



March 2016

**Kanagawa Prefecture × Keio University × Odakyu Electric Railway's  
inbound measures in joint industry, government and academia cooperation  
Hakone model sightseeing course for Muslim tourists  
~ Introducing a hot spring tour that incorporates information  
on items such as food and prayer on our website ~**

Odakyu Electric Railway Co., Ltd. (Headquarters: Shinjuku Ward, Tokyo; President: Yamaki Toshimitsu), in cooperation with Kanagawa Prefecture and Keio University, has created the model sightseeing course in Hakone aimed at Muslim tourists, which will be introduced on the Odakyu Electric Railway's global site from 30th March, 2016 (Wed.).

**■ Background of the implementation**

The number of foreign visitors to Japan reached 19.74 million people in 2015, a trend that is steadily increasing in recent years. It is expected that the number of Muslim tourists from countries such as Malaysia and Indonesia will increase in the future.

Muslim tourists may require special consideration for religious reasons, such as their daily prayers and specific dietary restrictions (pork, alcohol, etc.).

Accordingly, through a cooperation between industry, government and academia together with Kanagawa Prefecture and Keio University, we have created the model sightseeing course in Hakone aimed at Muslim tourists.

To create this recommended tour route, we planned and conducted an actual trial of the tour route with a Muslim husband and wife couple from Indonesia as our models, all based on cooperation from Kanagawa Prefecture and Keio University. The guide incorporates necessary information for Muslim tourists, such as about prayer at hot spring facilities and restaurants, and presentation of menus which do not contain pork. It will be introduced on the Odakyu Electric Railway's global site from 30th March (Wed.), offering information on the attractive popular sightseeing spot "Hakone" toward Muslim tourist.

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| 1. Publication Date     | March 30th, 2016 (Wed.)  |
| 2. Place of Publication | Odakyu Electric Railway's global site (English version)<br>URL: <a href="http://www.odakyu.jp/english/course/muslim/">http://www.odakyu.jp/english/course/muslim/</a>                    |
| 3. Summary              | We will introduce the model sightseeing course for a two-day, one-night Hakone hot spring trip for Muslim tourists, offering information on prayer and diet                              |
| 4. Cooperation          | <ul style="list-style-type: none"><li>• International Tourism Division Kanagawa Prefectural Government</li><li>• Laboratory of Islamic Studies, Keio Research Institute at SFC</li></ul> |

## **Recommended Tour Route**

### Day 1

- Purchase tickets (Hakone Freepass, Limited Express Tickets) at the Odakyu Sightseeing Service Center in Shinjuku  
↓
- Board the Limited Express “Romancecar” (From Shinjuku to Hakone-Yumoto)  
↓
- Bathing, lunch, and prayer at the day-spa hot spring facility "Hakone Yuryo"  
↓
- Yosegi Zaiku (wooden mosaic) – experience Yosegi Zaiku at "Kanazashi Woodcraft"  
↓
- Dinner (Japanese Cuisine) and overnight at Odakyu Hotel de Yama

### Day 2

- Explore “Hakone-jinja Shrine”  
↓
- Art appreciation at “Narukawa Art Museum” (including Japanese-style paintings)  
↓
- Rest stop (snack) and souvenir shopping at “Hotoriya”  
↓
- Board the “Hakone Sightseeing Cruise”  
↓
- Lunch and prayer at “Odawara Daruma Ryoriten”

※We introduce the restaurants which offer the menu that do not contain pork and alcohol.

The restaurants are not necessarily halal-certified.