CULTURAL TOURISM: STRATEGY TO IMPROVE THE QUALITY OF CULTUR-BASED TOURISM IN SLEMAN

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Abstract

Researchers believe that the Sleman area is a suitable area to apply the Cultural-Tourism concept in order to develop tourism in the Sleman area. Based on this, the researcher initiated this research. This research is a qualitative research with a descriptive approach which is related to Cultural Tourism, tourism in Sleman, and the application of the concept of Cultural Tourism in the city of Sleman. The data used in this research is secondary data that researchers obtained from various credible sources such as scientific articles, books and other sources commonly used in every research. These data were analyzed using the stages of data collection, data reduction, data selection, and drawing conclusions. The result in this article show 1. The Cultural-Tourism concept is a concept that does not only look at tourism development from profits, number of tourists, financial stability, physical development. However, this must go hand in hand with cultural values and historical values. 2. Tourism in the Sleman area is one of the regions in Indonesia that has the most physical cultural heritage in Indonesia compared to other regions. 3. The Cultural-Tourism concept is suitable to be applied in Sleman for 3 things, namely the abundance of physical cultural heritage, having a strong historical story, and being supported by a strong community character in protecting culture.

Keywords: Cultural Tourism, Cultur-Based Tourism, Sleman

1. INTRODUCTION

In recent years, traveling has become a primary need and a lifestyle for most people. The massive mobility of people from one place to another, the high circulation of money in tourist areas, and the increase in foreign exchange from the tourism sector are indicators that tourism has become a basic need for society. Traveling is a medicine to overcome the boredom of the routine. According to the definition, tourism is the temporary and short-term movement of people to destinations outside the place where they usually live and work and also their activities while staying at all (Damanik, 2013). Rapidly developing information technology, especially social media, makes it easier for people to search for and share all kinds of information about new tourist attractions in an area. Various types of tourist attractions have felt a major impact from changes in people's lifestyles in recent years, including cultural heritage-based tourism.

The use of cultural heritage as a tourism object has a big impact in growing national identity. Tourism has become a medium that is attractive and easily accepted by the public. Through cultural heritage remains, people can learn, understand and take the positive sides of past life and civilization to organize their present lives and look to the future (Siswanto, 2007). Without tourism, it is difficult to present and convey the important values contained in cultural heritage to the public in an interesting way. In this context, the relationship between tourism and conservation becomes a mutually beneficial relationship. To maintain this symbiosis, the government has regulated it in Law no. 11 of 2010 concerning Cultural Heritage and Law no. 10 of 2009 concerning Tourism. The basic concept of conservation according to Law no. 11 of 2010 concerning Cultural Heritage, is a dynamic effort to maintain the existence of cultural

heritage and its value by protecting, developing and utilizing it. These three aspects of conservation (protection, development and utilization) constitute a series of sustainable conservation efforts from upstream to downstream. The utilization aspect itself is an effort to utilize cultural heritage for the benefit of community welfare. The forms of utilization of cultural heritage are quite diverse, based on article 85 paragraph 1 it is explained that forms of utilization of cultural heritage include religious, social, educational, scientific, technological, cultural and tourism interests.

Sillberberg in Damanik (Rahmat, 2021) defines cultural tourism as visits by people from outside the destination who are driven by interest in historical objects or heritage, art, science and lifestyles owned by groups, communities, regions or institutions. Meanwhile, (Kristiningrum, 2014) defines cultural tourism as tourism in which there are cultural aspects/values regarding community customs, religious traditions and cultural heritage in an area. Cultural tourism is closely related to cultural tourism attractions. Explanation of the National Tourism Development Master Plan (RIPPARNAS) article 14 paragraph (1) letter b explains that cultural tourism attractions are tourist attractions in the form of creativity, taste and initiative of humans as cultural creatures. Cultural tourist attractions are divided into two, namely cultural tourist attractions that are tangible (tangible) and cultural tourist attractions that are intangible (intangible) (Khotimah, 2017).

Culture-based tourism (Cultural Tourism) is a type of tourism activity that utilizes culture as a tourist attraction visited by tourists. In these tourist destinations, tourists will experience and learn about various specific cultures. The existence of cultural tourism can be used as an object of tourist attraction that can preserve cultural heritage. Cultural tourism is like a double-edged sword in the use of cultural heritage as a tourist attraction. On the one hand, tourism can preserve cultural heritage, while on the other hand, tourism activities will damage or have a negative impact on cultural heritage because these objects will be consumed by tourists (Sutiarso, 2018).

In cultural tourism there are 10 cultural elements that can attract tourists to come to visit. Below are cultural elements that can attract tourist arrivals.1. Language (language). In Indonesia itself there are various languages that differ in each region. Apart from using Indonesian as the national language, various regions in Indonesia still use the native language of the region to communicate. The regional language is what attracts tourists.Masyarakat (traditions). People in Indonesia are famous for their friendliness in welcoming tourists who come to visit for tourism. In fact, it is not uncommon for local people with their tourist village concept to introduce the culture of the area to tourists. 2. Handicrafts. In some areas, they usually have unique handicrafts made directly by local people. This is done so that local communities directly experience the economic benefits of tourist visits. 3. Food and eating habits. Regional specialties are included in the cultural elements of this culture-based tourism. This unique food and eating habits are what makes tourists interested in coming to visit various tourist destinations in Indonesia. 4. Music and arts (art and music). A variety of music and arts is one of the things that attracts tourists to come to visit. Even foreign tourists are very interested in music and art from Indonesia, so they often study it. History of a place (history of the region). History is also one of the cultural elements that attracts tourists to visit. 5. How it Works and Technology (work and technology). Likewise before, the way things work and technology is also a special attraction for tourists to visit.6. Religion (religion). In Indonesia there are various kinds of religions adhered to by the people. Indonesia officially recognizes 6 religions including Islam, Protestantism, Catholicism, Hinduism, Buddhism and Confucianism. This diversity and sense of tolerance between religious communities is what attracts foreign

tourists to come to visit. 7. Forms and characteristics of architecture in tourist areas (architectural characteristics in the area). The architecture of traditional houses in various regions in Indonesia has succeeded in attracting tourists to come visit. One example is the unique architecture of traditional Balinese houses which attracts tourists to visit Bali. 8. The local people's dress code (dress and clothes). Diverse traditional clothing also attracts the attention of tourists to come to visit.9. Education system (educational system). The education system is also one of the cultural elements that attracts tourist visits. 10. Activities in free time (leisure activities). The unique activities carried out by local people in their spare time are also a special attraction for tourists.

