

CHAPTER I

INTRODUCTION

A. Background

Indonesia is an agricultural country that has many sectors that can be utilized, one of which is the tourism sector. Tourism plays a major role in improving the economic level of the community in tourist destinations, and which will later grow small and medium enterprises as a tangible manifestation of the contribution of the tourism sector in building a prosperous society. In addition, the ability of each region must be further improved in terms of management, so that the synergy between the central government in this case the Ministry of Tourism and the Regional Government as well as the private sector can be increased in order to realize the Indonesian government program.

Tourism in Indonesia has been considered as one of the important economic sectors. Besides being the engine of the economy, tourism is also an attractive vehicle to reduce unemployment, considering that various types of tourism can be placed anywhere. The tourism sector has a trickle-down effect to other sectors such as the craft industry, food, hospitality, tourism bureaus so that it is definitely able to create jobs and increase income (Rahardjo, 2002). According to Suwanto (1997), someone wants to travel because of social, cultural, economic, political, religious health, and other interests or is just curious. In recent years, the tourism industry has always ranked 4th or 5th for foreign exchange earners for the country. With a target of 20 million foreign tourist visits and 275 million domestic tourists, it can be achieved. Therefore, the government set tourism to be one of the five leading sectors and provided a budget that

increased significantly to achieve the main target of tourism development (Putri, 2015). Tourism can be defined as a temporary trip undertaken by a person in an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and political dimensions (Spillane, 1991).

As knowledge of the benefits of tourism increases, the government realizes that the tourism sector can provide long-term benefits if it is managed and maintained properly by implementing environmental awareness. To achieve these efforts, it is necessary to collaborate between local governments and the central government and can be coordinated in preserving natural resources in their area (Sasmi, 2016). As for (Qs. al-A'raf 7:56) which explains about conservation efforts: "Thus conservation efforts, the environment is to maintain the existence of an environment that is based on love and affection. Ishlah can also be interpreted to repair something that was previously damaged or destroyed.

One of the areas with a fairly good development of the tourism sector is Sleman Regency. Sleman Regency is located in Palgading Hamlet, Sinduharjo Village, Ngaglik District, Sleman Regency, Yogyakarta Special Region. Sleman Regency is one of the regencies that has a lot of very diverse tourist destinations, especially Cultural Heritage tourism. This can be seen from the data on the number of tourist visitors in Sleman Regency:

Table 1.1

Number of Tourist Visitors in Sleman Regency in 2016

Months	Prambanan		Kalasan		Sari		Gebang	
	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
January	10 072	160 149	0	256	0	303	-	-
February	12 753	112 246	0	253	0	263	-	-
March	12 250	121 512	0	212	0	2 832	-	-

April	12 383	121 433	0	237	0	248	-	-
May	15 771	238 753	0	282	0	314	-	-
June	14 581	72 939	0	207	0	224	-	-
July	27 276	275 536	0	475	0	541	-	-
August	36 449	109 371	0	437	0	316	-	-
September	23 288	115 799	0	205	0	227	-	-
October	18 824	120 438	0	249	0	270	-	-
November	11 840	109 089	30	296	42	306	-	-
December	12 603	329 773	35	566	40	424	-	-
Amount	208 090	1 887 038	65	3 675	82	6 268	-	-

Continuation of Table 1.1

Banyunibo		Murangan		Barong		Ijo		Ratu Boko	
Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
-	164	-	-	-	0	0	0	325	24 241
-	212	-	-	-	0	0	0	407	15 888
-	231	-	-	-	1 008	0	0	451	17 107
-	252	-	-	-	846	0	0	407	17 061
-	325	-	-	-	1 033	0	0	486	28 229
-	165	-	-	-	350	0	0	537	16 689
-	316	-	-	-	759	0	0	604	47 699
-	290	-	-	-	459	0	0	1 270	35 313
-	159	-	-	-	556	0	0	925	27 900
-	158	-	-	-	748	0	9 265	664	27 524
-	164	-	-	-	624	60	10 258	600	25 205
-	297	-	-	-	813	143	27 477	711	59 674
-	2 733	-	-	-	7 196	203	47 000	7 387	342 530

Source: <https://slemankab.bps.go.id/>

Judging from the many tourist destinations in Sleman, the Cultural Heritage destination is a very favorite destination for tourists to visit. The Cultural Heritage tourism object in Palgading Hamlet, Sinduharjo, Ngaglik, which is in Sleman Regency has the potential to be developed and as a tourist destination for local and foreign tourists or abroad.

