Tourists' Perception of Heritage Tourism Attraction *De Tjolomadoe*

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Abstract. This study aims to determine tourists' perception of tourist attractions in the heritage aspect in De Tjolomadoe. Data collection methods used are observation, documentation, and online questionnaires. This research is quantitative. The analytical method used is descriptive, covering the characteristics of the respondents and the characteristics of the attractiveness of the De Tjolomadoe tourist attraction. Characteristics of respondents in this study, namely aged 25–34 years; the majority of tourists are male; the majority of tourists are Private Employees; the majority of tourists are Bachelor's Degrees; the average income of tourists is between Rp. 3,000,000.00–Rp. 4,000,000.00; the average tourist expenditure is less than IDR 250,000.00, and the majority are residents of Central Java. Based on the characteristics of tourist attractions, architecture is the main attraction favoured by tourists. This destination is also considered affordable in terms of retribution. De Tjolomadoe is recommended as a tourist destination, supported by the destination's image that is considered good. Based on tourists' perception about the analysis of heritage aspects in De Tjolomadoe tourist destinations, it is known that the historical aspect and scientific values are the most valuable aspects.

Keywords: De Tjolomadoe · Attraction · Heritage · Perception · Tourist

1 Introduction

Heritage tourism is one of the attractions currently in great demand by tourists. The United Nations World Tourism Organization (UNWTO) in the year 2005 noted that visits to cultural and historical heritage tourism objects had become one of the fastest-growing tourism activities [1]. A 2009 study conducted by Mandala Research found that most of these travellers (65%) say that they seek travel experiences where the destination, its buildings, and surroundings have retained their historic character [2]. This research means that tourists prefer to seek travel experiences with a historical character, in line with Abdullah and Panghastuti [3]. They state that history can influence the motivation of visiting tourists.

One of the icons of heritage tourism in Central Java is De Tjolomadoe. Formerly functioned as a sugar factory owned by the Mangkunegaran Palace. The sugar factory was built in 1861 and stopped operating in 1997. During the 20 years since its closure, the Colomadu sugar factory has been neglected and in disrepair. Then revitalization was

carried out in 2017, turning the old sugar factory complex into a new tourist attraction, historic landmark, and convention centre [4].

This research was conducted in De Tjolomadoe because the revitalization of De Tjolomadoe is considered one of the models for the revival of Cultural Heritage Objects from abandoned to tourist destinations. Research on the results of revitalizing Cultural Heritage Objects into tourist destinations is rarely found. This research contributes to informing public perceptions of revitalized tourist destinations. In addition, to find out the critical value of Cultural Heritage as a result of the revitalization that is visible to the community.

2   Objectives

Heritage tourism development cannot be separated from tourists' perception of a tourism destination in its heritage aspect. Therefore, this study will examine the tourists' perceptions of De Tjolomadoe based on tourist attraction in heritage aspects, namely scarcity, history, superlatively, plurality, influence, aesthetics according to Snyder and Catanese [5], as well as social, commercial, and scientific aspects [6]. Thus, it is expected to be able to know more deeply about tourists' perceptions of heritage aspects at De Tjolomadoe. The result of the research is expected to be the basis for consideration for the development of heritage tourism in De Tjolomadoe.

3   Theoretical Review

3.1   Tourism

Tourism is a variety of tourism activities supported by various facilities and services provided by the community, business people, the government, and local governments [7]. Hadi defines tourism as one of the human needs to be relieved of for worn, stress, fatigue, and temporarily eliminate problems at home or in the office [8]. Mathieson and Wall explain that tourism is the temporary movement of a person from their residence or workplace to carry out activities conducted while they are at their destination and obtain facilities that are prepared to meet the needs of tourists.

3.2   Tourist Attraction

According to Sunaryo (2013) [9], attractions are based primarily on natural, cultural, and artificial wealth, such as special-interest tourism. Referring to the Law of the Republic of Indonesia Concerning Tourism [7], the notion of a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial products that are the target or purpose of tourist visits. This diversity is the basis for the division of types of tourism.

Tourism resources in an area can be developed into tourist attractions that can be utilized for economic purposes [10]. By looking at the potential or resources used, tourist attractions or attractions are divided into three types: natural, cultural, and artificial [7].

