

CHAPTER 1

INTRODUCTION

1.1. Problem Background

Tourism industry is one of main component in the economic development in many countries. The benefit of this industry has showed at ability for not influenced meanly from economic crisis in national level or world level. Especially, tourism could be used as an instrument for reducing gaps understanding between developing countries. Usually the countries are tourist sources or “sender of tourist country”, while developing countries are tourist arrival countries or country “accepting of tourist country”. If we think about relations politic, economy, social, and technology among countries, so tourism is already planned exactly and functioned correctly. It can help increasing the relation, however, it will be able to width knowledge of understanding between countries (Wahab, 1975:3).

According to Murdaya (2011), sometimes tourism industry sector becomes saver from crisis that happening at developing countries. Indonesia is one of developing countries which has all biggest potentials of tourism and variety of panorama, art and cultural with big cultural heritages. Murdaya (2011) stated that it is seen from the development in tourism field as a part from world tourism network, such as Bali Island is

famous as Dewata Island, which has heaven panorama and service of society like in the heaven of human this time. The development of tourism industry in Bali is not only from beautiful island of physical side, or existence of site, but also in the cultural services side and religious human attitude, environment of management tourist area as well. It successfully becomes the best island in the management tourist side and role of human resources liven up, good environment area, and high cultural of art with religious value of Indonesia heritages which reflects the development of main tourism. Indonesia as does Bali island have Hindu culture and Buddha with all physic heritages and cultural art existed, certainly the other parts of Indonesia will be able to become part from International tourism network as long as we treat heritage of art and culture and religious value become tourism instrument include the potential for cultural tourism and pilgrimage tourism.

Wahab (1975:165) stated that the reality of tourism includes activity of movement place by people who do traveling individually or grouping. They have their own reason for tour, with their own desires self, and different expectations. All of this makes tourism as an activity or a delights phenomenon and full of memories. Moreover, tourism is becoming an important cross-cultural manifestation, because this activity is the arena of meeting people from different nationalities, the different cultural backgrounds, social environment, different mentally and different array of psychology. Wahab (1975:65) stated that all elements

become element of luck or a catastrophe. It is depends on step of tourism handling in tourist recipient countries or host countries and especially on countries which still have traditional society, conservative or the same religious with different condition in tourists country.

According Law Number 20 in 2010, management is meant a concerted effort to protect, develop, and utilize cultural property through policy of planning, implementation, and controlling setting for biggest welfare of the people. Meanwhile, Pitana and Diarta (2009:81) quoted from Thompson and Thompson in the Leiper who stated that a good management and effective need of power for people would be managed. In the individual level, subject of management is organization: '...grouping of people working in a prescribed or structured toward predestined ends... management involves the conscious integration of organizational activity to achieve chosen ends'. Tourism management must refer to principles of management emphasizing values of the natural environment, community, and social values that allow tourist to enjoy the tourism activities and utilize for local community.

Central Java is an Indonesian province located in middle of Java. Central Java is a province, which has cultural heritages including temples as cultural properties figured Hindu and Buddhist. According Law Number 11 clauses 1 number 1 in the years 2010, protected and preserved, its existence because become important values for history,

science, education, religion, and culture through process of established. One of tourism objects in Central Java is Borobudur temple. Borobudur temple contributes tourist arrival that the presentation is biggest. According to Kurniawan (2013), the number of foreign tourists and local tourists are visiting tourism object increase from the year to year.

Wahab (1975:3) explained that tourism could be seen as a phenomenon, which describes the departure of people in the country (domestic tourist) or crossing peoples on borders of a country (International tourist). The process of travelled impact resulted in the interaction, perceptions, motivations, pressures, satisfaction, delight, and another, between individual or group.

Law number 29 in 2009 stated that tourism is all activity related to multidimensional tourism appeared as a form of needs of every people and states between tourist and society, among tourists, and government, local government, and corporate. According to Statistic News Agency in Central Java Province (2014), the number of foreign tourist who visited to Central Java through Adi Sumarmo airport on August 2014 were 1.399 people. It was increasing compared to on July 2014 were 1.125 peoples. It increased 24, 36 percent.

