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EKSOTISME TAMAN NASIONAL KOMODO

Nicolaus Got

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Suyitno

THE PRIVILEGES OF YOGYAKARTA SPECIAL REGION AND THE DEVELOPMENT OF THE LOCAL TOURISM POTENTIALS

Aldi Wisnumurti

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ARTIKEL

Artikel / naskah berorientasi pada bidang kepariwisataan, Artikel / naskah yang dikirim belum pernah dipublikasikan di media lain atau tidak sedang dikirim ke penerbit lain. Artikel bisa berupa hasil penelitian atau hasil pendampingan / konseptual atau studi pustaka namun bersifat obyektif dan sistematis. Artikel bisa ditulis dalam bahasa Indonesia atau bahasa Inggris yang standar dan baku (bisa dipahami).

Artikel diketik komputer pada kertas HVS ukuran A4, spasi ganda, ukuran font 12 dengan format satu kolom. Margin yang digunakan 4 cm untuk batas atas dan batas kiri, 3 cm untuk batas bawah dan kanan. Jumlah halaman 10 -15 halaman termasuk daftar pustaka, gambar, tabel dan gambar.

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a. Abstrak dan Kata Kunci.

Abstrak secara ringkas memuat masalah dan tujuan penelitian, metode dan hasil penelitian. Abstrak terdiri dari satu paragraf memuat 100 -200 kata, dibuat dalam bahasa Inggris.

Kata Kunci berisikan ide/gagasan/konsep dasar dari bidang yang diteliti terdiri 3 - 7 kata.

b. Metode Penelitian

Bagian ini memuat rancangan penelitian/desain penelitian, sasaran dan target penelitian (populasi dan sample), teknik pengumpulan data dan teknis, analisis.

c. Hasil Penelitian & Pembahasan

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Bagian Pendahuluan tidak perlu diberi judul. Pada bagian ini memuat permasalahan yang dibahas dan tujuan pembahasan.

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THE PRIVILEGES OF YOGYAKARTA SPECIAL REGION AND THE DEVELOPMENT OF THE LOCAL TOURISM POTENTIALS

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ABSTRACT

The purpose of this study is to determine the effects of the privileges of Yogyakarta Special Region to the development of the local tourism potentials. Soon after the House of Representatives passed the Bill of Privileges for the Special Region of Yogyakarta into Law, the people throughout Yogyakarta celebrated the historical moment with enthusiasm, because it marked the end of the many years long dispute on its political status. The people expressed their gratitude and thankfulness in different ways, showing the richness of local traditions in the region. Some held special prayers at the Tugu Monument. Others made devotional visits to the ancestral graves of the Mataram Kingdom in Kotagede and Imogiri areas. Such events clearly show that Yogyakarta has preserved its traditions and its culture.

Besides the democratic privilege of determining its Governor and Vice Governor, another privilege for the Special Region of Yogyakarta as stated in the law is about culture. Yogyakarta is rich in culture and traditions, especially those related to local wisdom values. Such authority in our culture has to be applied manifestly in order to keep, maintain, and preserve the values, knowledge, norms, customs, objects, arts, and noble traditions rooted in the history and people of Yogyakarta. In other words, Yogyakarta tourism can without doubt get many benefits from these local potentials as well as from the variety of other tourism potentials in order to increase the tourism levels and position of Yogyakarta Special Region as the centre of education, culture, and a leading tourist destination in South East Asia by 2025 in an advanced, independent, and prosperous society as stated in the Long Term Development Plan (RPJP) of the Yogyakarta Special Region.

Keywords: Yogyakarta Special Region, Priviledges, culture, tourism potentials.

INTRODUCTION

1. Background

Being the second smallest region in Indonesia, the first being our national capital, Jakarta, the Special Region of Yogyakarta is the most popular tourist destination in Indonesia after Bali. Yogyakarta offers varieties of tourism destinations and attractions that bring many domestic and foreign visitors to the region. A few years ago, Yogyakarta experienced two natural disasters: the high magnitude earthquake in 2006 and the

eruption of Mount Merapi volcano in 2010 during which time tourism in Yogyakarta fell significantly. However, by the end of 2010; 1,456,980 tourists had visited Yogyakarta. Of these, 152,843 were foreign tourists and 1,304,137 domestic tourists (ILPPD DIY, 2010). Latest figures show that the number of tourists visiting Yogyakarta has continued to increase, proving that Yogyakarta is still an attractive, and a great choice of destination for those who want to enjoy an exciting and memorable holiday.