1. Natural attraction
   The diversity and uniqueness come from the natural environment, both on land and at sea.
2. Cultural attraction
   Cultural attraction refers to the notion of culture itself, which results from the creation of human taste and initiative. According to Government Regulation [11], these attractions are divided into tangible and intangible categories.
3. Artificial attraction (particular interest)
   Artificial lures have developed into an extraordinary interest tourist attraction, namely the result of unnatural, artificial creations and other human activities outside natural tourism and cultural tourism. According to Government Regulation [11], this attraction category is further divided into 23 types of artificial tourist attractions.

3.3 Heritage Tourism

Heritage tourism can be one of the phenomena that emerged due to tourism development in this modern era. According to the World Tourism Organization, heritage tourism is referred to as heritage tourism. The World Tourism Organization describes heritage tourism as enjoying history, nature, human cultural heritage, the arts, philosophies, and institutions from other regions [12]. According to the American National Historic Preservation Agency [13], this is similar to heritage tourism, which states that heritage tourism is a journey to enjoy places, artefacts, and activities that authentically represent the stories and history of people's past and present. Snyder and Catanese [5] explain the characteristics of heritage, namely:

1. Scarcity: a rare creation
2. History, which includes the locations of important historical events,
3. Aesthetics, namely having a beautiful form of structure or ornament,
4. Superlatively, i.e., the oldest, highest, or longest.
5. Pluralism, namely, the work that represents a specific type or variety of buildings,
6. Influence implies that its presence will improve the image of its surrounding environment.

   Kerr [6] also adds that there are three other characteristics of heritage, including:

1. A social value that is meaningful to the public
2. Commercial value, namely the opportunity to be used as an economic activity,
3. Scientific matters, with an emphasis on education and scientific development.

3.4 Tourist Perception

Everyone experiences the process of organizing and interpreting the impressions or sensory responses they have to give meaning to the surrounding environment, which is the definition of perception [14]. Meanwhile, according to Wiweka et al. [15], how tourists select, organize, and interpret all information to create or represent an overall picture of the phenomenon is an understanding of tourist perceptions.

The tourist attraction is an essential factor that can attract tourists to a tourist destination. By knowing tourists' perception of interest, it will be known how the value of a magnet for tourists. Of course, positive results can be an effort to improve quality and provide full service for tourists. If the results tend to be negative, they can be used as a basis for development and evaluation to encourage an increase in tourists [16].

4   Methods

This research was conducted at the De Tjolomadoe tourist destination, which is located in the Colomadu District, Karanganyar Regency, Central Java. The research location was chosen considering that the destination has heritage criteria.

This research is quantitative, descriptive, and uses data collection techniques through documentation, observation, and distribution of questionnaires to the sample. Meanwhile, the researcher also conducted a literature study to support the primary data and analysis The research sample is tourists who visit De Tjolomadoe. The sampling technique used in this study uses non-probability sampling with an incidental sampling method. Incidental sampling is a sampling technique based on chance; anyone who coincidentally meets a researcher can be used as a sample if it is deemed that the person who happened to be completed is suitable as a data source [17]. This study used a sample of 100 respondents. During the 2021 data collection, the destination closed access to tourist activities due to the corona virus disease (covid-19) pandemic. Actual respondents at the destination were changed to respondents who had traveled to De Tjolomadoe, considering that there were no significant differences between these two types of respondents. This step is made easier by using google forms as a medium for distributing questionnaires and replacing manual questionnaires so that they can reach respondents wherever they are.

In collecting data through online questionnaires, the type of questions is closed, namely by providing limitations through the available answer choices. The questionnaire aims to collect data on tourist characteristics and tourist perceptions of the heritage aspect of De Tjolomadoe. The tendency of tourist characteristics can be seen through psychographic, socio-demographic, and geographical elements also described in a series of questions. The answers obtained will be entered into a Microsoft Excel table, where the tendency of the solutions will form the trend of tourists' characteristics.

