



Religious, Cultural, and Artistic Tourism in Sustainable Tourism

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ABSTRACT: The main purpose of this study is to assess the existence of a diversity of religious, cultural, arts tourism and tourist destinations into sustainable tourism products with the criteria of tourism protection, the arts and culture of the local community in a directed and integrated manner in order to realize certain goals dynamically and selectively. Religious, artistic, and cultural tourism have criteria with an assessment of the level of importance and level of quality based on indicators and supporting evidence that forms the criteria. The study method is carried out through qualitative descriptive by revealing events or facts, circumstances, phenomena, variables and circumstances that occur in tourist destinations to make descriptions, descriptions, systematically, factually and accurately regarding facts, characteristics and relationships between phenomena that occur. destinations by level of importance and level of quality. The results of the discussion on management in destinations related to indicators: a) religious, artistic, cultural and natural sites tourism b) religion, culture, and the arts of local communities, c) historic buildings d) rural landscapes, have value at the level of importance and a high level of quality as a product sustainable tourism in Magelang district. Cultural and artistic tourism landscapes have a high level of importance and quality in Magelang Regency as a sustainable tourism product.

Keywords: Religious, cultural tourism, sustainable tourism

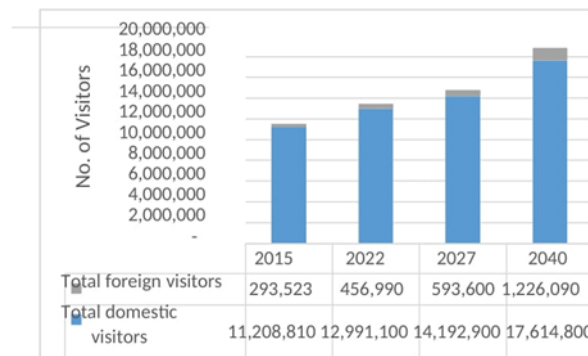
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INTRODUCTION

The development and potential of tourism in Indonesia in general and Magelang Regency in particular are religious, artistic, and cultural tourism. This potential is very diverse and is the main attraction for tourists scattered throughout Indonesia. This attractiveness capital becomes an attractive tourism activity and is a fairly long link as a positive impact of the multiplier effect caused in economic activity. Tourism activities and the influx of tourists have an impact and change the mindset in the social life of society in general, which occurs in Indonesia.

This study is motivated by an assessment of the level of importance and quality level of religious, cultural and artistic tourism products in supporting sustainable tourism. The quality of tourism products in the form of art and culture enrichment is the most important indicator in efforts to develop destinations that must be managed as the role of the community's interests and destination managers. The main problem is how to pay attention to religious, cultural and artistic tourism products to improve their quality as the value of the level of importance in order to have quality products and have a big influence on tourist visits in destinations and the important value of the existence of these destinations. According to estimates for tourism development, there is great potential to increase domestic and foreign visitors after the global pandemic, it is expected to generate income of up to 13.4 million people by 2022 and generate an estimated total annual expenditure of USD 898 million in 2022 (USD 1.0 billion in 2022). in 2026 and USD1.4 billion in 2041) as shown in Figure 1 with the base case scenario model.



Graph 1. Estimated level of domestic and foreign tourist visits after the global pandemic.

The existence of the tourism sector which has the most important impact as an instrument for improving the welfare of the surrounding community, both through economic and non-economic activities. Economic potential is related to its strategic role in increasing Regional Original Income, creating job opportunities and business opportunities for the community. Non-economic potential is related to the direct benefits of social, psychological and cultural

tourism activities in supporting sustainable tourism, Muhamad M, Agusta Prima, 2016.

As a phenomenon that experiences high dynamics, tourism values are closely related to humanity and the value of the benefits of the tourism sector is highly dependent on the utilization of human, natural, cultural and artistic resources. Tourism activities and the resources used have special characteristics. Activities that continue to develop in the midst of a relatively limited number and quality of resources and a constantly changing context require the formulation of the level of importance and quality of tourism products as part of local government policies.

