

## Strategy of Heritage Tourism Development in Surakarta, Central Java – Indonesia

Karnowahadi

Politeknik Negeri Semarang, Indonesia

Received : August 13, 2025	Revised : August 14, 2025	Accepted : August 14, 2025	Online : September 23, 2025
----------------------------	---------------------------	----------------------------	-----------------------------

### Abstract

Surakarta is a city that has different types of heritage, either in the form of buildings, handicraft products, culinary, and religious events. The heritage is a tremendous asset and must be preserved. Preservation of heritage is costly. Aside from the government budget sources, the cost of preserving heritage requires the participation of the community. So, that requires the government policy in the preservation of heritage. This study aimed to analyze the socio-economic and tourist behavior, and analyze the strategy of heritage tourism development in Surakarta. Findings from this study are: first, heritage tourism development is influenced by several factors, including WTP, gender, age, level of least visited, type of job, income, education, status, and region of origin. Secondly, Surakarta has a huge potential to develop tourism based on its heritage. The development strategy is to optimize the performance of the government, cooperating with stakeholders, to motivate people to actively participate in funding the preservation of heritage, as well as managing the budget more transparently and accountably.

**Keywords:** *Surakarta, Tourism, Heritage, Strategy.*

### INTRODUCTION

Surakarta is known for its slogan “the spirit of Java”, which is a barometer of the economy and security in the Central Java provinces and Yogyakarta Provinces. Surakarta has a diverse heritage, both tangible and intangible. Heritage in building types consists of the palace buildings, places of worship (mosques, churches, *klenheng*), museums, and so on. Heritage in handicraft products includes *batik*, *wayang*, *keris*, antique lamps, and so on. Heritage in traditional culinary types consists of *tengkleng*, *serabi* (traditional pancake), *klepon*, *sambal tumpang*, and so on. Heritage in the type of events, among others, are *gerebeg satu Suro*, *sekaten*, *muludan*, *lesung festival*, *batik festival*, and so on. Some heritage has been recognized by UNESCO as part of the world heritage, such as batik and keris. Surakarta is preparing to submit to UNESCO as “a world heritage city”. The heritage needs care and maintenance for sustainable development. Preservation of heritage requires a relatively large budget, but on the other hand, the budget provided by the government is very limited.

The problem faced by the local government of Surakarta in the preservation of heritage should be addressed. The result of this study is one part of the alternative solutions to those problems. In detail, this study aims to analyze the socio-economic and tourist behavior, and analyze the prospects for the development of heritage and tourism in Surakarta.

### LITERATURE REVIEW

Utility models from Hanemann (1996), someone receives utility of income ( $y$ ) and contributes to the cost of which is dedicated to better conservation management of heritage ( $x$ ). If

**Copyright Holder:**

© Karnowahdi. (2025)

Corresponding author's email: [karnowahadi@polines.ac.id](mailto:karnowahadi@polines.ac.id)

**This Article is Licensed Under:**



every individual who has a good contribution to the heritage is given a value of 1 (or  $x = 1$ ), and are not given a value of 0 (or  $x = 0$ ), then  $u(1, y; s)$  or  $u(0, y; s)$ . One factor that affects the utility of heritage preservation is the level of income. According to the results of previous studies, income has a positive influence on the utility of heritage preservation (Herath, 1999; Alvares-Farizo et al., 1999; Amirnejad et al., 2012; Firoozan et al., 2012). Other studies claim that revenues did not affect the preservation of heritage utilities (Tuan & Navrud, 2007; Varahrami, 2012; Chea, 2013). The level of education is also one of the factors that affect the utility of heritage preservation. The higher a person's education, the greater their appreciation for the utility of heritage preservation. (Tuan & Navrud, 2007; Amirnejad et al., 2012; Firoozan et al., 2012; Varahrami, 2012).