As associated with research variables and indicators, yes and no answers are provided in the questionnaire questions about tourist perceptions. This is to avoid biased answers so that the data obtained shows a tendency for definite answers from tourist perceptions. The results of the responses to the questionnaire will be processed using the SPSS application, where previously, all replies from each variable will be coded and entered into the table: Rarity ($\times 1$), History ($\times 2$), Superlativity ($\times 3$), Multiplicity ($\times 4$), Influence ($\times 5$), Aesthetic ($\times 6$), Social ($\times 7$), Commercial ($\times 8$), and Scientific ($\times 9$). Furthermore, the data that has been obtained will be analyzed using multiple linear analysis techniques to determine the tourists' perceptions of the heritage aspects of de Tjolomadoe.

Fig. 1. Colomadu Sugar Factory (Source: Doc. PT. Sinergi Colomadu)

5 Findings and Discussion

5.1 History of the Establishment of De Tjolomadoe

De Tjolomadoe is currently known as one of the icons of heritage tourism in the Karanganyar district, Central Java province. It was used as a sugar factory belonging to the Mangkunegaran palace. The sugar factory was built in 1861 based on the wishes of Kanjeng Gusti Pangeran Adipati Arya Mangkunegara IV to continue the tradition of his ancestors, namely Mangkunegara I, in business activities. In addition to continuing the tradition, the construction of the Colomadu sugar factory by Mangkunegaran IV is also intended to maximize the potential of sugarcane plantations in the surrounding area [18].

On December 8, 1861, Mangkunegara IV ordered a German expert named R. Kampf to build a sugar factory to realize his wish. The sugar factory was named Colomadu by Mangkunegara IV, which means mountain of honey [18]. In terms of architecture, Ardhiati [19] explains that the sugar factory was initially in the Indis type with a pyramid roof and Tuscany pillars until 1928. Due to the industrial revolution, there was a change in the shape of buildings and styles, namely art deco, marked by large machines (Fig. 1).

In the past, the Colomadu sugar factory could be a symbol of the glory of Mangkunegaran because it became the largest sugar factory in Asia that was able to export its products to various regions and countries. This certainly proves the importance of the existence of the Colomadu sugar factory concerning the development of sugar production in Java at that time. However, along with changes in social dynamics that occurred in the past, the sugar factory finally stopped operating and was closed in 1997 [4].

During the two decades (20 years) since its closure, the Colomadu sugar factory has been neglected. Natural factors and human activities caused the damage suffered by the Colomadu sugar factory. The damage caused by human activities is shown through vandalism and lost or looted building components such as frames, sugar factory machinery components, and building structural components (Fig. 2).

They begin with instructions from the President of the Republic of Indonesia, namely Ir. Joko Widodo to the Minister of State-Owned Enterprises (BUMN) Rini Soewandi, a descendant of Putra Mangkunegaran, revitalization activities were carried out for the

Fig. 2. Condition of the Abandoned Colomadu Sugar Factory (Source: Doc. PT. Sinergi Colomadu)

Colomadu sugar factory in 2017. Furthermore, the PT Pembangunan Perumahan (PT PP Tbk) mandated the instruction to form a consortium of PT. Sinergi Colomadu, which will later manage the Colomadu sugar factory complex, has become a heritage tourist spot called De Tjolomadoe.

5.2   De Tjolomadoe Preservation History

Revitalization activities are generally applied to old buildings that have been designated as cultural heritage. According to the Law of the Republic of Indonesia Concerning Cultural Conservation [20]. Objects, buildings, or structures can be proposed as cultural heritage if they meet several criteria, including:

1. Aged 50 (fifty) years or more,
2. Represents the shortest style lifetime of 50 (fifty) years,
3. It is associated with history, science, education, religion, and culture.
4. Having cultural values for strengthening the nation's personality.

In its implementation, the former Colomadu Sugar Factory has not yet been designated as a cultural heritage. Still, its stipulation is currently in the verification process according to the National Registration System for Cultural Conservation. In archaeological studies, the status of old buildings containing historical values, such as the former Colomadu Sugar Factory, can now be categorized as buildings suspected of being cultural heritage. For this reason, the handling of the former Colomadu Sugar Factory can be aligned with buildings that have been designated as cultural heritage.

