



HERITAGE TOURISM: ECONOMIC VALUATION OF TAMAN SOEKASADA UJUNG IN KARANGASEM, BALI

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Abstract

This research aims to estimate TEHBV of Taman Soekasada Ujung (TSU) as the heritage tourism in Karangasem, Bali. Bali Government tourism office (2017) has set some historical buildings for heritage tourisms, e.g. Goa Gajah in Gianyar Regency, Kertagosa in Klungkung Regency and TirtaGangga together with Taman Soekasada Ujung in Karangasem Regency. Applying quantitative method using TC approach and WTP, primary data was obtained from 125 respondents using purposive and accidental sampling. Secondary data was obtained using documentation technique. The research is conducted at historical building, Taman Soekasada Ujung with some considerations that (1) TSU has the highest rate of tourists visit. It is similar to TirtaGangga, and (2) TSU is one of the heritage tourisms located in Bali. For the heritage tourism, TSU is not as popular as Goa Gajah in term of tourist visit number, TSU still has some beneficial values (Grandstaff and Dixon, 1991). It is found that TEHBV in 2017 is around 1,8 billion IDR. TEHBV is the total sum of TUV, TOV and TEV.

Key words: TEHBV, heritage tourism, travel cost, WTP

PREFACE

Background

Tourism is generally supported by natural and cultural resources.



These resources can become tourist destination and attraction. Tourism industry is one of main sectors and become center of interest in many developed and undeveloped countries. Tourism is one of the biggest industries and country's revenues in the world (Pedersen, 2002: 11). Both tangible and intangible heritage tourism is supported by cultural heritage resources. The growth of heritage tourism is high and progressive. Culture inheritance could be said as something positive and beneficial. This is due to the fact that maintaining culture inheritance either in the form of tangible or intangible can be profitable (Ardika, 2015: 1). Indonesia is one of the countries in the world that has culture diversities. Culture heritage has valuable meaning and contains attraction in tourism industry for knowledge and experience. Heritage or culture tourism is the sector with progressive growth. The potential of product in tourism field can be seen from the beauty of various nature panorama, culture, nation history, unique ceremonies, various kind of paintings and handicrafts (Payangan, 2014: 5).

Texas Historical Commission/THC (TT: 8) stated that heritage tourism is one of fastest segments grows from tourism industry and successfully preserved the resources and increasing local economic. However, accurate consideration and planning is needed for initiative or program to develop heritage tourism site.

In this context, culture resources are very important to preserve. There are number of logical reasons to sustain tourism destination development. These are:

(a) the fact that competition in tourism destination is very incisive both globally and nationally. This demands an optimization of the Excellency or competitiveness (Howie, 2003; Dwyer dan Kim, 2003 in Damanik and Teguh, 2013: 1-2), (b) if we looked up in national context, there is a fact that tourism development varies in each region.

Bali Government tourism office (2017) has set some historical buildings as heritage tourism, e.g. Goa Gajah in Gianyar Regency, Kertagosa in Klungkung

Regency and Tirta Gangga along with Taman Ujung in Karangasem Regency. The number of visit is depicted in Table 1 below:

Table 1



The number of Foreign and Domestic tourists visiting heritages tourist objects in Bali

Year 2015

Heritage Tourist Objects	Tourist Typology		Total
	Domestic	Foreign	
Goa Gajah	37.280	252.868	290.148
TirtaGangga	11.727	47.249	58.976
Taman Soekasada Ujung	44.665	24.093	68.758
Kertagosa	5.330	38.353	43.683

Source: Bali Government Tourism Office (2017)

Referring to table 1 above, Taman Soekasada Ujung is chosen for the research object due to the fact that Karangasem regency has more than one heritage tourist objects and TSU has higher number of visit compared to TirtaGangga.

The research question is; "what is the economic value of the historical building of TSU functioning as a heritage tourismobject?"