The House of Representative passed

the Bill of Privileges for Yogyakarta Special Region into Law on 30 August 2012 in Jakarta. Consequently, it is expected that the number of tourists visiting Yogyakarta will increase more significantly and Yogyakarta as a Special Region will be more recognized not only nationwide, but also internationally. There are 5 special authorities stated in the privileges of Yogyakarta Special Region, among them are the mechanism of determining the Governor and Vice Governor and the authority in culture. According to the Law of Privileges, such authority in culture has to be applied manifestly in order to keep, maintain, and preserve the values, knowledge, norms, customs, objects, arts, and noble traditions rooted in the people of Yogyakarta. Therefore, it is expected that under such conditions, Yogyakarta will be able to innovate and create various cultural and tourism products which are more interesting and promising in the forms of package tours in order to increase the local tourism potentials as the main sector for Yogyakarta Special Region's income.

The UNWTO defines tourism as the activities of people travelling to and staying in places outside their normal environment for not more than one consecutive year for purposes such as leisure and recreation. These purposes of traveling determine whether the number of tourist visits will be included in the tourism statistics. Other purposes of traveling that UNWTO classifies and includes in the tourism statistics are for business and professional reasons, visiting friends and relatives, health reasons and spa, pilgrimage, and other purposes. On the other hand, traveling purposes done by groups of people like temporary immigrants, borders workers, nomads, diplomats, and member of the Army, are not included in the tourism statistics.

Regarding to the classification of tourism by UNWTO, Yogyakarta Special Region offers variety of tourism potentials for leisure and recreation from cultural tourism, historical tourism, nature tourism, sport tourism, culinary tourism, and many others. For business and professional reasons, Yogyakarta offers lots of places and facilities

for holding MICE activities for both local and international events. Moreover, Yogyakarta has also become the potential destination for those who want to experience the local spa using the best of Yogyakarta's traditional herbs. Many star hotels offer such kind of service to their guests and customers. While for pilgrimage reasons, Borobudur temple has long been the center of Waisak ceremony so that it has attracted more pilgrims from other countries to visit this magnificent temple.

Besides being classified into five categories, tourism are also broken down into three types, they are domestic tourism, inbound tourism, and outbound tourism. Domestic tourism is done by the local tourists. These tourists – or so called *wisatawan nusantara* – are those tourists who spend their holiday visiting other places in their country of residence. Inbound tourism is done by foreign tourists who enter another country and visit the local tourism destinations in that particular country. These tourists – or so called *wisatawan mancanegara* – are important to measure the number of international visits to a certain region, such as Yogyakarta. Finally, there is outbound tourism in which residents of a certain place travel to another country overseas. As a special region, Yogyakarta has long been increasing the number of inbound tourism and with the privileges it has, Yogyakarta Special Region is targeting to become the leading tourist destination in South East Asia by 2025.

In order to develop the tourist activities; tourist destinations must have supporting components such as tourist attractions, transportation and infrastructure, accommodation, food and beverage businesses, and other supporting services such as travel agents, souvenir shops, money changers and a tourism information center. As the second tourist destination in Indonesia after Bali, Yogyakarta has many kinds of tourism, such as MICE tourism, cultural tourism, culinary tourism, nature and environmental tourism and special interest tourism, all supported by adequate facilities.

Cultural products can also be

produced from diverse religious and cultural ceremonies of various religions and supported by artistic creativity and hospitality of its people. Yoeti (1985) views tourism as activities, such as to see, to do, and to buy which are usually done by tourists. These three activities are related to the attractions intrinsic in the tourist destination, to the tourist activity in the tourism area, and related to specific souvenirs purchased in a tourism area.