The revitalization activity of the Colomadu sugar factory, which was managed by PT Sinergi Colomadu, carries the concept of adaptive reuse. Adaptive reuse is considered a strategic step to regenerate the critical value of the abandoned Colomadu sugar factory. Bullen and Love [21] explain the definition of adaptive reuse as a conservation concept that seeks to maintain the original building, which refers to economic, social, and environmental sustainability. This concept is generally described as how, structurally, buildings with old functions are developed into new tasks that can accommodate needs and increase the economy [22].

Fig. 3. Condition of *De Tjolomadoe* Complex in 2021 (Doc. Research Team, 2021)

Fig. 4. Condition of *De Tjolomadoe* Complex in 2021 (Doc. Research Team, 2021)

The concept of adaptive reuse at the Colomadu sugar factory was carried out by changing the function of the building to serve as a new tourist attraction, historic landmark, and convention center under the name De Tjolomadoe. The change in the function of the building is undoubtedly carried out to grow the important value of the building from the economic, social, and environmental aspects. In addition to changing the function of the building, the concept of adaptive reuse is also carried out while maintaining the original form of the building. This is in order to preserve the essential values of the building and preserve its identity as a former sugar factory. In addition to maintaining the original form of the building, the elements that form its identity are also preserved. These elements include the structure and components of the building, the sugar factory machinery, and also the naming of the spaces inside (Figs. 3 and 4).

Utilization of the former Colomadu sugar factory building through revitalization activities with adaptive reuse creates a De Tjolomadoe heritage tourist destination that focuses on several aspects, including art, heritage concepts, and tourism in Karanganyar Regency. Developed on an area of 6.4 ha under the management of PT. Sinergi Colomadu, De Tjolomadoe's tourist destination, has several attractions and supporting facilities. Based on the results of field observations and interviews with PT. Sinergi Colomadu, the De Tjolomadoe heritage tourist destination, is supported by several attractions and facilities, including:

1. The museum is used to feature De Tjolomadoe's collections, such as photos, historical infographics, and gigantic machines from the former sugar factory.
2. 3 (three) halls, namely Tjolomadoe concert hall, Sakara Hall, and Tjolomadoe Hall, are used for MICE (Meeting, Incentive, Convention, and Exhibition) activities.
3. Restaurant and Besali Café.
4. Wagis Wara Park is designed with 'glow in the dark' artwork.
5. Souvenir shops.

De Tjolomadoe is also equipped with various supporting facilities such as a prayer room, toilets, and a parking lot that is adequate and spacious.

5.3 Descriptive Analysis

This study used a sample of 100 respondents with an incidental sampling method. The questionnaire results were analyzed using descriptive methods, including a description of the respondent's characteristics and the characteristics of heritage tourism. This was done to find out tourists' perceptions of the heritage tourism aspect of De Tjolomadoe.

1. Respondent characteristics

The results of the characteristic data respondents are, the majority of visitors are adults, namely 25–34 years old, and the majority are male, private employees, have an undergraduate education, a monthly income above three million rupiah, and expenses below two hundred and fifty thousand rupiah, and are domiciled in Central Java (Table 1).

2. De Tjolomadoe Tourist Attractions Characteristics

Table 1. De Tjolomadoe Tourist Characteristics

Data	Characteristic	Percentage
Age	≤15 years old	2%
	≥55 years old	4%
	45–54 years old	7%
	35–44 years old	25%
	15–24 years old	27%
	25–34 years old	35%
Gender	Female	46%
	Male	54%
Profession	Retired	1%
	Student	1%
	Housewife	6%
	Businessman	7%
	Others	12%
	Public Servant	14%

Table 1. (*continued*)

Data	Characteristic	Percentage
	College Student	16%
	Private sector Employee	43%
Education	Middle School	1%
	Doctorate	1%
	Diploma	7%
	Postgraduate	10%
	High School	25%
	Graduate	56%
The income per/month	≤Rp 500.000	5%
	Rp 500.000–Rp 1.000.000	8%
	≥Rp 4.000.000	14%
	Rp 1.000.000–Rp 2.000.000	16%
	Rp 2.000.000–Rp 3.000.000	24%
	Rp 3.000.000–Rp 4.000.000	33%
Expenses During Travel	≥Rp 1.000.000	4%
	Rp 500.000–Rp 1.000.000	5%
	Rp 250.000–Rp 500.000	34%
	≤Rp 250.000	57%
Residences	Outside Java	6%
	Karanganyar	13%
	Outside Central Java	18%
	Solo	25%
	Central Java	38%

Source: Primary data, 2021

A tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial products that is the target or purpose of tourist visits. De Tjolomadoe, as a heritage tourist object, attracts tourists, especially in terms of architecture (Tables 2 and 3).