Similarly, factor in the type of work, which affects the utility of heritage preservation positively (Herath, 1999; Firoozan et al., 2012; Tuan & Navrud, 2007). However, research suggests that this type of work does not impact the utility of heritage preservation (Adamowicz et al., 1998). Some studies suggest that the more often a person visits heritage objects, the more they feel the utility of heritage preservation. (Tuan & Navrud, 2007; Amirnejad et al., 2012). In another study, it is stated that the rate at which a person visits heritage objects has no effect on the utility of heritage. (Carson et al., 1997).

Age and gender influence the utility of heritage preservation. The higher the person's age, the greater the appreciation of the utility of heritage preservation will be. (Herath, 1999; Alvarez-Farizo et al., 1999; and Amirnejad et al., 2012). Yet another study stated that age negatively affects the utility of heritage preservation. (Tuan & Navrud, 2007; Varahrami, 2012). Some studies have resulted in the statement that a man has a higher appreciation of the utility of heritage preservation than women. (Herath, 1999; Alvarez-Farizo et al., 1999; Tuan & Navrud 2007; Amirnejad et al., 2012; Varahrami, 2012; Firoozan et al., 2012; Chea, 2013). On the other hand, some studies claim that sex does not affect the utility of heritage preservation. (Carson et al., 1997; Yacob & Shuib, 2009; Barrio et al., 2011).

Some research indicates a different statement of the factor's origin region/country. The further away from the object of one's native heritage, the more they will increasingly expect the utility of heritage preservation. (Alvarez-Farizo et al., 1999). Another study declared that the regions/countries do not affect the utility of heritage preservation. (Carson et al., 1997; Amirnejad et al., 2012). Similarly, by a factor of a person's marital status is a factor that affects the utility of heritage preservation. (Herath, 1999; Chea, 2013). According to Bateman et al. (2002), the total economic value consists of use value and non-use value. Use value includes the actual value and the option value. Non-use values include altruism value, Bequest value, and existence value.

## RESEARCH METHOD

The object of this study was the city of Surakarta. Respondents of this study are the tourists who visit the city of Surakarta, both domestic and foreign tourists. Based on previous similar research, which has a sample size ranging from 100 to 400, this study used a sample of 225. There are two types of data in this study, primary data and secondary data. Primary data were collected using a structured questionnaire to interview respondents. The study also collected primary data through in-depth interviews with some figures related to the preservation of heritage, including academics, businesspeople, government officials, and community leaders. Secondary data is used as supporting data in the study. The analytical tool used is descriptive analysis.

## FINDINGS AND DISCUSSION

This research was conducted in Surakarta (also known as Solo), located in the central part of Central Java province of Indonesia. At first, the royal city of Surakarta was known as the "Surakarta Sultanate". At this time, the royal form of government management is still there, but it

was under the administration of the State of Indonesia. Characterized as a royal town, it is still maintained to this day, namely the palace, the Square, the Mosque, as well as the garden of the kingdom. Similarly, residential areas with strata typical of the kingdom, such as residential areas Kepatihan (as settlements with high officials of the kingdom), a residential area Punggawan (as a place of settlement of the retainer palace), a residential area Baluwarti (as settlements from relatives of the king), and so on.

Surakarta palace cultural relics in the form of typical handicraft products are Batik. Batik cultural heritage has been recognized as an Indonesian cultural heritage by UNESCO, so the Indonesian government has passed the "National Batik Day". As a feature of the city, the Surakarta city bus is named "*Batik Solo Trans*". Most of the people in all areas of the city could make Surakarta batik, both for their own use or for sale. In the city of Surakarta, a batik-producing area, there are two very well-known areas: the Laweyan area and the Kauman area. The heritage in the form of typical foods is also scattered throughout the region of Surakarta. Type specialties include traditional pancake (*area Notosuman*), *Tengkleng* (*Klewer Market area*), *timlo* (*Pasar Gede area*), *Kethoprak* (*Singosaren area*), and so on. Surakarta also has special food that comes from the influence of the colonial culture, Arabic, or Chinese, among others, the food is Orion bread (*Warung Pelem area*) and *Salad Seger* (*Nonongan area*).

