.

Figure 3-1 Research Model of Hospitality services and Facilities and Key themes based on Religious Needs of Muslim travelers



RESULTS

1. Jeju Islamic Cultural Centre, the only Pioneer of Muslim-Friendly in Jeju Island

Jeju Islamic Cultural Center (JICC) is a non-profit organization which is legally registered under Ministry of Justice Jeju District Court with registration no. 220112-0007238000723 and officially received its approved establishment permit with no.2014-3 by governor of Jeju special self-governing province in 2014⁶³. This non-profit organization is also the branch of Korea Muslim Federation (KMF), a Muslim organization and one of the Islamic authorities for Halal certification in Korea. Additionally, JICC is the only pioneer organization that initiated and play an important role for Muslim-friendly tourism in Jeju Island. Literally, this organization was namely Jeju Islamic Center (JIC) founded in June 1992 by H. Bashir Dae Yong Kim. He is a native Jeju Island who held a position as a director of KMF (1996-2013). Also since he was young, he has been extremely high curiosity about Islam and now he lives as a Muslim minority in Jeju Island.

Upon completing his study *Sharia* (Islamic law) for 12 years in Qatar, he returned to Jeju Island and established the organization while giving a lecture as a professor of a university in Jeju Island as his main job and being the RISEAP (Regional Islamic *Da'wah* Council for South East Asia & Pacific) Vice President. Originally, JICC is an organization or the only place for him to do *Da'wah* (conveying kindness and inviting people to do good things) as a form of his responsibility to convey at least one verse from the Quran (*Kalamullah* or the direct word of God inspired to the prophet Muhammad peace be upon him and the prophet's teachings) and *Hadith* (the words, actions, and things approved of prophet Muhammad as a statement which was

⁶³ Dae Yong, Kim (2017). Organization Profile of Jeju Islamic Cultural Centre (JICC). Jeju Island South Korea. Profile Documents, pg-117-119

narrated by his companions and subsequently narrated to the next generation). In a hope of finding Muslim brothers and sisters by doing *Da'wah*, he is able to share the happiness and fulfill Islamic spirits together in a non Muslim minority region.as Mr. Dae Yong Kim, the founder of JICC said in the interview (2020) :

“I have done this kind of *Da'wah* work is my own responsibility, I try my best as a volunteer on stand management since 24 years and try to my best practice and achievement, simply courtesy from the *hadith*, ‘the messenger of Allah’, convey my message, even if it were to be only one verse or statement (*Bukhari Hadith*)”.

In the year 1997, it was noted that the total 994 Muslim tourists began arriving in Jeju Island (Jeju Immigration Office, 1997)⁶⁴. At that time, Muslim travelers experienced hard times to find halal foods (certain foods eaten by Muslims and prepared under Islamic procedures) and perform prayers. Seeing this phenomena, JICC warmly welcomed and began to be a place to perform salat or prayers as a Mushalla (the little Mosque-prayer place) for Muslim tourists from the entire world as of now. It was also noted that in the year 2002, 150 people from 15 Muslim countries participated in sport events such as taekwondo, judo championships and other MICE events held in Jeju Island⁶⁵. At that moment, they also experienced the hardship to find halal foods due to the fact that there was no halal food in Jeju Island. Regarding this matter happened in 2002 the former Director of Korea Muslim Federation, Dae Yong Kim said :

“There is some Halal foods on the island, but that is rare and may be found only in some of the big-name hotel”.

As quite a number of Muslim tourists visit the largest island of South Korea, Jeju Island, at the same time Korea faces pros and cons and various deep misconceptions about Islam. Responding this matter the vice president of RISEAP, Dae Yong Kim said :

⁶⁴ Dae Yong, Kim (2017). Organization Profile of Jeju Islamic Cultural Centre (JICC). Jeju Island South Korea. Profile Documents, pg-19

⁶⁵ Dae Yong, Kim (2017). Organization Profile of Jeju Islamic Cultural Centre (JICC). Jeju Island South Korea. Profile Documents, pg-77

“The increase of Muslim visitors, local residents first need to deepen their understanding of Islamic culture Cultural Understanding is a basic service and policy. This is not religion, this is about understanding people and their culture. Culture is an easy way to understand it. Their lifestyle is Islam; what is Islam ? They do this and that, they do not do this and that, very simple”.

In 2008 Jeju Islamic Centre in Jeju Island, the original name before officially received its approval in 2014, is a branch of Korea Muslim Federation (KMF) which provide halal certificates to restaurants and business. The halal certificates is recognized by the Department of Islamic Development Malaysia (JAKIM). Jeju Islamic Centre certified Baghdad, an authentic Indian-style restaurant, as the first halal menu service restaurant in Jeju Island. Baghdad restaurant has been the same location in Jeju City Hall since it was established in 2006.

Since Korean wave boomed in 2010, Muslim tourists from South-East Asia such as Malaysia, Singapore and Indonesia have been significant for Jeju Island’s international inbound market. In the same year, the low-cost budget airlines Malaysia Air Asia has been regular flight to Incheon-Busan to Jeju Island, this resulted in increasing of the accessibility of Muslim tourists from South-East Asia over 137% (JTO,2010). Since Muslim visitors surge to Jeju Island, Jeju Islamic Cultural Centre which has been established nearly 3 decades took the initiative and suggested to Jeju Tourism Organization (JTO), an organization playing an important role of tourism marketing in Jeju Island, to start taking a step and developing the facilities to cater Muslim tourist needs. This tendency is seen as having a new potential target market due to the fact that tourism is one of the main driving forces of this island thus, Jeju Island is not able to rely solely on markets from Japan and China.

In the year 2011, JICC held special workshop regarding how to handle Muslim Tourists and F&B training mostly attended by 4&5 star hotels in Jeju Island. In the year 2012, local authorities in Jeju Island distributed prayer mat or *Sajadah*, copies of Qur’an, compasses and direction stickers for Mecca praying direction or *Qibla* to Lotte hotel, Hyatt hotel, KAL hotel,

Ocean Suites, The Hotel, Ocean Grand, The Palace hotel. Additionally, the only tourist attraction received the items was Ilchul Land.

Figure 4-1 Jeju Tourism Trend of Malaysian Tourist Arrival



Source : Jeju Tourism Organization (2013)

Figure 4-2 Jeju Tourism Trend of Indonesian Tourist Arrival



Source : Jeju Tourism Organization (2013)

Figure 4-3 Jeju Tourism Trend of Singaporean Tourist Arrival



Source : Jeju Tourism Organization (2013)

In the year 2013, there are 165,000 (JTO,2014) Muslim visitors across many countries and Jeju Tourism Organization targeted Malaysians and Singaporeans to promote Jeju Island by inviting two Malaysian online tour operators AirAsiaGo.com, a joint venture company between online travel company, Expedia Inc and Airline AirAsia and also 12Fly.com.my, Malaysia's Interactive online International travel portal providing online holiday packages and services⁶⁶. Indonesia (87% of 274.184.700m population),⁶⁷Malaysia (61% of 32.461.080m population),⁶⁸ Singapore(15% of 5.860.819m population)⁶⁹.

⁶⁶ Jeju Weekly (2013). Jeju Targets Southeast Asia. Retrieved 20.09.01. From <http://www.jejuweekly.com/news/articleView.html?idxno=3225>

⁶⁷ Worldmeters.info (2020). Indonesia Population (live). Available from. <https://www.worldmeters.info/world-population/indonesia-population/>. Retrieved 20.09.17

⁶⁸ Worldmeters.info (2020). Malaysia Population (live). Available from. <https://www.worldmeters.info/world-population/malaysia-population/>. Retrieved 20.09.17

⁶⁹ Worldmeters.info (2020). Singapore Population (live). Available from. <https://www.worldmeters.info/world-population/singapore-population/>. Retrieved 20.09.17

Table 4-1 South-East Asia Visitors to Jeju Island (% of Visitors to Korea)

Country	2009	2010	2011	2012	2013	2014
Malaysia	14.806 (18%)	23.550 (20.7%)	53.045 (33.9%)	76.192 (42.8%)	74.926 (36%)	63.826 (26%)
Singapore	32.727 (39%)	31.405 (27.8%)	35.927 (44.8%)	63.818 (41.4%)	56.577 (32%)	46.330 (23%)
Indonesia	3.391 (4%)	3.713 (3.9%)	12.571 (10.1%)	23.694 (15.9%)	22.705 (12%)	36.842 (17%)

Source : Jeju Tourism Organization (2015)

In 2014, over 200 Muslim countries visited Jeju Island as follows :

Table 4-2 Jeju Island Muslim Visitors in 2014

Turkey 1342	Brunei 115	Bangladesh 2.015
Yemen 57	Lebanon 132	Malaysia 76.192
Saudi Arabia 577	Libya 1.022	Morocco 133
UAE 577	Jordan 86	Kazakhstan 2.015
Iran 177	Algeria 84	Pakistan 7.298
Bahrain 684	Bahrain 120	Srilanka 234 (10%)
Egypt 125	UAE 267	India 320 (20%)
Indonesia 23.694	Nepal 123	Brunei 884
Singapore 55.927	Kyrgyzstan 156	Mauritius 75
Uzbekistan 124	South Africa 118	Nigeria 86
Qatar 139	Senegal 59	Kuwait 186
Other 200 Islamic Countries		Estimated Total 167.000

Source : Jeju Immigration Office (2014)

In 2014, JICC Leader discussed issues related to deepen understanding of Islamic culture and infrastructure needs of Muslim-Friendly tourism at the tourism forum hosted by Jeju Government and the local tourism board. In the year 2015, Jeju Tourism Organization officially published Jeju Island's Map for Muslim Tourists. In the year of 2017, one of the world's lowest-

cost carrier and Asia's largest budget airlines AirAsia X is the first airline that officially operates non-stop flights to Jeju Island from Kuala Lumpur Malaysia on December 12, with four times per week (Visit Korea-Malaysia,2017)⁷⁰. In addition, Jeju Muslim Travel (JMT) owned by Malaysian was rewarded a travel agency license by JTO in the same year as a Muslim travel agent which is based in Jeju island to cater Malaysian Muslim Tourists. In the year 2018, Jeju Tourism Organization officially launched travel website to welcome and provide information for Muslim Tourists and officially opened to public a prayer room or *Mushalla* at the Jeju International airport.