The tourism sector policy in Magelang Regency, Central Java Province has an important meaning for the regional economy. Similar to other regions, Magelang Regency is trying to develop itself by optimizing the use of tourism resources to encourage economic growth, increase job opportunities and regional incomes as well as people who see tourism developments and current trends as a form of diversity in forms of sustainable tourism product diversity.

The development of tourism and the current trend of international tourism development is a trend from "mass" tourism to higher quality individual or small group tourism and the desire for direct contact with nature, art culture and local communities. The application of concepts that are able to predict future tourism developments and rapid changes will undoubtedly be able to provide greater benefits and quality and sustainability. The higher the quality, the longer tourists will spend their vacation time, the more expenses they will make and have a direct impact on the surrounding community.

The diversity of attractions and tourist attractions is a tourism product to be managed as a tourism potential properly which will have positive implications for quality products. Quality tourism products in Magelang Regency include the existence of religious, cultural and artistic tourism which is a mainstay tourist attraction in the Provinces of Central Java and Indonesia which is now protected as a world heritage. Besides Borobudur, as a Buddhist religious tourism, there are a number of temples which are other religious tourism for Buddhists, including Mendut Temple, Pawon Temple, Ngawen Temple, Canggal Temple or Gunungwukir Temple, Selogriyo Temple, Gunungsari Temple, Lumbung Temple, Pendem Temple and Asu Temple. . In addition to temples as cultural tourism objects, Magelang Regency also has one museum located on the road between Mendut and Borobudur Temples, namely the Fine Arts Museum, and an art and cultural studio (RIPDA Magelang, 2013). Magelang Regency has the number of foreign tourist visits and domestic visits in the table and figure 1 above, specifically tourist visits to Borobudur Temple which contributed to the highest number of foreign tourist visits in Central Java Province in 2020 as shown in the following table:

Table 1. Tourist Destinations in Central Java Province

No	Name of Destination Destination	Regency/City	Number of Tourists
1.	Borobudur temple	Magelang Regency	31,551
2.	Prambanan Temple Tourism Park	Klaten	21,431
3.	Semarang Old Town	Semarang city	5,010
4.	Borobudur Golf	Magelang City	3,668
5.	Mendut and Pawon temples and other temples in the vicinity	Magelang Regency	3,160

Source: Tourism Pocket Book 2021, Youth, Sports, and Tourism Office of Central Java Province

The main problem in this research is how to assess the level of interest of tourists and destination managers. This interest is defined as a tourist's belief before trying or buying a tourism product that will be used as a reference standard in assessing the performance of tourism products. Adequate Service Level is the minimum level of service performance that is still acceptable based on estimates of services that may be received and depending on the available alternatives. The desired service is a level of performance of tourism product management services that tourists expect to receive, which is a combination of tourist beliefs about what and about what can and should be accepted, Muhamad M, Agusta Prima, 2016.

Religious, cultural and artistic tourism is the most important part as the main capital of sustainable tourism resources. Religious, cultural and artistic tourism are forms of works of art developed by local communities in enriching visual aesthetics at this time. The development of religious, cultural and artistic tourism was triggered by the demand of tourists to see traditional religious arts and culture tourism as well as sustainable tourism products. The level of interest of tourists, destination managers who develop in the Magelang Regency, Central Java strongly encourage the development of religious, artistic and cultural tourism as tourism potential. Related to the tourism potential, it can be said that tourism has positive prospects, but on the other hand the tourism potential that is owned does not always develop as expected because tourism can also be manipulative in terms of culture, social and environment which results in not providing an increase in community welfare in the economic field. (Muhamad M, Agusta Prima, 2016).

The active role of all elements of society, destination managers and local governments is very much needed in countering this manipulative nature, for example the role of community leaders and youth in the form of social, cultural and environmental resilience. Community leaders have a strong influence in setting an example and inviting the community to be involved in the success of tourism programs (Anurogo, W., et.al., 2017), while the role of government, local communities and destination managers contributes in the form of

innovation, creativity, cross-cultural communication, critical analytical skills, teamwork skills, ways of dealing with problems, adaptive capacity and transformation capacity (Lestari, G., et.al., 2016).

