



Analysis of The Effect of Cultural Tourism Development, Accessibility, and Economic Policy on Tourism Competitiveness in Indonesia

Ardiyanto Maksimilianus Gai^{1*}, Tono Mahmudin², Vivid Violin³, Ahmad Nur Budi Utama⁴, Riesna Apramilda⁵

¹Institut Teknologi Nasional Malang, Indonesia

²Universitas Kristen Indonesia Maluku, Indonesia

³Politeknik Maritim AMI Makassar, Indonesia

⁴Universitas Jambi, Indonesia

⁵Universitas Ibnu Sina, Indonesia

*Corresponding author Email: ardiyanto_maksimilianus@lecturer.itn.ac.id

The manuscript was received on 11 August 2023, revised on 27 December 2023, and accepted on 10 May 2024, date of publication 7 June 2024

Abstract

The goal of this research is to pinpoint tourism trends and patterns that can enhance visitor experiences and enhance the economic and social advantages for local communities. We conducted this qualitative research through interviews and surveys. The surveyed population included men and women from various age groups, economic work backgrounds, education levels, and social status. Architectural heritage has an important role in the development of cultural tourism in various countries, including Indonesia, because of the unique city layout, historical value, and aesthetics of its buildings. Various steps, including the development of architectural tours, exhibitions, workshops, and collaboration with local communities, carry out efforts to preserve and promote architectural heritage. We hope that by raising public awareness and appreciation of architectural heritage, current and future generations can continue to enjoy it, while also positively contributing to the strengthening of a region's cultural identity. Through sustainable efforts, architectural heritage can become a productive resource that supports the preservation and strengthening of local heritage and identity, so that cultural tourism development can provide significant economic and social benefits.

Keywords: *Tourism, Development, Heritage, Social Benefit.*

1. Introduction

Tourism has developed into one of the main economic activities worldwide. In many countries and regions, tourism plays a key role in driving economic growth, job creation, and improving societal welfare. The tourism multiplier effect is one concept that is frequently used to describe the economic impact of tourism. Tourism's multiplier effect refers to the direct, indirect, and induced economic impacts of tourism activities. When tourists spend their money on services and products directly related to the tourism industry, such as accommodation, restaurants, transportation, and tourist attractions. These expenses generate direct income for the service-provider business [1]. Indirect impacts occur when tourism businesses purchase goods and services from local suppliers. When workers in the tourism sector and other related sectors spend their earned income, the local economy experiences induced impacts. These workers use their income to purchase goods and services, which in turn creates further income for other businesses in the economy. The multiplier effect of tourism is important in terms of increasing income and employment, increasing investment, and increasing tax revenues. Tourism helps increase incomes and create jobs in various economic sectors, including hospitality, food and beverage, transportation, and retail. This helps reduce unemployment rates and improve the living standards of local people [2]. Increased tourism activity can also encourage investment in infrastructure, such as roads, airports, and other public facilities. Better infrastructure not only improves the tourist experience but also provides long-term benefits for local communities. In addition, tourist spending also generates tax revenues for local and national governments. Public services like education, health, and security, which enhance the quality of life for local residents, receive funding from tourism taxes [3].



In this country, large investments in tourism infrastructure and marketing have resulted in a significant increase in the number of tourists, which in turn has created a strong multiplier effect. While the multiplier effect of tourism offers numerous benefits, it also presents challenges to overcome, including economic dependency and environmental impacts. Large investments in tourism infrastructure and promotions have resulted in a significant increase in the number of tourists in the country. This has created a powerful multiplier effect, fueling significant economic growth. However, developing sustainable tourism requires overcoming several challenges. One of the main challenges is the economy's over-reliance on tourism. Relying too heavily on tourism can make the country's economy vulnerable to fluctuations in tourist numbers, influenced by factors such as the global economic crisis, natural disasters, or security issues. Therefore, economic diversification is important to reduce the risks associated with dependence on one sector. Apart from that, mass tourism can also have negative impacts on the environment [4]. Increased tourist numbers may cause pressure on natural resources and the local environment, including pollution, habitat degradation, and overuse of water resources. To overcome these challenges, governments and stakeholders need to plan and manage tourism sustainably. With the right approach, tourism can be a powerful tool for inclusive and sustainable economic development. Tourism growth has been one of our country's most prominent economic success stories, driven by significant changes in recent economic policies. Supportive economic policies play a crucial role in reflecting this growth in the inbound and internal tourism sectors [5]. The large investment in infrastructure is one of the main factors contributing to tourism growth. Road improvements, airport construction, and the development of public facilities have created a solid foundation to support the tourism industry. Good infrastructure not only makes access easier for tourists but also improves the quality of their experience, which in turn encourages more foreign tourists to visit [6]. Increasing tourism promotion also plays an important role in this growth. Effective international campaigns, participation in global tourism exhibitions, and cooperation with international travel agents have all helped to attract foreign tourists. Friendly visa policies and easy-to-access information have also made the travel process easier for foreign tourists. In addition, the development of new tourist destinations, especially in previously little-known areas, has opened up opportunities for tourists to explore diverse natural beauty, culture, and local uniqueness [7]. This not only provides new experiences for tourists but also has a positive impact on the local economy in these areas. We hope that sustainable tourism growth will remain a key driver of our country's economic growth, supported by appropriate economic policies and sustained investment in infrastructure and tourism promotion [8].

