

# Comparison of Cultural Heritage Tourism Towards Sustainable Development Case study: Special Region of Yogyakarta, Indonesia - Bangkok, Thailand

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**Abstract**-Tourism is a tourism activity supported by various facilities. Cultural heritage is a cultural legacy in the form of materiality object, it can be in the form of Heritage Objects. Cultural heritage tourism in the Special Region of Yogyakarta, Indonesia and in Bangkok, Thailand have similar characteristics. However, In Southeast Asia, Thailand is a leading country in Cultural Heritage preservation. This study aims to compare tourism management in Yogyakarta, Indonesia with Bangkok, Thailand, based on policy, management and financing aspects by using comparative descriptive method and empirical approach. The focus of research was the object of tourist destinations in Yogyakarta and in Bangkok in the form of buildings cultural heritage. The results showed that the development of tourism activities in Indonesia prioritizes in the economic aspects. On the other hand, the development of tourism activities in Bangkok takes into account the ecological, socio-cultural and economic sustainability of the community. To realize the development of good tourism, it needs to apply the sustainability concept.

**Keywords:** tourism management, cultural, heritage, sustainable

## I. INTRODUCTION

Tourism is a wide range of excursion activities and it is supported by various facilities and services provided by the community, businessmen, the Government and the Regional Government (Law of the Republic of Indonesia No. 10.Tahun 2009 on Tourism). One type of tourism according to (James, Spillane, 1987) based on the objective motive is tourism for culture (cultural tourism). The term cultural heritage is usually associated with cultural heritage tourism activities. Cultural Heritage is a cultural legacy in the form of material object, Buildings, Cultural Structure, Cultural Sites, and Cultural Areas on land and/or water that need to be preserved because it has important value for history, science, education, religion, and/or culture through the process of determination (Law of the Republic of Indonesia Number 11 Year 2010 About Cultural Heritage). Cultural tourism covers all aspects of the journey in which people learn about each other's way of life and thinking. Therefore, tourism is an important means to promote cultural relations and international cooperation. Tourism is also useful for promoting the knowledge, understanding and image of a nation through tourism (Goeldner & Ritchie, 2009).

The concept of tourism activities can be identified based on three factors, namely something to see, something to do, and something to buy (Yoeti, 1985). Something to see is related to the attractions in the tourist destination, something to do relate to tourists' activities and something to buy associated with shopping activities conducted tourists. Cultural tourism is not only about consuming cultural products from the past but also related to knowledge of contemporary life and the culture of today's society (S. Mousavi, N. Doratli, S. Mousavi et al, 2016). The definition of cultural tourism can be divided into 2 (two): The conceptual definition of the movement of people to cultural attractions away from their normal residence, with the intention to collect new information and experiences to meet their cultural needs and technical definition of all the movements of people for certain cultural attractions, such as heritage sites, art and cultural manifestations, art and drama outside their ordinary residence (ATLAS, 2009).

Some aspects that support a tourist destination vary depending on the condition of the area. According to Cooper (2005), they explained that the development framework of tourism destinations consists of the following main components:

- 1) Object of attraction which includes the uniqueness and attractiveness based on nature, culture, and artificial.
- 2) Accessibility includes facilities and transportation system.
- 3) Amenities which includes supporting facilities and tourist support.
- 4) Ancillary Service which support tourism activities.
- 5) Institutions that have the authority, responsibility and role in supporting the implementation of tourism activities.

The cultural heritage tourism management strategy has traditionally focused on the supply side ie, resources and ignoring the demand side of tourists (Timothy, D. J., & Boyd, 2003). Currently, the trend of global heritage tourism management has moved forward from a product development approach (exhibition and education) to a more visitor-oriented development approach. It is a consumer preference and the quality of personal experience (Apostolakis & Jaffry, 2005). On the one hand, to promote a strong national image to attract tourists and tourism developers, tourism is heavily influenced by the public sector, especially in the provision of basic infrastructure (energy, roads, runways, water supply, etc.). On the other hand, tourism sector usually comprises of many small and medium-sized, privately owned and fragmented businesses that are difficult to coordinate and legislate (Robinson & Picard, 2011).