To accommodate the needs of Muslim travelers, JICC has provided a wide range of information of the Islamic culture and education for local officials, tourism industry sectors and local people to aid and support JTO in developing facilities and services in Islamic way. Due to the fact that the provision of facilities and services for Muslim tourists is particularly unique, it cannot be arbitrary and must follow the rules of Islamic teachings (Islamic law or Sharia). Therefore, meeting the needs for a thorough understanding of the restraints of religious needs becomes crucial.

2. Hospitality Services and Facilities of Muslim-Friendly Tourism in Jeju Island

2.1 Transportation and Facility Aspects

An Airport is generally the starting point to get the country and also the last point of departure. Inadequate facilities will have profound impact and long-lasting impression on the visitors. The main issues of Muslim tourists at the airport are the provision of a prayer room,

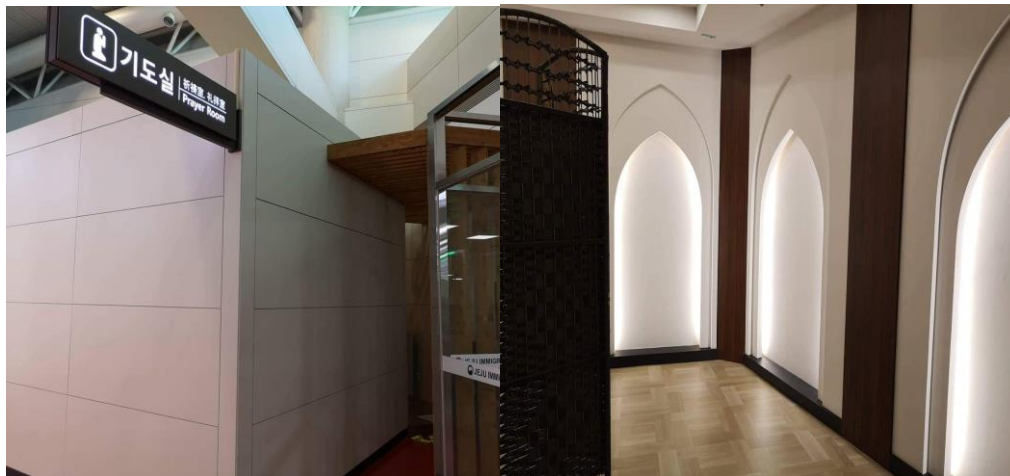
⁷⁰ Visit Korea, Malaysia (2017). AirAsia X's direct flight to Jeju Giveaway Contest. Retrieved 20.09.02. from <https://www.visitkorea.com.my/airasia-xs-direct-flight-to-jeju-giveaway-contest/>

proper ablution or Wudu washing place and Halal food or restaurant. In an interview (2020) with Dae Yong Kim, Korean Islamic Scholar in Islamic law (Sharia) said :

“Many destinations are providing prayer facilities at the airport if you go to Japan, Taiwan, Thailand other Muslim minority countries you can find a prayer room because it is a basic necessary for Muslims. You will find prayer rooms in all Asian countries; International Airport should mean International”.

Jeju International Airport has two terminals handling a majority of the Domestic and International to Jeju Island. Since Muslims surge to the largest island of South Korea, JICC initiated to Jeju Tourism Organization (JTO) to make Muslim travelers more comfortable by providing Muslim-friendly facilities, thus the prayer room was opened in 2018 to cater the growing number of Muslim travelers. The Muslim prayer room is on the third floor level and inside the departure hall after the immigration checkpoint. Eventhough the prayer space is quite compact, it is well-equipped with Quran, prayer mat and praying direction or *Qiblat*.

Figure 4-4 A Muslim Prayer Room in Jeju International Airport



Source : Jeju Islamic Cultural Centre (2018)

Although the prayer room is provided, there are no specific a Wudu washing place or *Ablution* (the Islamic procedure for cleansing parts of the body before performing Shalat or prayer) or a place to wash the feet for Wudu and water-friendly washrooms are not available in

Jeju International Airport. Additionally, there are no halal menu services or Muslim-friendly restaurants or outlets inside and nearby of the terminal for Muslim tourists. Thus, the only option is to buy snacks that they can eat at the convenient stores or coffee and tea shops. Regarding this matter, Dae Yong Kim, Director of Jeju Islamic Cultural Centre said :

“Because of the current situation (Covid19), we can not predict it and it will take times, there would be no Halal menu services or restaurants at the airport because there would be no profit”.

In addition, another moving service examined is International Airlines to Jeju Island. The only transportation to reach Jeju Island for International Muslim travelers is by a flight. In the matter of airlines, the necessities of Muslim travelers are on Muslim meals or Halal foods and prayer information. According to the data of the Muslim tourists in Jeju Island, most of them are from South-East Asia such as Malaysia, Indonesia and Singapore. As of now, the only airline has a direct flight to Jeju Island is AirAsia X Malaysia which is well-known for the lowest budget airlines or Low Cost Carrier (LCC) Airlines.

On December 12, 2017 Malaysian airline AirAsia X was launched as the first airline to operate direct flight which takes off from Kuala Lumpur Malaysia to Jeju Island and takes time around six hours and fifteen minutes. Benyamin Ismail, the Chief Executive Officer of AirAsia said :

”The airline will be commencing the flight to Jeju four times weekly starting Dec 12,2017, with promotional all-in fares from RM199 one-way. We are proud to be the only airline to operate direct flights to Jeju, South Korea from Kuala Lumpur, connecting the beautiful island with Malaysia and the rest of Asia and beyond through Asia’s LCC hub”⁷¹

Meanwhile, Muslim travelers from Singapore and Indonesia have two options to reach Jeju Island by a direct flight or a connecting flight. As for Singaporean Muslims, they mostly take a direct flight which has seven flights per week and takes six hours and twenty five minutes

⁷¹ The Edge Markets (2017). AirAsia X Launches Maiden Flight to Jeju Island from KL. Retrieved 20.08.24. From theedgemarkets.com/article/airasia-x-launches-maiden-flight-jeju-island-kl

from Singapore to Seoul by Singapore Airlines, Asiana Airlines and Korean Air then continue the trip by taking domestic airlines within South Korea through Gimpo or Busan airport. Another way is by taking a connecting-flight by AirAsia X which takes eight hours in total from Singapore to Jeju Island. However it also depends on the transit time while stopovering in Kuala Lumpur, Malaysia and continuing to Jeju Island.

As for Indonesian Muslim travelers, they generally take a direct flight from Jakarta to Seoul which has eight flights per week and takes seven hours and fifteen minutes by Garuda Indonesia, Asiana Airlines and Korean Air then continue the journey by taking Korean domestic airlines to Jeju Island. Another way is that they mostly take a connecting-flight by AirAsia X which is from Jakarta, Surabaya, Medan or Bali that takes ten hours in total to Jeju Island. However, it also depends on the transit time while stopovering in Kuala Lumpur, Malaysia.

As the flight takes a long time, AirAsia X provides various inflight Halal meals such as Bukhara chicken biryani, Pak Nasser's nasi lemak, chicken teriyaki with rice, uncle Chin's chicken rice, chicken satay and other AirAsia meal options including vegetarian menu for vegetarians. According to AirAsia Support Centre, all of their inflight foods are Halal except those served on AirAsia Japan (DJ) and Philippines AirAsia (Z2) flights. Additionally, AirAsia inflight foods are certified from Jabatan Kemajuan Islam Malaysia (JAKIM) which is a department of Islamic Development and a competent authority being responsible for halal certification in Malaysia. As for assigning a place in the aircraft for prayers, Saudia is the first airline to provide for Muslims. In case of AirAsia X, due to the fact that the length of journey from Kuala Lumpur to Malaysia is merely around six hours, there is no prayer space on AirAsia flight and Muslim travelers mostly perform their prayers or shalat in Kuala Lumpur International Airport (KLIA) mushalla or in a hotel room upon arriving in Jeju Island.

