

Tourism Potential and Prospects of the South Coast of Yogyakarta as Halal Tourism

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Abstract

Halal tourism is one of the economic sectors that have a high potential to increase state revenue. In Indonesia, many provinces and tourist destinations have implemented halal tourism programs and continue to increase the number of tourists. One of them is the area of the South Coast of Yogyakarta which is starting to improve in developing halal tourism, halal tourism has high development prospects. The south coast of Yogyakarta is one of the most visited tourist destinations. Apart from its beautiful beaches, there are also religious tours in the form of tombs of the saints around it. This study aims to describe the potential and prospects for tourism in the South Coast of Yogyakarta as halal tourism. This research method uses literature study by tracing primary sources from relevant books or journals. Therefore, it is very important to develop halal tourism because halal tourism in Indonesia has superior economic potential as a supplier of state revenue.

Keywords: *Potential, Prospects, Halal Tourism.*

1. Introduction

Tourism is one sector that has the potential to contribute to improving the economy. One of the growing tourism industries is the halal tourism industry. The growth of world Muslim tourists is projected to experience growth even though in 2020 it experienced a decline due to the covid 19 pandemic. According to estimates (Mastercard-Crescentrating, 2022) International Muslim tourist arrivals will reach 160 million in 2019. After disruptions in 2020 and 2021, it is projected that the arrival of travelers Muslims will reach 140 million in 2023 and return to 2019 levels of 160 million in 2024. The pre-pandemic projection of 230 million arrivals in 2026 will now be achieved in 2028 with an estimated spending of USD 225 Billion.

The world's largest Muslim population is in Indonesia. In Indonesia, there are more than 231.06 million Muslims, or 86.7% of the country's total population. This shows how advanced religion is in Indonesia. This figure also represents a very strong market for all goods with an Islamic taste (Tanjung & Panggabean, 2022). Based on data from the Global Muslim Travel Index, in 2022 Indonesia will be in second place, parallel to Saudi Arabia and Turkey, while Malaysia will remain in first place (Mastercard-Crescentrating, 2022).

Currently, Indonesia has become one of the halal tourist destinations that foreign Muslim tourists are starting to pay attention to (Adinugraha et al., 2018). Because Indonesia not only has a lot of gorgeous landscapes, but it also has the world's largest Muslim population. Ten National Priority Halal Destinations that

adhere to GMTI requirements were created in 2018 as a result, including those in Aceh, Riau and the Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java (Malang Raya), Lombok, and South Sulawesi (Makassar and its surroundings) (Aggraeni, 2021). These 10 areas have the potential and prospects to develop into halal tourism, one of which is the Special Region of Yogyakarta.

The Special Region of Yogyakarta (DIY) is known as a tourist city with various types of tourism such as beaches, tourist villages, temples, museums, historical relics, and so on (Wicaksono, 2020). The land area of DIY is 3,185.80 km², or 0.17 percent of the land area of the Unitary State of the Republic of Indonesia. DIY consists of five districts namely Bantul, Sleman, Gunungkidul, Kulon Progo and Yogyakarta City districts (Yulianto, 2017).

In the record (Bps.go.id, 2022) in September 2022 there were 974 foreign tourist visits to DIY through Yogyakarta International Airport. The number of foreign tourist visits to DIY in September 2022 increased by 52.19 percent compared to August 2022, namely from 640 visits to 974 visits.

The leading sector owned by Gunungkidul is natural tourism in the coastal area. Tourist visits in Gunungkidul show an increase from year to year. The increase in the number of visiting tourists cannot be separated from the increasing number of tourist objects in various places in Gunungkidul. Gunungkidul has a long coastline of up to \pm 65 km. The beach areas that get a lot of attention from tourists are Baron, Kukup, Sepanjang, Drini, Krakal and Sadranan beaches. These five beaches have different characters and are located in the Districts of Tepus and Tanjungsari. Each beach has the same natural potential as white sand and coral islands (Sudarsono & Susantun, 2019).

These beaches are potential areas to improve people's welfare through the tourism sector. The existence of the beach fulfills the requirements as a tourist destination because it has a number of attractions, accessibility, facilities, price and brand image. Availability of facilities, such as parking lots, bathrooms, prayer rooms, stalls and lodging. Likewise supporting facilities such as trash bins, information boards, signboards, and security/SAR officers. Access to safe and comfortable tourist areas needs to be provided in an effort to increase the number of tourist visits in coastal areas (Adinugroho, 2017). In research (Adinugroho, 2016) found that the South coast has the potential to develop fishing activities even though each coastal area has different development potential. By looking at the natural potential that is owned and the facilities available, it is hoped that this potential and prospects will become halal tourism.