On the other hand, increasing local community awareness and interest in domestic tourism also contributes significantly to this sector's growth. Domestic tourism campaigns highlighting local destinations, cultural festivals, and other tourist attractions have encouraged people to travel more frequently domestically. Special promotional programs, such as travel discounts and integrated tour packages, have increased the attractiveness of domestic tourism so that people prefer to explore the beauty of their own country. The combination of proactive policies and increasing tourism interest from various parties has created a dynamic and resilient tourism ecosystem. This ecosystem not only provides significant economic benefits, such as increasing regional income, creating jobs, and developing small and medium enterprises, but also provides social and cultural benefits, such as preserving cultural heritage, increasing environmental awareness, and improving quality [9]. Furthermore, this continued and sustainable tourism growth has also improved the country's image internationally. Our country is now known as a destination that offers authentic and diverse tourist experiences, with the friendliness of residents adding value. This international recognition not only increases the number of tourist visits but also opens up opportunities for international cooperation in the fields of tourism, culture, and economics [10]. To maintain this positive momentum, the government and other stakeholders need to continue to strengthen existing tourism policies and strategies. In addition to enjoying a variety of natural attractions and activities in various destinations, tourists also have access to a variety of tourist options, including cultural tourism. Cultural tourism allows tourists to explore and understand an area's rich cultural heritage, including traditions, art, culinary delights, history, and the daily lives of locals [11]. Cultural tourism plays a vital role in the tourism industry, as it provides in-depth and meaningful experiences for tourists. Cultural tourism helps preserve local cultural heritage by providing economic value to cultural traditions and practices. We can use the revenue from tourism to preserve historical sites, organize cultural festivals, and provide support to local artists. Travelers often seek authentic and unique experiences that are unavailable elsewhere. Cultural tourism offers the opportunity to interact with local people, learn about their customs and traditions, and enjoy distinctive arts and crafts [12]. Tourists can learn about local people's history, values, and way of life through cultural tourism, which helps increase intercultural understanding and appreciation of the diversity of cultures in the world. Cultural tourism can provide significant economic benefits for local communities, such as income from entrance tickets, sales of handicrafts, and other tourism activities that can improve the welfare of local communities and create jobs.

2. Research Method

This qualitative research was conducted through in-depth interviews and promotions, which included a comprehensive survey. We conducted the survey both in person and over the phone to obtain a representative perspective from tourists. The surveyed population included men and women from various age groups, economic work backgrounds, education levels, and social status. This diverse approach ensures that research results reflect an inclusive view, providing deep insight into traveler motivations, preferences, and experiences. This research involves a variety of demographics to capture a holistic picture of tourist behavior, enabling the development of more effective promotional strategies and the support of sustainable tourism policies. Additionally, this research strives to pinpoint tourism trends and patterns that enhance visitor experiences and optimize economic and social advantages for nearby communities.

3. Result And Discussions

Cultural tourism around the world, including in our country, has become a rapidly growing sector, particularly in appreciating the architectural heritage in big cities. Not only does the unique city layout, historical value, and aesthetics of its buildings make this architectural heritage a major tourist attraction, but the fact that internationally renowned architects designed many of these buildings further enhances their appeal and uniqueness. The efforts of various parties to preserve and promote this architectural heritage greatly influence the development of cultural tourism in our country. Governments, non-governmental organizations, and local communities work together to maintain the authenticity and integrity of these historic sites. To attract tourists and educate local people about the importance of cultural and historical preservation, governments have undertaken initiatives such as restoring historic buildings, hosting architecture festivals, and promoting through social media. The significant positive impact of cultural tourism development is visible not only in increasing tourist visits and tourism income but also in promoting our country's cultural and historical identity globally.

