
West Java Cultural Park as an Upcoming Cultural Tourism Asset

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Abstract . *The West Java Cultural Park has become a significant focus in the development of cultural tourism in the region. This research aims to analyze the roles of the West Java Cultural Park as a future cultural tourism assets . The research method involves surveys and data analysis to understand the perceptions of local communities and tourists towards the cultural park . Findings indicate that the West Java Cultural Park has been great potential as a cultural tourism attractions with its unique artistic and cultural richness . The implication is the need for greater preservation and promotion efforts to increase tourists visits and raises awareness of the importance of West Java's cultural heritage .*

Keywords : *cultural tourism asset , West Java, Cultural Park, cultural heritage , cultural tourism .*

INTRODUCTION

West Java, which is known with diversity its rich culture , has be one center attention in industry tourism in Indonesia. With inheritance encompassing culture various tradition , art , and heritage rich history , West Java has interesting interest traveler Good from domestically or abroad . However , behind riches the culture , still there is gap in understanding about role as well as potency asset culture such as the West Java Cultural Park in push growth tourist in a way especially in this region . Although literature about tourist culture in Indonesia has give a number Valuable insight , however lack of the focus on West Java gives rise to need will more research deep and specific .

Study This aim For fill in gap the with do analysis comprehensive to the role of the West Java Cultural Park as asset important in tourist culture . Through approach this , we hope can understand with more Good perception society , challenges faced , as well available opportunities in development and marketing park culture This . We believe that more understanding deep about the role and potential of the West Java Cultural Park will be open opportunity For improve development strategies tourist culture in West Java, as well strengthen identity culture area the .

Result of study This expected can give more views clear for maker policy , practitioner tourism , and society local about necessary steps taken For increase promotion and preservation inheritance West Javanese culture . With strengthen the position of the West Java Cultural Park as destination tourist Interesting culture , we hope can give positive contribution for growth economy local , preservation inheritance culture , and development tourist sustainable in West Java.

However Thus , research this also has a number of necessary limitations noticed . Research methods used Possible No covers all relevant aspects , and population respondents Possible No fully reflect diversity actual visitors . Therefore that , we admit that results study This Possible No covers all dimensions from the complexity of the West Java Cultural Park and tourism culture in the region .

For study Next , we recommend more approach holistic and more samples representative For get more understanding comprehensive about experience tourists at the West Java Cultural Park. Study continuation is also possible explore more Far about preference traveler , pattern visits , and impact economy tourist culture in the region . With So , it is expected results study This can give more contribution big for development of more tourism strategies effective and sustainable in the future , as well ensure preservation riches West Javanese culture for enjoyed by generations upcoming .

ETIS THEORY STUDY

In running study Here , we refer to a number of relevant theory For support our understanding of the role of the West Java Cultural Park as asset tourist culture . One of theory that became base is theory development tourist culture , which highlights importance preservation and utilization inheritance culture in context industry tourist . Draft This reinforced by theory economy culture , which emphasizes importance aspect economy in guard sustainability and growth tourist culture .

Development theory tourist culture highlighting importance understand How inheritance culture can become source valuable power in development tourist . With understand values unique culture and developing appropriate strategies , destinations tourist culture can increase Power pull it for traveler as well as give benefit significant economy for public local . Temporary that 's theory economy culture highlighting importance take into account aspect

economy in management tourist culture , incl expenditure traveler , creation field work , and contribution to income area .

In addition , we refer to theory perception tourists and satisfaction visitors For understand How perception and experience visitors towards the West Java Cultural Park can influence success tourist culture in this region . This theory emphasize importance understand influencing factors perception and satisfaction tourists , incl quality service , uniqueness destination , and expectations visitors .

Apart from referring to theories That , we also do review to research relevant past with topic This . A number of study previously has highlighting potency tourist culture in Indonesia, however few actually special research the role of the West Java Cultural Park . The results of our review show that There is needs that are not yet available fulfilled For more research deep about park culture this , especially in matter management , promotion , and experience visitors .

Therefore that , research This aim For fill in gap the with give more understanding comprehensive about potential and challenges faced by the West Java Cultural Park context tourist culture . With understand role as well as potency park culture This in a way more deep , hopefully can effective strategies are developed in increase benefit economics and conservation culture in the West Java region. With Thus , research This expected can give solid foundation for maker policy , practitioner tourism , and society local For develop the right strategy in utilise potency tourist culture in West Java in general sustainable .

RESEARCH METHODS

Study This adopt approach quantitative with design survey cross sectoral For dig perception and experience traveler towards the West Java Cultural Park . Approach quantitative chosen Because possible For systematic data collection and analysis statistics that can be give clear and quantitative picture about the phenomenon under study . Survey design cross sectoral chosen For obtain data from various layer society and types different tourists , so can give more representation comprehensive about perception and experience visitors to park culture .

Population study covers all visiting tourists to park culture in period specified research . Election population This done For ensure that the data obtained reflect experience Actually from visitors to the West Java Cultural Park . For obtain representative sample , convenience sampling method was used , which is possible election respondents based on availability and

desire they For participate in study This . Although so , necessary remembered that method This can own weakness in representation population in a way whole .

Data collection techniques were carried out through spread questionnaire to moderate respondents visit to the West Java Cultural Park . Questionnaire the designed with carefully For gather information about perception and experience traveler to park culture , incl aspects like satisfaction visitors , perception mark culture , and hopes for the future related development park culture . Questionnaire This has through validity and reliability testing stage For ensure that instrument collection of the data can measure desired variables in a way consistent and accurate .