2. Research Problems

In an effort to achieve the predicate as the centre of education, culture, and the leading tourist destination in South East Asia by 2025, Yogyakarta Special Region has to increase the potentials of its local tourism. Yogyakarta is rich in culture and traditions, especially those related to local wisdom values. Such authority in our culture has to be applied manifestly in order to keep, maintain, and preserve the values, knowledge, norms, customs, objects, arts, and noble traditions rooted in the history and people of Yogyakarta. In other words, Yogyakarta tourism can without doubt get many benefits from these local potentials as well as from the variety of other tourism potentials in order to increase the tourism levels and position of Yogyakarta Special Region. One aspect that is compulsory to accomplish such goals is the privileged status of Yogyakarta as a Special Region. Therefore, the following research questions are formulated:

- a. How does Yogyakarta get its privileges?
- b. What are the effects of the privileges of Yogyakarta Special Region to the development of the local tourism potentials?

LITERATURE REVIEW

This section is to provide a literature review on the problems in the research questions in order to contextualize them in the field of tourism. Many literatures are available to discuss the privileges of Yogyakarta as a special region. The writer uses the Law of Privileges for Yogyakarta Special Region (Undang-Undang Republik Indonesia Nomor

13 Tahun 2012 Tentang Keistimewaan Daerah Istimewa Yogyakarta) as the most reliable source for this research. Consisting of 16 chapters, the Law regulates the privileges of Yogyakarta and explains that the privileged status of Yogyakarta Special Region is an integral part of the establishment of the Republic of Indonesia. The decision made by Sultan Hamengku Buwono IX and Adipati Paku Alam VIII to make Yogyakarta part of the Republic of Indonesia and their contributions to protect the symbols of the nation during the early period of the independency has been well noted in the history of the Republic of Indonesia. The homogeny society of Yogyakarta has been able to blend in with the heterogenic society of Indonesia with different ethnics, religions, as well as customs and traditions. Therefore, this privilege of Yogyakarta has to be able to maintain and develop the harmony, social cohesiveness, and justice. Furthermore, the Law states the five privileges of Yogyakarta Special Region, they are the appointment of the Governor and the Vice-Governor, the position, duties and authorities of the Governor and the Vice-Governor, the institution of the local government of Yogyakarta Special Region, the culture, land matters, and the lay-out.

In an effort to find out the conditions of Yogyakarta in the future, the writer utilizes the Long Term Development Plan (Rencana Pembangunan Jangka Panjang Daerah Istimewa Yogyakarta) of the Yogyakarta Special Region. Written by the local government of Yogyakarta Special Region, the literature not only provides useful information on Yogyakarta development plan from the year 2000 to 2025, it also provides the goals and objectives, as well as the stages and priorities of the developments in Yogyakarta. Such information is very useful in order to answer the research questions.

RESEARCH DESIGN

In regards to the shift in social research from scientific method inquiry to more qualitative inquiry in the current post-methodology era, this study adopted the

qualitative method. Additionally, in order to help the participants to become more autonomous, empowered, and emancipated in expressing themselves, a progressive method was used. This progressive qualitative research which was based on naturalistic inquiries tried to understand and interpret how the participants in their social environment formed the world around them (Gulbrium and Holstein, 1997 in Holliday, 2002:21). Furthermore, Hammersley and Atkinson (1995) in Holliday (2002:20) explain that researchers "portray people as constructing the social world" and researchers as themselves constructing the social world through their interpretations of it. Therefore, as the researcher, the writer started with some data which were gathered from the writer's prospective groups of participants and finished with some conclusions. In general, the research was based on actual problems which were smaller but part of bigger problems. The research intended to solve these problems thus submitted significant contributions to the development of tourism.

Another paradigm and perspective of progressive qualitative according to Holliday (2002:18) is that the researchers are part of the research settings. Participants are considered as partners and as a main data gathering instrument. In this descriptive research which described and summarized various existing conditions, the writer tried to relate the variables in order to formulize the concrete conditions and full descriptions of the research object. Finally, according to Holliday (2002:18), progressive qualitative research reveals hidden realities, and initiates discussions. It is open-ended and designed to lead the researcher into the unforeseen areas of discovery within the lives of the people she is investigating (Holliday, 2002:5). In other words, the researcher is concerned with both what she or he needs to discover and how much of his or her discovery represent the reality of the participants in their environment and how those discoveries can improve the lives of these participants.