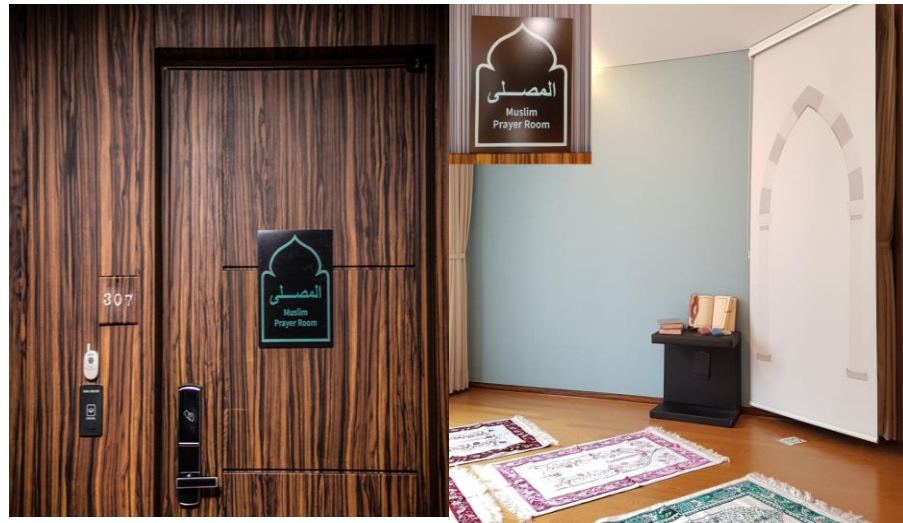
2.2 Islamic Attributes in Jeju Island's Accommodations and Tourist Attractions

This part looked into the accommodation services to cater to the needs of the Muslim tourists. There are a number of Muslim-friendly guesthouses and star hotels around Jeju Island that have opened and welcomed for Muslim clients. Several guesthouses, hotels and resorts in Jeju Island provide Muslim guests with basic Muslim-friendly amenities such as a prayer room (merely several designated 4 and 5 star hotels), praying direction or Qiblat in every room (solely several designated 4 and 5 star hotels), Halal foods (permissible or appropriate foods and drinks for Muslims), cooking utensils for Muslims separately used from others, adequate information of Muslim-friendly foods or restaurants nearby for Muslim visitors, praying mat or *Sajada*, Quran, water-usage washroom, and prayer space in a room for Muslim guests.

According to the field trip and interview that have been done, the star hotels in Jeju Island particularly in luxury hotels (4&5 star hotel) in providing Muslim-friendly amenities for Muslim clients are excellence. They even provide praying direction or *Qibla* in every room. This is because several designated luxurious Muslim-friendly hotels (4&5 star hotel) mostly attended seminars and workshops regarding how to handle Muslim tourists and F&B training conducted by Jeju Islamic Cultural Centre (JICC) in 2011. Due to the fact that Jeju Island is Non-Muslim region, alcohol drinks are also available in each bar and lounge of the hotels. However, there are regulations related to drinking and smoking in each of hotels. Several designated Muslim-friendly hotels allocating a special prayer room for Muslim guests are well-equipped with prayer mat or *Sajada*, praying direction or *Qibla* and Quran. Muslim customers are able to request such facility while making a reservation and the special prayer room is only for registered guests in the hotel. Since the room of the star hotel is quite spacious, Muslim guests are able to perform prayer in the room without coming to a special prayer room. Additionally, the hotels also will prepare halal foods for breakfast upon request, provide and inform decent information on the

nearest related to Muslim-friendly restaurants in Jeju Island when Muslim clients wish for it. Moreover, the hotels are mostly water usage washrooms since the toilets are equipped with bidet or hand shower.

Figure 4-5 A Prayer Room in Leo Hotel Jeju Island



Source : Researcher Self-Documentation (2020)

Figure 4-6 A Prayer Room in WE Hotel Jeju Island



Source : halal-navi.com

Figure 4-7 Separated Utensils for Muslim Tourists only in Yeha Guest House Jeju Island



Source : Researcher Self- Documentation (2020)

Muslim-friendly hotels according to Jeju Tourism Organization website and map of Jeju for Muslims as follows :

Table 4-3 Muslim-Friendly Accommodations by JTO in Jeju Island

Muslim-Friendly Accommodations in Jeju Island	
*We Hotel (5 star)	Maison Glad Jeju (5 star)
*Lotte Hotel Jeju (5 star)	Ocean Suites Jeju Hotel (4 star)
*The Shilla Jeju (5 star)	*Leo Hotel Jeju (4 star)
*The Shore Hotel Jeju (5 star)	Jeju Best Hill (Vacation Home)
Bayhill Pool Villa (5 star)	Jeju Island Blue Sea (Pension)
Pol-A Resort Jeju (3 star)	*The Palace Hotel Jeju (3 star)
Kensington Jeju Hotel (3 star)	Ocean Grand Hotel Jeju (3 star)
Grand Hyatt Jeju (5 star)	*Yeha GuestHouse
Ramada Plaza Jeju Hotel (5 star)	Ocean Suites Jeju Hotel (4 star)

Source : *JTO Website (2018-2020) and Map of Jeju for Muslim Tourists (2015-2020)

Based on the findings of the field research in Jeju Island and data collections, researcher found that there are several Muslim-friendly guesthouses or inexpensive lodgings and star hotels that are not listed which can be a suggestion as follows :

Table 4-4 Suggested Muslim-Friendly Accomodations in Jeju Island by Researcher

Muslim-Friendly Accomodations in Jeju Island	
Haevichi Hotel & Resort Jeju (5 star)	R&T Hotel (3 star)
Jeju KAL Hotel (5 star)	Champion Hotel (2 star)
Story Ville Pool Villa (5 star)	Little Haenyeo (2 star)
The Island Blue Hotel Jeju (4 star)	Jeju Masil Guesthouse

Source : researcher (2020)

Figure 4-8 A Prayer Room in Jeju Masil Guest House Jeju Island



Source : Researcher Self-Documentation (2020)

Inexpensive lodgings such as Jeju Masil Guesthouse and Yeha Guesthouse in providing Muslim-friendly facilities for Muslim guests are also sufficiently good and satisfactory. Eventhough there is no praying direction or Qiblat in every room, Jeju Masil Guesthouse allocates a prayer space for Muslims and it is well equipped with prayer mat, praying direction,

Quran and mukena (praying dress for women). Eventhough Yeha Guesthouse has no a prayer room, the rooms of the guesthouses are quite spacious therefore Muslim guests are able to perform prayer in the room. The Muslim-friendly guesthouses also provide halal foods for breakfast upon request and cooking utensils for Muslims which are separately used from others. Shahid Aziz, a Pakistan PhD student and Kaiser A.Hoja, a quantity surveyor from China at Jeju National University said :

“Separate cutlery is definitely needed. I think if guesthouse can provide halal food and a place for prayer, that will be enough. Muslims are the same as other visitors, we are all human”⁷².

The management of hotels and guesthouses will gladly inform decent information of Muslim-friendly restaurants on the nearest hotel and Jeju Island. Moreover, both guesthouses are water usage washrooms since the toilets are equipped with hand shower. The owner of Jeju Masil Gueshouse and Yeha guesthouse said :

“We do not sell and provide alcohol drink, but we welcome to Koreans who drink alcohol in the dining room and also smoking is not allowed in our guesthouse”.

As for training to cater Muslim guests, Jaeyun Hwang Assistant General Manager Leo Hotel Jeju said :

“We look forward and definitely want to attend the seminar or workshop if Jeju Tourism Organization (JTO) or Jeju Islamic Cultural Centre (JICC) hold an event in order to serve better the Muslim client needs”

As for tourist attractions in Jeju Island, according to the Map of Jeju for Muslim tourists organized by Jeju Tourism Organization (JTO), here the number of tourist attractions offer to Muslim travelers as follows :

⁷² Jeju Weekly (2015). Enticing Muslim Visitors to Jeju Island. Retrieved 20.09.04. from <http://www.jejuweekly.com/news/articleView.html?idxno=4648>

Table 4-5 Must See Attractions for Muslim Tourists in Jeju Island

Attractions in Jeju City Based on the Map for Muslim Tourists by JTO	
Hallasan Mountain	A World biosphere reserve, a world natural heritage site and a global geopark
Yongduam	The legend is that this rock was once a dragon which tried to ascend to the heavens
Geomunoreum	A UNESCO World Natural Heritage site
Hamdeok Beach	The Korea's Maldives
Loveland	A contemporary sculpture park featuring with sex-themed park
Mysterious Road	A stretch of road in which vehicles appear to ascend without the use of engines.
Hallim Park	A tourist attraction with 9 theme park (flowers and other pleasantries)
Ecoland	A theme park where muslim tourists can ride a forest train
*Tamnara Republic	Amusement park (Nami Island Jeju)

Source : Map of Jeju for Muslim Tourists (2015-2020)

*prayer room available

Figure 4-9 A Prayer Room and Wudu Washing Place in Tamnara Republic Jeju Island



Source : tripzilla.com

Tourist sites are where travelers pass most of their time outside their accommodation. The number of touristic areas in Jeju Island began to provide a prayer room. According to data

collections of the map of Jeju for Muslim tourists (2015-2020), field trip and interview that have been done, Muslim travelers are able to perform shalat or prayer in Jeju Islamic Centre and Jeju Tamnara Republic while doing activities and traveling around in Jeju city. Ina Qurota Aina, the founder of Indonesia Travel Agent, Ransel Travel said :

“Our clients perform shalat at the hotel we stay or inside the Muslim-friendly restaurants for this we will ask the restaurant in advance or mushalla in Tapdong organized by Indonesian workers in Jeju Island or in tourist sites like Teddy Bear and Play Kpop museum or even at the parking park. It also depends on the itinerary and situation. Our clients bring their own mukena (prayer dress for women) and handy prayer mat. Also when the first time I had clients traveling around Jeju Island, they had cultural shock about the toilets without water in every tourist attraction we visited. When they transfer to another AirAsia in Malaysia they have no problem because there are hand shower in the toilet. As Muslims, we are required to always maintain cleanliness before performing our shalat (wudu) and sorry, activities in toilets so to ensure cleanliness and hygiene, it is better to use water in addition to other cleaning agents based on the teachings of Islam”.