The Thai Law on National Tourism Policy, BE 2551 that has been implemented in 2008 aimed at integrating national and administrative tourism policies at all levels to produce quality and sustainable national tourism development. Thailand's national tourism policy plan reflects the Government's Vision of Thailand to establish an appropriate system for tourism administration and strategies for enhancing tourism competitiveness (Rupjumlong & Ph, 2012). The development of cultural tourism in Thailand is managed by temple managers or those who coordinate directly with the Ministry of Tourism and Sports of Thailand and the Thai kingdom. As Thailand's efforts to develop sustainable tourism, Thailand makes three tourism rules: (1) Sustainable tourism with quality and value-added (Balance: Economic, Social & Environment) (2) Wealth distribution (3) Pride of local heritage.

Indonesia has Law of the Republic of Indonesia Number 10 Year 2009 on Tourism. The basic rules of tourism are governed by the Law. In its elaboration, the regulations on tourism are based on the importance and urgency of each region's tourism. One of the efforts undertaken is the establishment of the National Strategic Tourism Area (KSPN) which has been established by the government. In 2016, the Ministry of Tourism of Indonesia inaugurated cooperation with United Nations World Tourism Organization (UNWTO), through the Sustainable Tourism Observatory (INSTO) program. Indonesia was ranked the second after China in the category of Sustainable Tourism Development (STD).

Cultural Heritage Tourism in Special Region of Yogyakarta, Indonesia and in Bangkok, Thailand has almost the same characteristics. However, Thailand is a leading country in the cultural preservation in Southeast Asia, besides the number of tourists visiting Bangkok is much larger than Yogyakarta. Based on the background that has been proposed, this study aimed to make comparative management of cultural heritage tourism based on policy aspect, management and financing of Cultural Heritage Tourism in Special Region of Yogyakarta, Indonesia and in Bangkok, Thailand, so as to give the benefit as a lesson learn the success of sustainable development in tourism sector.

Research Sites of Yogyakarta Special Region of Indonesia and Bangkok City, Thailand

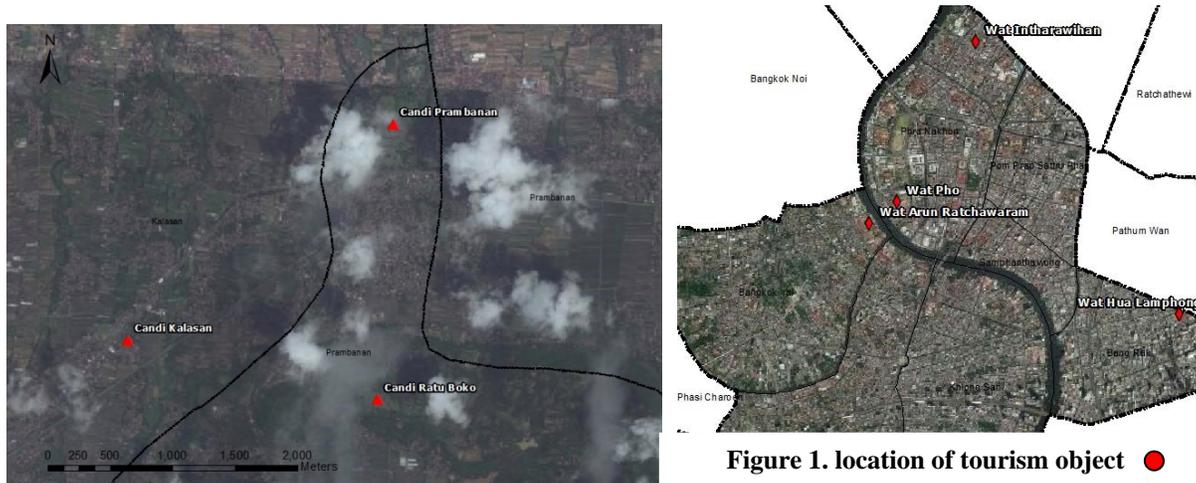


Figure 1. location of tourism object ●

This research used empirical descriptive comparative method and inductive reasoning. Method of data collection was done by random sampling technique through interview and direct observation. The focus of research was the object of tourist destinations of cultural heritage buildings in Yogyakarta Special Region and in Bangkok City that serves as a place of Buddhist/Hindu worship.

