

CHAPTER I

INTRODUCTION

1.1. Background

One of the most significant economic sectors in many nations across the world today is tourism. The tourist sector will experience faster company turnover as a result of its continued growth. The advancement of cutting-edge technology benefits the travel and tourism sectors as well. In addition to making a major contribution to economic expansion, tourism has a profound effect on society's social and cultural facets. According to the United Nations World Tourism Organization (UNWTO), tourism can boost a nation's growth. This development affects emerging countries' economies significantly as well; it is not just confined to industrialized nations. Direct and indirect employment creation is one way to achieve this kind of development. The global GDP is accounted for by 10.4% of tourism. Additionally, it generates 319 million jobs, or one in five occupations globally.

According to Law No. 10/2009 Article 1 paragraph 1 concerning tourism, the term "tourism" refers to a range of tourist activities that are bolstered by a range of amenities and services offered by local governments, businesses, the government, and the community. One of the industries in Indonesia that generates the most foreign exchange is tourism. Given Indonesia's location, the tourism industry is crucial. The government is motivated to introduce Indonesia to other nations due to its abundance of natural and cultural resources. The Indonesian Ministry of Tourism reports that between

8.5 and 9 million foreign visitors are expected to visit Indonesia in 2023. According to the tourist trends and policies 2022 by the Organization for Economic Co-Operation and Development (OECD), 5.0% of Indonesia's GDP came from the tourist industry in 2019. This demonstrates that there is room for growth in the Indonesian tourism industry.

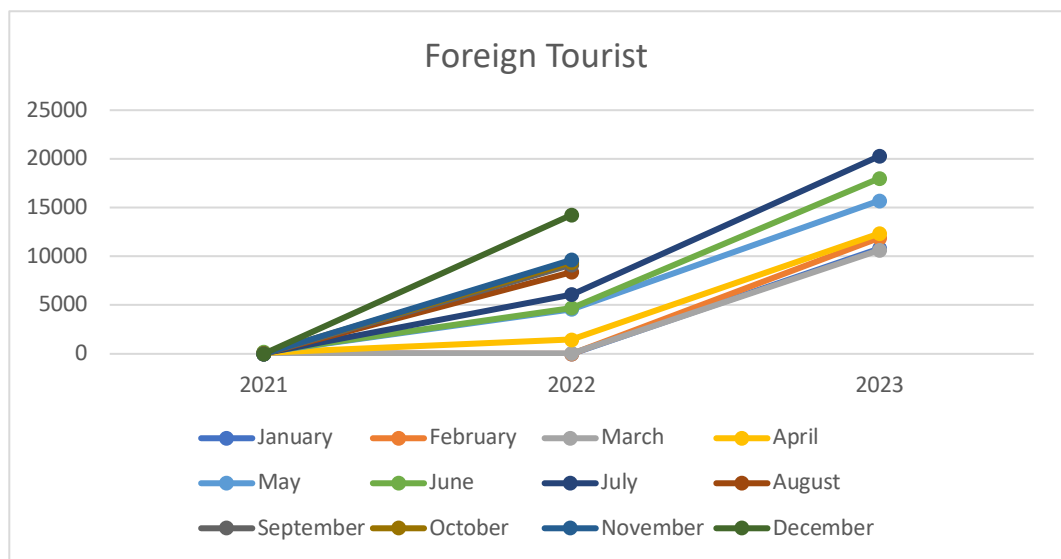


Figure 1.1 Data of Foreign Tourist Visits 2021, 2022, 2023

Resource: Badan Pusat Statistik

From the graph above, it can be clearly seen that foreign tourist visits have increased from 2021 to 2023. The Central Bureau of Statistics (BPS) released the number of foreign tourist visits to Indonesia during 2023 which increased by 503.32% compared to January 2022.

MasterCard's Crescent Rating According to the Global Muslim Travel Index (GMTI,2016), there will be a 26% increase in the global Muslim population by 2030. The growing Muslim population offers a chance to grow

the halal travel industry. In Indonesia, the majority of people are Muslims. The percentage of Muslims in Indonesia reached 86.7% of the total population in 2022 according to official data. The Ministry of Tourism can make use of this potential to promote halal travel in Indonesia. In an attempt to draw in as many tourists as possible, the Indonesian government has started to grow the halal tourism sector in recent years. There is still a growing interest in halal travel (Battour and Ismail, 2016). The rise corresponds with the annual rise in Muslim tourists (Bhuiyan et al., 2011). In April 2019, Indonesia emerged as the top halal tourist destination among the Organization of Islamic Cooperation (OIC) countries, with over 130 locations worldwide according to the Global Muslim Travel Index (Puspitasari et al., 2021).

