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The Development of Halal Tourism in Muslim Minority
Countries: Case Study in South Korea

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Abstract

This study aims to find the development of halal tourism in South Korea. The development of the number of tourists and the Muslim population there is increasing from year to year, so the need for halal food consumption is also increasing. The South Korean government implements the development of the halal food industry through MAFRA and Korea Muslim Federation (KMF) to obtain halal legality. This study is categorized qualitative research with phenomenology approach in South Korea. The techniques of data collection are dept interview, observation, and documentation. While the data analysis technique includes data reduction, data display, and conclusion. The research results show that the Korea Tourism Organization (KTO) issued a guidebook for halal food in Korea. In addition, They make the application is called Halal Korea which will provide information about the location of the mosque, Qibla direction, prayer times, the location of halal restaurants and the Qur'an. In 2016, the South Korean government collaborated with KMF to formulate a halal certification system. This is attempted as a follow-up to support for restaurants that have declared their place as halal restaurants.

Keywords

Halal tourism, Muslim minority, South Korea.

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1 Introduction

In Islam, the concepts of Halal and Haram are based on the teachings from the Holy Qur'an and the Hadith, the scripture of Islam that is a collection of traditions containing sayings of the prophet Muhammad which, with accounts of his daily practice, constitute the major source of guidance for Muslims. In regards to Halal and Haram, Allah Swt says:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy. (Surah al-Baqarah [2]: 168)

In obedience to Allah Swt, Muslims eat and drink that is only Halal, an Arabic word meaning lawful or permissible. (Shihab, 2003) Haram is the opposite, meaning unlawful or impermissible. Halal is the Muslim way of life, and is not only limited to a Muslim's diet, but includes speech, behavior, dress code and social manner as well, stressing the importance of Halal in a Muslim's daily life.

Halal certification, which started mainly in the area of food, is being expanded to other various fields including food additives (ingredients), beverages, cosmetics, health functional foods, medicine, daily necessities, tourism, logistics, and more in order to ensure that all products that Muslims are using are authentically halal certified. The CAGR (compound annual growth rate) of the global halal industry has already exceeded

10% and the exports of Korean products to Islamic regions calculates to over 1 billion US dollars. The Halal market is expected to continue to grow and expand at a fast rate for the foreseeable future. Because Halal certification is not optional for Muslims and is a requirement for export to overseas halal markets, this creates greater expectations of accountability across the halal ecosystem and a growing desire for building coherence across halal authorities.

The South Korean government implements the development of the halal food industry through MAFRA and Korea Muslim Federation (KMF) to obtain halal legality. (Syaikhoni, 2022) The certification process applies to restaurants located in Korea and exports of Korean food products to Muslim countries. The position of KMF is an official institution that can issue halal certification for food products in Korea. The South Korean government's collaboration with KMF can expand the global market so that gastrodiplomacy can be accepted in countries with a majority Muslim population. Some South Korean foods that have received halal certification include Kimche Ramen, Samyang Ramen, Yukgaejang, Sutah Ramen, Hot Chicken Ramen, Hot Chicken Ramen Big Bowl and Hot Chicken Ramen Cup. The certification results were obtained from KMF on December 31, 2015. (Paraswari, 2015)

The development of the number of tourists and the Muslim population there is increasing from year to year, so the need for halal food consumption is also increasing. For this reason, this paper will examine how the development of halal tourism in South Korea.

2 Methods

This study is categorized qualitative research (Denzin, 2017) with phenomenology approach in South Korea. (Hannes, 2022) The techniques of data collection are dept interview, observation, and documentation. (Yin, 2015) While the data analysis technique uses the Miles and Huberman data analysis model, namely with several stages: data reduction, data display, and conclusion. (Matthew B. Miles, Qualitative Data Analysis, 2014)

3 Result and Discussion

3.1 Potret Pariwisata Halal di Korea Selatan

The number of Muslim tourists who entered South Korea, citing Yonhap News Agency, Sunday (15/9/2019), there were 511,017 tourists who visited South Korea in the first half of 2019. Also read: Holidays to Woljeongsa in Korea, Can Stay at Temples often experience an increase because in 2018, the number was 970,000 Muslim tourists and 870,000 Muslim tourists in 2017. While for the total tourist arrivals as a whole, in 2019 there were 17,502,756 people citing Visit Korea. Then in 2018 it was 15,346,879 people, and in 2017 the total tourist visits to South Korea were 13,335,758 people. (Ramadhian, 2022)

The Korea Halal Association (KHA) also plays an important role in South Korea's halal tourism industry. KHA is an association in South Korea that provides certification services, consulting, promotions and various activities regarding the halal industry. The KHA also seeks to raise public awareness and clear up misconceptions about the halal

industry in Korea. The target of CRC is not only for the general public but also for business people. The activities carried out by KHA are in the form of festivals, exhibitions, and international conferences.

Taking into account the needs of Korean Muslim tourists, the government began to introduce Muslim-friendly tourism. In 2014, the Korea Tourism Organization/KTO issued a guidebook for halal food in Korea. This guidebook can be accessed through the Visit Korea website where it is updated every year. The book is titled Restaurants Guide For Muslim Visitors, Muslim Friendly Restaurants in Korea (2015), Muslim Friendly Restaurants in Korea (2016) and Muslim Friendly Korea Tourist Map. (Salam, 2022) In addition, KTO develops official Muslim friendly websites such as the Korea Muslim Friendly Restaurant developed by KTO Jakarta and KTO makes applications for Muslim tourists that can be downloaded on the Play Store. The application is called Halal Korea which will provide information about the location of the mosque, Qibla direction, prayer times, the location of halal restaurants and the Qur'an.