The potential and development of arts and culture is not directly proportional to the level of interest in the management of the destination. The number of elements involved in the process of enriching religious, cultural and artistic tourism varies from one interest to another. There are several factors that can hinder the development of religious, cultural and artistic tourism. The level of importance is such as commodification as an effort to accelerate and accelerate so that cultural and artistic research tourism becomes instant to generate destination income quickly, and prosper the community. There are several main factors, the main problem which is the dichotomy in the understanding of religious, cultural and artistic tourism as a form of partial acceleration in economic income. The need for an assessment system and product quality developed to see the extent to which the level of development of religious, artistic and cultural tourism is widely supported by laws and regulations.

METHODOLOGY

The research analysis was carried out with an inductive qualitative method based on the data that had been obtained, and then further developed into a hypothesis and carried out with observations, interviews and library documents, (Creswell, J. W., and Creswell, J. D., 2018), In addition to This type of research uses data to be collected in the field, which is data related to the 2 categories in the assessment, namely regarding the level of importance and the level of quality. Each level is clarified with its respective criteria, indicators, & supporting evidence, to be able to find out what kind of data must be known, asked, and assessed, Indicators and their supporting evidence will be asked to informants with a rating scale of 1-4 and/or requested information regarding supporting evidence. The research target is to obtain the results of the assessment of indicators and categories based on supporting evidence carried out by researchers after obtaining data sources obtained from the field. Each category will be clarified with criteria, indicators, level of importance, quality level of supporting evidence respectively, to be able to find out what kind of data should be known, asked, and assessed.

The procedure for carrying out the research is that after all indicators have been given an assessment of the level of importance and quality of tourism products or information related to supporting evidence, the researcher then conducts observations & documentation to validate, show, and strengthen arguments regarding the supporting evidence of each indicator assessed. It is expected that the interviewees are competent sources, in accordance with their fields, and accompanied by supporting evidence that has been observed and documented, this can make the level of validity and accuracy of the assessment given high.

The data collection stage and data collection techniques in this study were carried out by interview, observation, and documentation methods. The

interviews conducted were semi-structured interviews as a basis for collecting data, as an interview guide, and as a guide for the assessment carried out by the resource persons. Data collection is carried out through management at the destination related to indicators: a) natural sites. b) local culture, c) historic buildings d) rural landscapes, have values at varying levels of importance and quality in Magelang Regency. Rural landscapes and urban landscapes have a high level of importance and quality in Magelang Regency.

This research data analysis technique uses qualitative research methods, the data to be collected in the field is data related to 2 categories in the assessment, namely the level of importance, namely how to assess the level of interest of tourists and the management of the destination. This interest is defined as the belief of tourists before trying or buying a tourism product which will be used as a reference standard in assessing the performance of tourism products. Desired service is a level of performance of tourism product management services that tourists expect to receive, which is a combination of tourist beliefs about what and about what can and should be accepted.

RESEARCH RESULTS AND DISCUSSION.

The World Tourism Organization (WTO) states that sustainable tourism is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities", (2011). The explanation can be defined that sustainable tourism is a tourism development concept that fully takes into account the current and future economic, social, cultural and environmental impacts, which include the level of importance and quality level of art and cultural enrichment.

The concept of sustainable tourism can be practiced, by all components, that are not only tourism service providers, but also tourists and the host community and local government. As a form of monitoring and evaluating destinations that have met sustainable tourism indicators, an assessment based on indicators is needed. The following is an assessment of the level of importance and quality of several indicators of art and culture enrichment of local communities in Magelang Regency.

Table 2. Management System To Protect Natural Sites As Religious, Cultural And Art Heritage

No	Management System Indicator	Level of Importance				Level of Quality			
		1	2	3	4	1	2	3	4
1	Management system to protect religious, cultural, artistic and natural tourism sites				√				√

Source: Analysis result, 2021

Protection system in locations determined by the level of government importance as religious tourism destinations, arts culture and nature in Borobudur and its surroundings. Regulations in the form of laws, presidential regulations to issued regional regulations and the quality of good destination management, an assessment of the level of importance and quality is 4 for the sake of and for the quality of management. Borobudur Temple and the surrounding temples are interpreted as religious, cultural and artistic tourism. According to Marsono, Prihantoro. F, et al, 2016, Religious tourism is defined as a tourist activity to a place that has special meaning for religious people, usually several places of worship that have advantages. This, for example, is seen from the historical point of view, the existence of myths and legends about the place, or the uniqueness and excellence of the architecture of the building.