Borobudur figured Buddhism temple is located in Borobudur District, Magelang Regency, and Central Java, Indonesia. Location of

Temple is more than about 100 km in western of Semarang, 86 km in west of Surakarta, and 40 km in northwest of Yogyakarta. This temple shaped of stupa established by Mahayana Buddhist followers around 800 AD during the reign of the Syailendra dynasty. According to Amarullah and Nurlaila (2009), Borobudur temple as a world of cultural property will be tourists' attraction, which will give opportunity of economy growth for local, and national. Law number 10 in 2009 about tourism stated that tourism is an integral part from national development of systematic, integrated, sustainable, and responsible, so it utilizes of all dimensions of management to become relevant. Abdurahman (2014) stated that in the context facing the dynamic challenges of local development, national, and global need empowerment of various patterns of management with reference to the religious values, cultural life's in the society, sustainability, and quality of the environment, and national interest.

Borobudur temple is a cultural property, which need to be protected and fit sustainability with mandate of Law Number 10 in 2010 about cultural property. According to Law Number 11 in 2010, the cultural property is natural instrument and human made instrument, movable or immovable, including unity or grouping, or the parts, or rests which have close relation with the culture and history of human development. The government, local government, owns the control over

property or every people to manage cultural property, which still considers the social function and liability to preserve it.

According to President Decree about management of tourism park of Borobudur temple and maintenance of area clause 8 in 1992, management zone 2 completely is managed by PT. Taman Wisata Candi Borobudur and Prambanan and still considers of regulation that has been established, including regulation about local taxes. Zone two (2) is surrounding of archeological using for tourism activity development, the research and preservation of environment the temple.

President decree about management of tourism park chapter III clause 8 in 1992 stated that, besides the management in zone 2. PT. Taman Wisata Candi Borobudur company also utilizes, and maintenance the orderliness and cleaning of zone 1 of the temple as object of tourism attraction, based on technical instruction from Directory of Education and Cultural as mastery of institutions, manages and responsible for the temple applicable with regulation that has been established.

Borobudur Tourism Park in the management is explained on clause 8 President Decree in 1992 as follow:

- a. Making necessary adjustments in the context of tourism operation in the zone.
- b. Providing and operating all facilities for supporting business activity.

- c. Granting and revoking permits placement, establishing requirements and levying all commercial enterprises in the tourism park.
- d. Establishing and collecting fees including tourist park entry including temples, and collecting fees to utilize the facility provided in the tourism park and all of the results are becoming income of the PT. Taman Wisata Candi Borobudur and Prambanan.

1.2. Problem Formulation

This research paper then tries to analyze information on one basic question:

1. How do the PT. Taman Wisata Candi Borobudur manage Borobudur temple as a tourism object and cultural property?

1.3. Purpose of Research

According to the problem formulation explained before, the purposes of this research are:

1. Knowing how the PT. Taman Wisata Candi Borobudur manages the Borobudur temple as tourism object and cultural property.
2. Finding out how the performance of the PT. Taman Wisata Candi Borobudur as the manager this temple.

1.4. Benefit of Research

The result of this research is expected to given contribution as:

1. Theoretical Benefits

- The result of this research is expected to be a reference or input for Government Science Department of Universitas Muhammadiyah Yogyakarta, especially about management of tourism object and cultural property in regions in Indonesia.
- Contributing for tourism science about management description of temple as a tourism object and cultural property.

2. Practical Benefit

The result of this result can use for practically side:

- a. Giving description and input for the reader about the management of Borobudur temple as tourism object and cultural property.

1.5. Theoretical Framework

Theoretical framework is strategy and approach for handling the problem that have formulated, starting from developing a research problem with the theory, and conceptions or results of research that has been done. The purpose of this theoretical framework is to integrate, and synthesize all material and to relate.

1. Theory of Management

1.2 Definition of management

Pitana and Diarta (2009:42) quoted from Leipe stated that management refers to a set of performance roles by a person or group of persons or usually refers to functions which is inherent in that role.