Theoretical Based Economic Valuation

Economic valuation is the approach to do monetary valuation toward nature and environment resources. Fandeli (2012: 197) stated the definition of economic valuation is the approach of economic assessment that counts the effect of utilization toward environment or utilization components in environment, thus related to the utilization or effect economically from environment utilization. Suparmoko and Suparmoko (2000: 1) added that it is an activity of utilizing environment. Hence, the function of environment can be maintained or even can be increased in the way of usage for long term period.

Valuation is the process to do an assessment on monetary toward things or service related to all aspects. Things or service can be judged from the aspect that has market price which the utilization value is directly consumed and indirect usage (Fandeli 2012: 196). In accordance with valuation, the values can be measured directly from survey (Rokeach, 1973 in Reisinger, 2009: 125). This valuation can be



done to evaluate their disagreement or agreement by using Likert scale (Milbraith, 1980 in Reisinger, 2009:125). Measurement can also be measured indirectly included asking people about the wanted values or by describing others (Reisinger, 2009:125).

Djajadiningrat et al., (2014: 48) described that counting the benefit of a thing or service in term of valuation. Valuation is the procedure to find out the value of a system and the referred value is the benefit value which can be enjoyed by society. Costanza in Djajadiningrat et.al., (2014: 48), added the definition of valuation is the perception of someone toward the meaning of an object in period and certain place. Bateman and Umar in Djajadiningrat et al., (2014: 48) defined economic valuation pointed to the determination of money value for assets, things and non-market service in which they can be bought directly and sold at the market.

Economic valuation is measurement method for transforming things or non- market service into monetary value (Djajadiningrat et al., 2014: 48). Besides that, economic valuation can be implemented on two kind of needs, such as: (a) for evaluating assets or nature wealth, and (b) for evaluating the effect of an activity toward assets/nature wealth either positively (benefit) or negatively (Suparmoko et al., 2014: 14). Suparmoko et al (2014: 18-24) further stated some techniques with general frameworks of economic valuation which consists of: (1) market price technique, (2) substitute price technique, and (3) survey technique.

Georgiou *et al.* (1997: 5-7), mentions economic valuation in accordance with good or bad natural resources and environment by anthropocentric evaluation process (centered in human). There are two process needed in economic valuation; measuring and showing the value of environment assets and to get illustration of giving value process from people toward the environment value selection.

On the other hand, Huftschmidt in (Suparmoko 2002: 15) mentioned various valuation method toward environment effect has already been implemented in many projects in many countries. Basically, these methods can be categorized into three kinds of methods such as: (1) directly method based on market value or productivity, (2) method using substituted market value or complementary values, and (3) method based on survey result.



In economic valuation, in an old technique benefit aspects can be used to value nature tourism assets. These are: (1) travel cost method, (2) contingent valuation method, and its approach (3) hedonic price (Tisdell, 2003: 6). Jantzen (2006: 7) proposed and added that nature resources valuation and environment seen as part of economic theory on positive externality in the form of economic benefit for certain consumer (without paying directly at the mentioned benefit before). For the classification of benefit in valuation and estimated total economic value from nature resources and environment can be resulted from use value and non-use value. Ortolono (1997: 120) stated there are two general categories of nature resources and environment valuation method, such as: market based methods which estimate value based on choice with reality made with contingent valuation methods. Tietenberg (1998: 66) added contingent valuation methods (CVM) is a method that dependent on survey to assure how many respondents will be measured to pay for maintaining the environment to reduce amount of losses or decrease various type of environment risks proposed by modern industry society.

Nijkamp (2012: 81-82) proposed that economic valuation of cultural heritage resource is different from the intrinsic purpose from culture assets, but aimed to evaluate the purpose of culture assets owned by society with identification and predicts the implication of use value from cultural heritage resources. Generally, economic valuation pointed at used value and service, and also implemented in nonuse value such as externality of things and services that can give value for culture assets. Even though these culture assets seriously haven't been visited. According to Throsby (2000:28), things and service value measurement of cultural resources used economic analysis in the way of giving direct evaluation from cultural resources and economic value. Throsby (2012: 47) added many characteristics will be influenced in economic value from historical buildings and the provided service, so that economic evaluation can be done in order to give the importance of quality from cultural heritage resources.