1. Types of Data and Data Sources

Most data for this study were primary data and they were gathered from several sources, they are (1) recorded interviews from senior officials at the local government office of Yogyakarta Special Region, (2) field notes from observations of various tourism objects in the research setting, and (3) documentations and literatures related to the privileges of Yogyakarta Special Region and the potentials of the local tourism in Yogyakarta. These data were expected to help answer the research questions and were used as the basis for interpretations and making conclusions.

In order to provide useful qualitative information and description of a real fact or situation, the data gathered for this study had to be processed. Data processing is the most important stage in a research. Therefore, it had to be done accurately. Mistakes in analyzing data might affect the interpretation and conclusion. In addition, because this study is progressive, most data were in the form of narrative. These narrative data were recorded and documented and they were based on what the participants had said according to their perspectives.

2. Data Collection Techniques

Basically, the main data gathering instrument for this qualitative study was the researcher himself. In the process of data gathering, the writer used the three main methods as mentioned above: field observations, in-depth interviews and study of related literatures. These data sources have helped the writer analyze and interpret the data to formulate a conclusion. Creswell (2003) explains that the data collection steps in a qualitative research involve (a) setting the boundaries for the study, (b) collecting information through observations, interviews, documents, and visual materials, and (c) establishing the protocol for recording information. Therefore, in order to obtain a clearer image of the effects of the privileges of Yogyakarta Special Region to the potentials of the local tourism in Yogyakarta, the following data collection methods were used: field

observations at various tourism objects in Yogyakarta Special Region, semi-structured interviews with the government officials at the local government office of Yogyakarta Special Region, and literature reviews of the history, Law, and the tourism potentials in Yogyakarta Special Region.

SOLUTION

1. The Privilege of Yogyakarta as a Special Region

Being the second oldest province after East Java, Yogyakarta is a special region equivalent to a provincial administration level which has a special status or special autonomy. Such status was given to Yogyakarta related to the legacy from the pre-independence era. At that time there were two Kingdoms ruling Yogyakarta, the Ngayogyakarta Hadiningrat Sultanate, established in 1755 and the Kadipaten of Pakualaman, an area ruled by an Adipati, established in 1813. The two Kingdoms merged and formed Yogyakarta. Then, during the proclamation of Indonesia's independence, Yogyakarta united with the Republic of Indonesia and become a Special Region. During the transition period after Indonesia's independence, the capital city of Indonesia was moved from Jakarta to Yogyakarta. The decision was made because of the unstable condition of Indonesia at that time. Yogyakarta, which became the capital city of Indonesia for three years, was chosen because it was considered safer and more conducive. Until now, the two Kingdoms still exist and have become the main cultural and heritage attractions, especially related to Javanese culture. The Kingdoms are like an enclave to the Special Region of Yogyakarta.

The Sultan of Yogyakarta is by design the Governor of Yogyakarta Special Region and the Adipati of Pakualaman is the Vice Governor. This is one of the privileges of Yogyakarta as a Special Region. The Law of Privileges for Yogyakarta (UU No.13 Tahun 2012), legalized a month ago, consists of 16 chapters and 51 articles. There are five aspects of privilege according to this Law. The first aspect is about the mechanism of determining

the Governor and Vice Governor in which the Sultan of Yogyakarta is by design the Governor of Yogyakarta Special Region and the Adipati of Pakualaman is the Vice Governor. The second aspect is related to the institution of the local government of Yogyakarta Special Region. The third and fourth aspect refers to culture and land matters in the special region of Yogyakarta. And finally, the fifth aspect is related to the lay-out of Yogyakarta as a Special Region.

Besides culture, the privileges of Yogyakarta Special Region can also be seen from the point of view of education and the varieties of tourism objects and attractions, in the form of tangible and intangible tourism products. Yogyakarta has hundreds of higher education institutions and one of them, Universitas Gadjah Mada, the oldest university in Indonesia. Yogyakarta also has many tangible tourism products, such as heritage buildings and objects of cultural heritage and there are intangible tourism products in the form of norms, art works, social systems and social behavior in the society. For that reason, it is stated in the Long Term Development Plan (RPJP) of Yogyakarta Special Region for twenty years ahead that the missions have to be accomplished in the year of 2025 is to establish Yogyakarta Special Region as the centre of education, culture, and the leading tourist destination in South East Asia in an advanced, independent, and prosperous society.