Further explained by Marsono, Prihantoro . F, et al, 2016, there are 4 important influencing factors in the management of religious, cultural and artistic tourism, namely the external environment, internal resources and capabilities, and the goals achieved. An interrelated state, power, over which an institution or organization has the power to control is called the internal environment. While a situation, condition, event where the organization or institution does not have the power to control is called the external environment

Table 3. Management System To Protect Religious, Cultural, Art and Natural Sites.

Level of Importance	Management System To Protect Natural Site
The level of importance has a value of (4) very good, because of the many	<ol style="list-style-type: none"> 1. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law). 2. Law of the Republic of Indonesia Number 5 of

<p>regulations made by the government for the protection of religious, cultural, artistic and natural sites as heritage.</p>	<p>1990 concerning Conservation of Biological Natural Resources and Their Ecosystems. (entire content of the law)</p> <ol style="list-style-type: none"> 3. Presidential Regulation of the Republic of Indonesia Number 58 of 2014 concerning Spatial Planning for Borobudur and Surrounding Areas. Listed in Article 24 and Article 26. 4. Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan 2010 – 2025. Listed in Article 14 and Article 36 5. Magelang Regency Regional Regulation Number 5 of 2011 concerning Spatial Planning of Magelang Regency 2010-2030. Listed in Articles 19-24
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Source: From various sources, 2022

Table 4. Management System to Protect Culture and Arts

No	Management System Indicators to Protect Tourism Sites Religious Culture, Arts and Nature	Level of Importance				Level of Quality			
		1	2	3	4	1	2	3	4
2	Management system to protect Culture and Arts				√				√

Source: Analysis, 2022

Indonesia is a country rich in arts and intangible cultural heritage (culture and the arts), Magelang Regency noted that there are around 50 traditional art forms with 1,570 groups or organizations spread across various villages in 21 sub-districts in Magelang Regency. Culture and arts are national identities that must be preserved. Therefore, it is not surprising that the government has issued many regulations governing regional culture and arts. Seeing the regulations that are widely published and the good management of culture and arts, we give a value of 4 for importance and 4 for quality.

Table 5. Management System to Protect Culture and Arts

<p>Protection of Local Cultural and Art Sites is stated in several Regulations and Laws as follows:</p>	<ol style="list-style-type: none"> 1. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law). 2. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 106 of 2013 concerning Indonesian Intangible Cultural
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Heritage. (entire contents of the law).

3. Designation of Borobudur as a World Heritage Cultural Category with Registration Number C 592 Year 1991

To maintain the enrichment of local arts and culture, the Disparbud of Magelang Regency formed 24 art packages selected from various traditional arts groups, which were then performed in turns and regularly performed, especially at the Mandala Pendopo, the Tourist Information Center complex in Wanurejo Village, Borobudur District, about 600 meters east. Borobudur temple. During the pandemic, this activity is still ongoing and is carried out virtually.

Source: From various sources, 2022

Table 6. Management System to Protect Historic Buildings

No	Management indicators to protect Historic Buildings	Level of Importance				Level of Quality			
		1	2	3	4	1	2	3	4
3	Management system to protect Historic Buildings				√			√	

Source: Analysis result, 2021

According to Kasiyati, W., Dahroni and Bajono, 2002, the existence of historical heritage artifacts in the form of temples, in the Borobudur area and its surroundings has more than 40 buildings that have historical value. Adishakti, L., 2008 stated that the architectural condition of the building where the place of worship is located, the old building which is an icon of the city in Magelang, is relatively well maintained, this is because the historical buildings and buildings are still used as government offices, houses of worship, residences and places of worship. business. There are several old temples and buildings that are not well maintained, such as the Gunung Sari temple, Pendem Temple, Asu Temple located in the villages of the Borobudur Region as well as old cinema buildings that are closed and neglected. The regulations governing historic buildings, including architectural works of places of worship, culture and art, are sufficient for the benefit of several abandoned historic buildings that have been used and greatly affect the quality of sustainable tourism products, Adishakti. L., 2008.

