

Chapter 1

INTRODUCTION

A. Background

Taiwan is a small country on the continent of East Asia, squeezed by 2 developed countries China and Japan. This is enough to make the country, the capital of Taipei, face major challenges such as security, economy and culture. Even today, Taiwan is still faced with issues of sovereignty and borders with China. In addition, Taiwan has open sea borders with countries in Southeast Asia such as the Philippines and Vietnam. It has 4 seasons weather with a country that is rich in marine products and natural tourism. No wonder this country is also called the country of Formosa which means beauty. Geographically, Taiwan is in a position that is not very profitable, but that does not mean because of this Taiwan cannot bring up the potential for the progress and development of its country.

In addition, Taiwan is known as a very multicultural country. Various kinds of foreign nationals like to make Taiwan a place to travel, work and go to school there. The high interest of foreigners who makes it one of the centers of cooperation, especially to attract people from the southern region of Taiwan such as Southeast Asia. In various big cities there, it is able to bring every traveler who leaves the impression of feeling Taiwan's closeness to the international world. With the number of tourists as well as foreign resident visa holders. Making this small dragon country forms an interest to be increasingly recognized and liked by the international community

One of the opportunities for Taiwan is to face the southern region, namely Southeast Asia which eventually became the New Southbound Policy. A form of Taiwan's foreign policy in order to achieve its national interests to countries in Southeast Asia to Australia and New Zealand. Since the foreign policy was implemented. We can easily

find various kinds of citizens who work or study there. As a country that has non-existent competition between East Asian countries, it forces Taiwan to expand its cooperation relations with other countries.

One of the implementations of this policy, Taiwan takes advantage of the beauty of its country by attracting tourists, opening scholarships and employment opportunities for foreign nationals to come to their country. Interestingly, Taiwan focuses on the Muslim population in the Asian Continent, ASEAN to the Australian continent, with a total of around 1 billion. In addition, Taiwan itself already has a Muslim population from Taiwan that has long developed in the region. Seeing this opportunity, Taiwan began to learn about strategies to be able to attract this large Muslim population. Almost every year, Muslim foreigners and native Taiwanese have increased significantly. This is proof of the establishment of several Muslim organizations there such as the Chinese Muslim Association, PCIM, PCI NU, FORMIIT etc. Because this seems to force Taiwan to begin to see public services shift to things that can attract native and foreign Muslims.

Or not want to be left behind from neighboring countries such as Japan and South Korea as well as Thailand and New Zealand which are starting to see the opportunity for the growing Muslim population to open Halal Tourism and Muslim Friendly Environment. However, the Taiwan halal study center has been established secretly earlier through the coordination of the Chinese Muslim association, as the first and oldest group born in Taipei and based in the Taipei Grand Mosque which was built in 1971 (Iman, 2020). Since then native Taiwanese Muslims have started to try to implement halal standards to several other Muslim groups. Through this development accompanied by the number of Muslim foreigners who began to enter Taiwan. The government has begun to take this focus by building many Muslim-friendly facilities.

Halal tourism, is one of the phenomena that arises from the growth of the halal industry. As the issue of halal advances the tourism industry, many Muslim and non-Muslim countries are preparing to capture the Muslim tourist market by providing tourism products, facilities and infrastructure to meet their needs. Despite the increasing demand and interest of this so-called concept, there is still a lack of publications and theoretical research in this area. In addition, there is still a lack of research carried out to provide and determine the concept of halal tourism in an Islamic context. Halal is an Arabic word associated with Islamic beliefs and is more than just a food product; it covers a wide variety of products and services offered to the Muslim population. Halal can be defined as halal or permissible according to Sharia; it is a quality attribute of trust. Halal certification guarantees all Muslim consumers because it fully meets the requirements in accordance with the provisions of sharia law which must be obeyed by Muslims, while for non-Muslims halal products are only related to product quality. Furthermore, it must be noted that Halal elements and quality products known as Halal thoyyiban have also been included and included in the Halal certification requirements.

The rise of promotion and development of “halal tourism” which refers to the Muslim Friendly Environment makes every non-Muslim country willing and active in various basic Muslim fulfillments. These needs include food, places of worship and several Muslim-friendly public facilities. Taiwan itself has significantly begun to pay attention to these matters by building and cooperating with various halal institutions. Even Taiwan was given training from LPPOM MUI Indonesia. The Halal Tourism trend is being intensified by various countries with different implementations.

