

DEVELOPING HALAL TOURISM MANAGEMENT IN KOTAGEDE YOGYAKARTA, INDONESIA

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Abstract

This study aims to identify the tourism indicators that should be prioritized in Kotagede as one of the icon of halal tourism in Yogyakarta. Kotagede is the center of the establishment of Mataram Islam Kingdom in Yogyakarta which is developed as Halal tourism. The cultural values and guidance of Islam still maintained by the community. Along with the development of culture among the community, Kotagede as the center of cultural heritage of Mataram Islamic Kingdom can be one of the Halal tourism icon in the city of Yogyakarta with the local wisdom as the priority. The purposive sampling technique was used to obtain respondents who comprised of 150 visitors, 150 craftsmen and 150 local community members. By using Importance Performance Analysis (IPA), the various indicators will be used to determine the priority of halal tourism development such as the diversity of halal attractions, the integration of creative industries with halal tourism attractions, the availability of mosque facilities, the involvement of local communities in halal tourism activities. The results indicated that the honesty in the management and community around in Kotagede; the commitment of management and community to promote Sharia tourism; and the involvement of local communities in providing services to tourists are the variables which have high priorities to be improved. This study recommends the right policy priorities of these variables for achieving the sustainable development of halal tourism areas.

Keywords: Halal tourism; Importance Performance Analysis; Kotagede; local wisdom; heritage

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