One of the Cultural Conservation which has a high visitation rate and has its own uniqueness and beauty is the Palgading Temple. Palgading Temple Tour in Palgading

Hamlet, Sinduharjo, Ngaglik, Sleman Regency is a tourist spot that is busy with tourists on weekdays and holidays. This place is very beautiful and can give a different sensation to our daily activities.

The travel cost method is carried out by using information about the amount of money or costs incurred and the time used to reach the recreation area to estimate the value of the benefit from efforts to change the environmental quality of the recreation area visited (Yakin, 1997). In addition to the costs incurred by tourists to visit a tourist attraction, there are also factors that can affect the number of tourist visits, namely the length of time it takes to travel from the place of residence to the tourist attraction. If the time to travel is longer, the level of visits will be lower, and vice versa. In addition to time, there are several socio-economic variables that can indirectly influence tourists to visit a tourist attraction. Socio-economic variables include age, gender, education, and income (Mill and Marrison, 1958). Income variable is an important factor to influence tourists in order to conduct a tour. The income received by a person will be used to finance all expenses during a tourist visit, so that income will influence someone in making decisions. Variable level of education can also affect a person's understanding of curiosity about tourist objects and the desire or motivation to travel.

From the research conducted by Fonseca and Rebelo (2010), it was found that education level, female gender had a positive effect on the number of visits to the Lamego Museum, while travel costs had a negative and significant effect. Badar (2012) conducted a study with the result that the economic value of Borobudur Temple tourism after the eruption disaster was Rp. 18,172,041,544.00. Travel costs, average monthly income, distance, working time, age, visiting experience and the impact of the Merapi eruption affect the intensity of visiting Borobudur Temple attractions.

Based on the description of the problems above, the authors feel interested in researching and referring to the results of previous studies regarding what factors influence the level of tourist visits and how much the economic value of the Palgading Temple Tourism Object is. Therefore, researchers are interested in conducting research with the topic: **"Travel Cost Method Analysis on Cultural Heritage of Palgading Temple Using Marketing Approach" (Case Study: Palgading Temple, Sinduharjo, Yogyakarta Special Region)**

B. Scope of Research

In this study, the problems that will be investigated are limited to only around Sleman Regency, precisely in the Palgading Temple tourist attraction. The independent variables used in this study were limited, namely travel costs, mileage, education, income and facilities.

C. Research Questions

1. How is the influence of the travel cost variable on the number of visits to the Palgading Temple tourist attraction?
2. How is the effect of the distance variable on the number of visits to the Palgading Temple tourist attraction?
3. How does the income variable influence the number of visits to the Palgading Temple tourist attraction?
4. How is the influence of the facility variable on the number of visits to the Palgading Temple tourist attraction?
5. How is the influence of the education variable on the number of visits to the Palgading Temple tourist attraction?

D. Research Objectives

1. To find out how the influence of the variable travel costs on the number of visits to the Palgading Temple tourist attraction.
2. To find out how the influence of the mileage variable on the number of visits to the Palgading Temple tourist attraction.
3. To find out how the income variable influences the number of visits to the Palgading Temple tourist attraction.
4. To find out how the influence of the facility variable on the number of visits to the Palgading Temple tourist attraction.
5. To find out how the influence of the education variable on the number of visits to the Palgading Temple tourist attraction.

E. Contributions

This study is expected to provide positive benefits for the government, society and the world of science. For the government, it is hoped that the results of this research can be used as recommendations for local governments in developing tourist attraction areas in Sleman Regency. For the community, it is hoped that the results of this research can develop The role of the community in tourism development activities in Sleman Regency. As for the world of science, it is hoped that the results of this research can contribute scientific insight regarding the benefits of economic value using the role of the travel cost approach to the development of the Palgading Temple tourist attraction area in Sleman Regency and can provide input for further research in the development of the Palgading Temple tourist attraction