**Table 1.** Number of Visitors

	2011	2012	2013
Domestic	1,695,733	2,097,125	2,067,850
Foreign	38,420	35,797	30,500
Total	1,734,153	2,132,922	2,098,350

Sources: Statistics Bureau, 2015

The number of respondents in this study was 225. Profile of Gender, Marital Status, Income Level, Level of Education, country of origin, and Employment. The profile of respondents is shown in Table 2 below.

**Table 2.** Profile of Respondents

Characteristics of Respondent		Female	Male	Total (N=225)
Marital Status	Single	14.2%	7.6%	21.8%
	Married	32.9%	45.3%	78.2%
Income	Less than Rp 1 million	5.3%	0.9%	6.2%
	Rp 1 million - 3 million	11.6%	5.3%	16.9%
	Rp 3 million - 6 million	19.6%	25.8%	45.3%
	More than Rp 6 million	10.7%	20.9%	31.6%
Education	Elementary	3.1%	1.3%	4.4%
	Yunior High School	10.2%	1.8%	12.0%
	Senior High School	16.4%	9.8%	26.2%
	Diploma	13.3%	13.8%	27.1%
	S1/S2/S3	4.0%	26.2%	30.2%
Job	Farmer	4.9%	5.8%	10.7%
	Government Employee	17.8%	11.6%	29.3%
	Police/Army	12.0%	17.8%	29.8%

Characteristics of Respondent		Female	Male	Total (N=225)
Frequent Visit	Company Employee	12.0%	8.0%	20.0%
	Self Business Owner	0.4%	9.8%	10.2%
	Every Year	4.9%	22.2%	27.1%
	Every Holiday	22.2%	14.7%	36.9%
	Once a month/week	20.0%	16.0%	36.0%

Sources: Processed Data, 2015

In general, most of the visitors are men. This is because men are more daring traveling alone than women, whereas women rarely travel alone. Table 2 shows that the visitors of the city of Surakarta are dominated by a married status. Most of the visitors who have been married while on vacation or annually. Visitors of Surakarta are mostly married men, and the lowest is a single man. Judging from the level of income of the respondents, the most widely visited city of Surakarta is those who earn more than Rp 3 million per month, and the lowest is less than Rp 1 million. The visitors of Surakarta mostly have a minimum of a diploma, and the lowest is an elementary diploma. From the type of jobs, the visitors are mostly government employees and police/army, and the lowest is self-employed business owners. Frequent visitors of Surakarta visit once a month/week.

**Table 3.** Perceptions of Heritage Value (N=225)

<i>Value</i>	High	Average	Less
<i>Actual value</i>	7.6%	8.4%	4.0%
<i>Option value</i>	2.6%	10.7%	6.7%
<i>Total Use Value</i>	10.2%	19.1%	10.7%
<i>Altruism value</i>	4.8%	9.7%	5.5%
<i>Bequest value</i>	1.3%	8.9%	9.8%
<i>Existence value</i>	3.1%	9.7%	7.2%
<i>Total Non-Use Value</i>	9.2%	28.3%	22.5%
<i>Total Economic Value</i>	19,4%	47,4%	33,2%

Sources: Processed Data, 2015

Respondents' perceptions of heritage value most gave average ratings, while giving high ratings amounted to the lowest. In general, the respondents provide an assessment of the average.

**Table 4.** Fund Vehicle

Characteristics of Respondent		Total (%)				
		Tax of Htl&Rest (%)	Electrical account (%)	Ticket (%)	Retribution (%)	Total (%)
Sex	Female	24.0	9.8	9.8	3.6	47.1
	Male	31.1	4.4	12.9	4.4	52.9
Marital Status	Single	12.4	4.0	3.6	1.8	21.8
	Married	42.7	10.2	19.1	6.2	78.2
Frequency of visit	Year	10.2	3.1	11.1	2.7	27.1
	Holiday	25.3	6.2	4.0	1.3	36.9
	Every month	19.6	4.9	7.6	4.0	36.0