As a special region, Yogyakarta is not only able to produce qualified human resources who have high competitiveness at the national and international levels, but also provides a conducive and comfortable environment to study. As a leading center of culture, Yogyakarta is the preservation and development of cultural values. Whilst a leading tourist destination, Yogyakarta is also in high demand both domestically and internationally because it has attractiveness while still keeping morality in high respect.

2. The Current Condition of Tourism in Yogyakarta and Its Potentials

In general, the current condition of tourism in Yogyakarta is improving. After the major earthquake in Yogyakarta in 2006, tourism visits to the region fell significantly. During the struggle to increase the number of tourist visits to Yogyakarta, another big natural disaster occurred again four years later when Mount Merapi erupted, causing damages not only to Yogyakarta Special Region, but also the surrounding areas in Central Java such as Muntilan, Magelang, and Salatiga. Tourism facilities and infrastructures were heavily damaged, especially in the Kaliurang resort area. In fact, Adisucipto International Airport of Yogyakarta had to be closed for a few days, and flights were redirected to the closest airport in Solo, Central Java 60 kilometers east of Yogyakarta. It was certainly the worst moments of Yogyakarta tourism history. However, with the spirit of togetherness of the people and the support from the authorities and the government, Yogyakarta tourism is gradually improving. In fact, more interesting tourism objects are offered to tourists, such as the attractive nature tourism of Pindul Cave in Gunungkidul Regency in the east of Yogyakarta, offering magnificent clear water river going through a giant Karst stone cave. Also many tourism villages are opened offering traditional-life tourism to both domestic and foreign tourists who want to experience the traditional atmosphere of the villages in Yogyakarta rural areas.

There are many tourism potentials in Yogyakarta Special Region. One of the main and reliable tourism in Yogyakarta is the cultural tourism since there are hundreds of cultural sites and objects in Yogyakarta. Prambanan temple, which is the most beautiful Hindu temple in the world and Kraton Ratu Boko temple, the glory on a hill and full of peacefulness, are two of the major temples in Yogyakarta. We can also find smaller temples, such as Kalasan temple, Plaosan temple – the twin temples of Yogyakarta, Tara temple – the oldest Buddha temple in Yogyakarta, and Sambisari temple,

which is located below the ground. There are also other major and important cultural objects in Yogyakarta, such as the Kraton, the Puro Pakualaman, and the historical Tugu Monument of Yogyakarta which is the symbolic landmark of Yogyakarta.

Another tourism potential offered in Yogyakarta is eco tourism. Two years after the Mount Merapi eruption, the Kaliurang resort has become the most visited in Yogyakarta. Not only does it offer the beauty of local nature, but it also offers the unique experience from the result of the Mount Merapi eruption. Merapi is one of the largest natural volcanoes which remain active. Being on site, tourists can observe the remainder of the last eruption. In fact, for more adventure experiences, tourists can rent a motorcycle and guided by the locals, actually go and visit a place which was once the house of the prominent figure in Mount Merapi history – the late Mbah Marijan, who was the Court (Sultanate) appointed guardian of the Mountain and was believed to be able commune with its spirit. For more eco nature excitement in Yogyakarta, tourists can visit Pindul Cave in Gunungkidul Regency in the east of province. What is so exciting to tourists visiting this place is that they can go water tubing on a river which flows through a giant quartz stone cave full of stalactites and stalagmites.

Yogyakarta has one of the longest shore lines in Indonesia which stretches from the west in Kulonprogo Regency and the east in Gunungkidul Regency. Therefore, one of the most reliable tourism objects in Yogyakarta is the beach. This south coast of Yogyakarta offers many beautiful beaches from the west with Glagah Beach and Congot Beach to the east; with Indrayanti Beach and Sudak Beach, all offering different characteristics. Shopping is also exciting in Yogyakarta. Domestic and foreign tourists can shop at Beringharjo traditional market for local clothing, along Malioboro Street for souvenirs, in Kasongan for various kinds of pottery, at Gabusan Art Market for handicrafts, or in Kuncen for the second-hand-goods market. Among the other tourism choices in

Yogyakarta are the historical, educational, culinary, adventure, special interest and village tourism, providing a rich variety of choices in Yogyakarta. This is the reason why Yogyakarta is the next best Indonesian tourist destination after Bali. It is vital that this potential be well maintained and well kept in order to create sustainable tourism in Yogyakarta.