Figure 4-10 A Prayer Room in Teddy Bear Museum Jeju Island



Source : Researcher Self-Documentation (2020)

Figure 4-11 A Prayer Room in Play-Kpop Jeju Island



Source : halal-navi.com

Figure 4-12 A Prayer Room in Ilchul Land (Sunrise Land) Jeju Island



Source : myvisitjeju.wordpress.com

Table 4-6 Must See Attractions in Jeju Island by JTO for Muslim Tourists

Attractions in Seogwipo city Based on the Map for Muslim Tourists by JTO	
Seongsan Ilchulbong	A UNESCO World Natural Heritage site
Sanbongsan Mountain	The legend is that the peak was ripped from the summit of mount Halla and thrown to the sea
Seopjikoji	A beautiful coastal scenery with Seongsan Ilchulbong in the background
Jeju Folk Village	A typical traditional Jeju village
Osulloc Tea Museum	The center of Jeju green tea where muslim tourists can learn about green tea and traditional Korean teas
Jusangjeolli Cliff	Muslim tourists can feel the wonder of nature through the hexagonal rock pillars which stand tall and majestic
Jungmun Tourist Complex	World-class tourist resort complexes in Jungmun
*Teddy Bear Museum	The nations only museum of its kind featuring the stuffed animals
*Ilchul Land	Theme park with various plants and trees (botanical garden)
*Play K-pop	World’s most popular k-pop star museum

Source : Map of Jeju for Muslim Tourists (2015-2020)

*prayer room available

To make more Muslim tourists homey, Jeju Tourism Organization also allocates a prayer room for Muslim tourists in Seogwipo city such as, Ilchul land (since 2015), play Kpop and Teddy Bear Museum. In addition, there are several Muslim-friendly restaurants which provide Halal menu service for Muslim travelers selected by Jeju Tourism Organization (JTO) in Seogwipo area. Several coffee shops are also available inside and around attractions. This can be an option for Muslim travelers. Inna, the founder of Ransel Travel agent based in Indonesia said ;

“Since there is no specific Wudu place, our clients use westafel to wash their feet and the hardest part was that I had to inform to our clients and made them understand whenever they washed their feet, they could not make the floor wet cause korean people would not like the wet condition of the floor”.

2.3 Travel Agent and Tour Guides

Traditionally, travel agents and tour guides, specialized in pilgrimage tours to Mecca, now are also provisioning products for Muslim-friendly tourism market. Travel agents are also starting to make Muslim-friendly tour packages. These travel agents aim to provide necessary facilities and arrange such as halal food or halal menu service as a prioritise by cooperating with restaurants or a prayer room during the tour. Additionally, when the facilities are not available, tour operators and travel agents are able to enquire with restaurants, hotels, and outlets to provide them.

In Jeju Island, there are travels agents based in Indonesia and Malaysia working with Korean travel agents and tour operators in Jeju Island to cater the Muslim tourist needs. However, the only Muslim travel agency based in Jeju Island since 2014 is Jeju Muslim Travel and Tours Sdn Bhd owned by Malaysian who was rewarded a travel agency license by Jeju Tourism Organization (JTO) in 2017 with license number 838-24-00610. Kina Omar the founder of Jeju Muslim Travel said :

“As for our clients, our itinerary is nature-based experiences and all of tour guides are Malaysians who really know Jeju Island inside and out. Besides being tour guides, they also drive a car or minivan to the tourist sites, and bring our clients to the best places to eat in Jeju Island”.

The travel agencies from Indonesia and Malaysia that bring Muslim tourists provide their clients with Muslim-friendly facilities, organize the appropriate activities in line with beliefs and cultures and arrange the route plans around prayer times. Inna, the founder of Indonesia Ransel Travel said :

“As a travel agent from Indonesia, the tour guide is from Indonesia who comes and takes a flight along with Muslim tourists from Indonesia since Indonesians are not allowed to drive in Jeju Island, so we cooperate with Jeju Island providers (guesthouse, driver, restaurant) to serve our clients”.

Tourists desire peculiar experiences in new destinations, for this reason there exists a necessary for a well-developed travel plan that would create everlasting impression. Tour guides take a significant part in this matter. As such, tour guide apprehension of the Muslim tourists is essential in the provision of their needs. Regarding this matter Dae Yong Kim, one of the eminence Islamic major scholars in South Korea said :

“Tourist guides need to be educated on the needs of Muslim travelers. Local here, there are no tour guides to cater Muslim tourists since my family is the only Muslim in Jeju Island. Other Muslim people are living here they are workers. So, Most of tour guides are from Indonesia and Malaysia travel agent working with korea travel agent and tour operator”.

2.4 Muslim-Friendly Travel Website and Muslim Visitor Guidebook

To Promote Jeju Island for Muslim tourists, a local official for tourism marketing, Jeju Tourism Organization (JTO) uses various online marketing channels through SNS (Social Networking Service) or Social Media platform such as official Facebook and Instagram. In 2015, Jeju Tourism Organization officially launched a visitor guidebook in the form of a printed version as well as a free downloadable e-book for Muslim tourists⁷³. The first guidebook for Muslim travelers focuses on the important aspects of Muslim-friendly travel and features into three main sections such as places to eat, pray and stay. As for Muslim-friendly eatery, there are six Muslim-friendly restaurants selected by JTO which serve seafood and vegetarian dishes such as Samda, Geobu Hanjeongsik, Bapi Boyak, Hwanggane, Doraji and Mulmegol. Additionally, at that time, the only place to pray for Muslim tourists is in Jeju Islamic Cultural Center (JICC). As for the accommodations, there is no official list of guesthouses for Muslim tourists. They are selected due to receiving large numbers of South East Asian guests and having English speaking staff such as Yeha Guesthouse, Jeju eco Suites, Backpackers in Jeju and Backpackers Home.

⁷³ Jeju Weekly (2015). Jeju Seducing the Muslim Dollar. Available from <http://www.jejuweekly.com/news/articleView.html?idxno=4647>. Retrieved 20.09.17

Meanwhile, Jeju Tourist Association (JTA) and HalalTrip also launched officially a guidebook⁷⁴ in 2015. The highlight of the guidebook for Muslims is what Jeju Island as a popular South Korea destination has to offer Muslims thus, drive more Muslim tourists to visit Jeju Island. The comprehensive 10-page guide is a useful resource for every Muslim tourist such as Muslim-friendly restaurants, prayer facilities, must-see attractions and activities in Jeju Island. The guidebook also focuses on some of the important aspects of Muslim-friendly travel and features information into four main sections such as the five must-have experiences (experience village tour, Jeju Olle trail, Mt.Hallasan, Jeju Golden Bus City Tour), the best shopping places (Souvenir shops, Shopping malls/streets, and duty free shops), the best places to eat (Rajmahal, Baghdad, Cehohaechon, Yeonsong Galchiyori, Mulmegol, Seopji Haenyeouijip, Badajanchi, Tamrabadang) and prayer facilities (Jeju Islamic Cultural Center, WE hotel, POL-A Resort Jeju, and Kenshington Jeju Hotel) .

