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## Analysis of The Influence of Comprehensive Environmental Study and Regional Heritage Preservation on The Growth In The Valuation of Tourism Site Towards World Class Tourism

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### Abstrak

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi keberhasilan dalam melestarikan, mengelola, dan memanfaatkan warisan budaya untuk memajukan sektor pariwisata. Data dikumpulkan melalui wawancara dan melakukan analisis kualitatif. Keberhasilan dalam melestarikan dan memanfaatkan warisan budaya memerlukan kerjasama antara pemerintah, pelaku pariwisata dan masyarakat. Pelestarian dan pengelolaan warisan budaya harus berkelanjutan dan memberikan manfaat ekonomi bagi masyarakat. Untuk mengembangkan suatu destinasi wisata menjadi tujuan wisata yang menarik diperlukan upaya perencanaan yang matang, pengelolaan warisan budaya serta memastikan pertumbuhan pariwisata bermanfaat positif bagi masyarakat sekitar.

Kata Kunci: *Pariwisata, Perencanaan, Masyarakat, Ekonomi*

## Abstract

This research aims to identify factors that influence success in preserving, managing and utilizing cultural heritage to advance the tourism sector. Data was collected through interviews and conducting qualitative analysis. Success in preserving and utilizing cultural heritage requires cooperation between the government, tourism actors and the community. The preservation and management of cultural heritage must be sustainable and provide economic benefits for society. To develop a tourist destination into an attractive tourist destination requires careful planning efforts, managing cultural heritage and ensuring that tourism growth has positive benefits for the surrounding community.

Keyword: *Tourism, Planning, Society, Economy*

## INTRODUCTION

In recent years, tourism has experienced sustained growth and significant diversification throughout the world. The emergence of new forms of tourism, often linked to cultural and natural heritage components, reflects this phenomenon (Gai et al., 2024). Natural heritage, such as national parks, nature reserves, and sites of great ecological beauty, has become a highly valued and popular tourist destination (Sari et al., 2024). The unique and immersive experiences these places offer, such as biodiversity, stunning natural views, and opportunities to engage in ecotourism activities, attract visitors. Furthermore, cultural heritage plays a significant role in tourism diversification (Solehati et al., 2022). Historical, archeological, and cultural sites, such as ancient cities, monuments, and archaeological sites, attract tourists who want to learn about significant history and culture (Sasongko et al., 2022). Cultural tourism provides a profound understanding of past civilizations and the rich culture inherited from successive generations (Sadikin et al., 2023).

This growth and diversification not only bring significant economic benefits to tourist destinations but also pose their own challenges. Sustainable management is very important to ensure that increased tourism does not damage the natural and cultural heritage that is the main attraction (Rachmat et al., 2023). These challenges include environmental and social impacts such as environmental degradation, damage to historic sites, and social change in local communities (Armando et al., 2020). Therefore, we need appropriate management strategies to preserve and protect this heritage while maximizing its economic benefits (Santoso et al., 2022). Overall, the growth and diversification of tourism provide many opportunities but also require a careful and sustainable approach to preserve the natural and cultural heritage that is the main attraction for tourists (Murdana et al., 2023).

We understand cultural heritage broadly as a social construction process that combines elements of the past with current goals and needs. Cultural heritage is not only a reflection of history and collective memory but also plays an important role in strengthening

the identity of certain groups (Nurdiani et al., 2024). In order to pass on valuable cultural elements to future generations, this process involves maintaining and preserving them (Ginting et al., 2018). Cultural heritage encompasses many forms, including archaeological sites, historical monuments, oral traditions, art, and customs that have shaped the identity of a community (Harsono et al., 2024). By preserving cultural heritage, communities can strengthen their sense of togetherness and pride in their identity, as well as raise awareness about the importance of appreciating and protecting this heritage (Sjaklif & Pandiangan, 2020).

