

CHAPTER I

INTRODUCTION

A. Background

In this decade many developing countries began to pay attention to the tourism industry, one of which is Indonesia. Indonesia is the largest archipelago country in the world, which consists of tens of thousands of islands which are limited by sea and strait. As the largest archipelagic country, Indonesia has a variety of tribes, languages and cultures spread from Aceh (Sabang) to Papua (Merauke). Indonesia also has natural areas that support the highest level of biodiversity in the world. The diversity of tribes, cultures, and beautiful natural potential is what later became Indonesia's attraction to the world in various fields, one of which was in the field of tourism. Tourism development must be done because this is one of Indonesia's national interests (Indriasih, 2016). Tourism development has become one of the national interests because the tourism sector can be used by Indonesia as a source of the country's foreign exchange coffers.

Tourism is an industry that provides the largest income rank one or two in several countries in the world, and a growing trend at this time is cultural heritage tourism. Seeing the magnitude of the influence of the tourism sector, it is hoped that each region will maintain its rich heritage or cultural heritage as one of the tourist attractions. Because most tourists will spend more time enjoying the experience of visiting various cultural heritages.

Cultural heritage will be a sustainable tourist attraction as long as in being an attraction to be visited and appreciated by visitors guarded and protected, developed not only by the government but also the local community. In addition, so that the local community can benefit from existing tourism developments.

Cultural heritage itself is a reflection of the community's noble values in the past that need to be preserved. As one form of effort to develop the cultural heritage tourism industry, namely by maintaining the existing cultural heritage as one of the tourist attractions and by developing the area around the tourist area in an integrated manner. However, the existence of these sites is very vulnerable to various threats, especially in this modern era. The real threats are such as the current of urbanization, population growth, and utilization by the community as a tourist destination. Therefore, efforts are needed to protect and preservation these cultural heritage sites (Damanik, 2018).

The wealth of cultural diversity that is owned by Indonesia is very attractive to tourists, both domestic and foreign tourists. Looking back, at the time of the world economic shocks, the tourism sector did not experience significant impacts. Conversely, by encouraging tourism activities are considered as one way out of the global economic crisis because tourism can drive the real sector and revive the domestic market. Therefore, tourism has always been a sector that continues to be developed by the government.

Nowadays, tourist destinations have penetrated into historical education, getting to know further about culture. Tourists who travel for cultural heritage

tourism are not just sightseeing but want to see the local culture and lifestyle. Tourists who are looking for culture will spend more money than tourists who are just traveling. Indonesia is rich in heritage sites, and therefore has great potential to develop heritage tourism. Indonesia has also many interesting objects for world tourists and is also a country with the most recognized UNESCO heritage sites in Southeast Asia.

One of the provinces in Indonesia which is rich in cultural diversity is the Special Region of Yogyakarta, abbreviated as DIY. The existence of Yogyakarta which is one of the popular tourist cities in Indonesia is still less competitive with Bali because Yogyakarta has not been able to make foreign tourists come back after the first visit. Even so, it is not an obstacle for Yogyakarta to be able to bring Yogyakarta's tourism sector to the international scene. Thanks to the efforts of the government and related parties, Yogyakarta was able to achieve many achievements, one of the proud achievements was that the city of Yogyakarta won an international tourism award in the category of The Best Print Advertisement from the Tourism Promotion Organization (TPO) for the Asian Pacific Cities, based in South Korea. The city of Yogyakarta has received four awards from TPO since 2009 in a row in different categories.

The tourism sector is a mainstay for DIY, bearing in mind the numerous potential of tourism, such as beach tourism, cultural tourism, culinary tourism, historical tourism, spiritual tourism, educational tourism, Merapi tourism, and so forth. Therefore D.I Yogyakarta has a lot of Tourism Destination Areas (DTW) which certainly have a role in the process of tourism development. More

than that, tourism is one of the unique characteristics of DIY, which is hardly owned by other cities. One characteristic that is inherent in the city of Yogyakarta until now is the City of Yogyakarta is a City of Culture, City of Gudeg, City of Struggle and City of Tourism. When viewed from various perspectives, Yogyakarta City is very relevant to be visited by all ages. The most distinctive feature of the city of Yogyakarta is the presence of the Ngayogyakarta Hadiningrat Palace as a very thick cultural symbol of the city of Yogyakarta.