2. Method

This research uses a qualitative method with literature study, using primary sources such as books or journals that discuss the potential and prospects of halal tourism. Literature study is a type of inquiry that collects and analyzes information from various textual sources. Reading, understanding, and studying sources related to the research theme are steps in the research process (Prastowo, 2016).

3. Discussion

1) Halal Tourism Concept

Sharia tourism is a supplementary offering that does not replace other forms of tourism. As a novel strategy for promoting Indonesian tourism that supports Islamic culture and values while preserving the distinctiveness and originality of the region (Jaelani, 2017).

Halal tourism is defined by the Organization of the Islamic Conference (OIC), which refers to it as Islamic Tourism. According to the OIC, Islam and tourism based on the Qur'an urge people to visit other countries in order to learn from God's creation and receive Allah SWT's blessings. Islamic tourism is described as travel that aims to provide facilities and services to Muslims in line with Islamic ideals (Rahmi, 2020).

Halal tourism aims to satisfy at least three basic needs for Muslim visitors, namely the availability of suitable facilities and worship services, a place to stay that is accommodating to Muslim visitors (sharia hotels), food and beverages with halal guarantees through the certification of specific bodies with the authority to do so, and tourism services and facilities that can be enjoyed by both Muslim and non-Muslim visitors (Subarkah, 2018).

Based on the Global Islamic Economy Report, halal tourism is an effort to carry out Islamic values without reducing the element of entertainment desired by Muslim tourists. The main criteria for halal tourism are looking at the environment, access, and services with indicators: availability of halal food, adequate places for prayer, availability of clean water in toilets, no issues of Islamophobia, service during Ramadan, experience of Islam in tourist areas, segregation of men and women in public facilities such as swimming pools, sports venues, and no non-halal activities (Faraby & Rozi, 2021).

Halal tourism is intended as a tourist attraction that is friendly to Muslims and provides supporting access to all activities that are spiritual in nature. The halal standard is in accordance with the provisions contained in the Qur'an and Hadith. Halal tourism is of course not only for Muslims, but for other religions. Because the halal in question does not conflict with other religions, instead it adds to the comfort of enjoying the intended tourist object (Tanjung & Panggabean, 2022).

2) Tourism Potential and Prospects of the South Coast of Yogyakarta as Halal Tourism

One of the regencies of the Province of the Special Region of Yogyakarta is the Gunungkidul Regency, which has Wonosari as its capital. Gunungkidul Regency covers 1,485.36 km², or about 46.63%, of the Special Region of Yogyakarta Province's overall area. A distance of about 39 kilometres separates Wonosari city from Yogyakarta, the seat of the Special Province of Yogyakarta, in the southeast. There are 144 villages and 18 sub-districts in the Gunungkidul Regency region (Bkp.go.id, n.d.).

Based on data from the Global Muslim Travel Index, in 2022 Indonesia will be in second place. This was followed up with the development of 10 National Priority Halal Destinations in 2018 that refer to GMTI standards, one of which is the Special Region of Yogyakarta. In general, the specialty of tourism in DIY compared to other places is its existing cultural and natural wealth. Many tourists

have made DIY a tourist destination because of these advantages, both local and foreign tourists (Yulianto, 2017).

Gunungkidul Regency has a number of leading economic sectors that originate from the presence of natural factors. Natural factors are a source of community income because almost all community economic activities are related to these natural factors. The leading sector that owns Gunungkidul is natural tourism in the coastal area (Sudarsono & Susantun, 2019).

These beaches as potential areas to improve welfare. The existence of the beach fulfills the requirements as a tourist destination because it has a number of attractions, accessibility, facilities, price and brand image. Availability of facilities, such as parking lots, bathrooms, prayer rooms, stalls and lodging. Likewise supporting facilities such as trash bins, information boards, signboards, and security/SAR officers. By looking at the natural potential that is owned and the facilities available, it is hoped that this potential and prospects will become halal tourism.

Head of the Gunungkidul Tourism Office Muhammad Arif Aldian said, until mid-August 2022 it had reached IDR 14.42 billion from the target of IDR 27 billion. Regional Original Revenue (PAD) of this size came from a total of 2,010,266 tourist visits (Kemenparekraf, 2022). The increasing number of tourism destinations and investments makes them a key factor in creating jobs, infrastructure, business development, and income from exports (Subarkah, 2018).

The DIY province's major seaside tourism region is in Gunungkidul Regency. In Gunungkidul, a number of beach tourism attractions have the potential to be halal. Tourism that adheres to sharia precepts is known as sharia tourism. Geographical areas that are part of one or more administrative areas and have tourist attractions, places of worship, public facilities, tourism facilities, accessibility, and interconnected communities that support the achievement of sharia-compliant tourism (Saputram et al., 2019).