The idea of halal tourism is currently being used in a number of Asian nations, including Malaysia, Thailand, Indonesia, and Singapore. In 2015, the Indonesian Ministry of Tourism initiated the development of halal tourism features and turned the halal tourism initiative into a flagship program. Halal tourism refers to travel that caters to and meets the demands of Muslim tourists when they are visiting a particular location. Those who think Muslims are interested in traveling while upholding their own religious practices are involved in halal tourism (Carboni et al., 2014). When Muslim tourists consider a destination to have high or low halal service quality, their values and attitudes about it either rise or diminish (Al-Ansi & Han, 2019).

Halal tourism is strongly associated with Islamic beliefs, which include offering halal food, accommodating Muslim guests, providing prayer facilities,

and creating an environment that upholds Islamic principles. This has led to a rise in demand for travel, particularly among Muslim tourists who wish to take a holiday that is compliant with their religious beliefs. The primary determinants of Muslim tourists' comfort and loyalty are the availability of suitable places of worship and halal food and beverages. Indonesia is beginning to establish halal tourism features in its tourist locations as a result of identifying Muslim tourists as its target market.

There is the word of Allah in the Qur'an in Surah Al-Maidah verse 3 which reads:

حُرِّمَتْ عَلَيْكُمُ الْمَيْتَةُ وَالدَّمُ وَلَحْمُ الْخِنْزِيرِ وَمَا أُهْلِيَ لغيرِ اللَّهِ بِهِ وَالْمُنْخَنِقَةُ وَالْمَوْقُوذَةُ وَالْمُتَرَدِّيَةُ
وَالنَّطِيحَةُ وَمَا أَكَلَ السَّبُعُ إِلَّا مَا ذَكَّيْتُمْ وَمَا ذُبِحَ عَلَى النُّصُبِ وَأَنْ تَسْتَقْسِمُوا بِالْأَزْلَامِ ذَلِكُمْ فِسْقٌ الْيَوْمَ
يَبْسُ الَّذِينَ كَفَرُوا مِنْ دِينِكُمْ فَلَا تَحْشَوْهُمْ وَاخْشَوْنِ الْيَوْمَ أَكْمَلْتُ لَكُمْ دِينَكُمْ وَأَتَمَمْتُ عَلَيْكُمْ نِعْمَتِي
وَرَضِيْتُ لَكُمُ الْإِسْلَامَ دِينًا فَمَنِ اضْطُرَّ فِي مَخْمَصَةٍ غَيْرِ مُتَجَانِفٍ لِإِثْمٍ فَإِنَّ اللَّهَ غَفُورٌ رَحِيمٌ

The verse means: “Forbidden to you are dead animals, and blood, and the flesh of swine, and that which has been dedicated to other than God, and that which has been asphyxiated, and that which has been thrown, and that which has been thrown into the ground, and that which has been gored by, and that which has been eaten. The seven, except what you have slaughtered, and what was slaughtered on the monument. And if you divide by the bindings, that is evildoing. Today, despair is given to those who disbelieve on account of this. So do not fear them, but fear me. This day I have perfected for you your religion and completed My blessings upon you and have approved for you Islam as your religion. But whoever is forced into a state of roasting without resorting to sin, then God is Forgiving and Merciful.” which is actually what Allah has commanded Muslims to avoid haram food.

The Indonesian government started halal travel there in 2012. Then, 12 provinces were named Muslim Friendly Destinations by the government in 2013 (Nirwandar, 2015). All 12 provinces are covered by West Sumatra Province, Aceh, Riau, Lampung, Banten, Jakarta, West Java, East Java, Central

Java, Yogyakarta, West Nusa Tenggara, and South Sulawesi. The government's formation of a team to expedite the growth of halal tourism—which allowed Indonesia to challenge Malaysia for the top spot in the world in 2019 according to GMTI (Global Muslim Travel Index) is evidence of the program's sincerity.

Right now, Yogyakarta City is among the top 10 regions with the highest number of tourists by destination. Both domestic and international tourism has been growing over time. After the provinces of Lombok, Aceh, Jakarta, West Sumatra, and West Java, DI Yogyakarta now holds the sixth place as the finest halal destination. This demonstrates DI Yogyakarta's strong potential for halal tourist development.

For a considerable amount of time, Yogyakarta has been acknowledged as one of Indonesia's top tourism destinations. The city offers captivating natural beauty, a wide range of engaging tourist activities, and a rich cultural legacy. But the city has been working hard lately to establish itself as one of Indonesia's top destinations for halal travel. In an attempt to satisfy the demands of Muslim tourists seeking an experience that aligns with Islamic values, halal tourism features are being made available.