Sources: Processed Data, 2015

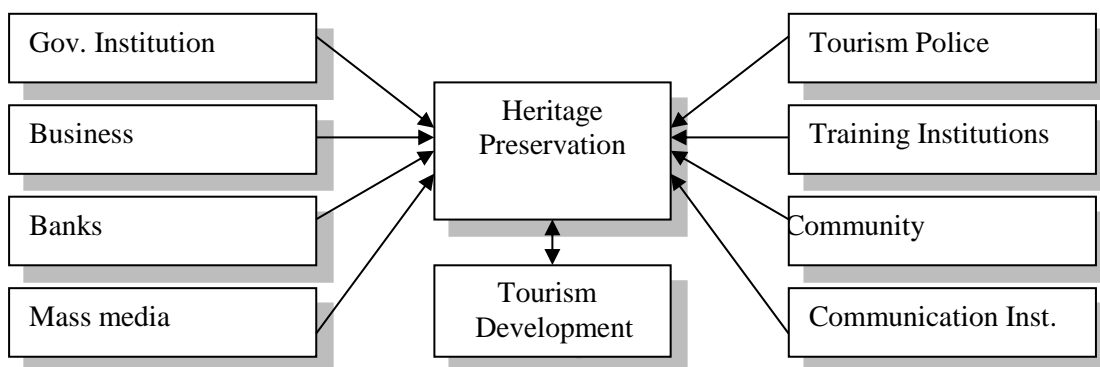
The result of socio-economic and tourist behavior in the preservation of the cultural heritage of Surakarta is:

- 1) The main purpose is to visit the palace.
- 2) Respondents are more men, married, earning between Rp 3 million and Rp 6 million, and have a high school education and above.
- 3) Respondents have a high perception of:
  - a. Cultural heritage is a very important heritage
  - b. Surakarta has a high cultural value
  - c. Surakarta culture has its own uniqueness
  - d. The cultural heritage as a tourism support
  - e. Participation of the community and the government is needed in the preservation of cultural heritage
  - f. Imposing tariffs for the preservation of cultural heritage is reasonable

The results of the in-depth interview are:

- 1) Tourists visiting Surakarta are mostly domestic travelers
- 2) Foreign travelers pay more attention to cultural heritage compared to domestic travelers.
- 3) Most travelers are transit travelers
- 4) A visit to the main palace, the new shopping, and lastly, typical batik food shopping
- 5) The time it takes to enjoy the longest at the Surakarta batik shop.

From the analysis, it can be concluded that tourists visiting Surakarta are mostly domestic tourists, trans travelers, have a high appreciation of the cultural heritage, and are willing to participate in the preservation of the cultural heritage of Surakarta. Some of the institutions that have the potential to develop the tourism sector based on cultural heritage, among others: local government (*BPCB, DTRK, Disbudpar, Revenue, Office Market, etc.*), the Association of Related (*ASITA, IHRA, HPI, IPPA, etc.*), Society of Social Institutions (*Galabo, Kampung Batik Laweyan, Market Traders, and others*), and the Institute of Education.