Yogyakarta tourism products are also not free from things related to culture. As a manifestation of the concern of the city government of Yogyakarta to provide a vehicle for learning patterns and culture for children and the general public in a pleasant atmosphere and is inseparable from the values of Yogyakarta's wisdom. The importance of preservation of cultural heritage objects, the government intervened by anticipating the preservation of cultural heritage in every region in Indonesia, one of which was by issuing Law Number 5 of 1992 concerning Cultural Heritage Objects in order to understand and develop history, science, and culture so that needs to be protected and preserved for the sake of fostering national awareness and national interests.

Table 1.1 *The Number of Tourists Visit to The Special Region of Yogyakarta (DIY), 2015 - 2019*

Description	Year				
	2015	2016	2017	2018	2019
Foreign Tourists	308.485	355.313	397.951	416.372	433.027
Domestic Tourists	3.813.720	4.194.261	4.831.347	5.272.719	6.116.354
Total	4.122.205	4.549.574	5.229.298	5.689.091	6.549.381

Source: *Statistik Kepariwisata DIY*

Table 1.1 shows that the development of visitors or tourists continues to increase from year to year. The most significant increase occurred in 2019, namely 15,12 percent seen from 5.689.091 visitors in 2018 to 6.549.381 visitors in 2019. Secretary of the Yogyakarta City Tourism Office, Yetti Martanti said that from the 2017-2022 Strategic Plan (Renstra), the target for foreign tourists in Yogyakarta in 2019 is actually 3.7 million. But seen from 2016, Yogyakarta has passed that number, and they believe that in 2019 the number of visits could increase by around 5-10 percent from last year's figure. In fact the number of visitors in the DIY way beyond the original predictions, since in 2019 the number of visitors reached more than 6.5 million visitors. The increase in the number of tourists that occurs every year shows that the increasing trust of the public or tourists from outside Yogyakarta (foreign and domestic tourists) in the situation and conditions of Yogyakarta.

Table 1.2 The Number of Foreign and Domestic Tourists Visiting Yogyakarta Tourist Attractions in 2015 – 2019

Place	Year	Foreign	Domestic	Total
Sonobudoyo Museum	2015	5.479	32.270	37.749
	2016	5.539	24.861	30.400
	2017	6.736	39.232	45.968
	2018	6.734	27.815	34.549
	2019	6.107	47.770	53.887
	Total			
Vredeburg Fort Museum	2015	6.485	420.961	427.446
	2016	7.540	441.005	448.545
	2017	10.280	445.049	455.329
	2018	8.878	439.035	447.913
	2019	8.604	463.034	471.638
	Total			
Yogyakarta Palace	2015	117.890	483.703	601.593
	2016	113.819	473.222	587.041
	2017	130.139	416.351	546.490
	2018	118.855	388.395	507.250
	2019	87.406	417.808	505.214
	Total			
Taman Sari	2015	65.137	334.833	399.970
	2016	87.485	426.847	514.332
	2017	99.407	434.138	533.545
	2018	49.603	206.144	255.747

Place	Year	Foreign	Domestic	Total
Taman Sari	2019	50.054	428.148	478.202
			Total	2.181.796

Source: *Statistik Kepariwisataaan DIY*

Table 1.2 explains that the development of foreign and domestic tourists visiting tourist objects in the city of Yogyakarta. The tourist object above is a tourist object of knowledge regarding objects of cultural heritage from the past. In Table 1.2, the tourist attractions with the highest number of visitors are in the Yogyakarta Palace. There are several museums in the city of Yogyakarta, but only 2 museums that the author includes in the table, namely Sonobudoyo Museum and Vredeburg Fort Museum. The data in Table 1.2 shows that the museum is still a favorite of visitors from 2015-2019 with a total of 8,604 foreigners and 463,034 domestic visitors visiting the Vredeburg Museum in 2019. Meanwhile, the number of visitors on 2019 to the Sonobudoyo Museum is 6,107 foreign visitors and 47,770 domestic visitors. The number of visitors to each tourist attraction in the table above shows a fluctuating number but almost all of them have decreased in 2018, but the data still shows that cultural heritage objects still get interest in the hearts of the public even though the number has decreased, because it is proven that in 2019 almost all of them experienced an increase in numbers visitors.