On September 18, President Tsai Ing-wen said that Taiwan will continue to work to create a friendly atmosphere for Muslims, highlighting the efforts of the government to improve its ties with the Islamic world. As

one of the world's most commonly practiced faiths. Muslim-majority countries are important partners in the Current Southbound Strategy of the government, the president said. To expand bilateral exchanges, he added, the promotion of an understanding of the cultures and customs of these countries is therefore necessary. While receiving representatives from the Chinese Muslim Association based in Taipei City at the Presidential Office, Tsai made these remarks. According to the president, the government has taken a range of initiatives to improve the lives of Muslims in Taiwan since taking office in May 2016. This includes setting up prayer rooms and promoting halal certification for local hotels and restaurants in public transport facilities and major tourist attractions. The Muslim population of Taiwan is about 300,000, consisting of 60,000 or more citizens and around 250,000 migrant workers, according to the CMA. In the latest Global Muslim Travel Index published by MasterCard and CrescentRating, the nation ranks third highest among non-Organization of Islamic Cooperation countries. The NSP, a key board in the national development strategy of the government, aims to improve Taiwan 's agricultural, business, cultural, educational, tourism and commercial ties with the 10 Southeast Asian Nations Association Member States, six South Asian countries, Australia and New Zealand (MOFA, 2019).

Therefore, this paper will discuss all the efforts of Taiwan in its descriptive steps in various Muslim-friendly events to public facilities that are the center of halal tourism promotion in Taiwan. Being a Muslim friendly Taiwan is one of the focuses of becoming a Muslim population as an effort to achieve national interests by utilizing its soft power.

B. Research Question

From the background that described above, it can be drawn research question as follows “*How does Taiwan implement Halal as Tourism Industry Strategy to Build Muslim Friendly Environment?* “

C. Theoretical Framework

Public Diplomacy

Public diplomacy is defined as a process of government communication to the foreign public which aims to provide an understanding of the country, attitudes, institutions, culture, national interests, and policies taken by the country (Wang, 2006). 'Public diplomacy is an attempt to influence other people or organizations outside the country in a positive way so as to change the way that person protects against a country. Based on this series of definitions, it can be said that public diplomacy functions to promote national interests through understanding, informing and influencing the public outside the country (Melissen, 2005). Therefore, public diplomacy is one of the soft power instruments. Joseph S. Nye also explained in his writing "Public Diplomacy and Soft Power" the importance of public diplomacy in international relations today. Soft power is the ability to attract the attention of other parties to get the desired result through an attraction and not by force or payment and in this case, public diplomacy is categorized as a tool of soft power.

In international politics, the resources that generate soft power are mostly from the values of the organization or the state in expressing its cultural values. In this case, public diplomacy is an instrument used by the government to use these resources to communicate and manage their relationships with other parties. Public diplomacy is also an instrument for the government to communicate and to attract audiences from other countries, not just their own.

Public diplomacy tries to be attractive by focusing on these potential sources through broadcasting, subsidizing exports, exchanging and so on. However, if the contents of the culture, values and policies are not attractive then the diplomacy cannot be attractive and generate persuasion, and can actually produce the opposite. Nye explained that culture as a tool of cultural diplomacy is a set of activities that create meaning for society, and have many manifestations. Usually, it is

distinguished between high culture equivalent to literary arts, and education serving the elite of society, and popular culture which focuses on mass entertainment.

As for the Objectives of Public Diplomacy (Leonard, 2002):

1. Increasing people's knowledge about a country in this case makes them think about it, improve the image of the community, and change their opinion about that country
2. Increasing public appreciation of a country, in this case increasing their positive perceptions, equating their opinion with that of the country on an issue.
3. Improving relations with a country, in this case regarding the scope of education, encouraging people of other countries to come to another country for vacation, studying, encouraging people to consume goods from that country.

Public diplomacy, according to Jan Melissen, is an effort to positively influence other individuals or organizations outside of a country in order to alter how that individual perceives that country (Melissen, Jan, 2005). Based on all of these definitions, public diplomacy is described as the process of understanding, educating, and influencing the public abroad in order to promote national interests. As a result, one of the soft power tools is public diplomacy. There are three distinctions between public diplomacy and formal (traditional) diplomacy as compared. For starters, public diplomacy is open and inclusive, whereas conventional diplomacy is closed and narrow in scope. Second, public diplomacy is passed on from one government to another. Third, official diplomacy's themes and issues (the first line) are more focused on government attitudes and policies, while public diplomacy's themes and issues are more focused on public attitudes and actions.

It is important to recognize in public diplomacy that the diplomatic process occurs not only abroad but also at home. According to Evan Potter the question of public diplomacy is not only a foreign policy problem, but also a national challenge. The aim of public diplomacy is to "get other people on your side," but the challenge is influencing others' views and actions. In this situation, people don't just say policymakers; they even mean viewers or the general public (Potter, 2006).