To welcome Muslim tourists and make it easier for Muslim tourists enjoying Jeju Island while traveling around, JTO also provide a travel website for Muslim travelers. The travel website⁷⁵, officially launched in 2018, offers Muslim travelers several choices of Muslim-friendly hotels around Jeju Island. The website also helps Muslim travelers locating Muslim-friendly restaurants⁷⁶ and praying spaces at several tourist sites. The website is also available in Malaysian language, Malay⁷⁷. Launching the visitor guidebook and travel website enables Jeju

⁷⁴ Crescentrating (2015). Jeju Island Launches New Visitor Guide for Muslim Tourists. Available from ile:///D:/Documents/semester%20akhir/jeju f%20island/Jeju_Guide_for_Muslim_Visitors_printing_1442206689.pdf. Retrieved 20.09.17

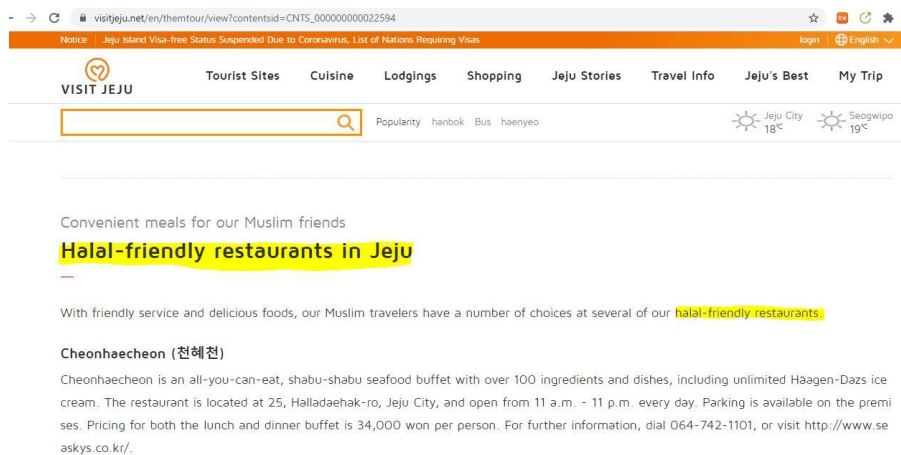
⁷⁵ Jeju Tourism Organization (2018). Welcoming our Muslim Guests. Available from <https://www.visitjeju.net/u/kg>. Retrieved 20.09.18

⁷⁶ Jeju Tourism Organization (2020).Muslim-Friedly Restaurants. Available from https://www.visitjeju.net/en/contentsList/muslim?menuId=DOM_200000000010182#.Retrieved 20.09.18

⁷⁷ Jeju Tourism Organization (2018). Welcoming our Muslim Guests. Available from <https://www.visitjeju.net/my/#>. Retrieved 20.09.18

Island to easily promote itself as Muslim-friendly destination and receive a greater number of Muslim visitor arrivals in the future.

Figure 4-13 Halal-Friendly Restaurants are Written on the Official Website of Jeju Tourism Organization (JTO)



Source : visitjeju.net⁷⁸

However on the website visitjeju.net by JTO for Muslim tourists, it is written Halal-Friendly Restaurants in Jeju. Regarding this matter Dae Yong Kim, Korean eminence Islamic scholar in Sharia said :

“Here Jeju Island there are no halal-friendly restaurants. There are only halal menu services. Many aspects must consider as 100% original halal restaurants like the owner must be Muslim, no pork, no alcohol. Here Jeju Island is non-Muslim region every restaurant includes alcohol in their service. If it is Seoul, it is possible to have halal-friendly restaurants because many Muslims owner from Muslim countries and do not include pork and alcohol”.

⁷⁸ Jeju Tourism Organization (2018). Welcoming our Muslim Guests. Available from https://www.visitjeju.net/en/detail/view?contentsid=CNTS_00000000022594. Retrieved 20.09.18

3. Key Themes Based on Religious Needs of Muslim Travelers

3.1 Halal Foods

Many of Muslim tourists indicated Halal food (certain foods eaten by Muslims and prepared under Islamic procedures) as their primary concern while traveling. In addition to revel in sceneries and engage with local inhabitants, travelers also endeavor to explore a variety of local delicacies in a country they visit as it is one of the best opportunities to uncover and relish a nation. However figuring local yet halal food, not being able to enjoy it, makes the tour less significant and meaningful. Formerly, the numbers of halal foods were relatively rarely. Over the past years this has turned. Jeju Island, as a non-Muslim region, has developed Muslim-friendly eateries around Jeju. When it comes to Halal certified restaurants, JICC as an official administrative link branch of KMF (Korea Muslim Federation) and JAKIM Malaysia (the department of Islamic Development Malaysia-Halal hub department) is responsible for providing certificates. As an official branch of JAKIM Malaysia, JICC adopts and applies the standards of Malaysian Halal foods such as preparation, production, storage and handling as the guidance to assess the restaurant to get halal certified⁷⁹.

Korea Tourism Organization (KTO) as an official organization in South Korea under the Ministry of Culture and Tourism to promote tourism industry has categorized Muslim-Friendly restaurants in Korea including Jeju Island, thus Muslim travelers are able to decide and conveniently dine in Jeju Island. The restaurants have been selected and categorized such as Halal Certified (restaurant certified by Korea Muslim Federation or KMF), self-certified (all foods are Halal), certified restaurants as halal by Muslim restaurant owners themselves, Muslim-friendly (some halal dishes are provided but alcohol is provided), Muslim welcome (Korean vegetarian restaurant or no pork related dishes), and pork-free (contains non halal meat but no

⁷⁹ JAKIM (1997). Halal Malaysia Official Portal. Available from www.halal.gov.my.

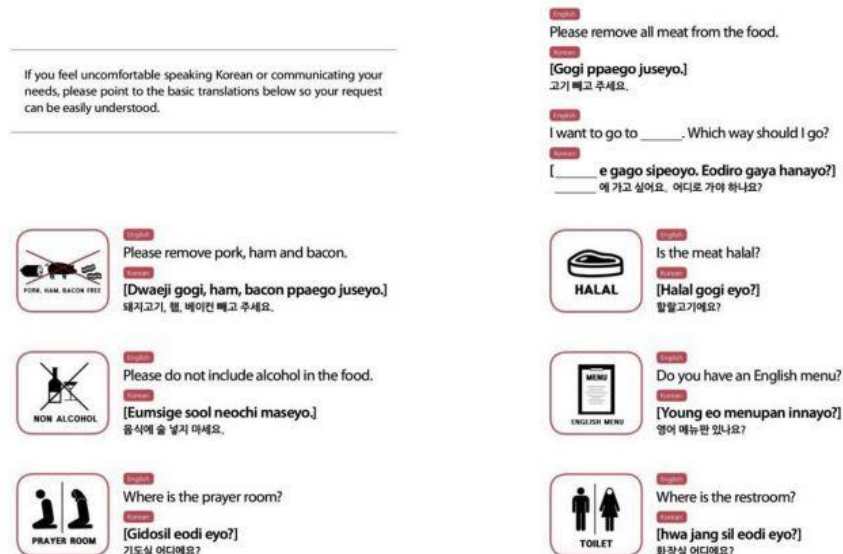
pork). Additionally, Muslim-friendly menu classification such as vegetables only, seafood based food, vegetable or seafood based food (sometimes include meat) and meat based food (not halal meat) but no pork.

Figure 4-14 Muslim-Friendly Restaurant Categories by KTO



Source : Korea Tourism Organization (2020)

Figure 4-15 The Finger Conversation Tool by KTO for Muslim Tourists



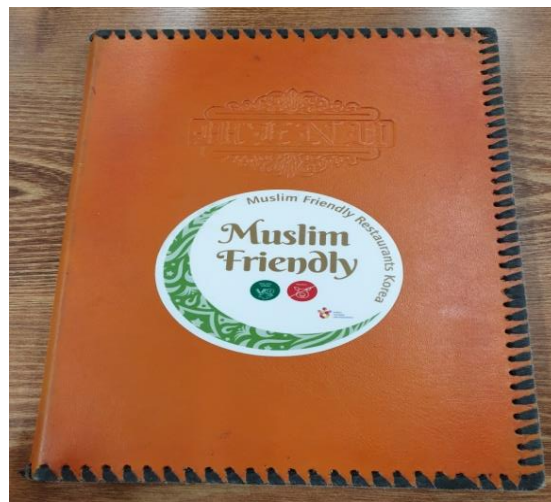
Source : Korea Tourism Organization (2020)

Table 4-7 2020 Lists of Muslim-Friendly Restaurants in Jeju Island by JTO

Muslim-Friendly Restaurants in Jeju Island	
**Assalam Restaurant (Arab Food)	*Lovinghut Jeju (Korean Food)
Wardah Restaurant (Arab Food)	*Willala (Malaysian food)
Bagdad (Indian Food)	*Seongsan Bomal Rice Porridge & Noodle Soup (Korean Food)
Daewonga (Korean Food)	*Haechon (Korean Food)
Badajanchi (Korean Food)	*Kim Myung Ja Oyster Rice Soup (Korean Food)
Choonsim's House (Korean Food)	*Jeju Cheongun (Korean Food)
Tammora Korean Food (Ramada Plaza Jeju)	*Jejurang (Korean Food)
The Blue Buffet & Western Restaurant (Ramada Plaza Jeju)	*Badang Jeju (Korean Food)
Badapungkyung (Korean Food)	*Jeju King Crabs Sashimi Town (Korean Food)
*Narnia Restaurant (Western Food)	*Jejuddukbaeki (Korean Food)
*Cocomama (Korean Food)	*Cocomama Seongsan (Korean Food)

Source : Jeju Tourism Organization (2020) *new entry **new entry&the only halal certified