### III. RESULTS AND DISCUSSION

#### A. Tourism Development Policy

Analysis of tourism development policy aimed to know the policies applied as the basis for tourism development. Policy analysis was done by comparing the implementation of policy in Yogyakarta and in Bangkok City. The comparative policies are the policies relating to tourism in general.

Table 1. Tourism Development Policy

No.	Yogyakarta, Indonesia	Bangkok, Thailand
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No.	Yogyakarta, Indonesia	Bangkok, Thailand
1.	Indonesian tourism is still oriented to economic activity that is in global technological progress. Tourism in Indonesia is more likely to lead to arts and culture as an important asset for the development of tourism programs	Thai tourism is based on several basic policies, namely the environment and natural beauty, the uniqueness of traditional culture, history and various relics
2.	Increase public awareness of tourism through Penitentiary of <i>Sapta Pesona</i> .	Applying the concept of OTOP (One Tambon, One Product), ie where each village has one of the most favored products so that each village has its own potential and does not compete between one village and another
3.	Tourism development should be linked to national, regional and local economic development. At the national level the tourism sector should act as prime movers and interactively related to the development of other sectors.	Developing and restoring the existing nature, history and culture of the tourist destination; promoting the development of new destinations in the region with the potential to link nature, culture and local lifestyles, in accordance with tourism development plans that set the framework for the development of tourist destinations, and encourage investment by the private sector and local government.
4.	Tourism development should be pursued to involve all stakeholders. In this context the role of the community involved begins in the upstream sector (providing extractive production activities) downstream (production services activities).	Promoting the market for the quality of tourists, both internationally and domestically, through proactive marketing strategies and targeting Thailand to be a world-class tourist destination and an international meeting and exhibition center, as well as a treatment center; improving the efficiency of granting visas, free visa fees for visitors from Thailand's FTA partner countries, or those with trade and investment relations with Thailand.
5.	The development of tourism activities should take into account the direction in the spatial plan made by <i>Bappeda</i> (Regional Development Agency)	The development of tourism activities should come from the BMA development plan
6.	The development of tourism activities is done with the development of physical and non-physical aspects.	The development of tourism activities is done with the development of physical and non-physical aspects.
7.	The government encourages marketing and promotion by providing a more dominant role for tourism businesses.	Not only the government, the private sector also take part in encouraging tourism activities

One of the goals of Yogyakarta City Development is to make the city of culture-based tourism with the diversity of objects, attractions, and tourist attraction. The development of tourist villages in Special Region of Yogyakarta and tourist clusters continues to be developed by the Regional Tourism Office with communities and academics. The goal is to have an economic impact for people around the tourist sites. One concept that is often used to develop tourism is community based tourism (CBT). One form of CBT is the development of tourist villages. Tourism offered is all the potential possessed by rural communities. Rural tourism makes the community more maintain the authenticity of culture and nature in the village to be able to maintain the interest of tourists in the tour in the tourist village. The concept used in CBT is closely related to empowerment, in which the community is empowered first in order to be able to develop its own potential, with community empowerment trained to be able to help themselves (self-help). Hence, in the development of tourist village, the communities are developed and empowered to be able to manage its own tourist village (Ainun, Krisnani, & Darwis, 2014).