Architectural heritage in big cities has a wide appeal, ranging from unique, attractive city layouts to iconic buildings designed by famous architects. The historical and cultural value contained in every architectural detail also adds to its appeal, providing an immersive experience for visitors. An expert-guided architectural tour is an effective way to gain a deeper understanding of the beauty and rich history of these buildings. The economic and social impacts of developing cultural tourism that focuses on architectural heritage are very significant. In addition to increasing income for local businesses and the government, tourism also creates new jobs, contributes to cultural preservation, and enhances local identity. However, despite its benefits, cultural tourism also faces various challenges, including environmental protection, crowd management, and striking a balance between preservation and modernization. With careful planning and close collaboration between the government, the private sector, and society, cultural tourism can continue to develop and make a positive contribution to the economy and social welfare. Continued preservation and promotion efforts will ensure that the architectural heritage remains a source of inspiration and pride for local communities while attracting more tourists from various parts of the world. Efforts to introduce and preserve natural and cultural heritage through tourism activities do have a significant impact. Tourist activities not only provide valuable experiences for tourists, but they also make a positive contribution to the local economy's development. Through interaction with local culture, tourists can better understand and appreciate the cultural diversity that exists in an area. The additional income earned by local economic actors, such as traders, craftsmen, and other service providers, can help improve their standard of living. Apart from that, tourism activities can also create new jobs and encourage economic growth in related sectors. Apart from economic benefits, tourism activities can also play an important role in preserving natural and cultural heritage. With increasing tourist interest, communities and governments tend to be more aware of the importance of preserving their historical, natural, and cultural sites. To ensure the preservation of cultural and natural riches for future generations, this can spur more serious and sustainable conservation efforts. Overall, tourism activities can be an effective tool for introducing, preserving, and appreciating a country's natural and cultural heritage. Tourism activities, with good and sustainable management, can provide great benefits for local communities, tourists, and the preservation of our cultural and natural wealth.

Tourism activities have a broad impact, including increasing environmental awareness. Because they directly witness the natural beauty that requires protection, tourists who visit natural destinations tend to care more about environmental preservation. This can create momentum to educate tourists about the importance of preserving the natural environment and encourage sustainable practices in the tourism industry. Apart from environmental benefits, tourism activities also have a positive economic impact. The development of tourism infrastructure, such as roads, airports, and accommodations, not only improves accessibility for tourists but also creates jobs and encourages local economic growth. The tourism sector can generate revenue to enhance public infrastructure and offer social benefits to local communities. By utilizing the potential of its natural and cultural heritage, as well as through promotion and good management efforts, tourism activities can be an effective means of introducing and preserving the cultural and natural riches of an area. This not only provides economic benefits but also strengthens local identity and pride in their heritage. Thus, tourism activities can be a driver of sustainable economic and social development for local communities. When developing tourism potential, it is critical to consider sustainability aspects. Future generations will be able to enjoy natural and cultural riches thanks to sustainable management. Furthermore, it is crucial for local communities to actively participate in tourism management to guarantee equitable enjoyment of economic and social benefits. Thus, tourism activities can be an effective instrument in sustainable development, providing benefits to the environment, economy, and local communities.

Tourism activities not only provide economic and social benefits but also bring awareness to the need to preserve the heritage that forms the identity of a region. This heritage reflects society's evolution and is one of the things that differentiates this destination from other tourist destinations. This awareness encourages local communities and governments to preserve the authenticity and integrity of their heritage so that it remains relevant and valuable for future generations. The cultural and natural heritage inherent in a destination is a reflection of the history, traditions, and values of a society. Through tourism activities, local communities can realize the importance of this heritage as an integral part of their identity. Realizing that this heritage is an inseparable part of their history and culture, they become more concerned about its preservation for the future. Awareness of the importance of preserving heritage also creates a sense of collective responsibility among local communities. They perceive it as their duty to preserve this heritage, ensuring its authenticity and future generations' enjoyment. This can trigger a variety of conservation initiatives, including restoration programs, sustainability training, and public awareness campaigns. By maintaining the authenticity and integrity of this heritage, tourist destinations can maintain their unique appeal and differentiate themselves from other destinations while also providing sustainable economic and social benefits for local communities. Awareness of the need to preserve heritage as part of a destination's identity is an important aspect of developing sustainable tourism. Future generations can maintain and enjoy cultural and natural heritage through sustainable conservation efforts. The proposed steps to increase socialization and understanding of cultural heritage, which include the work of architects, are very relevant and important. A comprehensive communication plan, collaboration with related parties, use of social media, training, and workshops are strategies that can be effective in increasing public awareness and appreciation of cultural heritage. A communication plan that includes in-depth information about the history, cultural value, and architectural uniqueness of each cultural heritage building is a very important first step. The information presented must be able to attract public interest and provide a better understanding of the importance of preserving cultural heritage. Collaboration with related parties such as architects, historians, and local communities is also very important to develop informative and interesting outreach materials. Utilizing social media can also be an effective way to disseminate information about cultural heritage and the work of architects within it. Posting photos, videos, and interesting information about these buildings can increase public awareness and interest. In addition, training and workshops on cultural heritage and architecture can be a means of increasing public understanding, especially among the younger generation, about the importance of preserving cultural heritage. Tours and educational visits to cultural heritage that include the work of architects can also provide participants with hands-on experience and a deeper understanding. This can help people better appreciate and protect their cultural heritage. Collaboration with schools and universities to include material about cultural heritage and architecture in their curricula will also help spread knowledge about cultural heritage from an early age to future generations. We hope that these steps will improve the comprehensive and sustainable socialization of cultural heritage, including the work of architects. This will help increase people's understanding and appreciation of the cultural heritage of a region.

