

STRATEGI *TOURISM RE- BRANDING* CAGAR BUDAYA

STUDI KASUS : CANDI SAMBISARI YOGYAKARTA

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ABSTRACT

Sambisari Temple is one of the temple tours with all its uniqueness, which is located in Sleman Yogyakarta. Sleman Regency is indeed famous for its Thousand Temple Tour. The potential tourist attraction that this Sambisari Temple has is its natural and cultural potential, and what's more interesting is Sambisari Temple is located 7 meters from the ground. The excavation and development process was very long and took 10 years until finally the Sambisari Temple was inaugurated and opened to the public as a research site and as a tourist visit by the Yogyakarta Special Region Cultural Heritage Conservation Center.

Keywords: Sambisari Temple, Cultural Heritage, Ancient Sites, Yogyakarta