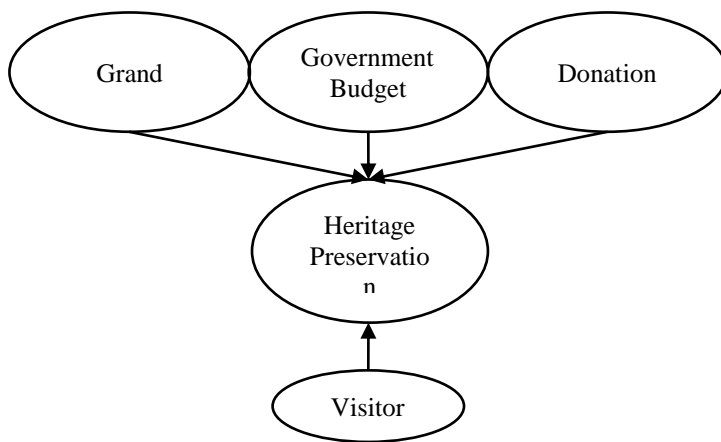
Sources: Processed Data, 2015

**Figure 1.** Institutional Relationship with Heritage Tourism Development

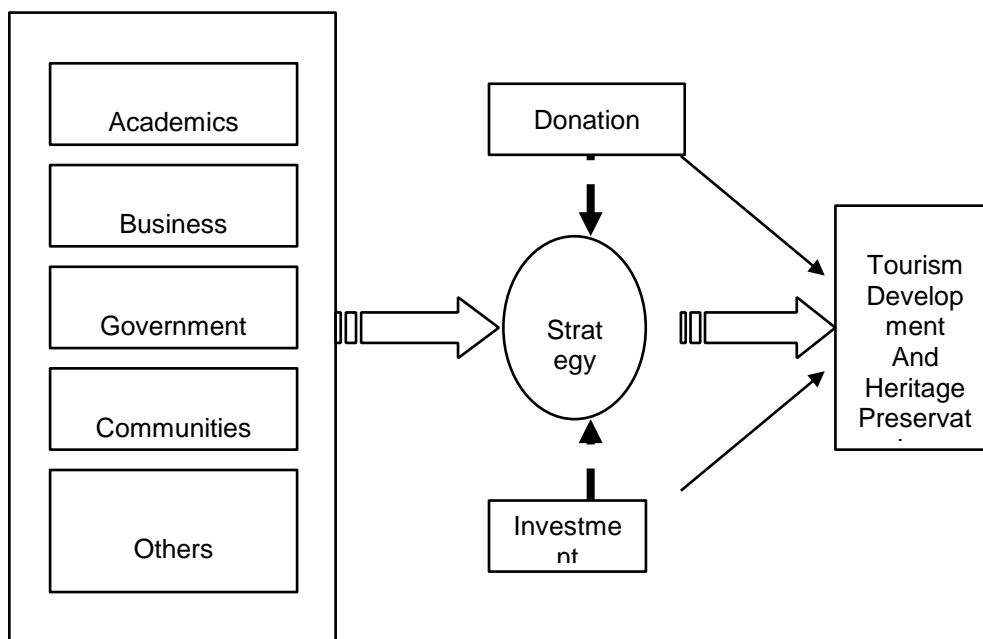
Sources: Processed Data, 2015

Sources of budget funds for the preservation of cultural heritage can be extracted from various directions, including from visitors to the city of Surakarta, whether they stay or not. Due to the entrance fee of the city of Surakarta, withdrawing funds for the preservation of cultural heritage

can not be done with the entry fees of the city. The withdrawal strategy to leave the hotel and restaurant taxes and Ticket Alerts Sign sights. Another source of funds is the Government's budget and grants, both from government and non-government.



**Figure 2.** Funding of Heritage Preservation



**Figure 3.** Tourism Development and Heritage Preservation

## CONCLUSIONS

The study found several strategic findings that contribute to science and policymakers. The factors that influence the characteristics of and perceptions of respondents of products offered. Respondents will support the preservation of heritage or not, depending on several factors, such as gender, age, level of least visited, and type of job. A man has more utility in heritage preservation than a woman. The higher the person's age, the higher the utility of heritage preservation. If viewed from factors often least visited, it turns out that the utility value of heritage preservation is lower. Similarly, when viewed from the type of job, government officials have a greater utility in preserving heritage than other types of employment. Besides the income variable, other variables that are not significant are national origin, marital status, and education.

The second finding is that attributing any cultural heritage together with the characteristics of respondents has an impact on heritage preservation utility. Male respondents felt having higher utility when enjoying the more maintained palace conditions. Respondents who frequently and regularly visit Surakarta feel that they have higher utility when enjoying the food that could satisfy them. The study states that the batik of Surakarta is very nice, interesting, and varied. However, for the condition of the palace, respondents expressed the need for more serious treatment. Respondents compare it with the condition of the palace of Jogjakarta, which is more maintained than in Surakarta. Similarly, on food, which is not inferior to traditional foods in other cities, but is still not well communicated to the community outside the city of Surakarta.