Despite the fact that Yogyakarta as a Special Region and is blessed with so much potential, the only significant destinations well known to foreign tourists, are Borobudur, Prambanan, and Kraton Ratu Boko Temples, the Kraton of Yogyakarta, Kaliurang resort area, Parangtritis Beach, and Malioboro. In fact, Yogyakarta is identified only by those famous sites by foreigners and that those destinations are the main reason for their visit to Province. Only a few realize that the Tugu Monument is the icon of Yogyakarta, similar to the Eiffel Tower in Paris, Big Ben in London, and the Statue of Liberty in New York. And, it lies in the middle of a mystical straight line between Mount Merapi in the north and the Sultan's Palace and Parangtritis Beach in the south. Additionally, Yogyakarta is well known and loved as a paradise for shoppers and there are many choices; from malls and traditional markets to strip shops. But, only a few know that there is a special and very interesting place offering unique second-hand goods in Klithikan market of Kuncen. This kind of market gives a different kind of shopping experience which has recently attracted tourists. Maintaining a rich variety of tourist potential in Yogyakarta is not as easy as most people think. It requires serious effort, vision and perception between the Stakeholders, that is people of Yogyakarta and the authorities. More interesting tour packages must be created. More innovations and guidance must be given to the stakeholders and other players in tourism. More facilities and infrastructure must be developed. And most important is to make sure tourists stay longer in Yogyakarta to enjoy their visit and destinations. If Yogyakarta Special Region is to become the centre of education, culture, and the leading

tourist destination in South East Asia by 2025, in an advanced, independent, and prosperous society, supported by the privileges that it has, then it must act now!

3. Yogyakarta as the Centre of Education

Yogyakarta has long been known as the city of education. To this historical city, came students from not only all over Indonesia, but also from all over the world to continue their studies in different fields of education and at different levels. They trusted their choice to study in Yogyakarta due to the fact that this City offers quality education with wide variety of fields of study plus an enjoyable and pleasant environment. Another reason is the fact that the Special Region of Yogyakarta is strategically located in the centre of Indonesia, making it easier to access from any part of the country; from the west in Aceh and the east in Papua.

Yogyakarta has great potential in becoming the centre of education in South East Asia by 2025 as planned in the Long Term Development Plan (RPJP) of Yogyakarta Special Region. This is because that there are more than one hundred higher education institutions in Yogyakarta, having Universitas Gadjah Mada as the mother university and the oldest as well as an enduring icon of education in Indonesia. There are also a great variety of fields of study from which to choose; such as arts and culture, tourism, language, religion, economy, law, medicine, medical science, engineering, information technology, design, and many more. Each field of study is supported by recognized universities and institutes, providing the best education and research for its students, academic members, and professionals. Many education collaborations and scholarship programs have been made between higher education institutions in Yogyakarta and overseas making education in Yogyakarta easily recognized internationally. Such collaborations must be more developed and driven in order to position Yogyakarta as the centre of education and research in South East Asia.

As the centre of education and research, Yogyakarta gives many other benefits. The increasing number of students studying in Yogyakarta from year to year has proven that Yogyakarta is well known both locally and internationally. The situation has given lots of benefits and market potential to this Special Region. One of those benefits, often overlooked, is that Yogyakarta gets from its great number of students is the increased spending in the local economy. These students are great drivers of the growth of boarding houses, restaurants and cafes, malls and shops, service centers, entertainment businesses, and other businesses. In fact, these businesses compete fiercely with each other for the valuable student spending. Yogyakarta has to be able to produce qualified human resources with high competitiveness supported by credible higher education institutions within national and international standards.

One strategy that can be applied in order to be able to compete for potential markets is to facilitate industry which employs the creativity, skills, and talents of an individual. In Indonesia, there are 14 sub-sectors of creative industries, among them are: arts, crafts, performing arts, and design. One of the untapped potential creative industries in Yogyakarta is the pottery centre of Kasongan. With the creativity of the local people, the business in Kasongan is sustainable and has survived well in recent years. There are also other creative industries widely spread in the Special Region of Yogyakarta providing different kinds of souvenirs for tourists visiting a specific area. This fulfills one of the three things that a tourist does, to buy, which is related to specific souvenirs purchased in a tourism area.

