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The Importance of Yogyakarta Duchy Tourism Village Management in Realizing Sustainable Tourism Development

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Abstract

The development of tourism is currently a sector that supports the country's income in the no oil and gas sector. Yogyakarta besides being known as a student city is also known as a city of culture and tourism city. Yogyakarta Kadipaten Tourism Village has cultural potential that can be offered to both domestic and foreign tourists. The policy of the local government regarding the establishment of tourist villages in the Yogyakarta region gives a large responsibility to selected villages in the effort to preserve local culture. Kadipaten village as one of the selected tourist villages, due to the potential of local culture that has excellence, citizen involvement, and the commitment of the village government to make efforts to develop the economic value of local culture into social capital owned. Village tourism governance that involves citizens and cultural and art practitioners through the implementation of training, development of institutional management and creative media for the promotion of performing arts, is expected to be able to contribute to the sustainability of tourism villages ... Human resources in management are important in developing Yogyakarta Kadipaten Tourism Village, especially in human resources who have a high commitment to the development of tourism, so they can work optimally in coordinating the attractions displayed.

Keywords: Tourism Village Management, Cultural Preservation

Introduction

President Joko Widodo in the Limited Meeting said that tourism will be the main sector (leading sector). Tourism Minister Arief Yahya said tourism was the easiest and cheapest contributor to GDP, foreign exchange, and employment. The government stipulates that in 2019, the tourism sector will be able to become the largest foreign exchange earner, at around US \$ 24 billion.

Based on data from the Central Statistics Agency and the Ministry of Tourism, the tourism sector contributed the second largest foreign exchange after CPO and oil and gas in 2016. Seeing this achievement, we are optimistic that the tourism sector can reach its target in 2019 (Kusumawati, 2019). The government is still developing the tourism sector, including 10 new destinations that are included in the national tourism industry development list. Based on data from the Central Statistics Agency (BPS) foreign tourist arrivals (tourists) in January 2019 reached 1.16 million visits. The number is equivalent to 5.8 percent of the government's target of foreign tourists visiting Indonesia which reached 20 million visits throughout 2019 (Arhando, 2019).

The tourism sector can be a supporting sector of state revenue in the no oil and gas sector. Yogyakarta besides being known as a student city is also known as a city of culture and tourism city. Many tourism potentials of this city include shopping, culinary tourism, nature tourism, as well as cultural tourism. The number of tourist visitors in 2017 was 3.89 million visitors, with foreign visitors totaling 11.12 percent and domestic 88.88 percent. With considerable tourism potential, it is expected to be a mainstay of the power to increase regional income.

The Tourism Industry is one of the developing industries in Indonesia that has bright prospects, which have enormous potential and opportunities to improve people's welfare. The tourism industry can be utilized as a business opportunity to increase local revenue. Tourism is seen as a multidimensional activity in a series of development processes. The development of the tourism sector involves several aspects as well as the Kadipaten Tourism Village which is located within the Benteng of Yogyakarta Palace and is one of the regional assets that needs to be developed.

The condition and situation of the people who live in the tourist village is very calm even though within the city, the various potentials present are opportunities that describe the village of arts and culture in Yogyakarta, geographically the Kadipaten Tourism village is located west of the Yogyakarta Palace.

The potential of art and culture can be addressed from the condition of the people in the Kadipaten Tourism village who are very close or harmonious in carrying out social activities. This is marked by activities that always uphold the Javanese culture to stay in touch with each other, such as the month of Shawwal, always carried out activities such as meeting all residents to apologize to each other involving interfaith residents, other activities such as the apem festival by making mountains of apem cake which is the Javanese culture of Yogyakarta which is also still preserved. Apem in the tradition of the people of Yogyakarta is symbolized as an "apunten" form that is apologizing before entering the fasting month. The activity was followed by all groups by sending mountains of apem then paraded into the district and fought over by residents and participants of the parade. The social aspect that supports art activities is the involvement of citizens, the manager of a tourist village trying to carry out art activities as a form of socialization among residents as well as to preserve a local culture that is becoming obsolete.

