

Applying Planning & Management Frameworks

Kuliah Perencanaan & Pengelolaan Wisata Budaya & Pusaka

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Perencanaan, dalam konteks wisata budaya & pusaka

Suatu proses perencanaan, mempunyai sifat “interactive” atau pengulangan-pengulangan karena adanya perubahan rencana atau perubahan pada kondisi

Pada perencanaan wisata budaya & pusaka, perencanaan yang efektif adalah suatu proses membangun konsensus (kesepakatan) karena melibatkan banyak pihak



Tujuan Perencanaan

- Proses perencanaan wisata budaya & pusaka hendaknya mempunyai satu tujuan yaitu:

Meningkatkan kondisi/posisi saat ini dari suatu aset wisata budaya dan pusaka menjadi lebih berkelanjutan, memberikan pengalaman yang lebih berkualitas bagi wisatawan, peningkatan pendapatan, dan lebih diterima serta lebih melibatkan masyarakat

Planning must answer these questions:

Where are we now?

Where do we want to be in the future?

How do we get there?



Proses Perencanaan Wisata Budaya & Pusaka (1)

1. Riset dan dokumentasi latar belakang (background research & documentation);
2. Penilaian kondisi saat ini secara realistis (meliputi analisis internal dan eksternal – SWOT Analysis)
3. Konsultasi pemangku kepentingan (dilakukan di semua tahapan)
4. Kajian khusus (jika diperlukan)
5. Penilaian secara realistis terhadap potensi dari suatu aset budaya & pusaka untuk menjadi produk pariwisata, dan langkah-langkah apa yang diperlukan untuk mewujudkannya

Proses Perencanaan Wisata Budaya & Pusaka (2)

6. Identifikasi opsi-opsi tujuan yang tepat untuk suatu aset (dengan mempertimbangkan kapasitas fisik dan sosial dari aset, daya tahan aset terhadap peningkatan kunjungan wisatawan, dan kemampuan untuk melakukan perubahan untuk memenuhi kebutuhan wisatawan)
7. Menetapkan visi dan misi
8. Menetapkan tujuan dan sasaran yang terukur

Proses Perencanaan Wisata Budaya & Pusaka (3)

9. Menyusun rencana aksi untuk mencapai tujuan dan sasaran
10. Menyusun mekanisme evaluasi dan umpan balik untuk memonitor pencapaian dari tujuan

Keterangan: langkah 1 – 5 adalah langkah-langkah yang dilakukan pada analisis Market Appeal (daya tarik pasar) dan Robusticity Matrix

Analisis Situasi

- Analisis situasi antara lain menjawab pertanyaan berikut:
 - Produk apa yang dipilih untuk ditawarkan?
 - Produk apa yang dipilih untuk tidak ditawarkan?
 - Pasar mana yang dipilih untuk menjadi sasaran?
 - Pasar mana yang tidak dipilih?
 - Pesaing mana yang kita pilih untuk disaingi?
 - Pesaing mana yang kita pilih untuk dihindari?

Menetapkan visi, misi, dan tujuan



Visi dan misi yang ditetapkan harus sesuai dengan karakter dari aset budaya/pusaka



Tujuan harus menganut kaidah SMART: specific, measurable, attainable, realistic, timely



Tujuan dapat terdiri dari:

Tujuan finansial

Tujuan non finansial: kesejahteraan sosial, konservasi,

Tujuan pembelajaran

Tujuan manajemen aset: pemeliharaan, tingkat penggunaan

Studi Kasus: Rencana Pengelolaan Warisan Dunia Candi Borobudur



**BOROBUDUR TEMPLE COMPOUNDS
MANAGEMENT PLAN**

Dokumen perencanaan selalu menuliskan tujuan/maksud dari disusunnya dokumen tersebut. Dokumen perencanaan juga kadang menuliskan visi (cita-cita) yang ingin dicapai dari adanya perencanaan

I.2 General Purpose

As mandated by the Operational Guidelines, each World Heritage must have an adequate Management Plan or management system document. The management system should clearly describe the steps to be taken to ensure the preservation of the Outstanding Universal Value of the World Heritage. The main objective of developing and implementing a management system is to ensure the World Heritage's adequate protection for present and future generations.