In conducting tourism development, Bangkok has made development based on ecological, socio-cultural and community sustainability, and economic sustainability. The whole can be identified from government policies that greatly develop tourism with the main concern is community involvement in tourism development. The community is fostered to manage and be directly involved in the management and marketing of tourism object. It also benefits for Bangkok's revenue from the tourism sector. Empowerment of local business groups is empowered by integrating groups with tourism businesses such as tour and travel. It is expected that the product and the community can develop and the products can be marketed easily, so that the income earned more and can create other jobs.

### B. Management of Tourism Activities

The analysis of tourism activity management aimed to know the system of tourism destination management that has been done. Analysis of tourism management was done by comparing between management in Yogyakarta and the City of Bangkok.



(a) Ratu Boko Temple

(b) Kalasan Temple

(c) Prambanan Temple

**Figure 1 Tourist Attraction (Temple) in Yogyakarta, Indonesia**

Selected tourist attraction for the analysis of tourism activity management is located in Special Region of Yogyakarta that are popular as tourist destinations in Yogyakarta Special Region include: Siwa Temple, Brahma Temple, Wisnu Temple (Prambanan Temple Complex), Ratuboko Temple, and Kalasan Temple and popular tourist destinations which is in the city of Bangkok Wat Pho, Wat Arun, Wat Hua Lamphong, Wat Intharawihan. The cultural heritage object is an interesting objects for tourists. Currently the temples are still used as a place of worship the Gods.



(a) Wat Arun

(b) Wat Intharawihan

(c) Wat Hua Lamphong

**Figure 3 Tourist Attraction (Temple) in Bangkok, Thailand**

**Table 2 Management of Tourism in the Special Territory of Yogyakarta Indonesia and in Bangkok Thailand**

No	Special Region of Yogyakarta, Indonesia	Bangkok, Thailand
1	The tourism management system in Yogyakarta is conducted by the Yogyakarta Tourism Office, all tourism activities are carried out through a one-stop mechanism by the Yogyakarta Tourism Office	The management system in Bangkok City is done by the Ministry and the Kingdom. All the tourism in the city is under the command or support of the Ministry of Tourism and/or the Kingdom
2	The source of fund management of the majority of tourism is from the government, entrance ticket, and private sector	Sources of fund management of tourist destinations are not entirely derived from the government or the kingdom. The funds can be sourced from the people's fund, the family's heritage funds and the funds from tourists
3	Marketing of tourism destinations is done by government, private and social media	Marketing of tourism destinations is done by managers of tourism objects in cooperation with private parties and government and social media.
4	Communities are involved in managing tourist destinations	Communities are involved in managing tourist destinations

The decision-making process in managing cultural heritage tourism has traditionally used a top-down approach (McArthur, S., & Hall, 1993; Timothy, D. J., & Boyd, 2003). Management process of cultural heritage tourism with this approach is considered less appropriate because of less attention to parties whose interests and less consider the condition of reality in the field (tourists and attractions). The management of tourism between Yogyakarta and Bangkok in particular tourism cultural heritage has in common. The government plays a role in directing tourism development, while the private sector and the community are as executor of management in the field. In Yogyakarta, the private sector that invests in tourism objects employs people around the tourism object either as guide or nurse object. People who live in the vicinity of tourist areas are given education/knowledge about the development of tourism object. This can increase tourism potential by utilizing the potential of local resources

### C. Tourism Financing

The analysis of tourism financing aimed to determine the destination financing system. Financing analysis was done by comparing the financing system in tourist destinations in Yogyakarta and in Bangkok City. The selected objects for this analysis are popular tourist destinations in Yogyakarta include: Siwa Temple, Brahma Temple, Wisnu Temple (Prambanan Temple Complex), Ratuboko Temple, and Kalasan Temple and attractions in Wat Pho, Wat Arun, Wat Hua Lamphong, Wat Intharawihan.