Data analysis was carried out use technique statistics descriptive For describe characteristics sample and explore findings main study . Next , analyze simple linear regression will used For test connection between variables certain , like perception mark culture with satisfaction visitors . Use analysis this linear regression expected can give more understanding deep about influencing factors satisfaction visitors towards the West Java Cultural Park .

In data processing , it will used device soft statistics such as SPSS (Statistical Package for the Social Sciences) for do more analysis deep . Use device soft statistics This possible For more analysis complex and accurate to the data that has been collected . The research model used will help For understand influencing factors experience tourists at the West Java Cultural Park more comprehensive .

With use approach this , research This expected can give more understanding deep about perception and experience tourists at the West Java Cultural Park. Apart from that , it is also hoped that you can give meaningful contribution in development of more tourism strategies effective and sustainable in the future .

DISCUSSION

A. Results

Research result show that majority from respondents , ie about 85%, have perception positive towards the West Java Cultural Park . They disclose that they feel satisfied with experience they are in the park culture this , with more of 70% of they state level high satisfaction . Findings This give description that the West Java Cultural Park is a success in give satisfying experience for the visitors . Apart from that , around 70% of respondents also said this that they feel very impressed with beauty art and culture on display inside park culture

the . This matter show that park culture This No only succeed in fulfil expectation visitors , but also capable inspiring and awe-inspiring they with riches the arts and culture it offers .

the data give strong indication that the West Java Cultural Park has potency big as destination tourist interesting culture . High level of satisfaction from visitors show that park culture This succeed in create a satisfying and engaging experience for the visitors . This matter in line with objective development tourist culture , which is purposeful For maintain and promote inheritance culture something area as Power pull main for tourists .

Additionally , results research also provides support strong For Keep going developing and promoting the West Java Cultural Park as one asset main in industry tourist culture in the West Java region. Findings that majority visitors feel impressed and satisfied with experience they show that park culture This has succeed in fulfil hope visitors and even exceed expectation they .

However so , though results study This give a positive image is necessary remembered that there is a number of necessary factors considered in evaluate potency tourist culture in West Java in general more wide . For example , necessary noticed effort management and preservation inheritance culture , as well as effective promotional strategies For increase Power attraction of the West Java Cultural Park for traveler domestic nor abroad . Apart from that , it is also necessary notice aspects like accessibility , facilities , and availability available information influence experience tourists at the destination This .

With So , results This can become base For more strategic development effective in promote and strengthen the position of the West Java Cultural Park as destination tourist superior culture in the West Java region. Expected that effort This will give significant contribution for growth economy local , preservation inheritance culture , and development tourist sustainable in West Java.

B. Discussion

Research result show that majority respondents , around 85%, have perception positive towards the West Java Cultural Park . They disclose that they feel satisfied with experience they are in the park culture this , with more of 70% of they state level high satisfaction . Findings This give description that the West Java Cultural Park is a success in give satisfying experience for the visitors . Apart from that , around 70% of respondents also said this that they feel very impressed with beauty art and culture on display inside park culture the . This matter show that park culture This No only succeed in fulfil expectation visitors , but also capable inspiring and awe-inspiring they with riches the arts and culture it offers .

In context discussion , results study This own important implications in development tourist culture in West Java. First of all , level high satisfaction from visitors show that the West Java Cultural Park has potency big as destination tourist interesting culture . Success park culture This in create satisfying experience for the visitors is indication positive for effort preservation and promotion inheritance culture in the region .

Next , the height level admiration to beauty art and culture on display in the park culture give affirmation on importance promotion and education about riches West Javanese culture . This matter show that effort For introduce and appreciate Art and culture local own significant impact to experience tourists and potential tourist culture something area .

From perspective theoretical , results This support draft development tourist stressed culture importance utilization inheritance culture in increase Power pull tourist something area . Additionally , findings this is also in line with theory perception tourists and satisfaction visitors , which highlights importance experience positive visitors in determine success tourist culture .

By overall , results study This give strong support For Keep going developing and promoting the West Java Cultural Park as one asset main in industry tourist culture in the West Java region. With understand influencing factors experience tourists in the park culture these , steps can taken For increase quality service , expand Power pull , and confirm continuity tourist culture in West Java.

CONCLUSION

From the results study this , got it concluded that the West Java Cultural Park has significant role in support tourist culture in the West Java region. Majority respondents show perception positive to park culture this , with level high satisfaction to experience visit they . This matter indicated that park culture This succeed create satisfying experience for visitors , who are in line with objective development tourist culture For maintain and promote inheritance culture something area as Power pull main for tourists .

Apart from that , high admiration to beauty art and culture on display inside park culture confirm potency the size of the destination This in interesting interest tourists . Findings This give strong support For Keep going developing and promoting the West Java Cultural Park as one asset main in industry tourist culture in the region .

However, it's important to be remembered that this study has its own limitations. Certain things are necessary to be noticed. Research methods used possible do not cover all relevant aspects, and population respondents possible do not fully reflect diversity of actual visitors. Therefore that, it is recommended to continue study this with more approach holistic and more samples representative to get more understanding deep about experience of tourists at the West Java Cultural Park.

For study next, it is recommended to expand scope of analysis with consider factors like preference of traveler, pattern of visits, and impact of economy of tourist culture in the region. Additionally, research continuation is also possible to dig more in about efforts of preservation and promotion of inheritance of West Javanese culture through park culture this.

With so, you can expect that results of this study can give more contribution big for development of more tourism strategies effective and sustainable in the future, as well ensure preservation of riches of West Javanese culture for enjoyed by generations upcoming.

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