There are many cultural heritage sites in the Province of DIY, one of which is the Sonobudoyo State Museum. The Sonobudoyo State Museum or commonly known as the Sonobudoyo Museum is a Regional Technical Implementation Unit at the Yogyakarta Special Province's Cultural Service,

which has a function of managing museum objects that have scientific cultural values, including a collection of cultural educational development and guidance. While the task is to collect, maintain, preserve, carry out research, library services, cultural educational guidance and presentation of the collection of Sonobudoyo State Museum.

The existence of the Sonobudoyo Museum is closely related to a Java-era Colonial Institute foundation in the fields of Javanese, Madura, Balinese and Lombok culture as the originator of the founding of the Sonobudoyo Museum, which was inaugurated on November 6, 1935, by Sri Sultan Hamengku Buwono VIII marked by Candrasengkala "Kayu Winayang Ing Brahmama Budha ". Sonobudoyo Museum which is located in the city center is located in a strategic location, located within the Yogyakarta Cultural Center which receives a lot of attention from various parties both from within and outside the country.

As a nation with a long history so that is rich in local cultural diversity, it should strive to preserve cultural heritage that reaches us. Preserving does not mean to make something durable and impossible to become extinct. Preserving means maintaining for a very long time. So the effort to preserve cultural heritage means efforts to preserve that cultural heritage for a very long time, it is necessary to develop conservation as a sustainable effort, not preservation that is only a mode or interest of a moment, project-based, etc (without strong roots in society).

Preserving is one of our efforts to not forget history. In this case, humans are expected to always make something in this life as a "lesson" and "warning", according to the Koran there are at least four historical functions summarized namely History functions as a confirmation of the heart, as a teaching, as a source of truth, and as a warning. To be able to capture lessons from the historical messages in it, requires the ability to capture what is implied as parable or *ibrah* in it. As stated in Q.S. Yusuf verse 111 which reads:

لَقَدْ كَانَ فِي قَصَصِهِمْ عِبْرَةٌ لِّأُولِي الْأَلْبَابِ ۗ مَا كَانَ حَدِيثًا يُفْتَرَىٰ وَلَكِن تَصْدِيقَ الَّذِي بَيْنَ يَدَيْهِ
وَتَفْصِيلَ كُلِّ شَيْءٍ وَهُدًى وَرَحْمَةً لِّقَوْمٍ يُؤْمِنُونَ

"In fact, in their stories there are teachings for people who have reason. The Quran is not a fabricated story, but it justifies the previous (books) and explains everything, and as guidance and mercy to the believers."

The meaning of the above verse is actually in history there are values and historical messages that are full of symbols, for people who understand them. Value is a person's perception. Value is the price given by someone for something at a certain place and time. Usability, satisfaction and pleasure are other terms that are accepted and connote value or price. The size of the price is determined by the time, goods, or money that someone will sacrifice to own or use the goods or services he wants while the perception is the individual or group's view of an object according to the level of knowledge, understanding, expectations and norms (Dijjono, 2002). In providing a definition of valuation,

activities related to the development of concepts and methodologies for estimating the value of goods and services.