An interesting characteristic of Halal Tourism is "Extended Facilities and Services" that Halal Tourism expands market segmentation, not just religious tourism, which can be enjoyed by all tourists, in line with world social trends, and in line with UNWTO tourism ethics. The following are the Halal Tourism principles implemented by the Government of Indonesia in Halal Tourism according to the GMTI criteria:

Table 1. General Criteria Of Halal Tourism

Category	Indicator
Tourism Destinations (Nature, Culture, Artificial)	There are choices of tourism, artistic and cultural activities that do not lead to pornography and polytheism
	If possible, hold at least one halal life style festival
	Guides dress and look polite
	There is a choice of beach attractions and bathing attractions that are separate for men and women and/or have a non-skimming dress code
Hotel	Halal food is available
	There are facilities that make it easy to worship, such as mosques, prayer rooms and purification facilities
	Playanan is available during the month of Ramadan to meet the needs of sahur and breaking the fast
	There are no non-halal activities such as gambling, alcoholic beverages, and discotheques
	There are recreational facilities such as a swimming pool and fitness/gym facilities which are separated for men and women
	If the hotel provides spa facilities, then male therapists are for male customers and female therapists are for female customers. Therapy does not use ingredients containing pork, alcohol or their derivative products
Travel agency	Provide tour packages that comply with the general criteria of Halal Tourism
	Does not offer non-halal activities
	Have a list of business providers of halal food and beverages
	Tour guides understand and are able to carry out sharia values in carrying out their duties
	Be polite and attractive in accordance with Islamic ethics

Source: Halal Tourism Development Acceleration Team (Widhasti et al., 2017).

According to Suwanto, there are several factors driving the development of potential tourism objects as follows:

- a. Attraction Is a very important component, because attraction is the main factor for a tourist visiting a tourist destination.
- b. Amenities Facilities owned by tourist destinations include accommodation, food management businesses, transportation, recreation and others.
- c. Accessibility According to Spillane said that accessibility is the ability to reach a particular tourist destination, with easier or more difficult to reach it.
- d. Services According to Parasuraman, Zeithaml, and Berry service quality can be seen from five dimensions including tangible, reliability, responsiveness, assurance, and empathy (Rendayani, 2018).

A region or nation's economy can be improved in part thanks to the tourism industry. The fulfillment of goodwill (maslahah) for the community, including advantages in this life and the afterlife (fi ad-daraini), is the cornerstone of all tourism practices from a sharia perspective (Adinugraha et al., 2018).

Tourism encompasses all related activities and is multifaceted and interdisciplinary in nature. It is a manifestation of individual and national needs as well as interactions between travelers and host communities, other travelers, the federal government, local governments, and business owners (Jaelani, 2017). The goals of national tourism are increasing economic growth, increasing people's welfare, eliminating poverty, overcoming unemployment, conserving nature, the

environment and environmental resources, advancing culture, elevating the nation's image, fostering love for the motherland, strengthening national identity and unity, and strengthen friendship between nations (Jaelani, 2017).

The designated destination must provide halal food, provide easy access to places of worship, as well as accommodation and services that comply with shari'ah standards. The Pariwisata Ministry launched halal tourism in Indonesia with the aim of making Indonesia a friendly destination for Muslim tourists. Not only tourist destinations, the facilities that support them must comply with halal standards from the MUI. Because of this, halal tourism needs to be carried out and driven by travel agents so that they can bring Muslim tourists to places that are friendly and according to Shari'ah (Jaelani, 2017).

Currently, Indonesia has become one of the halal tourist destinations that foreign Muslim tourists are starting to pay attention to. Based on data from the Global Muslim Travel Index, in 2022 Indonesia will be in second place. This was followed up with the development of 10 National Priority Halal Destinations in 2018 that refer to GMTI standards, one of which is the Special Region of Yogyakarta. Gunungkidul Regency has a number of leading economic sectors that originate from the presence of natural factors. Natural factors are a source of community income because almost all community economic activities are related to these natural factors. The leading sector that has Gunungkidul is natural tourism in the coastal area. These beaches as potential areas to improve welfare. The existence of the beach fulfills the requirements as a tourist destination because it has a number of attractions, accessibility, facilities, price and brand image. Availability of facilities, such as parking lots, bathrooms, prayer rooms, stalls and lodging. Likewise supporting facilities such as trash bins, information boards, signboards, and security/SAR officers. By looking at the natural potential that is owned and the facilities available, it is hoped that this potential and prospects will become halal tourism.

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