Meanwhile, Nickels and Mc. Hugh (1997) stated that management is a process conducted to achieve organizational goals through a series of activities such as planning, organizing, directing, and controlling people as well as other resources. From some the definition above, it can be concluded that management is a performance of a person or more people for planning, organizing, staffing and controlling to achieve the common goal of organization.

2.2. The Management Functions

The management functions are:

- Planning
- Organizing
- Staffing
- Controlling

Pitana and Diarta (2009:47), Follet in the Leiper stated that coordination function refers to the function of a manager to translate information systematically into all managerial functions, which translated significantly in the activities of directing, planning, and controlling. According to Pitana and Diarta (2009:48), the good and effective management requires a mastery over people that would be managed. In the individual level people will begin to organize their lives so they can

be independent. In the social level subject of management is organization and grouping of organization.

A. Management of Tourism

a. Definition of Tourism Management

Tourism management is an action of planning, organizing, staffing, and controlling performed to determine and achieve the target have established through utilizing the resources and others in the tourism field.

b. The Brief Principles of Tourism Management

According to Pitana and Diarta (2009:81), tourism must focus on principles of management that emphasizes the values of the natural environment, community, and social values that allow tourists to enjoy the tour and beneficial activities to the welfare of local communities.

1. Development and developing of tourism must based on local wisdom and local special sense, which reflect the uniqueness of the cultural heritage and environmental uniqueness.
2. Preservation, protection, and increasing resources quality is become basic development of tourism area.

3. Development of tourism attraction of additional repertoire is rooted local culture.
4. Service to tourism is based on cultural unique and local environment.
5. Give support and legitimation on development and developing of tourism if its proven to it is provide positive benefits, otherwise control or stop the activity of tourism if its exceeds carrying capacity of natural environment or social acceptability although, and the other hand, it can increase the people income.
6. Pitana and Diarta (2009:82) quoted from Liu and Western stated that tourism management can be role of strategy for functions including:
 1. Protecting to natural resources and environment

Generally developing tourism area would be followed by degradation resources are impacted by growth and development of extensive tourism industry and it is not stop, with the fast of growing local population in the area as logic consequence from opportunity efforts affected. If tourism has managed well, able to provide economic solution for protection of natural resources and environment.

2. Economy continuously

The trend of industrialization and developing of global economy will depend on imported products as limited nation of devise. The

development of tourism become one of the problem solution by providing 'exported product is not running everywhere' as a devisal state. Development of tourism also provides economy benefits for society under generally located in rural areas that they to create an industrial revenue and economic resources better.

3. The increasing of cultural integrity

The ecology in the tourism aspect implies a reciprocal relation between tourist and local communities involving cultural dialogue based on respect for existence and integrity of each. If the element of this culture of integrity is lost, it could be ascertained as well as any tourist area built will eventually be abandoned.

4. Education values and learning

On Sustainability of a tourist area, it depends on how to raise understanding and awareness of all stakeholders of the tourism support resources. Understanding and awareness could be achieved only through the process of embedding the values and the norm through education and learning.

c. Tourism Management Method

Tourism management method includes more of activities (WTO, in the Richardson and Fluker, 2004:183) stated that tourism management includes:

1. Consultancy with all stakeholders

This can be done in various ways, such as through meetings with a variety of ways, such as through formal and structured meetings with tourism industry players, policy consultation with various interest groups, and through the interaction between the relevant government departments to share the parties in accordance with the specified subject.

2. Identification of Issues

Tourism issues will more variety depends on the increasing of scope activity scope that has be done. The issues have emerged in the tourism activity. The example including distribution and imbalance income among region of infrastructure development including transportation, accommodation, and attractions, infestation, includes access to modal, and foreign infestation, international competition, and market controlling; tourism impact; government regulation, taxes, industrial relation, and needs of

developing tourism sector of special interest (MICE, tourism villages, cruise shipping, echo tourism, and etc).

3. Arranging the policy

The policy arranged will affect directly or indirectly to tourism. This policy will become guiding for role of tourism in the achieve vision and mission of tourism developing.