3.2 Halal Food: Manifestasi Pariwisata Halal di Korea Selatan

The large number of course will force the government to establish good and cooperative cooperation with various groups. Halal certification is very important to ensure the convenience of visiting Muslim tourists. In this case, KMF has a big role because the agency has the specifications to carry out halal certification of food products. In addition, promotional activities, conferences and festivals carried out by KHA can also support the advancement of South Korea's halal tourism industry because these activities involve many people and have broad targets.

In 2016, the South Korean government collaborated with KMF to formulate a halal certification system. This is attempted as a follow-up to support for restaurants that have declared their place as halal restaurants. The South Korean government, through Jung Chang So as the President of KTO, said that the facilities needed for 'halal tourism' were already available and the number was planned to be increased in the coming years. According to Jung, in Korea there are approximately 130 Muslim-friendly restaurants spread across the province. The restaurant has its own category, namely 1) Halal Certified Restaurant, which means the restaurant has received certification from the Korea Muslim Federation. 2) Self-certified Halal Restaurant, where the restaurant owner certifies the halal of the food and beverage products sold; 3) Muslim friendly Restaurant, which provides halal food but still sells alcohol; 4) Muslim Welcome Restaurant, which serves vegetables and no food and drinks containing pork; and 5) pork-free, where the restaurant sells meat-related food, but not pork. Salam and Kervan restaurants are 2 of 14 restaurants that are legally certified halal by the Korean Muslim Federation. Most restaurants in Korea are still Self-Certified and Muslim Welcome. (Kusumaningrum, 2017)

Korean Halal Food is a typical Korean food product that has been declared halal by The Halal Commission KMF or issued in collaboration with Muslim countries including Indonesia. KMF is a Muslim organization that plays an important role in the halal food industry in South Korea in collaboration with food certification bodies. halal such as JAKIM Malaysia and MUI Indonesia. (Nam, 2012)

Halal food policy by the South Korean government was issued through MAFRA in June 2015 which focused on three things, namely the development of the halal industry, increasing exports and expanding distribution networks. food and others. The Korean government has determined halal products because they have fulfilled the procedures from the halal labeling agency. In addition, Korea has expanded its halal food market by establishing cooperation with Muslim countries or Muslim-majority countries globally.

The effort to spread Korean culture in the form of food in Indonesia, the Korean government in the halal food industry sector carries out halal certification in order to provide guarantees to consumers who are Muslims about the food they consume. Therefore, the existence of an institution that has the authority to issue halal certification in a country is an element that must be fulfilled because only those who have the power can assist a company in obtaining a halal certificate, of course, after going through the stages and a strict inspection process in accordance with the regulations. Halal standardization in Islam. The institution authorized to issue the halal certificate must have integrity that has been recognized by the country and other Muslim countries so that in the future the process of issuing halal certificates is no doubt and able to meet the expectations of consumers.

For criteria and Halal Certificates, only KMF organizations are allowed to determine and issue. The Director of the Korea Tourism Organization (KTO) then collaborated with KMF and several Muslim-friendly restaurants in Korea in publishing a guidebook "Muslim-Friendly Restaurants in Korea", making an application for qibla direction and prayer times to make it easier for Muslim tourists while in South Korea. They even provide Muslim tour packages to Korea for foreign tourists.

On March 5, 2015, South Korea's determination is evidenced by the signing of a memorandum of understanding with the United Arab Emirates (UAE) on the establishment of a Korean cultural center. (Syaikhoni, 2022) In the agreement, both South Korea and the UAE will cooperate with each other in various market information and build halal certification. This is the Korean Government's first step to seize the halal market opportunity. The South Korean government cooperates with KMF to carry out halal certification. KMF is tasked with conducting halal certification and labeling on Korean food products developed by Korean companies for export.

In addition, the cooperative relationship between the Korean Food Research Institute and KMF is established to explore halal food by establishing an institution with the authority to determine the standardization of halal food stipulated by Muslim regulations and to set a reference for halal product companies in Korea itself. This reference stipulation will be a reference for Korean companies when they want to export halal food products to several countries, especially Muslim or Muslim-majority countries.

Food with halal certification is a guarantee for Muslim consumers. So in the development of the halal food industry sector, halal certification issued from authorized institutions is important. South Korea cooperates with a third party, namely the state certification agency for halal certification. In South Korea there are two institutions with the task of providing halal labels, namely KMF and KHA. The certification process must cover all processes from production, storage and distribution.

One of the food companies that has been declared halal through the provision of legality from certain institutions, for example Nongshim. The company has shipped

instant noodle products to several countries in the Middle East. In its development in 1973, another company named Daesang appeared and had obtained halal certification from the MUI in Indonesia. (Yang, 1995) Halal certification mainly pays attention to restaurants that serve South Korean menus. Muslim tourists are generally worried about the availability and access of halal food because this Ginseng Country is famous for its cuisine made from pork.

4 Conclusion

The development of the number of tourists and the Muslim population there is increasing from year to year, so the need for halal food consumption is also increasing. The South Korean government implements the development of the halal food industry through MAFRA and Korea Muslim Federation (KMF) to obtain halal legality. In 2016, the South Korean government collaborated with KMF to formulate a halal certification system. This is attempted as a follow-up to support for restaurants that have declared their place as halal restaurants. The Korea Tourism Organization (KTO) issued a guidebook for halal food in Korea. In addition, They make the application is called Halal Korea which will provide information about the location of the mosque, Qibla direction, prayer times, the location of halal restaurants and the Qur'an.

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