Recreational places have no market value and there are many non-market valuation techniques, one of which is using the Travel Cost Method (TCM). TCM aims to determine the economic value of tourism objects by calculating the amount of costs incurred by visitors starting from the residence, during the trip to the area of the attraction itself to return to their place of residence. This method is popular for describing the demand for natural resources and services related to recreational areas. Examples such as wildlife areas, fishing and hunting, ecological parks, natural scenery, and others. Tourists who come to these locations from a variety of different distances. This method examines travel behavior to evaluate the willingness of tourists to spend money in order to visit the place. With this method it is hoped that later it can provide an economic assessment of the Sonobudoyo Museum as a material for consideration in better management planning in the future.

In addition to the costs incurred by tourists there are also factors that can affect the number of tourist visits to visit a tourist attraction that is income / average income. If the average monthly income of visitors increases by 1 percent, the intensity of visiting tourist attractions will increase by 0.251 percent. If individual income is high, then the ability of individuals to visit tourist objects as a place to take a vacation will be higher, and vice versa if individual income is low, the tendency to choose tourist destinations will be lower (Badar, 2013).

Research conducted by Zulpikar, et al (2018) the results indicated that the variable travel cost, income, and duration of visit have a significant effect on the level of tourist visits to marine tourism Untung Jawa Island. Economic potential ecotourism in Untung Jawa Island reaches IDR 68,505,101,600 with consumer surplus of IDR 397,592 per individual trip. This value is higher than the average of actual visitor expenditure which reached IDR 296,860 per individual trip.

Based on the background above, the researcher is very interested to examine the economic value of tourists visiting the attractions in Sonobudoyo Museum and what factors influence the number of Sonobudoyo Museum visits. This research entitled "**Economic Evaluation of Sonobudoyo Museum in Yogyakarta Using the Travel Cost Method Approach.**"

B. Problem Limitation

Based on the background that has been described above, there needs to be a problem limitation so that later the scope of the researcher becomes clearer and more detailed. In this case the researcher limits the problem to :

1. Time of interview is on 1 Oktober 2020 - 1 November 2020
2. The research site is the Sonobudoyo Museum
3. The object of research is the end of the Sonobudoyo Museum
4. Research conducted to determine the economic valuation at the Sonobudoyo Museum is to use eight dimensions, including travel costs, education, income, transportation, residence, time spent, satisfaction, facility.

C. Problems Formulation

Based on the background that has been explained, the problem raised in the study is formulated as follows :

1. Does the travel cost affect the number of visits in Sonobudoyo Museum ?
2. Does the age affect the number of visits in Sonobudoyo Museum ?
3. Does the education affect the number of visits in Sonobudoyo Museum ?
4. Does the income affect the number of visits in Sonobudoyo Museum ?
5. Does the satisfaction affect the number of visits in Sonobudoyo Museum ?
6. Does the residence affect the number of visits in Sonobudoyo Museum ?
7. Does the time spent affect the number of visits in Sonobudoyo Museum ?
8. Does the facility affect the number of visits in Sonobudoyo Museum ?

D. Research Objectives

Based on the background and formulation of the problems that have been raised, the objectives to be achieved in this researcher are:

1. To analyze the influence of travel cost against the number of visit in Sonobudoyo Museum.
2. To analyze the influence of age against the number of visit in Sonobudoyo Museum.
3. To analyze the influence of education against the number of visit in Sonobudoyo Museum.
4. To analyze the influence of income against the number of visit in Sonobudoyo Museum.

5. To analyze the influence of satisfaction against the number of visit in Sonobudoyo Museum.
6. To analyze the influence of residence against the number of visit in Sonobudoyo Museum.
7. To analyze the influence of time spent against the number of visit in Sonobudoyo Museum.
8. To analyze the influence of facility against the number of visit in Sonobudoyo Museum.

E. Research Benefits

From the data and information that has been collected, it can be useful for operations and development in science. The benefits of this research are as follows:

1. Can be used by the government institutions that manage the Sonobudoyo Museum, as information material and consideration in the planning and management of the Pine Forest Kemit Forest Education tourism object to determine tourism management policies.
2. From the empirical results it can be determined to plan for future prospects in the development and management of Sonobudoyo Museum's tourism objects.
3. For the local community, this research is expected to stimulate involvement in advancing the tourism sector in the city of Yogyakarta.