4. Providing facility and operation

It is mainly related to the situation where the manager is not providing facilities independently. The government's role in providing venture capital, they are giving subsidy to facility and vital services but is not able to finance itself. In the long run, it will be a determinant of the success of tourism development.

d. Tourism management Models

Accordings to Liu (1994:45), the strategy of tourism management resources must know principles including:

1. Conservation and preservation of resources

Protection and sustainability of all resources are closer to original condition by maintaining natural process.

e. The Concept of Tourism Management

The concept of tourism management consist of two (2) concepts, they are tourism supply concept and tourism demand concept. They have been influenced by factors in the society:

- Service supply. Therefore, what is offered is not possible stockpiled and must be used where the product is located.
- Rigid. It means that procurement efforts for tourism. It is difficult to change target usage in outside of tourism.
- Because tourism does not become the basic human needs, so tourism supply must compete with supply of needs and other services. In this case, substitution law is very powerful force.

The elements of tourism supply can be like natural or manmade, natural resources offered:

The work of manmade has to offer:

There are 5 (five) main categories from the kind that have be offered:

1. Characteristic by the history, culture and religion:
2. Monuments and cultural heritages from archeological long ago.
3. The cultural places like museum, art of building, memorial, library, performances of folklore.

4. Traditional celebrations, exhibitions, carnivals, ceremonies, visit the grave, etc.
5. Giant buildings, religious monastery.

2. Infrastructures

- Infrastructure of public are:

Clean water supply system, electricity, traffic lanes, and construction of rubbish heap system, telecommunication systems, and others.

- The basic needs of a modern lifestyle such as:

Hospital, drugstore, bank, supermarket, government office (police, court, etc).

- Tourism infrastructure are include:

Stay place to tourist: hotel, motel, pension. Beside that, there are Social building of tourism (villages of tourism, camp place, villages of art, etc), catering homes (restaurant, food court etc).

Tourist place meeting to manage travel:

- travel agents
- travel institutions
- Business of transportation rent

To convey information, and propaganda office of tourist information offices at the entrance of a country, city, and specific areas.

- Local organization or around it who manage of tourism.
- The ceremonial committees especially for celebrations.

Recreation places and sport: sport facilities for winter and summer, on shore facilities and water sport equipment, and others.

3. A means of achieving and supporting transport equipment including airport, sea for the countries bordering the sea multinational, river or lake, trains and other means of land transportation, ships, air transport system, transport in the mountains and others.
4. Supplementary facilities as well infrastructure, then this complementary means different according to the state of development of a country. Generally, these facilities including buildings become sources of building services which is important but not generally complementary recreation and entertainment such as: building a play house, cinemas, casino, night club, taverns, coffee shops, and clubs, etc.
5. Lifestyles of the peoples have become one of the most important tourist repertoire. Way of life, attitude, food and attitude of view of life, habits, traditions, customs, all of it into a cultural richness attract tourists to their countries.

f. Tourism demand

Wahab (1975:133) stated that demand means a sum of instrument or services commodity which want to be sold by customer and able to be sold with specific price at a specific time. Demand shows a functional relation telling a sum that will be sold with variety of price at time and specific place.

According Wahab (1975:136), the characteristic of tourism demand includes:

1. Elasticity

Elasticity of tourism demand is far away from the level of flexibility to changes in the price structure or changes kinds of circumstances of economy in the market.

2. Sensitivity

Demand of tourism is influenced to socio political existence and to revolution of traveling mode.

3. Expansion

The factors of expansion are:

- Mass media of information is make a passion for to go and interested to visit other destinations.

- The influence of economy in the sources of tourist states is widely possible to the opportunities for society to participated in the tourism activity.

4. Seasonality

This is mainly caused by natural climate is happening in the source tourist states and also by the institutions, including school free day at summer, Christmas day, etc, so it causes tourism demand focusing on this period.

g. The Basic Principles of Tourism Management

According Pitana and Diarta (2009:50), tourism management has to focus on principles of management emphasizing the values of the natural environment, communication, and social value. Social values allow tourists to enjoy the tour and beneficial activities to the welfare of local communities.