Based on the above mandate, this Management Plan is intended to be a shared framework for all stakeholders to preserve the Borobudur Temple Compounds sustainably. In preparing this Management Plan, various problems faced in conservation, stakeholders, policies, and strategies that can be taken have been mapped. This Management Plan will serve as a direction for all parties in carrying out protection, utilization, development, and interpretation and presentation of the Outstanding Universal Values possessed by the Borobudur Temple Compounds. The policies, strategies, and programs formulated in this Management Plan have taken into account many factors, including environmental, social, economic, cultural, and natural. This Management Plan is prepared based on the commitment of all stakeholders involved, both at the national, provincial, district, and local community levels.

I.3 Vision

This Management Plan is prepared based on the vision to make the Borobudur Temple Compounds a sustainable, educating, and prosperous World Heritage for humanity.

Sustainable: means that all the noble values of cultural heritage, both material and intangible, contained in the Borobudur Temple Compounds as extraordinary evidence of human wisdom and creativity in the form of monuments characterized by Buddhist architecture and art and their environment, will continue to be passed on to present and future generations. This vision follows the mandate of the 1972 UNESCO Convention and the Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Heritage.

Educating: is the primary function of the Borobudur Temple Compounds since these temples were erected more than thirteen centuries ago. This World Heritage must become a center of excellence for humanity to learn and get enlightenment about the God-Human-Nature relationship, multiculturalism, and humanity's nature as contained in the Outstanding Universal Value of this World Heritage. Besides, the Borobudur Temple Compounds can become an encyclopedia for various sciences, technology, and arts.

Welfare: means that the Borobudur Temple Compounds is a source of life that brings happiness to humans. This World Heritage must be a resource for improving the quality of life (wellbeing), including promoting economic growth and independence, overcoming unemployment, and eliminating poverty.

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SPATIAL AND DEVELOPMENT PRESSURE					
Objective: Protecting the cultural landscape and viewpoint of the Borobudur Temple Compounds from the development and utilization of space that is not in accordance with the provisions of Presidential Regulation Number 58 of 2014.					
POLICIES	STRATEGY	ACTION PLAN	TIME	INDICATOR	IMPLEMENTER
Regulate, control, and improve all spatial development and utilization activities through strengthening and enforcing Presidential Regulation Number 58 of 2014	Adjusting the plan for the development and utilization of space in the Borobudur Temple Compounds with the provisions of Presidential Regulation Number 58 of 2014	Compile / revise and enact regional regulations on RTRW, RDTR, and RTBL in Magelang and Kulon Progo Regencies which are in line with Presidential Regulation Number 58 of 2014 and the Extraordinary Universal Value of the Borobudur Temple Compounds and its attributes	2021-2025	Arrangement of documents of local regulations governing RTWR, RDTR, and RTBL in Magelang and Kulon Progo Regencies	- Ministry of Spatial Planning - BPN Magelang Regency - Central Java Provincial Government - Magelang regency government - DIY Provincial Government - Kulon Progo Regency Government
		Develop, determine, and implement a Master Plan for the Improvement of Sustainable Food Land Agriculture to protect former ancient lake rice fields and improve community welfare in the agricultural sector	2022-2024	Compilation of the Master Plan document for the Improvement of Sustainable Food Land Agriculture	- Ministry of Agriculture - Magelang regency government - Central Java Provincial Government
		Prepare, determine, and implement an integrated Borobudur Area Infrastructure Master Plan to protect untapped archaeological potential, geological structures and viewpoints in the Borobudur Temple Compounds	2022-2024	Preparation of the Infrastructure Master Plan document	- Magelang regency government - Central Java Provincial Government - Ministry of Transportation - Ministry of PUPR
		Integrate geospatial data and statistics on the Borobudur Temple Compounds in accordance with Presidential Regulation Number 38 of 2019 concerning One Indonesian Data	2022-2024	Implementation of integration of geospatial data and statistics of the Borobudur Temple Compounds	- Management Body - Ministry of SPATIAL PLANNING - Ministry of Education and Culture - Ministry of Creative Economy - Ministry of PUPR - Magelang regency government