Maintenance of cultural heritage relies heavily on assessment and appreciation by local communities. When people realize the value and importance of their cultural heritage, they will be more inclined to safeguard and preserve it. Engaging the community actively in conservation efforts enables the utilization of cultural heritage as a resource for sustainable tourism practices (Hendra & KS, 2018). Various interested parties can gain economic and social benefits by integrating cultural heritage into the tourism industry, all while ensuring it remains intact. This approach emphasizes the importance of avoiding overexploitation and damage to cultural heritage (Gai et al., 2022). Instead, we must make efforts to promote conservation and sustainable preservation, ensuring future generations can continue to enjoy cultural heritage. In the context of sustainable development, cultural heritage can serve as a valuable asset, not only for the tourism sector but also to strengthen cultural identity and promote diversity (Gai, 2022). In practice, this requires collaboration between the government, local communities, and other stakeholders to develop effective management strategies (Hendra, 2023). Public education and awareness about the importance of cultural heritage are also key to ensuring widespread support for conservation efforts. In this way, cultural heritage can become a sustainable and valuable resource, providing economic, social, and cultural benefits to society as a whole (Syafara et al., 2023). Cultural heritage is used in sustainable tourism in concrete ways, such as the development of tourist villages that maintain local traditions, educational programs that teach visitors about local history and culture, and conservation projects that involve active community participation. This approach not only preserves cultural heritage but also promotes it as a valuable asset in sustainable development.

## RESEARCH METHOD

Through interviews, this research complements secondary and primary sources. Semi-structured interviews were conducted with informants. Interviews were conducted face-to-face. Various experts and stakeholders in the field of cultural heritage and tourism were

interviewed personally. This study build a conceptual approach around these guidelines. This study qualitatively analyzed the data from the interviews to identify key themes and relevant perspectives, and analyzed the data from secondary sources to provide context and support the findings from the interviews. Research reports are prepared comprehensively by integrating findings from primary and secondary sources and using appropriate citation and reference systems to ensure the credibility and reliability of the information presented.

## RESULT AND DISCUSSION

The conceptual fields of tourism and cultural heritage make it clear that the assessment of cultural heritage influences the assessment of tourism, and vice versa. The heritage process originates from a selection process which can then be added to a second selection carried out by tourism, this is what is called tourist assessment. Indeed, if public or private actors do not first classify a cultural element as cultural heritage, transform or manage it, and then incorporate it into the tourism market, it does not qualify as a tourist resource. Cultural heritage assessment and tourism mutually influence each other. A strict selection process assesses cultural heritage, which encompasses historical, artistic, archaeological, and traditional values, to determine its suitability as heritage that requires preservation. Following the recognition of a site or cultural element as cultural heritage, public or private actors step in to manage and promote the site as a tourist destination. This process involves various marketing strategies, facility development, and information provision to increase the site's attractiveness and accessibility for tourists.

This transformation process makes cultural heritage a valuable resource in the tourism industry. For example, a historic city with ancient buildings and historical monuments can become a major tourist destination if managed well. This involves maintaining and restoring sites, creating educational tours, and organizing interesting cultural events. Apart from that, promotion through mass media and digital platforms also plays an important role in attracting tourists. Governments and conservation agencies, as public actors, bear a major responsibility in preserving and protecting cultural heritage from damage. They set policies, provide funding, and oversee site maintenance. Private actors, such as tourism companies and site managers, also contribute by investing in infrastructure and services that improve the tourist experience. Cooperation between the public and private sectors is essential to optimizing the potential of cultural heritage tourism.

Tourists' assessment of cultural heritage sites plays an important role in determining the popularity and sustainability of the destination. The perspectives and expectations of travelers can shape the management and presentation of the site. Travelers often provide

feedback to enhance services and facilities, keeping the site engaging and pertinent for visitors. Local governments work with the private sector to preserve historic buildings, museums, and cultural traditions while promoting these cities as major tourist destinations. As a result, the two cities not only succeed in attracting millions of tourists every year, but also maintain and preserve their cultural heritage for future generations. The tourism industry manages cultural heritage sustainably and uses it as a valuable resource through a selection and transformation process involving various public and private actors. The right approach can preserve cultural heritage while providing economic and educational benefits for the wider community.

In this context, maintaining the city's authenticity and integrity as the capital becomes a challenge in itself. This process requires ongoing policies and actions to protect historic elements, preserve traditional architecture, and manage the city's development with its cultural heritage in mind. From a physical standpoint, the city maintains its original city structure intact, with its network of streets, squares, and other architectural elements still preserved. However, there is deformation taking place in this city. Uncoordinated urban development between historic and new parts can cause striking differences in the city's spatial layout and characteristics. This can reduce the impression of unity and continuity in the city as a whole. Thus, uncontrolled development may threaten the city's sustainability and integrity as a cultural heritage, despite the city retaining many physical elements of its original urban structure. More holistic and coordinated urban planning efforts can help address these deformations and ensure that the city retains its authenticity as part of an extraordinary cultural heritage.