The principles of tourism management are:

- 1) The development and tourism development should be based on local knowledge and local special sense reflecting the uniqueness of the cultural heritage and environmental uniqueness.
- 2) Preservation, projection, and quality enhancement of resources are the basis of tourism development of the area.

- 3) The development of additional tourist attractions roots in local cultural treasures.
- 4) Service to tourism is based on cultural uniqueness and local environment.
- 5) Giving support and legitimation on development and tourism development if it is proved to give a positive benefit, otherwise, controlling or stopping the tourism activity if it carries capacity of the natural environment or social acceptability although on the other hand, it is able to increase community incomes.

A.1. Management of Cultural Property

According to Law Number 11 about cultural property clauses 1 number 23 in 2011, management is an effort to protect, develop, and utilize of cultural property through policy setting of planning, implementing, and controlling for the biggest welfare of society.

A. 2. Management of Tourism Object

a. Definition of tourism object management

Definition of tourism object according to Law Number 10 in 1990 is the embodiment from God, the life, cultural art, history and places and natural attraction for tourist to visit. Meanwhile, according Precedential

decree about management of tourism park of Borobudur temple and the maintenance of area in 1992, management is operating, managing, utilizing, ordering, setting, maintaining, controlling, developing, and collecting result from tourism park and or another facility.

Based on the definition above, it can concluded that management of tourism object is operating, managing, utilizing, ordering, setting, maintaining, controlling, developing, and collecting the result from tourism park or another facility in a place where it has a interesting and makes people interested to visit.

c. Tourism object and tourist attraction

Pitana and Diarta (2009:84) quoted from Edward Inskeep stated that tourist attraction has to be five (5) importing elements, they are:

1. Attraction

Tourist attraction is a main factor that interests tourist, to travel and visiting a place. A primary place becomes the main purpose, or secondary purpose that has visited in the primary travel because they want to feel, enjoy the tourism destination. Then attraction that can be classified in the location of attraction is permanently attraction.

2. Tourism infrastructure

The infrastructure of accommodation is the main important facility in the tourism. The biggest proportion from tourist expenditures is always made for the need of staying, drinking and eating. Tourism areas provide comfortable resting place, and it has a high aesthetic value, and suitable, attractive, and native menu to the area as one of the successful or failure determination of the management of a tourism area.

3. Supporting infrastructure

Supporting infrastructure is located in easy place achieved by tourist. The tourism movement must be observed or predicted to determine optimal locations considering the supporting infrastructure that would be used to serve them. The number and type of supporting infrastructure is determined based on the needs of tourists.

b. Tourism facilities

Tourism facilities are a complete tourist destination that has needed to serve the needs of tourist to enjoy a tourist trip. Development of tourism facilities in tourist destinations and attractions is certainly adapted to the needs of tourists, both quantitatively and qualitatively. The

variety of tourist facilities that should be provided in tourists destinations including travel agencies, transportations, and communication devices, as well as other supporting facilities. Not all attractions require the same means or complete. Procurement of tourism facilities should be adapted to the needs of tourists.

c. Infrastructure

Infrastructure is a situation of supporting facility function and tourism of infrastructures, both in the form of regulatory systems and the physical building above ground and the underground, such as irrigation systems, electricity, energy source, transit lines, terminal systems, communication systems, as well as security or surveillance system. Adequate infrastructure and performing in tourist destinations will help to improve the function of tourism facilities, while helping the community in improving the quality of life.

d. Society, Environment, and Cultural

1. Society in around the tourism object will welcome the tourists arrival, and will give services needed by tourists. The essential services in the providing and it has ethnical self that would give deep impression. So the society around the object tourism need know variety kinds and service quality is needed by tourists.

2. Natural environment in around of tourism object need to be observed carefully. So it needs an effort for sustainability. Therefore, it is necessary to attempt to preserve the environment through enforcement of the rules and requirements in the management of a tourists attraction.
3. Culture is communities in the natural environment in an environment of cultural attractions that are the pillars supporting the survival of a society. Therefore, it also preserves cultural environment that should not be tainted by foreign cultures, but should be improved so as to provide a memorable memories for every tourist who visits.