In the current era of globalization (many ways and strategies to raise tourism potential in an area so that it is increasingly developing, to develop the region it is necessary for each region to show its potential in the form of distinctiveness or highlighting natural and socio-cultural characteristics and other aspects (Wuri et al., 2015) Each region has a myriad of profitable business potential to be promoted as commodities and polished with appropriate management strategies to become a tourist village, Likewise the potential of Yogyakarta Kadipaten Tourism Village which is rich in artistic and cultural potential of Yogyakarta needs to be developed, through management / good management can increase the potential for developing tourism in a sustainable manner, therefore with good management it is expected that the Kadipaten Tourism Village is able to develop its potential to be a productive village so that it can absorb labor to reduce unemployment and improve welfare.

Tourism Management

Tourism is a whole of related elements that consists of tourists, tourist destinations, travel, industry and so on which contribute tourism activities. Tourism is the mainstay of the main source of foreign exchange because Indonesia is one of the countries that have various types of tourism, for example natural, social and cultural tourism which is spread from Sabang to Merauke. In addition to storing millions of natural attractions, Indonesia is also rich in cultural tourism as evidenced by the many historical relics and the diversity of arts and cultural traditions of local communities that attract local and foreign tourists, so that with the potential to make Indonesia as one of the tourist destinations (Soemanto, 2017).

1 Tourism is everything related to the administration of tourism. Tourism is a travel activity or part of the activity which is carried out voluntarily and temporary to enjoy tourist objects and attractions. While tourists are people who carry out tourism activities. In broad outline, the definition shows that tourism has the meaning of cohesiveness which on the one hand is influenced by demand factors and availability factors. The demand factor is related to domestic and foreign tourist market demand. While the availability factor is influenced by transportation, tourist attractions and activities, facilities, services, and related infrastructure as well as information and promotions (Mutaqin, 2017).

Management comes from the managing verb and is an Italian translation of *meneggiare* which means to handle tools, derived from the Latin *manus* which means hand. In French, there is the word *mesagement* which then becomes management. According to the Indonesian dictionary, management comes from the word *manage* which means to control, manage and organize. Management came from English namely to manage which has similarities with the word to hand which means "to take care", to control "to check", to guide "to lead or guide", so when viewed from the origin he said management means management, controlling, leading or guiding. Management is a process implemented by individuals or groups in coordinating efforts to achieve a goal. The scale of management activities can be interpreted as organizing, disciplining and thinking activities carried out by someone, so that they can express, organize, tidy up everything around them following the principles and make life more harmonious, in harmony with others. Efforts to make management and development effectiveness in the existing internal and

external environment, including the tendency towards tourism in a global context. Tourism Management is an act of planning, organizing, mobilizing and controlling that is carried out to determine and achieve the targets that have been determined through the utilization of human resources and other resources in the field of tourism.

Method

The method used is a qualitative research method, while the presentation technique is in the form of a qualitative descriptive. Qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior (Sumaryanto, 2007). The descriptive presentation method is a research report preparation that presents the data by conducting an analysis of the object under study. Researchers chose Yogyakarta Kadipaten Tourism Village as the object of research because of its rich artistic and cultural potential. The general object of this research is the management of the Kadipaten Tourism Village, while the subject is the entire management of the tourism village as a tourist destination.

Data collection techniques that researchers use in conducting this research are (1) Observation, Through observation, researchers learn about the behavior, and the meaning of the behavior (Sugiyono, 2013). The observation technique used by researchers obtained information about how to manage the Kadipaten tourism village in the management of a tourist village. Researchers conducted a research phase that began with observation, interviews and focuses group discussions.

The series of activities in this study, in general, have various aspects of complexity. This is due to the activities of the Kadipaten tourism village under the auspices of conducting various activities other than the arts but has various activities such as trade, performances, culinary tours, heritage, and other tours. The diversity of activities also gives consequences that are not insignificant, both in terms of content and context of the activity to its governance. Especially when referring to the importance of this activity as an effort to improve the economic and business sectors.

Results and Discussion

A village can be said to be a tourist village if, the village has a tourist attraction/uniqueness that is supported by several things including accommodation (lodging, culinary, transportation) and performances/art that can be done routinely aimed at tourists. This requires cooperation from various parties, both private and public, as well as the community. For the Kadipaten Tourism Village, it seems that the elements already fulfilled can be identified through the description below:

1. The Art and Cultural Center

Administratively the Kadipaten Tourism village "Art and Heritage Tourism" in the Yogyakarta Kraton District area, also functions as a center for arts and cultural appreciation in which there are superior ODTW potentials such as heritage, Kraton arts, and cultural attractions, culinary specialties and Yogyakarta. All of these potentials have been proven to provide a unique and unique attraction and experience for tourists who have or will visit Yogyakarta. Tourism Village Manager (offers several tourist destinations that can be chosen by tourists, so that tourists get something that is "something to see, something to do and something to buy" which is quite valuable and meaningful.