Table 7. Management System to Protect Historic Buildings for religious, cultural and artistic tourism.

Protection of Historic Buildings Regulations and Laws	<ol style="list-style-type: none"> 1. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law). 2. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 106 of 2013 concerning Indonesian Intangible Cultural Heritage. (entire contents of the law). 3. Presidential Regulation of the Republic of Indonesia Number 58 of 2014 concerning Spatial Planning for Borobudur and Surrounding Areas. (Overall Content) 4. Decree of the Minister of Education and Culture No. 286/M/2014 concerning the geographical space unit of Borobudur as a national cultural area. 5. Designation of Borobudur as a World Heritage Cultural Category with Number C 592 Year 1991 6. Magelang Regency Regional Regulation Number 19 of 2017 concerning the Determination and Utilization of Cultural Conservation
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Source: From various sources, 2021

Table 8 Management systems to protect Rural and Urban Landscapes

No	Indicator	Level of Importance				Level of Quality			
		1	2	3	4	1	2	3	4
4	Management systems to protect Rural and Urban Landscapes				√				√

Source: Analysis result, 2021

According to the Cultural Properties Department, 2003, natural landscapes are formed by natural natural conditions that experience

periodization from time to time and in a sustainable manner. Adishakti, 2006, developed 4 concepts about the understanding of Saujana, among others: sanctity, fertility, beauty, and strategic. According to Longstreth, R, 2008, providing an understanding that local residents living in an area already have an understanding and perspective on natural resources, natural environment and local ecosystems including understanding of the area and landscape that symbolizes each saujana, namely: a) sanctity describes the holiness formed by the seven mountains that surround Magelang City, supported by two flowing rivers and fertile land and beautiful panoramas, b) Fertility describes the fertile land in Magelang City and its surroundings as inspiration for the development of agricultural land and plantations, even though this is currently happening a shift in this potential which is influenced by considerations of the city's economy, c) beauty describes the beauty of the panorama created by mountains, foothills, rivers and hills which became the inspiration to be developed as a resort town, which over time there was a shift in exploiting the greatest potential. call it, d) the city of Magelang which is located in a mountain basin, the North-South strategic route is formed, which is the inspiration in developing a center of activity and defense.

Although there has been a change in the orientation of land use, the changes have not been too significant. Longstreth, R, 2008, which is reinforced by Muhamad (2010), naturally the Borobudur area and its surroundings still maintains the landscape of the area according to the concept of saujana that has been instilled long ago. This is evidenced by the area of agricultural land that is not much different from previous years.

Table 9. Management Systems to Protect Rural and Urban Landscapes

Protection of Rural and Urban Natural Landscapes is listed in several Regulations and Legislations as follows:	1.	Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation
	2.	Law of the Republic of Indonesia Number 5 of 1990 concerning Conservation of Biological Natural Resources and Their Ecosystems.
	3.	Presidential Regulation of the Republic of Indonesia Number 58 of 2014 concerning Spatial Planning for Borobudur and Surrounding Areas.
	4.	Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan 2010 - 2025.
	5.	Government Regulation No. 68/1998 concerning Nature Reserve Areas and Nature Conservation Areas.
	6.	Magelang Regency Regional Regulation Number 5 of 2011 concerning Spatial Planning of Magelang Regency 2010-2030.

7. Magelang Regency Regional Regulation Number 19 of 2017 concerning the Determination and Utilization of Cultural Conservation

In recent years, several areas have experienced changes in the orientation and shape of buildings which indicate a change in society's view of nature due to economic interests that are influenced by both the community itself, the government as a policy maker and investors who have other interests.

Source: From various sources, 2021

Table 10. System for Monitoring

No	System Indicators for Integrated Monitoring	Level of Importance				Level of Quality			
		1	2	3	4	1	2	3	4
5	System for Monitoring				√			√	

Source: Analysis result, 2021

The system for implementing every regulation issued by the government includes a supervisory function that aims to ensure that the implementation of policies is in accordance with the applicable regulations. Based on the regulations issued for the value of very high importance and for the improvement of tourism products that still need improvement and sustainable control.