2. Tourism

2.1 Definition of Tourism

Law Number 9 in 1990, tourism is all the things related to tourism, including business of object, and tourist attraction with effort related to the field. According to Mill (1996:21), tourism is activities involved by peoples who traveling. Meanwhile, Yoeti (2001: xxii) stated that tourism describes more than traveling for getting many goals and satisfing of many expert. Tourism is a symptom that has manifested in the more of the form, including:

2.2 Type of Tourism (Oka A. Yoeti, 2008:74)

1. Accordings to Geography of location

- a) International tourism
- b) Regional International Tourism
- c) National tourism
- d) Domestic tourism
- e) Foreign tourism
- f) In – bound- Tourism
- g) Out-Bond-Tourism

2.3 According to the goal of tourism travel

- **Recreational tourism or leisure tourism**
is tourism of kind of doing for recreational goals and enjoyable by visiting recreation places in the context of relieving daily boredom in addition to the availability of free time.
- **Cultural tourism**
is a tourism kind which the goal of traveling is wanting to see and watch the cultural ethnical result nation, how the cultural attitudes, starting from the primitive one until the modern one, watching cultural festival, cultural event, traditional dances, temple, ancient building, customs and the way of life.

- **Recuperation tourism**

is a type of tourism that people who want to find a cure of the disease or try not to be sick and try to prevent it, such as: bathing in hot water, bathing in milk, sand, coffee or mud baths.

- **Sport tourism**

is a type of tourism that is related to one's hobby of sport, such as fishing, boating, sailing, snorkeling, surfing, diving, or hunting.

- **M.I.C.E. Tourism**

Quoted from Wahab who stated that tourism conference call, is a type of tourism, which people who do it, they are professional experts, language, health, who come from various countries. MICE stands for Meeting, Incentive, Convention, and Exhibition.

2.4 According time or time to visiting

a. Seasonal Tourism

b. Occasional tourism

2.5 According Religion Tourism

Is the type of tourism in which the purpose of the trip is done for to see or watch the religious ceremonies such as pilgrimage for Muslims, visited Borobudur temple for Buddhist or Besakih for Hindu.

2.6. NICHE TOURISM

Niche tourism is the opposite of mass tourism different with mass tourism. Niche tourism is the opposite from niche tourism, tourists doing traveling is not in the grouping, but in the small group is choosing object and attraction is called special interest tourism, fit with their wishes, includes gastronomic tourism, geotourism, youth tourism, tribal tourism, cultural heritages tourism, space tourism, virtual tourism, or home coming tourism.

3. Cultural Property

3.1 The Definition of Cultural Property

According to Number 11 Clause 1 in 2010, Cultural property is cultural heritage material in the form of objects of cultural, building of cultural property. The cultural property structure, cultural property of sites, and cultural property area, and or in the water that needs to be preserved its existence because it have important value for history, science, education, religion, and or culture through the process of establishing.

3.2. Objects of Cultural Property

Definition of object Cultural Property according to Law Number 11 clause 2 in 2010 stated that natural objects and or manmade, moving or not moving, in the form of unity or group, or parts, or remnants that have close relation with the culture and human history development.

1. Law Number 11 act 6 in 2010 stated that cultural property include:

- Natural tools and /or man made which are utilized by human, by remaking biota can be related to activity of human and/or it history of human.
- Movable or immovable and
- a unity or grouping

Accordings to Law Number 11 act 5 in 2010, tool, building, or structure can be promoted as a cultural property, building of cultural property, or structure of cultural property if it is fulfill of the criteria:

- a. The age is 50 years or more
- b. Representing style era that most shortly 50 years old;
- b. It has special means for history, knowledge, education, religion, and/or culture; and
- c. It has cultural value for strengthening the national personality.

3.3 Management of Cultural Property

a. Definition Management of Cultural Property

According to Law Number 11 clause 21 in 2010, management is an effort to protect develop and utilize cultural property through policy setting of planning, implementation, and controlling for the biggest welfare to society.