Figure 4-16 A Muslim-Friendly Restaurant Menubook in Jeju Island



Source : Researcher Self-Documentation (2020)

Based on the findings of the field research and data collections, researcher found that there are several Muslim-friendly restaurants (seafood or vegetables based food which is no alcohol or non-Halal meat used in the preparation of food) that are not listed which can be a suggestion as follows :

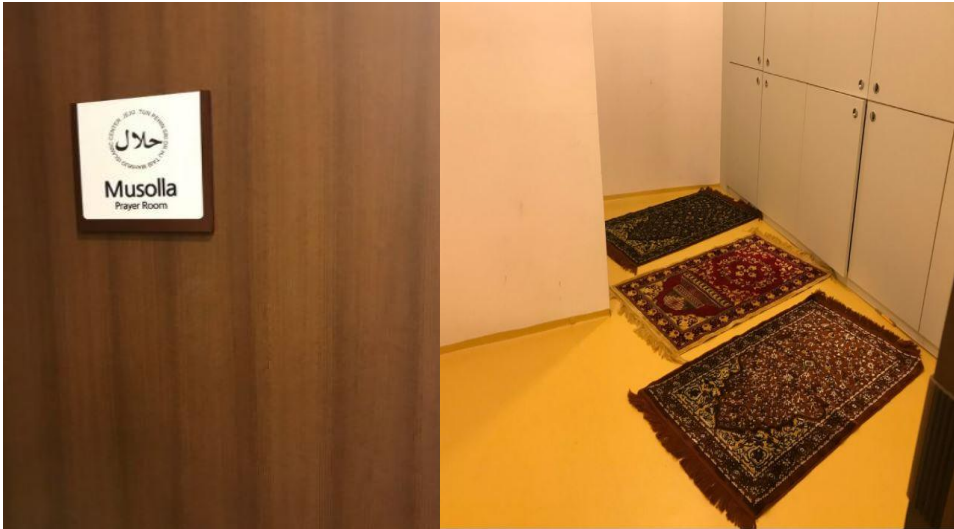
Table 4-8 Suggested Muslim-Friendly Restaurants in Jeju Island Based on Research Field-Trip and Data Collections

Muslim-Friendly Restaurants in Jeju Island	
Indian Kitchen (Baghdad House)	Café 901 (Rooftop Vegan Café)
Onuii (Seafood-based food)	Tamrabansang (Korean Vegan Buffet)
Dasoni (plant-based food)	Grumpy Baby (vegan-friendly café)
Zen Hideway (plant-based food)	Bottle and Bowl (Smoothie and Salad)
Merry Organic Tea Coffee and Shop (plant-based food)	Gla-Gla Hawaii (Seafood based food & vegan poke bowls)
Bakeshop Sniff (vegan cinnamon rolls)	And Yu Café (Vegan Bakery)
The Canvas (vegan meals for takeout)	Eat Your Green

Source : Researcher (2020)

Several Muslim-friendly restaurants in Jeju Island allocate a special prayer room for Muslim travelers such as Cheonhaecheon, Uribong Sikdang, Badapungkyeong, Assalam Restaurant and Indian Kitchen. As for others, Muslim tourists are able to request (upon request) for a prayer space in a Muslim-friendly restaurants.

Figure 4-17 A Prayer Room at Cheonhaecheon Restaurant in Jeju Island



Source : Tripadvisor Cheonhaecheon Restaurant

Figure 4-18 A Prayer Room at Uribong Restaurant in Jeju Island



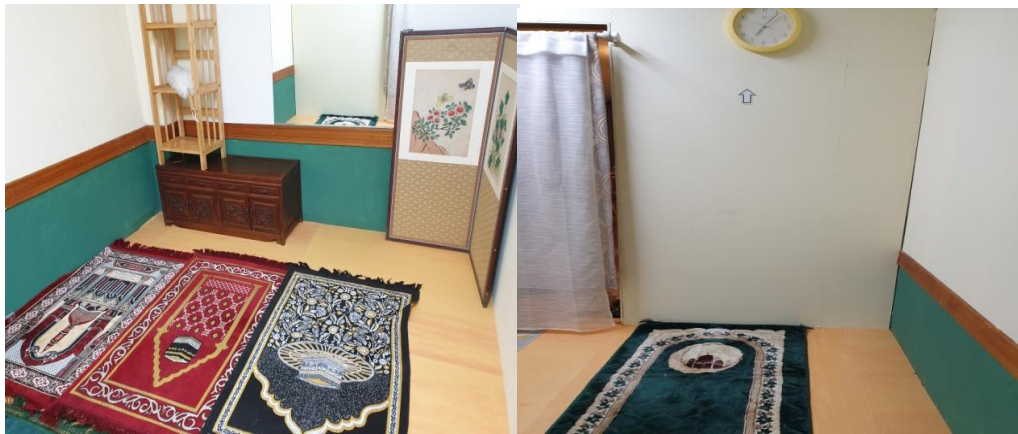
Source : havehalalwilltravel.com

Figure 4-19 A Prayer Space at 2nd Floor Badapungkyeong Restaurant in Jeju Island



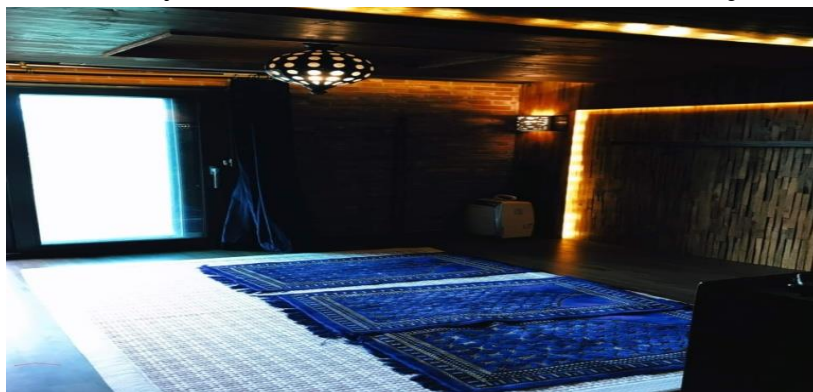
Source : tripzilla.com

Figure 4-20 A Prayer Room at Jeju Assalam Restaurant Jeju Island



Source : Researcher Self-Documentation (2020)

Figure 4-21 A Prayer Room at Indian Kitchen Restaurant in Jeju Island



Source : Halaltripfacebook.com

Dae Yong Kim, the founder of Jeju Islamic Cultural Center said :

“Normally, Jeju welcome involves a rack of pork belly and soju, both of which are Haram (anything that is forbidden by Islamic law) for Muslims so cultural training is essential. This kind of basic misunderstanding, like using a frying pan for both chicken and pork is very serious, very serious, therefore there should be professional training on Muslim culture. Now we work with the government so if someone wants to open the halal menu we train them, we educate them and sign it. This will be better for everyone, especially for Muslims. But it should be Korean food. Bulgogi ? why not ? it should be”.

However, in the process of signing of the rigours of halal certification Rajmahal, a local Indian restaurant, lost its Halal certification after failing its reassessment due to the fact that they do not use certified halal meat from Seoul, instead of using halal meat they buy chicken in one of the supermarkets in Jeju Island which in fact is non-halal meat because the processing of halal meat requires Islamic methods of slaughtering. Regarding this matter Dae Yong Kim, Korean Well-known Islamic Scholar said :

“We eat only halal food. No halal food is available in Jeju. We order from mainland⁸⁰. When it comes to slaughtering method with Islamic law (Sharia), Prof Kim stated that there are many aspects to consider for this. Take for example pork. It can not be consumed at all by Muslims. Other meats must come from animals that have been properly killed quickly with a very sharp blade at the neck. This is to prevent a slow painful death”.

Additionally, Azri Mukhtar the CEO of Muslim Tour in Korea specialized in Seoul and Jeju Island said :

“Young Malaysians are interested in Jeju because of the Korean wave. Most tourists want to try Korean foods such as Bulgogi, Korean fried and spicy fried chicken sauce, Jajangmyeon, Dakgalbi. As Muslims, we even have to use separate utensils in case they were used for pork so that they can not because there are no halal restaurants for that. If one opened it would have a big impact”.⁸¹

⁸⁰ Jeju Weekly (2015). Jeju Moving beyond The Chopstick Area. Available from <http://www.jejuweekly.com/news/articleView.html?idxno=4649>. Retrieved 20.09.24

⁸¹ Jeju Weekly (2013). Jeju Targets Southeast Asia. Available from <http://www.jejuweekly.com/newas/articlePrint.html?idxno=3225>. Retrieved 20.09.24