Public diplomacy, according to Jay Wang, is a multi-faceted philosophy with three key aims (Wang J. , 2006): (1) promoting state goals and policies, (2) communicating principles and behaviors, and (3) increasing mutual understanding and mutual trust between the state and society. Public diplomacy emphasizes messages that can be carried out by all in order to achieve this aim. It is important to establish a public diplomacy communication strategy, namely a government communication strategy to regulate internal powers such as using non-state groups (MNCs, NGOs) and external communication strategies with international public target groups, as a form of passive participation.

Halal Tourism

According to Zamani Farahani, 2010 halal tourism defined as:

“Traveling activities of Muslims when moving from one place to another or when residing at one place outside their place of normal residence for a period less than one year and to engage in activities with Islamic motivations. It should be noted that Islamic activities must be in accordance with generally accepted principles of Islam; i.e. halal” (A.A, 2013).

According to Handerson, 2009:

“The concept of Islamic tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic

values". Therefore, the two concepts are vague and definitional ambiguities in terms of the Islamic law, the target customers (i.e. Muslims or non-Muslims), the location of activity (i.e. destination attributes), the product and service offered (i.e. food, facilities), and the purpose of travel." (Suid, Nor, & Omar, 2017)

Therefore, halal tourism can be defined as the part of the tourism industry which has tourism activity when people visit one place such as city or country to another place for a short time at least less than one year and this activity also bound with Islamic value or Islamic principles. Islamic values here means that all the facilities that offered by tourism industries are based on Islamic rule like providing the place for prayer, halal services such as an interaction between men and woman tourist, transportation, and provide halal food and drink.

The halal tourism destination consists of five aspects : 1) its development of marketing (marketing strategy, promotion strategy, media strategy, digital visibility, competitiveness of price points); 2) development of competition (attractions, accessibility, amenities): 3) industrial and institutional development (policies and incentives, numbers and growth of the halal tourism industry, development of innovation and certification of the goods and services of halal tourism, training and certification of human resources, promotion of the ecosystem of halal tourism (Sayekti, 2018).

Each country has a different strategy in managing their halal tourism, some examples are even separated into two. namely the strategy carried out by Muslim and non-Muslim countries. However, the difference is very thin, only based on halal institutions, it will be more profitable for Muslim-majority countries that promote halal tourism, a challenge for those countries with Muslim minorities to promote halal tourism based on the above concept. Basically, they focus on fulfilling Muslim-friendly public

services such as ablution places, prayer rooms, Muslim friendly toilets, hotels, and even hospitals. On the other hand, Muslim majority countries benefit from the number of halal certified food, while Muslim minority countries need various parties to be able to implement Halal food in their developing regions, especially in some areas that have special foods that need to be modified so that they can be consumed by Muslims. And now halal is starting to enter the manufacturing industry sectors such as packaged food, clothing, cosmetics, etc. The tourism industry with the halal concept has become a strategy for several countries by making it an attraction for tourists who want to vacation in Muslim minority areas (Zakiah Samori, 2015).

D. Hypothesis

Based on the theoretical frameworks, it is proposed the following hypothesis. How does Taiwan implement Halal as a Tourism Industry Strategy to Build a Muslim Friendly Environment are:

1. Increasing the role between the community and the existing Muslim community to enter various tourism sectors to become halal certified
2. Improving Muslim facilities by cooperating with Muslim organizations in Taiwan

E. Purpose of Research

The purposes of the research are below:

1. To explain the development of the halal tourism industry in Taiwan as their strategy of Tourism Industry
2. To explain the implementation of halal tourism in Taiwan to build Muslim Friendly Environment

F. Research Methods

The article uses qualitative research methods. Primary data search is carried out by conducting interviews and observations in a number of tourist destinations, as well as supporting infrastructure for halal

tourism. To get an interpretation of the development of halal tourism policies, it is carried out through in-depth interviews with halal tourism stakeholders in Taiwan. The research stage was carried out by conducting a number of secondary data studies based on the literature on halal tourism practices, both in a number of countries with Muslim majority populations and countries with Muslim minority populations. The data collection technique is done by using the technique literature review, namely by collecting data from the literature related to the problems discussed in the form of books, documents, journals, and newspapers or magazines that support research done by the author (Koentjaningrat, 1983).

G. Scope of Research

In the writing process, a research scope is needed which aims to avoid overly broad discussion of the topics to be discussed. In this thesis, the author focuses on Taiwan's strategy in developing the halal tourism industry which focuses on the formation of a Muslim friendly environment. The time frame to be analyzed is 2016 - 2020.