- a. Law Number 11 clauses 23 in 2010 stated that protection is an effort to prevent and handle from destruction by the way of rescuing, securing, zoning, maintaining, and restoring of cultural property.
- b. According to Law Number 11 clause 29 in 2010, development is the increase in potential value, information, and promotion of cultural property and utilization through research, revitalization, and adaptation of ongoing basis and not contrary to the purpose preservation.
- c. Law Number 11 clauses 33 in 2010 stated that utilization is the utilization of the cultural property for the interest of the people welfare by retaining sustainability.

1.6. Conceptual Definition

The conceptual definition is an effort to explain the restriction of understanding between the concept and the other concepts, in order to avoid misunderstandings. Based on the explanation there are some conceptual definitions that could be given including:

1. Management of tourism object is an action of planning, organizing, staffing, and controlling to develop and utilize a place where many tourists who come to watch and enjoy the beauty and the greatness that is provided.
2. Management of cultural Property is an effort to protect, develop, and utilize the cultural property for the welfare of society by using setting of policy of planning, organizing, and controlling.

1.7.Operational Definition

Operational definition is needed to measure the indicator that is wanted by researcher in this research to, so all just emerge from the concept. The goal is the researcher can achieve a measurement instrument that is fit with hierarchy of variable that defines the concept, so the researcher has to include the process or operational of measurement instrument that would be used for quantification of symptom or variable observed. Then the indicators in this research are:

1. Tourism management:

a. Planning

The process of setting goal and implementation of guidelines to select the best of the available alternatives in the tourism object field programs.

1) The programs management of tourism include:

- a. Making and establishing of zone of activity around the temple
- b. Providing and operating all facility for supporting effort activity.
- c. Establishing and collecting entrance fee including temple, and collecting another for utilize of facility is provided in the tourism park.

2) The Program of Management cultural property including:

a. Development versus conservation

The development must considering principles of sustainability and protection to economy aspect, cultural, and environment. The balance between development and conservation become essential factor for sustainability of tourism.

b. Human versus environment

The tourism challenges are looking for balance between traditional ways and modern practices. The tourist existence could be directed as balancing between interesting human need and sustainability

of environment. The manager must provide manage sustain environment through the concept of conservation area. The effort of sustain environment can if they know with ethnical values and norm from local society through the process of education and learning that could be afforded of attitude changed and local community habitat are disadvantages environment, including: waste disposal, using the resources to much or more capacity normal, and traditional practice disadvantages another's. Other ways, pleasure and local values are supporting of sustain the environment is needed to be established.

c. Supply versus demand

Supply versus demand is the tourism management must know balancing between supply side and demand. The supply include tourism product likes tourism park, accommodation with local style, eco tour, recreation facility, cultural activity, and others. The demand include tourism market are tourists type, tourists expenditure, tourist attraction, and others. Balancing of supply and demand is one of key for still success of tourism.

d. Benefit versus cost

The tourism management must look and (memastikan) that there are balancing of distribution benefit and cost. This is relating of take back of investation enough, allocation of fee for to handling impact of tourism activity, optimum take back of social cost, economy, and much as tax (yang wajar). In the frame of to ableeconomically self sufficient need be

arranged of financial policy and fiscal (yang wajar) beside also must look of factor non economy is likes cost and social benefit and environment, balancing of benefit management and cost become one of (penentu) sustainability of tourism

b. Staffing

Directing of subordinate for wish to cooperate and work effectively to achieve the goal of tourism object.

c. Organizing

All of process of grouping peoples, tools, tasks, authority, responsibility, and setting kinds of activity are needed to achieve the goal in the tourism object field.

d. Controlling

The activity of controlling effort for planning fit with the planning that have been established, means that the goal is fit with the plan or not deviate from the plan that has been determined in the tourism object field programs.

e. Evaluation

Evaluation is a systematic process to establish or make a decision, until how far a goal of program have been reached.

H. Research Methodology

1. Type of Research

This research is classified as descriptive qualitative research method. Descriptive research is a research that explains, and describes the systematic factual and actual information on the facts, nature and relationships between the phenomena under investigation (Moh Nasir, 1980:63).