Contoh perumusan tujuan untuk bidang pariwisata

The objectives of the management of visitation and tourism are as follows:

- 1) Enhancing the protection of natural resources and cultural landscapes,
- 2) Increase the experience, appreciation, and understanding of visitors to the Extraordinary Universal Value of the Borobudur Temple Compounds through adequate interpretation and presentation, including raising awareness and concern for its fragility,
- 3) Minimizing the negative impacts of tourism through education, management of flows, and distribution of visitors that are not only centered on the temple.
- 4) Strengthening local values to support the protection of the natural and cultural landscape of the Borobudur Temple Compounds as an integral part of the temple building,
- 5) Encouraging local economic growth by utilizing various potential resources to improve community welfare,
- 6) Improve people's quality of life to overcome economic problems, unemployment and eradicate poverty.

VISITATION AND TOURISM

Objective: Increase the experience, appreciation, and understanding of visitors about the extraordinary universal value of the Borobudur Temple Compounds through adequate interpretation and presentation, including raising awareness and concern for its fragility.

POLICIES	STRATEGY	ACTION PLAN	TIME	INDICATOR	IMPLEMENTER
Develop and organize sustainable tourism that supports the protection of the Borobudur Temple Compounds and the welfare of the community	Implementing the Borobudur Visitor Management Plan	Develop and apply rules, flow / circulation, and schedule of visits	2021-2022	Implementing the rules, flow / circulation, and schedule of visits	- Management Body - Ministry of Creative Economy
		Establish days without visits	2021-2022	The implementation of a day without visits	- Management Body - Ministry of Creative Economy
		Restrictions on visitor access to the Borobudur Temple	2021-2023	Implementing visitor access restrictions	- Management Body - Ministry of Creative Economy
		Provide easy access for visitors with special needs	2022-2024	Availability of access for visitors with special needs	- Management Body - Ministry of Creative Economy
	Develop special interest tours	Development of archaeotourism or archaeological tourism to promote public archeology that focuses on education and provides a meaningful visiting experience at archaeological sites	2022-2024	Increasing interest in archaeotourism	- Management Body - Ministry of Creative Economy
		Developing interactive educational tourism activities by involving communities of history and heritage activists, for example: Night at the Temple, Amazing Race, etc.	2022-2024	- Increasing interest in interactive educational tours - Increasing the number of communities involved in educational tourism	- Management Body - Ministry of Creative Economy
		Making a heritage ride and a heritage walk	2022-2024	Availability of heritage ride lines and heritage walks	- Management Body - Ministry of Creative Economy - Ministry of PUPR

Studi Kasus: Rencana Pengelolaan Warisan Dunia Ombilin (Sawahlunto)

Management Plan

Nomination for Inscription on the World Heritage List

Ombilin Coal Mining Heritage of Sawahlunto



Ministry of Education and Culture of the Republic of Indonesia
Government of West Sumatra
2017

The vision for this Management Plan is:

The Ombilin Coal Mining Heritage of Sawahlunto (OCMHS) will be protected and preserved as outstanding testimony of a globally-pioneering, systemic linkage of mines, railway and port facilities, which together form a seamless technological ensemble for the extraction and distribution of coal – the key strategic energy resource of the 19th and early 20th centuries. The defining attributes and significant objects of this inventive three-part technological ensemble, underpinned by an equally ingenious system for the organization of labour, will be interpreted and made accessible for present and future generations in order that all may be able to understand the genius of this historically unique achievement in the geographically remote region of West Sumatra and its significance to the development of mining technology world-wide.

Contoh tujuan pengelolaan kunjungan dan pariwisata pada situs Warisan Dunia Ombilin - Sawahlunto

V.4 Policies for Managing Visitation and Tourism factors at the Nominated Property

Tourism Factor V.4.1: Site interpretation

V.4.1.1: Management objectives

The objectives of managing the site interpretation of the site are:

- a. To develop greater public understanding of the significant value and importance of the nominated World Heritage property
- b. To develop key stakeholders' capacity in specific areas of interpretation, in keeping with the property's outstanding universal value(s)
- c. To enhance visitor facilities and interpretation resources at the key historical buildings within the nominated World Heritage property