3.2 Prayer Facilities

Jeju Island as non Muslim region has been vigorously establishing prayer rooms at these locations such as accommodations, attractions and at airports and now Jeju Island is home to more than 5 mushallas or prayer rooms situated at primary locations. Originally, the only prayer room in Jeju Island is in Jeju Islamic Cultural Center (JICC) and as of now, it still has been an official prayer space for Muslims who are living in Jeju and travelers from all over the world. Since 2010, Muslim tourists has surged up in Jeju Island thus to cater the Muslim tourist needs. In 2012 Authorities in Jeju Island distributed prayer mat or *Sajada*, copies of Quran (the direct word of God inspired to the prophet Muhammad peace be upon him and the prophet's teachings), compasses and direction stickers for Mecca praying direction or *Qibla* to Lotte Hotel, Hyatt Hotel, KAL Hotel, Ocean Suites, The Hotel, Ocean Grand, The Palace Hotel. The the only attraction which received the items was Ilchul Land. Now, tourist attractions in Jeju Island have 4 mushallas in Ilchul Land (an artificial or man-made garden with a cave and well-known as the filming site for the Korean shows Running Man and Korean dramas), Tamnara Republic Jeju (an eco-friendly park and a sister attraction to Nami Island), K-Pop Play and Teddy Bear museum. Additionally, Jeju Island officially opened for public a prayer room at the Airport in 2018. Also the only rental car in Jeju Island that has Muslim facility is Lotte Rental car autohouse. Furthermore, Several Muslim-Friendly Restaurants selected by Jeju Tourism Organization (JTO) in Jeju Island provide a prayer room for Muslim tourists and upon request from Muslim Travelers. The list of places that allocate prayer rooms in Jeju Island as follows :

Table 4-9 The List of Prayer Rooms Facilities Allocated in Jeju Island

Category	P/T	Prayer Room	Address	Tel	Hours	Gender Division	Quran	Prayer Carpet	Qiblat	Feet Washing Facility
Islamic Mosque	P	Jeju Islamic Cultural Centre (JICC)	1208,Jeonghan Officetel,42,Noyeon-ro,Jeju-si,Jeju-do	064-712-1215	Phone Reservation	X	X	0	0	0
International Airport	P	Jeju International Airport	2002, Yongdam 2(i)-dong,Jeju-si,Jeju-do	1661-2626	06.00-23.00	X	X	0	0	X
Rental Car	P	Lotte Rental Car Autohouse	855,Yongdam 2(i)-dong,Jeju-si,Jeju-do	064-751-8000	07.00-22.00	X	0	0	0	X
Hotel	P	WE Hotel	5F,We Hotel,453-95,1100-ro,Seogwipo-si,Jeju-do	064-730-1200~1202	All day (if reserved beforehand)	0	0	0	0	0
Hotel	T	The Shilla Jeju	75 Jungmun gwangwang-ro 72beon-gil,Seogwipo-si,Jeju-do	064-735-5114	All day (if reserved beforehand)	0	0	0	0	X
Hotel	T	Lotte Hotel Jeju	35 Jungmun gwangwang-ro 72beon-gil,Seogwipo-si,Jeju-do	064-731-1000	All day (if reserved beforehand)	0	0	0	0	0
Hotel	T	Leo Hotel Jeju	14Sammu-ro, Jeju-si,Jeju-do	064-754-7000	All day (if reserved beforehand)	X	0	0	0	0
Vacation Home	P	Jeju Best Hill	2109-36, Namjo-ro,Jocheon-eup,Jeju-si,Jeju-do	070-4400-3300	All day (if reserved beforehand)	X	0	0	0	0

T : Temporary P : Permanent

Source : Researcher's Field Trip (2020) & hrwkorea.or.kr

Table 4-9 The List of Prayer Rooms Facilities Allocated in Jeju Island

Category	P/T	Prayer Room	Address	Tel	Hours	Gender Division	Quran	Prayer Carpet	Qiblat	Feet Washing Facility
Guesthouse	P	Jeju Masil Guesthouse	11-16,Seogwang-ro 2-gil, Jeju-si	010-8699-0046	All day	X	0	0	0	0
Restaurant	P	Cheonhaecheon	25,Halladaeak-ro,Jeju-si,Jeju-do	064-742-1101	11.00-23.00	X	0	0	0	X
Restaurant	P	Indian Kitchen	191 Aewon-ro,Aewol-eup,Jeju-si,Jeju-do	064-799-5859	11.30-22.00	X	0	0	0	0
Restaurant	P	Jeju Assalam	1 st floor, 7, Jugang-ro 2-gil, Jeju-si,Jeju-do	064-751-1125	11.30-23.00	X	X	0	0	0
Restaurant	P	Badapungkyeong	654, Seohaean-ro, Jeju-si	064-711-7992	11.00-23.00	X	X	0	0	X
Restaurant	P	Uribongsikdang	273, Ilchul-ro, Seongsan-eup, Seogwipo-si	064-782-0032	08.00-20.00	X	0	0	0	X
Tourist Site	P	Tamnara Republic	897,Hanchang-ro,Hallim-eup,Jeju-si,Jeju-do	064-772-2878	09.00-18.00	0	0	0	0	0

T : Temporary P : Permanent

Source : Researcher (2020) & hrwkorea.or.kr

Table 4-9 The List of Prayer Rooms Facilities Allocated in Jeju Island

Category	P/T	Prayer Room	Address	Tel	Hours	Gender Division	Quran	Prayer Carpet	Qiblat	Feet Washing Facility
Tourist Site	P	Teddy Bear Museum	Jungmun gwangwang-ro 110beon-gil, Seogwipo-si, Jeju-do	064-738-7600	09.00-19.00	X	0	0	0	0
Tourist Site	P	Play K-pop	15, Jungmun gwangwang-ro 72beon-gil, Seogwipo-si, Jeju-do	064-780-9000	09.00-18.00	0	0	0	0	0
Tourist Site	P	Ilchul Land (Sunrise Land)	4150-30 Jungsagandong-ro, Seongsan-eup, Seogwipo-si, Jeju-do	064-784-2080	08.30- before sunset	0	0	0	0	0
Islamic Mosque	P	Rahman Masjid	1745-1, ara-dong, jeju-si, jeju-do	010-8615-0786	All Day	0	0	0	0	0
Islamic Mosque	P	Masjid Baiturrahman	75, Yongdam 1(II)-dong Namseong-ro, Jeju-si, Jeju-do	010-9358-2014	Phone reservation for pin access	0	0	0	0	0

T : Temporary P : Permanent

Source : Researcher (2020) & hrwkorea.or.kr

Figure 4-22 Jeju Islamic Cultural Center (JICC) in Jeju Island



Source : Organization Profile of JICC (2017)

Figure 4-23 A Prayer Room in Lotte Rental Car Autohouse Jeju Island



Source : myvisitjeju.wordpress.com

Figure 4-24 Rahman Masjid Organized by Pakistan Students in Jeju National University and Workers



Source : Researcher Self-Documentation (2020)

Figure 4-25 Masjid Baiturrahman Organized by Indonesian Workers in Jeju Island



Source : Researcher Self-Documentation (2020)

3.3 Water-Friendly Washrooms

A water-friendly washroom is a Muslim courtesy utilizing water to clean up own self once spending in the toilet. The facility is widely accessible in Muslim countries. However, such facility is not readily available in a non Muslim countries including Jeju Island, except in some star hotels and Jeju International Convention Centre (JICC) in Jeju with the use of hand shower or bidet.

3.4 Ramadhan Services

Due to the fact that Jeju Island is a non Muslim region, there are no activities and designated services during the month of Ramadhan. For instance, there are no night markets or stalls of various local street foods available during Ramadhan as in Muslim countries. However, there are activities only with Muslim residents in Jeju Island during Eid Al-Fitr (the celebration day that comes at the end of the Muslim month of fasting or the first major Muslim festival of breaking the fast) and Eid Al-Adha (a feast day to reminisce about Ibrahim's willingness to comply with Allah's command to forfeit his son and the second major Muslim festival after Eid Al-Fitr) such as Muslim residents (workers and students) in Jeju Island meet and prayer together as Syed Shanu, a Muslim resident and assistant professor at Halla College who is originally from India and has been living in Jeju for roughly a year said :

“We meet sometimes and have prayers. In festival times like EID, we usually meet and have prayer together”⁸².

⁸² Jeju Weekly (2010). Jeju Looks to Open up to Islamic Culture. Available from <http://www.jejuweekly.com/news/articleView.html?idxno=1024>. Retrieved 20.09.27

In addition, during ramadhan pre-pandemic Professor H. Bashir Dae Yong Kim, as the founder of Jeju Islamic Cultural Centre (JICC), always open house for Muslim tourists and residents who want to gather for iftar (break the fast time) together in JICC.

3.5 Recreational Facilities with Privacy

This part examines some part of Muslim travelers like from UAE (United Arab Emirate) member countries when they look out for leisure facilities that allocate a privacy for males and females such as swimming pools, gyms and beach areas. Due to the fact that Jeju Island is non-Muslim destination, no resorts offer private beaches like in Turkey. Additionally, there are no hotels, resorts, beaches or other land arrangements which accomodate the needs of some Muslims in search of such establishments. As for Muslim tourists from Southeast Asia do not notice such facilities.

CONCLUSION

This paper is about exploring what has been provided by Jeju Island as provisioner in providing hospitality services and facilities for Muslim tourists and key themes based on religious needs of Muslim travelers related to Muslim-friendly tourism. This study will act as a guide for Jeju Island to map the total journey across the services provided by the destination. As a result, it will help identify the weaknesses and gaps faced by Jeju Island to be more Muslim-friendly destination.