2. Pojok Benteng Lor Kulon

Pojok Benteng Lor Kulon is one of the reserves built in the government of Sri Sultan HB II (1782) and serves as a fortress for the Yogyakarta Palace.

3. Site Tracking / Heritage Tracking

Site cruising tour packages (heritages tracking) will bring tourists to the beauty of architecture and philosophical values from the "Plengkung / Archway, Corner Benteng and Ndalem" in the Palace complex which certainly gives the impression of an experience that feels like being in a unique and interesting castle.

4. Dinner at Heritage

The "Dinner at Heritage" tour package invites tourists to enjoy a dinner at one of the "ndalem" complexes combined with a Yogyakarta-style "wayang wong" dance performance and packaged in nuances of the distinctive taste of the Yogyakarta Palace.

5. Art of the "Gejog Lesung"

The artistry of Gejog Lesung's artistry brings tourists to the unique Javanese traditional music that is produced from the sound of a "lesung" trunk. Try and enjoy your experience playing this lesung musical instrument.

6. Lansianos (Elderly Nostalgic)

The concept that presents Latin, Pop or modern keroncong acoustic music performances where you have the opportunity to karaoke and reminisce together in the Ndalem Diblyan complex.

7. Bang-Bung Imam Baskari

The Kadipaten young acoustic music community will also entertain you through the strains of ethnic music, modern pop or dangdut which is packaged in beautiful shades of sunset views over the Beteng Kraton corner site.

8. Java Dance Short Cours

Kadipaten Tourism Village offers tourists who want to try a short practice of classical dance typical of the Yogyakarta palace which is of subtle character and has high philosophical value, to be trained directly by professional Kraton dancers

9. Karawitan Gamelan Short Course

Javanese music or known as Karawitan Yogyakarta style has a soft and valuable song that still exists today. tourists can try the unique and interesting experience playing this gamelan in the Duchy Tourism Village

10. Palace Culinary Tour

The Kadipaten Tourism Village will deliver tourists to the experience of tasting rare and delicious flavors from the Sultan's cuisine (Sultan Food) which is processed using a special recipe typical of the Kingdom. Enjoy the feel of your dinner or lunch like a king in a magnificent palace.

11. Shopping Tourism (Rotowijayan Shopping Tourism)

The superior potential area of the Kadipaten Tourism Village is the craft and souvenir centers along the Rotowijayan street that sell: batik, Kraton logos, Yogya T-shirts and other unique and creative handicrafts.

The potential of tourism that can be offered is quite diverse and interesting for tourists because it already has a variety of attractions of traditional dance, traditional music, traditional culinary centers, and others to meet an element of tourist village. However, because the management has not been carried out optimally in an integrated manner, the management has not disputed completely and comprehensively, so the development of this tourism village has not yet developed optimally. For this reason, social capital {human resources} is needed that is competent in managing the tourism sector specifically and in energy with the existing components.

Conclusion

The activities offered by the Kadipaten Tourism village, seem to be quite diverse and offer something interesting for tourists, because quite varied both from the type of tourism and from the target segment, there is offered from children tourists to elderly tourists. But for the management aspect, it seems that in the Kadipaten tourist village there is no organizational structure adhered to by the tourism actors, meaning that each tourist destination has not been well-coordinated, so that each tourist destination can mutually support one another, this can be seen from tourist destinations, there are those who get very large visits, but on the other hand there are very minimal destinations. This will certainly result in destinations that have minimal visits will lose and even will be closed. For this reason, revitalization of a more comprehensive tourism management structure is needed, so that tourism development in the Kadipaten tourism village can be realized and sustainable so that in addition to improving the welfare of the local community it can also be an asset for the preservation of art and culture.

Recommendation

An organizational structure that is legalized by the local government related to tourism management in the Kadipaten tourism village needs to be drawn up soon, in order to foster better responsibility and coordination for tourism management in the Kadipaten tourism village, so that tourism development in addition to being able to increase community empowerment is also able to improve welfare for the community.

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