Even though it has resources that can support tourism, its tourism policies have not turned it into a tourist city. This may be due to a lack of effective marketing strategies, a lack of adequate tourism facilities and services, or different development priorities that do not take into account the city's tourism potential. Developing a city into a tourist destination requires careful and sustainable planning. This includes the development of adequate tourism infrastructure, effective promotion to attract tourists, good management of cultural and natural heritage, and the availability of services that meet tourist needs. The government, the tourism sector, and local communities must collaborate to transform the city into a desirable tourist destination. We must implement policies that promote sustainable tourism development to guarantee that the city and its residents reap positive benefits from tourism growth.

Knowledge of a site's heritage plays an important role in strengthening the self-esteem of local communities. This creates awareness of the values contained in architecture, urban

areas, history, and the surrounding environment. By understanding these values, people become more connected to their own identity and increase their sense of belonging to their environment. Awareness of these values can also help preserve heritage sites. When people realize the importance of the site to their identity and history, they tend to care more about its preservation. This can encourage more active and sustainable conservation efforts, as well as participation in conservation programs run by the government or community organizations. Furthermore, understanding heritage values contributes to the general order's sustainability in the region. By maintaining and caring for historic sites, communities can maintain the authenticity and unique character of their region, which in turn can attract tourism and improve the overall quality of life. In the context of heritage preservation, it is important for the government and related organizations to continue to increase public awareness of the importance of heritage sites. Educational programs, tours, and cultural events that actively engage the community can accomplish this. Thus, awareness of heritage values can be an important factor in maintaining the sustainability of the public order and strengthening the self-esteem of local communities.

This research suggests that the process of nominating cultural heritage sites contributes to the evaluation of cultural heritage, but it differs from the evaluations made by tourists. Although there are intentions to include cultural heritage in the tourism market, there are no signs of efficient management by political actors, either from the public or private sectors. This shows that there is a gap between the nomination process and the valorization of cultural heritage by tourists. One factor that could cause this gap is a lack of coordination and cooperation between various related parties, both in terms of promoting cultural heritage and managing its sustainability in the tourist market. An in-depth analysis of the factors influencing tourists' assessment of cultural heritage is crucial, as is the identification of strategies that political actors from the public and private sectors can implement to enhance cultural heritage management and integrate it into the tourism market. This approach can enhance the value of cultural heritage and yield significant economic and social advantages for local communities.

The statement underscores the importance of the government's active role in maintaining and enhancing the city and its heritage. Political decisions, adequate budget allocation, and project support from city, provincial, and national authorities are very important in maintaining the city's sustainability and development. Success in preserving, conserving, assessing, utilizing, and appreciating cultural heritage requires commitment and responsibility from all social groups. Effective media strategies to increase public awareness and the role of education in maintaining and passing on cultural heritage values to future

generations are among the many aspects of this dynamic. Involvement in the academic curriculum at all levels of education is also important to ensure a strong understanding of cultural values and the importance of their preservation. Non-governmental organizations can also play an important role in supporting these efforts through their initiatives and programs. Additionally, the applicable legal framework must guide the assessment and utilization of cultural heritage. Ensuring the correct and sustainable execution of efforts to preserve and develop cultural heritage is crucial.

## CONCLUSION

From the results of the analysis above, it can be concluded that success in maintaining, managing, and utilizing cultural heritage as a tourism resource requires close cooperation between various parties, including the government, the tourism sector, local communities, and non-governmental organizations. The process of assessing and transforming cultural heritage into an attractive tourism destination involves a strict selection process to determine the suitability of a site as a heritage that needs to be preserved, followed by good management to increase its attractiveness and accessibility for tourists. Commitment and responsibility from all social groups are very important in maintaining the sustainability of cultural heritage. Awareness of cultural values and the importance of preserving them also needs to be accompanied by concrete actions to ensure that cultural heritage can be managed sustainably and provide economic and educational benefits for society.

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