Based on the explanation above, Sleman is one of the areas that has the most cultural-based tourism compared to other areas, which includes temples such as Prambanan temple, Ratu Boko temple, Ijo temple, and so on. Researchers believe that the Cultura Tourism strategy is very appropriate to implement in Sleman and can increase tourism in Sleman.

2. RESEARCH METHODS

Researchers believe that the Sleman area is a suitable area to apply the Cultural-Tourism concept in order to develop tourism in the Sleman area. Based on this, the researcher initiated this research (Sugiyono, 2019). This research is a qualitative research with a descriptive approach which is related to Cultural Tourism, tourism in Sleman, and the application of the concept of Cultural Tourism in the city of Sleman (Abdurahman, 2016). The data used in this research is secondary data that researchers obtained from various credible sources such as scientific articles, books and other sources commonly used in every research (Manzilati, 2017). These data were analyzed using the stages of data collection, data reduction, data selection, and drawing conclusions (Andalisto et al., 2022).

3. RESULT AND DISCUSSION
Cultural Tourism

In recent years, traveling has become a primary need and a lifestyle for most people. The massive mobility of people from one place to another, the high circulation of money in tourist areas, and the increase in foreign exchange from the tourism sector are indicators that tourism has become a basic need for society. Traveling is a medicine to overcome the boredom of the routine. According to the definition, tourism is the temporary and short-term movement of people to destinations outside the place where they usually live and work and also their activities while staying at all (Damanik, 2013). Rapidly developing information technology, especially social media, makes it easier for people to search for and share all kinds of information about new tourist attractions in an area. Various types of tourist attractions have felt a major impact from changes in people's lifestyles in recent years, including cultural heritage-based tourism.

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2010 concerning Cultural Heritage, is a dynamic effort to maintain the existence of cultural heritage and its value by protecting, developing and utilizing it. These three aspects of conservation (protection, development and utilization) constitute a series of sustainable conservation efforts from upstream to downstream. The utilization aspect itself is an effort to utilize cultural heritage for the benefit of community welfare. The forms of utilization of cultural heritage are quite diverse, based on article 85 paragraph 1 it is explained that forms of utilization of cultural heritage include religious, social, educational, scientific, technological, cultural and tourism interests.

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Cultural Tourism: Strategy To Improve The Quality Of Cultur-Based Tourism In Sleman

There are several reasons why the Cultural-Tourism concept is suitable to be applied in the Sleman area, including the following:

One of the areas that has physical cultural heritage in Indonesia

Has a thick historical story

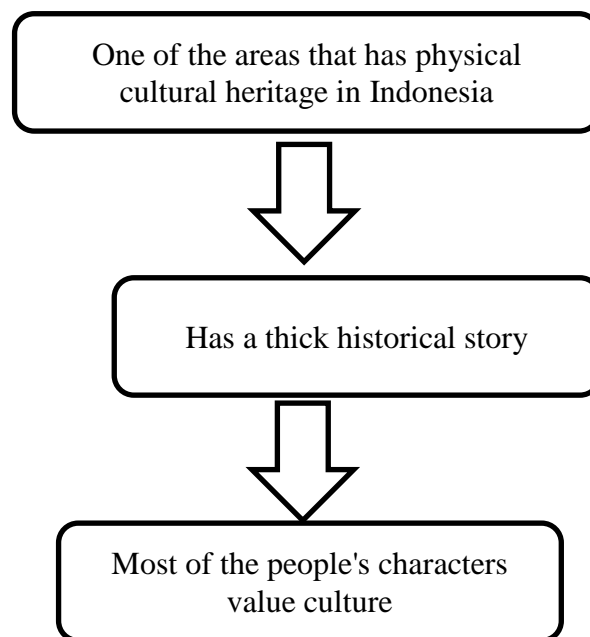Most of the people's characters value culture

Figure 1
Reasons for Implementing the Cultural Tourism Concept in Sleman

The explanation above shows that the researcher has an opinion that the Cultural-Tourism concept is suitable to be applied in Sleman on the basis of the three things above, namely a large amount of physical cultural heritage accompanied by strong historical stories and community characteristics that support the application of Cultural-Tourism in Sleman. Different from other tourism concepts, this concept does not only aim to make a profit and does not only develop tourism through the form of buildings, but continues to develop along with the cultural and historical values contained therein.

4. CONCLUSION

Based on the explanation above, it can be concluded that several points related to Cultural-Tourism, Tourism in Sleman, and the suitability of its application in Sleman are as follows:

1. The Cultural-Tourism concept is a concept that does not only look at tourism development from profits, number of tourists, financial stability, physical development. However, this must go hand in hand with cultural values and historical values.
2. Tourism in the Sleman area is one of the regions in Indonesia that has the most physical cultural heritage in Indonesia compared to other regions.
3. The Cultural-Tourism concept is suitable to be applied in Sleman for 3 things, namely the abundance of physical cultural heritage, having a strong historical story, and being supported by a strong community character in protecting culture.

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