This development is consistent with a global trend where Muslim tourists from different nations are demanding more and more halal tourism. With so many Muslims living in Indonesia, Yogyakarta City has a lot of potential to develop into a popular halal travel destination. To do this, though, a deeper comprehension of how Yogyakarta's halal tourist features affect patron convenience and loyalty is necessary.

The effect of halal tourism attributes is the study's main focus. Even though Yogyakarta has worked to offer halal tourism features such as halal cuisine, accommodations that are welcoming to Muslims, places to worship, and halal tourism advertising, it is still necessary to assess the degree to which these initiatives have affected visitor behavior. The degree to which halal tourism features influence Muslim visitors' comfort levels in Yogyakarta and whether this influences the development of their allegiance to this location are among the unanswered questions. In addition, Yogyakarta has its own features that make it a unique tourist attraction, including art, a rich historical legacy, and cultural variety. These could influence how Muslim travelers perceive and assess the features of halal travel. Thus, studies that use Yogyakarta as a case study can offer particular and helpful insights on the function of halal tourism qualities in this particular context.

Some of the findings of previous research (Roostika, 2012), (Battour et al., 2013), (Finarsih, F., 2019), (Musnia, 2023), concluded that halal tourism attributes can play a good role in determining the level of comfort and loyalty of tourists. However, some other research findings produce different information. According to (Tjiptono, 2012) and (Finarsih, F., 2019), halal tourism attributes still do not have a good role in increasing tourist comfort and loyalty. Furthermore, (Maulana, H., 2023) has examined the relationship between halal experience and comfort and found positive results. In addition, if a traveler feels performance is higher than expectations, he has a high level of loyalty. (Wang et al., 2009).

As the foregoing explanation makes clear, there are two distinct conclusions drawn from earlier studies that look at how halal tourist qualities affect comfort and loyalty. First off, there have been conflicting findings made in the past regarding halal tourism. Secondly, certain papers solely concentrate on the comfort and enjoyment of the customer. Indeed, the significance of halal tourist qualities in terms of customer comfort is worth examining.

In light of this, the study's objective is to ascertain and evaluate how Yogyakarta Special Region Province's halal tourism qualities affect visitor convenience. This research is expected to provide valuable guidance for the government, industry players, and relevant stakeholders in developing sustainable and customer-oriented tourism in the city of Yogyakarta and enhancing the city's image as an attractive halal tourism destination by better understanding how halal tourism attributes influence the behavior and customer preferences of Muslim tourists in Taman Sari Yogyakarta. The title used in this research is “The Effect of Halal Tourism Elements on Enhancing Tourist Contentment: A Case Study in Taman Sari Yogyakarta”

1.2. Problem Formulation

- a. Do worship facilities in Taman Sari Yogyakarta have a positive effect on the comfort of tourists visiting Taman Sari Yogyakarta?
- b. Does the availability of halal food in Taman Sari Yogyakarta have a positive effect on the convenience of tourists visiting Taman Sari Yogyakarta?

- c. Does halal tourist accommodation in Taman Sari Yogyakarta have a positive effect on the comfort of tourists visiting Taman Sari Yogyakarta?
- d. Does Islamic morality in Taman Sari Yogyakarta have a positive effect on the comfort of tourists visiting Taman Sari Yogyakarta?
- e. Does tourist loyalty have a positive influence on the comfort of tourists in Taman Sari Yogyakarta?

1.3. Research Purposes

The purposes in this study are as follows:

- a. To analyze the effect of worship facilities when visiting Taman Sari Yogyakarta on the comfort of tourists visiting Taman Sari Yogyakarta.
- b. To analyze the effect of the availability of halal food when visiting Taman Sari Yogyakarta on the comfort of tourists visiting Taman Sari Yogyakarta.
- c. To analyze the effect of halal tourist accommodation when visiting Taman Sari Yogyakarta on the comfort of tourists visiting Taman Sari Yogyakarta.
- d. To analyze the effect of Islamic morality when visiting Taman Sari Yogyakarta on the comfort of tourists visiting Taman Sari Yogyakarta.
- e. To analyze the effect of tourist loyalty on the comfort of tourists visiting Taman Sari Yogyakarta

1.4. Research Benefits

a. Theoretical Benefits

It is anticipated that this study would advance knowledge and provide insight into halal travel in Yogyakarta's Special Region. It is also intended that this research may serve as a source or material for other studies.

b. Practical Benefits

It is anticipated that this study will give the author more expertise and insight into the ways in which halal tourism qualities affect visitor pleasure and loyalty. Furthermore, it is believed that this study will help put the theory the author gained in lectures at Muhammadiyah University of Yogyakarta into practice.