2. Location of Research

This research is about the management of Borobudur temple as tourism object and cultural property and this research take place in Unit PT. Taman Wisata Candi Borobudur, in Jl. Badrawati, Borobudur, Magelang, Central Java 565553, Indonesia. Phone: +62 293 788 266, Fax:+ 62 293 788 132.

3. Analysis Unit

Accordings to Suharsimi (2006:13), analysis unit is a particular unit designated as research subjects. In accordance with the object of this research is related to variables to be studied. The object of this research is PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko addressed in Jl. Raya Yogya Solo km 16 Prambanan, Sleman, DIY. Unit

PT. Taman Wisata Candi Borobudur, tourists, vendor, local society surrounding the Borobudur temple, and the last is local government of Magelang who feel beneficially from the Borobudur as tourism object.

4. Data Collection Techniques

a. Primary data

Primary data is data obtained through interviews directly with the data source. In this study, it is interviews with PT Taman Wisata Candi Borobudur about management of Borobudur Temple as tourism object and cultural property.

1. Interview Technique

This technique is used to obtain the data by interviewing people who are directly involved with the research activity encountered. Interviews were conducted to manager of Borobudur temple as a tourism object and cultural property. The subject is used to interview are representative from Unit PT. Taman Wisata Candi Borobudur, including Head of Unit PT Taman Wisata Candi Borobudur, Head of administration and finance division, staff of PT TWCB, tourist, society around Borobudur temple, and local government.

This is a detail of interview will be doing the researcher to PT. Taman Wisata Candi Borobudur, tourist, society, and local government:

Table 1.4

Detailed to Interview

Source	Instant ion
Head of Unit PT Taman Wisata Candi Borobudur	Leader of PT Taman Wisata Candi Borobudur
Head of Operational and administration division	Division of Operational and administration
Society	Local communities of Magelang
Representative of Local Government	Local Government of Magelang Regency
Tourist	People who came to Borobudur
2 Staffs of PT Taman Wisata	PT Taman Wisata Candi Borobudur

Parking man	PT Taman Wisata Candi Borobudur
Souvenir vendor in Borobudur-tourism park area	PT TWCB vendor

The technical has be using by researcher in this research is in dept interview, where researcher and source are talking and face to face in the time has been established by researcher and source.

b. Secondary Data

Secondary data is supporting data from studies conducted and the form of information, documents, archives, books, and other documents related to the management of Borobudur temple as tourism object and cultural property.

1. Documentation Technique

In this technique, the author attempted to collect data from the books, archives, agendas, and others relevant to the research problem. They come from the library, the institution where the research, and from various other literature.

5. Data analysis technique

According to Sugiyono (2008:147) stated that data analysis technique is uses after data have collected from the data collection. Data analysis is the process of systematically searching and collect the data obtained from interviews, field notes, and documentation, the way of organizing the data into categories, outlines into specific units, synthesize, organize into a pattern, choose which ones are important which will be studied, and make conclusion so easily understood by myself and others. In the process of research, data analysis is important and requires precision as well as the criticality of a researcher. In the process of data analysis, researcher use qualitative data analysis.

Broadly, data analysis aim to simplify the data into a form that is more easily read and understood so as to reach a proper conclusion and systematically arranged. The steps that will be conducted by the author in analyzing the data are as follows:

1. Data Reduction

The data obtained in the field is quite a lot, thus it is necessary to note carefully and in detail. The longer the researchers to the field then the amount of data will be more and more complex and complicated. It is necessary for data analysis.

Data reduction is means to summarize, choose the basic things, and focus on the things that are important, look for themes and patterns. Thus the reduced data will provided a clearer picture, and facilitate researchers to conduct further data collection, and look for it when needed.

2. Data Display

Once the data has reduced, then the next step is to present the data. With the present of data, it will be easier to understand what is happening, plan the next work based on what have been understand before. In conducting the data display, in addition to the narrative text can also be, graphs, matrices, networks, and charts.

3. Conclusion and Verification

The third step in the data analysis drawing conclusion and verification. Preliminary conclusion presented still provisional, and will change if there are no strong evidence to support the next phase of data collection. However, if the conclusions expressed in the early stages, supported by evidence and consistent when researchers collect data, then the conclusions put forward are credible conclusion.