3. A Descriptive Analysis of the Perception of Heritage Aspects

The results from the data processing show that the percentage value of tourist perceptions of heritage characteristics is 91.05%. The highest tourist attraction is found in aspects of historical heritage and scientific value, which means that Tourists perceive de Tjolomadoe as playing a role in education and scientific development.

Table 2. Characteristics of De Tjolomadoe Tourist Destinations

Data	Characteristic	Percentage
Entry Tickets	Expensive	21%
	Inexpensive	79%
Destination Image	Do not know	3%
	Special	25%
	Good	72%
Destination Recommendation	Highly Recommend	23%
	Recommend	77%
Transportation	Others	1%
	Public transportation	2%
	Motorcycle	41%
	Car	56%
Housing	Homestay	2%
	Guesthouse	3%
	Family/friend's house	10%
	Hotel	21%
	Not staying	64%
Visiting Partner	Alone	4%
	Friends/Relatives	44%
	Family	52%
Information	Newspaper	1%
	Travel Agent	2%
	Others	6%
	Family	17%
	Social Media	18%
	Friends/Relatives	56%
Visitation Frequency	3 Times	3%
	≤3 Times	12%
	2 Times	26%
	First time	59%
Visit motivation	Not Risky	2%
	Adventure	2%
	Adequate Facilities	4%
	Have Visit the Attraction	5%

Table 2. (*continued*)

Data	Characteristic	Percentage
	Trend	7%
	Safe and Easy	8%
	Famous Attraction	30%
	Never Visit the Attraction	42%
Tourist Attraction	Myth	1%
	Playground	2%
	Facility	2%
	Interior	5%
	Collection	6%
	Scenery	6%
	Building	13%
	Atmosphere	14%
	History	18%
	Architecture	33%

Source: Primary data, 2021

Table 3. Analysis of Heritage Aspects of De Tjolomadoe

No	Characteristic		Percentage
1	Scarcity	85%	85%
2	Historical	95%	95%
3	Superlatively	90%	90%
4	Colonial Plurality	88%	91%
	Mangkunegaran Plurality	94%	
5	Famous Influence	88%	89,5%
	Developmental Influence	91%	
6	Aesthetics The attractiveness of the building	96%	94%
	Aesthetic interior design	92%	
7	Social, economic boost	91%	90%
	tourism icon	85%	
	Destination image	94%	
8	Commercial, job opportunities	87%	88,5%
	Type of business	90%	
9	Scientific, factory history	97%	96,5%
	Architect's insight	96%	
	Average		**91,05%**

Source: Data processing, 2021

6 Conclusion

Based on the results of the research that has been carried out, it can be concluded that the characteristics of tourists are as follows: the majority are adults, namely 25–34 years old, the majority are male, private employees, have an undergraduate education, have a monthly income above three-million-rupiah, expenditure below two hundred fifty-thousand rupiah, and are domiciled in Central Java. This primary data can be the basis for the development of De Tjolomadoe by improving facilities and services according to the needs of the tourists mentioned above.

From the characteristic aspects of tourist destinations, architecture is the main attraction tourists favour. This destination is also considered affordable in terms of retribution. De Tjolomadoe is recommended as a tourist destination, supported by the destination's image that is considered good.

Based on the perception of tourists about the heritage aspect of the De Tjolomadoe tourist destination, it can be seen that the historical aspect and scientific value are the aspects with the highest value. It is undeniable that De Tjolomadoe has made a brilliant history both for the surrounding community and the history of Indonesian commerce and has played a role in education and the development of science.

The limitation of this study was that it was difficult to get respondents because De Tjolomadoe closed access to tourist activities. The following study is expected to examine travel respondents so that their perceptions are more updated with the latest De Tjolomadoe's condition.

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