Table 11. Evidence Supporting the existence of a religious, cultural and artistic tourism supervision system

<p>The Monitoring System for the Management of Religious, Cultural and Artistic Tourism Destinations in the Borobudur and Surrounding areas is listed in several Regulations and Laws</p>	<p>a. Magelang Regency Regional Regulation Number 19 of 2017 concerning the Determination and Utilization of Cultural Conservation</p> <p>b. Presidential Regulation of the Republic of Indonesia Number 46 of 2017 concerning the Borobudur Tourism Area Management Authority. To stipulate that one of the Duties and Functions of the Steering Committee of the Borobudur Tourism Area Management Authority is to supervise the implementation of policies for the management, development, and development of the Tourism Area.</p> <p>c. In the Presidential Regulation of the Republic of</p>
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Indonesia Number 58 of 2014 concerning the Spatial Planning of the Borobudur and Surrounding Areas and the Regional Regulation of Magelang Regency Number 5 of 2011 concerning the Spatial Planning of the Magelang Regency of 2010-2030, it is stated that the imposition of sanctions is given to agencies/systems that violate . Therefore, these two regulations also function as the basis for monitoring the implementation of spatial planning so that it is realized in accordance with the provisions of the legislation. This can be seen from the imposition of sanctions on each regulations

- d. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law).

Source: From various sources, 2021

There is a supervisory system that has been operationalized strictly which is explained in all existing regulations, but its implementation is still not perfect where there are still legal violations indicating that there is still a lack of supervision. One example, in 2005 there were 26 missing Borobudur statues and their whereabouts are unknown to this day.

Table 12. System for Measurement

No	Indicator	Level of Importance				Level of Quality			
		1	2	3	4	1	2	3	4
6	System for Area Measurement			√				√	

Source: Analysis result, 2021

As one of the super priority destinations (SPD), ideally the government will create a baseline to assess the achievements of the development and management of Borobudur destinations and its surroundings. However, until now, the basis for measuring success for the Borobudur area and its surroundings is still using the basis for measuring the area of Central Java Province, therefore, for importance and quality, it is still on a good scale. .

Table 13. Evidence Supporting the existence of a Measurement System

Borobudur is one of the Super Priority Destinations located	1.	The Central Java Provincial Government has issued a Central Java
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in the National Tourism Strategic Area (KSPN), but until now it does not have a system for measuring the achievement of destination development and management. The management of the Borobudur area and its surroundings is also listed and regulated in the Regulations and Laws which should be the most important part in the management.

Governor Regulation concerning the Central Java Provincial Government's Regional Action Plan for 2019-2023.

2. This regional regulation lists all achievement indicators, targets and programs carried out to achieve the target in meeting the 17 SDGs

Source: Analysis result, 2021

Based on the Central Java Governor's Regulation concerning the Central Java Provincial Government's Regional Action Plan for 2019-2023, strategies and tourism impact mitigation programs are listed, including: a) Creating sustainable tourism Controlling the number of tourist visits through the manufacture of various tour packages, Controlling environmental pollution, , Management of waste and toxic hazardous waste, Testing of water and air quality, Providing training and preparing for Disaster Resilient Villages in all tourist villages in Magelang Regency. The quality of tourism disaster mitigation management, but the regulations issued do not focus on the Borobudur area so that for the level of importance it still needs to be followed up towards improvement.

CONCLUSION

1. The management system to protect religious, cultural and artistic tourism has a very high level of importance because of the many regulations made by the government for the protection of natural sites in heritage with a management system to protect historical buildings and maintain the enrichment of local arts and culture,
2. System indicators for the supervision of religious, cultural and artistic tourism in an integrated and integrated manner, but the implementation is still not perfect where there are still violations of the law indicating that there is still a lack of supervision.
3. The system for monitoring religious, artistic and cultural tourism areas, ideally, the government makes a baseline for assessing the achievements of the development and management of Borobudur and its surroundings, but until now the basic measure of success for the Borobudur Temple area and its surroundings is still using the basis for measuring the area of Central Java Province by therefore for the importance and quality is on a scale that still needs improvement.

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