4. Yogyakarta as the Centre of Culture

The issues of culture and tourism cannot be separated with the development of a creative economy which employs creativity, skills, as well as individual talents. Creativity is the main strength in order to be able to face the current and future global challenges in which an individual's creativity can add a

value and in fact create a market. Joop Ave (2010) pointed out that a creative economy is most suitable for Indonesia. He added that having more than 100 universities in the region, Yogyakarta is the place of experts and professionals who are competent in their various fields. UNESCO has created a network of creative cities in various activities, such as literature, film, music, crafts and folk arts, design, media arts, and gastronomy. These creative cities work together toward the mission of cultural diversity and sustainable development. They develop international cooperation and partnership to share experiences and create new opportunities, especially for creative economic activities and tourism. Recently, Yogyakarta has been chosen as the creative city of crafts and folk arts. Therefore, Yogyakarta has to start sharing experiences with other international creative cities worldwide and create new opportunities on a global platform, supported by the Privileges of Yogyakarta as a Special Region.

In regards to the third aspect of the Privileges, Yogyakarta is indeed rich in culture and tradition potentials, especially those related to the local wisdom. These potentials can be found in tangible and intangible forms. Areas and objects of cultural heritage such as the Kraton is a tangible and very valuable heritage institution, its existence is still preserved until now. And there are at least 515 objects, and 13 areas of cultural heritage in Yogyakarta. Among the intangible forms of culture potentials there are the norms, the art works, and the Javanese social behaviors, systems and language existing richly and in depth in society. In light of this, such authority on culture has to be applied manifestly in order to keep, maintain, and preserve the values, knowledge, norms, customs, objects, arts, and noble traditions deeply rooted in the people and literature of Yogyakarta.

Additionally, there are 50 museums in Yogyakarta Special Region and among these; the Ullen Sentalu Museum and the Sonobudoyo Museum are projected to become international museums. In other words, Yogyakarta tourism can, without doubt get

great benefits from these local potentials in order to increase both its domestic and in-bound tourism to this special region

Yogyakarta is also known not only for its Sultanate Palace, Borobudur and Prambanan temple, but also for its cultural tour packages, such as the temple tour package of Borobudur, Prambanan and Kraton Ratu Boko, and the unique cultural tour package which includes Kraton Sultanate Palace, covering the north and south square including the Kraton building and the surrounding area, such as the Tamansari water castle. However, with the privilege in culture that Yogyakarta has, it is expected that more interesting and unique tour packages can be created in order to make the Yogyakarta Special Region the centre of education, culture, and the leading tourist destination in South East Asia by 2025, as targeted in the Long Term Development Plan (RPJP) of Yogyakarta Special Region. That is also the reason why the local department of tourism in Yogyakarta is committed to make it as a city for quality, character-based, and inclusive education, a cultural-based tourism city, and the centre of service which has insights to the environment and the peoples economy.

In respect to the existence of the Sultan's Palace, the Kraton, Yogyakarta is the centre of Javanese culture. There are many supporting Javanese cultural events held regularly, such as the Sekatenan, which is a night fair held to welcome the Islamic month of Maulud, Mubeng Benteng, which is a tradition of walking around the fort of Kraton in silence three times in the night before the Islamic month of Suro, and the Labuhan Ceremony, which is a sacrifice ceremony for the guardian of the South Sea. These and many other local cultural traditions are valuable tourism assets which have to be maintained and carefully managed and packaged in order to attract more tourists both domestic and foreign to visit Yogyakarta. In the long term, it can make Yogyakarta as the Special Region to be the cultural centre in South East Asia in 2025; the place to conserve and develop and understand these values, so as to create a

society that upholds and practices cultural values, as targeted in the Long Term Development Plan (RPJP) of Yogyakarta Special Region.

5. Yogyakarta as the Leading Tourist Destination in South-East Asia

Based on the local potential, there is no doubt that Yogyakarta as a Special Region can become the leading tourist destination in South-East Asia. The discussions above on Yogyakarta as the centre of education and culture have given enough reasons to justify such a prediction. Additionally, the discussions on tourism potentials in Yogyakarta Special Region have given more justification why Yogyakarta is very feasible as the leading tourist destination in South-East Asia.

