

ABSTRACT

The purpose of this research is to explain the strategies of the Japanese government in developing the halal tourism industry in Japanese SMEs. In this research, the researchers using qualitative research methods and library research as data collection. By examining the contents from all sources, in enhancing the halal tourism industry, the Japanese government requested the Japanese SMEs should participate to develop the halal tourism industry by making a cooperation with the Muslim countries like Malaysia and Indonesia in increasing halal food products as well as provide some Muslim friendly facilities to fulfill the needs of Muslim tourist while in Japan.

Keywords: Halal in Japan, Halal Tourism, Japanese SMEs