This study will practically offer some suggestions to Korean hospitality management stakeholders and government considering to what has been offered by Jeju Island to attract Muslim travelers plays a significant role in providing satisfaction and contentment and expands more Muslim-friendly needs in Jeju Island. Additionally, this study will have significant contribution to academic literature considering that this study about Muslim-Friendly Tourism (MFT) has limitedly been done by other researchers.

South Korea is a country that has been actively campaigning Muslim-friendly tourism to captivate more Muslim tourists. As of 2020, there are roughly 200.000 Muslims (Koreans and Foreigners) residing in South Korea (KMF,2020). The number of Muslim tourists in South Korea has steadily increased from 870.000 in 2017 and 970.000 in 2018 (Yonhap news,2020). As a well-known destination in South Korea, Jeju Island is making contribution to draw more Muslim travelers. Formed about 2 million years ago and merely 1.849 km² total area, Jeju Island is well-known as the Island of the gods, the South Korea's Hawaii and Honeymoon Destination. In addition, Jeju Island is prominent for its natural beauty, unique landscapes and charm in every season thus, Jeju Island is certified as the UNESCO prestigious Triple crown – a World Natural Heritage, a World Biosphere Reserve, and a Global Geopark.

There are 3 UNESCO Sites in Jeju Island such as Mount Halla or Hallasan Mountain, Lava Tubes, and Seongsan Sunrise Peak or Seongsan Ilchulbong. Jeju Island is also well-known as the new seven wonders of nature.

As of 2020, there are about 672,948 local inhabitants in Jeju Island (jeju.go.kr) and 1,850 Muslims living on this island consisting of 50 students and 1,800 workers (JICC,2020). A Muslim tourist influx in Jeju Island is witnessing a gradual increase in inbound tourism, particularly from South East Asian Muslim Majority countries like Malaysia and Indonesia. Thus, this island is making a major boost to accommodate and meet the needs of Muslim travelers through “Muslim-friendly of Jeju Island”. The number of Muslim arrivals to Jeju Island between 2010 and 2019 as follows :

Table 5.1 Muslim Tourist Arrivals to Jeju Island from 2010 to 2019

Year	2010	2014	2019
Malaysia	23,550	63,826	67,877
Singapore	31,405	55,927	26,345
Indonesia	3,713	36,842	22,292

Source : JTO (2020) & JICC (2017)

Hospitality Services and Facilities:

- 1. Transportation and facility aspects :** Jeju International Airport is the major airport in Jeju Island to cater Muslim tourists from all over the world and particularly Muslim travelers from South-East Asia directly flying from Malaysia to this island by taking the world’s most affordable airline, Airasia or Korean domestic flights from Gimpo airport, Seoul. Besides, the international airline provides Muslim meals which are certified as Halal foods

by JAKIM Malaysia. Additionally, the international airport in Jeju island allocates a prayer room facility after check point immigration at the departure hall. However, there are no specific Wudu facilities and Islamic toilet etiquette like water usage toilet for male and female. Moreover, there are no Muslim-friendly restaurants or halal menu services at Jeju Island international airport.

2. **Islamic Attributes in Jeju Island's Accomodations and Tourist Attractions :** Jeju island has a wide variety of hotels, ranging from budget to luxury accommodation throughout the island. To cater Muslim guests, several Muslim-friendly hotels and guesthouses are offering menu services such as Halal meat (upon request), seafood, fish and plant-based foods that are able to eat for Muslims. As for during Ramadhan, Muslims are able to request for menu for Sahur (pre-dawn meals) to Hotels. In addition, most of the big star hotels in several Muslim-friendly guesthouses provide praying attributes and praying mark at the room hotels. While visiting tourist attractions, Muslim travelers are able to perform salat or prayer in several prayer rooms located in Jeju city such as in Jeju Islamic Cultural Centre (JICC), Tapdong area (organized by Indonesian workers) and around Jeju National University Mushalla (organized by Pakistani), and Tamnara Republic (known as the sister of Nami island). Besides, Muslim tourists are also able to perform salat while visiting attractions in Seogwipo area such as Ilchul land, Teddy bear and K-pop Museum. Each of prayer rooms throughout attractions in Jeju Island provide Wudu facilities or foot-wash facility however, there are no water usage washrooms.
3. **Travel Agency and Tour guides :** The only travel agency based in Jeju island is Jeju Muslim Travel (JMT) owned by Malaysian to cater Muslim tourists who mostly come from Malaysia. As for Indonesia Muslim travelers, travel agency based in Indonesia cooperates with tourism providers in Jeju island to cater Muslim tourists from Indonesia. However, not

many tour operators are offering Muslim-friendly tour packages. Besides, there are no local tour guides to cater Muslim tourist needs.

- 4. Official Website :** In order to make Muslim tourists comfortable and satisfied, Jeju island is offering official website and downloadable guidebook for Muslim tourists which provide a wide information such as Muslim-friendly eateries, hotels and places to perform salat or prayer.

Key themes based on religious needs of Muslim travelers :

- 1. Halal foods :** As of 2020, there are readily available 23 Muslim-friendly restaurants with Halal menu services in Jeju island. The certification of restaurant for Halal menu services is done by Jeju Islamic Cultural Center (JICC) which is legally registered under Ministry of Justice Jeju District Court, branch of Korea Muslim Federation (KMF), and adopted the entire criterias of Halal certification standard by JAKIM Malaysia. Several Muslim-friendly restaurants in Jeju island such as Cheonhaecheon, Indian Kitchen, Jeju Assalam, Badapungkyeong, and Uribongsikdang allocate a prayer room for Muslim customers to perform prayer and other Muslim-friendly restaurants in Jeju will provide a space for Muslim travelers if they want to perform salat or prayer (upon request)
- 2. Prayer facilities :** As of 2020, there are 20 prayer rooms provided for Muslim tourists to perform salat or prayer with Wudu facilities such as in several hotels, Jeju international airport, Muslim-friendly restaurants, Lotte rental car autohouse, several tourist attractions and 3 Mushalla or Little Mosque organized by JICC, Indonesian workers and Pakistani. However, there are no prayer rooms allocated in shopping malls and Jeju International Convention Center (JICC).

3. **Islamic toilet etiquette** : there are no available water usage washrooms in public toilets in Jeju island except in most hotels and Jeju International Conference Centre (JICC).
4. **Ramadhan services** : Due to the fact that Jeju island is non-Muslim majority destination, there are no such offerings during Ramadhan such as night market or Halal street foods throughout the island.
5. **Recreational facilities with privacy** : As of now, there are still no facilities such as a private swimming pools, gyms and beach areas for males and females provided in Jeju island to cater for this special needs of Muslim tourists.

DISCUSSION AND RECOMMENDATION

Jeju Island is one of the well-known destinations in South Korea that also make a contribution in tourism sector by captivating Muslim Market as the alternative market after Japan and China. As non-Muslim Majority destination, Jeju Island has made a significant effort in the provision of Muslim tourist needs. It can be seen from this paper from the early period of Muslim travelers began arriving in 1997 in Jeju Island that there was no Halal food or Muslim-friendly restaurant and no place to perform their basic fundamental action for Muslim tourists.

Now Jeju Island has changed and continued going to great lengths of making Muslim visitors more comfortable and satisfied by cooperating with Jeju Islamic Cultural Center organized by Korean Islamic scholar who is expert in Islamic law (Sharia) or Islamic teachings due to the fact that the provision of facility and service needs of Muslim travelers requires specifics adjustments based on Islamic values and teachings. As of 2020, Jeju Island has 20 Prayer rooms in the city area, airport, rental car, hotel, tourist attraction and restaurant. Additionally, there are 23 Muslim-friendly restaurants for Muslim tourists including the only one Halal certified food eateries, Assalam restaurant. However, there are still several significant matters that require more concern of the providers and government in Jeju island such as Rajmahal Restaurant lost its Halal certification after failing its reassessment because they do not use certified halal meat from Seoul, instead of using halal meat they buy chicken in one of the supermarkets in Jeju Island which in fact is non-halal meat because the processing of halal meat requires Islamic methods of slaughtering, yet this restaurant is included on the website of Muslim-friendly restaurants in Jeju Island. In this case, government, tourism providers JICC should more concern the halal assurance of the products for Muslim tourists. Additionally, it is discomfoting for Muslim travelers where the setup for water usage

washrooms and Wudu facilities are unavailable in Jeju island except in Hotels and Jeju International Exhibition Centre (JICC). Furthermore, Most of the trainings had been designed to attract and accommodate Muslim tourists who were expected staying in expensive luxury hotels, however it turned out that the considerable proportion arrivals of Muslim tourists were not of the target group (UAE), but South-East Asia known as middle-income countries. Also Jeju island should provide more trainings of the personnels in tourism sector based on Muslim culture or Islamic teachings if the target is Muslim travelers. Moreover, there still exists misconception and misunderstanding of Islam faced by Jeju Island. Thus, these require concern and cooperation from tourism provider, government and Jeju Islamic Cultural Centre (JICC) to resolve this.

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Note

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