The problem lies in whether the Yogyakarta Special Region is able to develop and maintain its tourism potentials and make tourists stay longer so that they can spend more money in this region. Many new tourism destinations have been opened up and offered to tourists as a result of creative thinking in order to create opportunities to increase local tourism. It gives much more options for tourists to see and to do, as well as to buy at these places. Instantly, these new destinations are filled with domestic and foreign tourists, making a significant increase to the local economy. Some of these new tourist destinations are the Indrayanti Beach and the Pindul Cave in Gunungkidul Regency, the Volcano tour in Sleman Regency, and also the opening of many tourism villages which are widely spread in Yogyakarta, offering different activities and attractions depending on their local specialities. However, without proper management and guardianship, the strengths of these new tourist destinations can be defeated by indiscipline. Therefore, professionally managing the potentials of such destinations is highly required in an ongoing effort to sustain the local tourism and economy. Through the Privileges of Yogyakarta as a Special Region, the Government has allocated a special budget in

which 80% is allocated for the third aspect of the Privileges, which is culture. In other words, by carefully designed planning, there should be no reason why Yogyakarta as a Special Region cannot be the leading tourist destination in South-East Asia in 2025.

CONCLUSIONS AND SUGGESTIONS

The Bill of Privileges of Yogyakarta Special Region (UU No.13 Tahun 2012) has been passed into Law and it supports the Long Term Development Plan (RPJP) of Yogyakarta Special Region in order to create Yogyakarta as the centre of education, culture and the leading tourist destination in South-East Asia in 2025. Consequently, the Government has allocated enough amount of budget for the Special Region of Yogyakarta in which 80% is allocated for culture. Tourism cannot and should not be separated from culture and indeed can be seen as the most positive driver to position cultural Yogyakarta at the pinnacle of Javanese society. Therefore, Yogyakarta tourism can be made sustainable by proper management and planning supported by adequate funding in order to reach the target of the year 2025.

As the center of education and research, Yogyakarta is supported by hundreds of higher education institutions and also many students from all over the nation and abroad has chosen Yogyakarta as the place to study because of its geographically strategic location and considered a very conducive place to study. Several collaborations in education and research have been made between higher education institutions in Yogyakarta and higher education institutions all over Indonesia and overseas, making Yogyakarta one of the most recognizable places in Indonesia; a city of education both locally and internationally.

As the center of culture, Yogyakarta is rich in tangible and intangible cultural products which can be creatively packaged and offered to tourists. Tangible cultural products include Javanese literature and painting and areas such as many Temples and the Kraton. Intangible products are the norms,

the customs and traditions of the local people which can be observed. Both support the existence of Yogyakarta as the centre for Javanese culture centralized in the Kraton of Ngayogyakarta Hadiningrat Sultanate and in the person of our beloved Sultan.

The three aspects of Yogyakarta Special Region being targeted for 2025 will give a positive impact to the growth of tourism in Yogyakarta which currently is still second, behind Bali. Many things have to be planned and improved and supported by hard work in order to create Yogyakarta as the leading tourist destination in South-East Asia. Having its own charm, Yogyakarta has to become a popular tourist destination for both domestic and international tourists; while at the same time upholding its strong sense of morality.

Finally, the condition of tourism in Yogyakarta is getting better and better and it is predicted to increase in the future. At present, tourists, especially domestic, have chosen to visit Yogyakarta during the off-peak seasons due to the fact that during high peak season and holidays, Yogyakarta becomes very busy. On one side, Yogyakarta has been able to promote itself and increase tourism visits by offering interesting tour packages and promoting the tourism strengths and potentials. But, on the other hand, the flow of tourists to Yogyakarta has caused traffic jams in certain tourist objects and destinations. Such conditions are the embryo of a bigger problem if it does not have any solutions. Yogyakarta needs to be more organized to increase the facilities and infrastructure, particularly the suburban road system and the airport, so that tourists enjoy themselves while spending their holiday in Yogyakarta and eventually extend their stay in Yogyakarta as many of the people expect. Tourists want to see more, to do more, and to buy more in this very Special Region of Yogyakarta.

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