Governments invite partners to manage the preservation of heritage. The Government invites the entire community to participate actively in funding the preservation of heritage. How to withdraw funds for the preservation of heritage Surakarta can be done by adding to the hotel and restaurant taxes, adding to the signs at the ticket entrance, or by a levy. Cultural heritage-based tourism development of Surakarta has a very good prospect. Surakarta has various types of heritage that are distinctive and unique, including buildings, parks, art, cuisine, fashion, religious events, traditional events, and more. It is the basic capital that needs to be supported by all levels of society. The government, in collaboration with the scientific community, industrial society, and the general public, works together to develop the tourism sector based on heritage.

#### **LIMITATIONS & FURTHER RESEARCH**

This study has several limitations, including a small sample size. Furthermore, it is limited to data collected several years ago. Respondents, as data sources, are expected to come from the government, the tourism community, and the hospitality industry.

Future researchers are expected to use samples larger than 300 people. Using more recent data will improve the quality of the research. It is also recommended to use respondents from academia, business, government, and the public.

#### **REFERENCES**

- Adamowicz, W., Louviere, J., & Swait, J. (1998). *Introduction to attribute-based stated choice methods*. Report to NOAA Resource Valuation Branch, Damage Assessment Centre.
- Álvarez-Farizo, B., Hanley, N., Wright, R. E., & McMillan, D. (1999). Estimating the benefit of agri-environmental policy: Econometric issues in open-ended contingent valuation studies. *Journal of Environmental Planning and Management*, 42(1), 23–43. <https://doi.org/10.1080/09640569911397>
- Amirnejad, H., Kaliji, S. A., & Aminrawan, M. (2012). The application of the contingent valuation method to estimate the recreational value of Sari Forest Park. *International Journal of Agriculture Sciences*, 5(10), 1080–1083.
- Barrio, M., & Loureiro, M. (2011). The impact of protest response in choice experiment: An application to a biosphere reserve management program. *Instituto Nacional de Investigación y Tecnología Agraria y Alimentaria*, 94–105.
- Bateman, I. J., Carson, R. T., Day, B., Hanemann, M., Hanley, N., Hett, T., Jones-Lee, M., Loomes, G., Mourato, S., Özdemiroğlu, E., Pearce, D., Sugden, R., & Swanson, J. (2002). *Economic valuation with stated preference techniques: A manual*. Edward Elgar Publishing.
- Carson, R. T., Mitchell, R. C., Conaway, M. B., & Navrud, S. (1997). Non-Moroccan values for rehabilitating the Fes Medina: A report to the World Bank on the Fes Cultural Heritage Rehabilitation Project.
- Chea, C. C. (2013). *The benefit of conserving living heritage in Melaka City, Melaka* [Doctoral

- dissertation, Universiti Putra Malaysia].
- Firoozan, A. H., Abed, M. H., Bahmanpour, H., & Hashemi, S. A. (2012). Estimated recreational value of Lahijan forest using contingent valuation method. *ARPN Journal of Agriculture and Biological Science*, 7(9), 723–727.
- Hanemann, M. (1996). Theory versus data in the contingent valuation debate. In D. J. Bjornstad & J. R. Kahn (Eds.), *The contingent valuation of environmental resources* (pp. 37–64). Edward Elgar.
- Herath, Gamini. 1999. Estimation of community values of Lakes: A study of Lake Mokoan in Victoria, Australia. *Economic Analysis & Policy*. Vol 29 No 1 March 1999. 31-44.
- Tuan, T. H., & Navrud, S. (2007). Valuing the cultural heritage in developing countries: Comparing and pooling contingent valuation and choice modeling estimates. *Environmental and Resource Economics*, 38(1), 51–69.  
<https://doi.org/10.1007/s10640-006-9054-2>
- Varahrami, V. (2012). Valuing of cultural heritage in Iran: Case study of Kakh Sadabad. *Global Journal of Human Social Science: History and Anthropology*, 12(9), 1–7.
- Yacob, M. R., & Shuib, A. (2009). Assessing the preference heterogeneity in marine ecotourism attributes by using choice experiment. *Journal of Economics and Management*, 3(2), 367–384.