**Table 3. Tourism Financing**

No.	Special Region of Yogyakarta, Indonesia	Bangkok, Thailand
1.	Visitors of tourism must pay the entrance fee to the tourist location. Souvenir merchants also have to pay fee to the manager of the government tourism area, because they use the facilities/government land for trading activities	Tourists do not have to pay entrance fees to tourist sites. Souvenir sellers do not pay fee to the Government of Thailand. Because souvenir merchant activity is considered as one tourist attractions.
2.	Tourists Objects Manager must pay a levy/tax to the Local Government in Indonesia because it is considered to use government facilities. This levy is one of the sources of local government revenue.	Most tourism managers do not pay fee to the Thai government. The government considers the existence of tourism object as a strategy to increase public income / government through tourism sector
3.	Tourism potential of Yogyakarta Special Region has reached the international scope, it is estimated that the revenue from the tourism sector reaches Rp 7 trillion per year.	Tourism in Thailand contributes the country's largest revenue by USD 42 billion in 2015 and targets \$ 66 billion in 2016.

### D. Tourism Sustainability Activities

Sustainable development is increasingly becoming a priority issue in the development of tourism in the world. Sustainable tourism needs to be integrated with local area development. The local level needs to be a basic level of problem solving, as well as a medium for local governments to recognize the needs of local communities in tourism (Kapera, 2018). To achieve sustainability objectives in cultural heritage tourism, legacy sites should be managed effectively in ways that ensure the preservation of heritage resources and presentation to the public (Glasson, Godfrey, & Goodey, 1995; McArthur & Hall, 1993, 1996). Tourism is an important element in the growth of a city and country that can increase the amount of revenue and infrastructure improvement through tourism activities and supporting elements such as transportation, accommodation, and other supporting facilities. Tourism activities need to be developed in a sustainable manner. In recent years the tourism industry has become a constantly evolving global phenomenon with various activities and can be a potential source of foreign exchange potential. The phenomenon of soaring tourist visits to Thailand can shift the largest national income from agriculture to tourism. Similarly, what happened in Special Region of Yogyakarta experienced an increase of domestic and foreign tourists.

The essence of tourism is a tourist destination. This variety of destinations is a great potential. Four main aspects that support tourist destinations in the Special Region of Yogyakarta and in Bangkok are:

- 1) Attractions, in the Special Region of Yogyakarta offers cultural attractions and uniqueness of the building, the city of Bangkok also has the same object
- 2) Accessibility, access to tourist areas in Yogyakarta and the City of Bangkok is very good. They have a high level of competence. The location of the tourist area is connected with the transportation facilities that are very supportive.
- 3) Amenities or things that support all the needs of tourists to be important in supporting tourist destinations. In the Special Region of Yogyakarta and in the city of Bangkok there are many hotels and restoring with various prices that can customize the choice of visitors,
- 4) Ancillary or organization or can also be called an institutional system, in the Special Region of Yogyakarta and in the city of Bangkok there are institutions that take care of tourism activities with good performance and organizational systems are structured clearly.

### IV. CONCLUSION

Institutions in Indonesia that manage tourism are decentralized. The Ministry of Tourism delegates authority to the regional tourism office. Unlike with the Bangkok Government which focuses on the authority of tourism to a body called BMA to synchronize tourism

with other urban aspects. Here are the findings of research results Comparison of Tourism Development Cultural Heritage in Special Region of Yogyakarta, Indonesia - Bangkok, Thailand:

- The management of cultural heritage tourism in Bangkok has undertaken development based on ecological, socio-cultural and community sustainability, and economic sustainability. While Indonesia is still based on the economy. However, there are similarities between Bangkok and Yogyakarta in terms of tourism development by involving the community.
- Management of cultural heritage tourism activities in Bangkok and Yogyakarta is conducted in the same way that is managed by government or private sector by involving the community.
- Financing of cultural tourism activity between Bangkok and Yogyakarta has a difference. Visitors of cultural sights in Bangkok are free of charge to enter tourist sites and souvenir sellers do not have to pay a levy to the government, this is in contrast to the conditions in Indonesia

It can be concluded that to develop tourism with the concept of 4A (Attraction, Accessibility, Amenity, Ancillary) should still pay attention to the preservation of cultural heritage so that the development of tourism in accordance with the concept of sustainable development. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability

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