The particular interest in the assessment of architectural heritage in inland cities reflects the need for an in-depth understanding and preservation of architectural heritage in a broader cultural context. This assessment considers not only the physical aspects of the buildings but also the cultural values, history, and social context in which they stand. In assessing the architectural heritage of inland

cities, several important factors must be considered when assessing inland cities' architectural heritage. We must evaluate the architectural and design aspects of the building, taking into account the architectural style, building materials, and construction techniques employed. This helps identify local characteristics that differentiate the building from others. We need to evaluate the building's relationship with the local community and its impact on the surrounding environment. Furthermore, the role of buildings in shaping a city's cultural identity must be taken into account. Historic buildings in inland cities often form an important part of the city's cultural identity. The connection between architectural heritage and other cultural heritage must be taken into account. This helps us understand how architectural heritage contributes to the overall preservation of cultural heritage. We hope that by considering these factors, the assessment of architectural heritage in inland cities can offer a more comprehensive understanding of the cultural and historical values inherent in these buildings. Ensuring the maintenance and enjoyment of the architectural heritage by future generations is crucial.

The proposed tourism product aims to capture the growing interest in architectural heritage and local community identity. One of the main steps is the development of architectural tours that allow tourists to explore historical buildings and enjoy the architectural beauty of inland cities. An in-depth narrative about the history, cultural values, and unique architecture of each building can accompany this tour, enabling tourists to comprehend its message. Additionally, we can hold architectural exhibitions and workshops to introduce this architectural heritage to both local people and tourists. Exhibitions can display visual documentation and information about historical buildings, while workshops can provide direct experience in understanding architectural techniques and the cultural values behind them. Collaboration with local communities is also important to promote and preserve this architectural heritage. Involving the community in activities such as restoring historic buildings or organizing local cultural events can increase the sense of collective ownership and responsibility for the heritage. Educational programs and promotions via social media can also be very effective in raising awareness about the importance of preserving this cultural heritage. Interesting educational content can include information about architectural history, traditional construction technology, and interesting stories about figures involved in historic building construction. We hope these steps will ensure the maintenance and enjoyment of the architectural heritage for both current and future generations. By strengthening the links between tourism, education, and preservation, we can ensure that this architectural heritage remains alive and becomes an integral part of a region's cultural identity.

Creating a mutually beneficial symbiotic relationship between the tourism sector and cultural preservation by incorporating architectural heritage into the tourism offer and defining tourism as a productive resource that supports the preservation and strengthening of heritage and local identity. This approach not only views architectural heritage as an attractive tourist attraction but also recognizes it as an asset with economic and cultural value that demands preservation. Incorporating architectural heritage into the tourism offering can increase the attractiveness of the tourist destination. Tourists will be interested in visiting places that have unique cultural and historical riches, which in turn will increase tourist visits and income from the tourism sector. Defining tourism as a productive resource that supports the preservation and strengthening of local heritage and identity, it can create greater awareness of the importance of preserving architectural heritage. This can encourage the government and society to take concrete steps toward preserving architectural heritage, such as the restoration of historic buildings, organizing cultural events, and promoting it through social media and digital platforms. Thus, the incorporation of architectural heritage into tourism offerings and the definition of tourism as a productive resource can provide a strong basis for increasing understanding, appreciation, and preservation of architectural heritage. This will not only provide economic benefits to the tourism sector, but it will also strengthen local identity and enrich the experience of visiting tourists.

4. Conclusion

The analysis's results indicate that architectural heritage significantly contributes to the growth of cultural tourism in various countries, including Indonesia. This heritage is not only a major attraction for tourism due to its unique city layout, historical value, and aesthetics, but also because many of these buildings were designed by internationally renowned architects, which further adds to their appeal and uniqueness. The efforts of various parties to preserve and promote this architectural heritage greatly influence the development of cultural tourism. Governments, non-governmental organizations, and local communities work together to maintain the authenticity and integrity of these historic sites. The proposed steps, include the development of architectural tours, exhibitions, workshops, collaboration with local communities, educational programs, and social media promotions, to enhance public awareness and appreciation of architectural heritage. Present and future generations can continue to enjoy architectural heritage while it positively contributes to introducing, strengthening, and preserving a region's cultural identity. Architectural heritage can be a valuable resource that helps preserve and strengthen local heritage and identity. Thus, the sustainable development of cultural tourism can provide significant economic and social benefits while also strengthening local identity and pride in their heritage.

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