Ready and Navrud (2002) said that things and service from cultural heritage resources similar to the things and service from nature and environment resources is usually considered as a public commodity. Thus, in the development to predict nature and environment resources can also be implemented for commodity and



services on cultural heritage resources, so that in the way of predicting the values of commodity and service from cultural heritage resources. For example, public commodity that isn't traded at market by using valuation technique can be enabled by using measurement preference in its preservation. In accordance with above criteria, Pearce *et al.* (in McLoughan *et al.*, 2005: 9) revealed support to describe cultural heritage resources valuation can also be done by nonuse value such as can be implemented at nature and environment resources.

Cultural Heritage Resource Value

According to Darvill (in Hardesty, *et al.* 2009 in Ardika, 2015: vi), values owned by cultural heritage can be measured by:

1. Use value included the use of cultural heritage for research education, tourism, commercial symbolic, legitimation and social solidarity.
2. Option value related to conservation and the use of cultural heritage in the future, and
3. Existence value related to emotion.

Literature Review

Similar researches have been conducted to find out economic value of nature and environment resources, e.g. coral reefs as tourist attraction. Ariawan (2004) conducted research entitled "Economic Value of Coral Reefs as Tourist Attraction in Tulamben, Bali: A Study of Environmental Economics" found out research results as follows:

Based on total average of travel cost using travel cost method (TCM) for use value obtained in the amount of 43.585.765.700 IDR, based on total average willingness to pay (WTP) for nonuse value (NUV) by using contingent valuation method (CVM) obtained in the amount of 1.579.123.980 IDR and total economic value (TEV) around 45.164.889.680 IDR. It is relevance with the research that will be undertaken located at the use of monetary evaluation (quantitative) from travel cost method and contingent valuation method which is done for cultural heritage tourism resources.

The research about economic valuation which is conducted by Tania *et al.*, 2011; Welly *et al.*, 2011 (in Suardana, 2015: 12), in the tourism area of Nusa Penida, Klungkung, Bali focused on willingness to pay (WTP) from tourists who went for diving and snorkeling. The



research found out that tourists give positive perception toward entrance fee with hope of quality service improvement. The relevance with this research is in the use of willingness to pay (WTP) approach as one of monetary economic valuation for nonuse value at preservation for supporting sustainable heritage tourism development.

In the research of economic valuation toward World Cultural Heritage, Pakdeebureet *al.*, (2011) entitled “Economic Valuation of The World Cultural Heritage for Promoting Community-Based Flood Disaster Management: A Case Study of Ayutthaya Historical Park” obtained result that: total economic value for Ayutthaya Historical Park in the amount of 8.505.023.942,10 (Bath per year) through contingent valuation method and travel cost method, and using SWOT-AHP method for the whole awareness toward Ayutthaya Historical Park obtained strength factor of 50,86% at main priority for perception from some experts including cultural heritage economic value, tourist object and world cultural heritage sites. On the other hand, weakness factor (14.90%) at the last priority for the expert perception including physical od Ayutthaya Historical Park, community participation and the way of work in organization authority, opportunity factor (18,78%) and threat factor (15,45%). The relevance of this research is the existence of the quantification of total economic value from valuation technique with travel cost method and contingent valuation method.

In accordance with the explanation above, Armbrecht (2012) conducted research entitled “The Value of Cultural Institutions Measurement and Description”, This research focuses on how to measure the value that perceived by applying contingent valuation method and travel cost method, a cost-benefit framework, in the sustainability of institution and describing the value perceived at cultural institution into use and nonuse value. Its relevance with this research is at valuation method such as travel cost and contingent valuation method for use value and nonusevalue.

Concept

Cultural Heritage

The limits of cultural heritage or in this case heritage tourism can be used as reference such as existed in the Constitution of the Republic of Indonesia No. 11 Year 2010 about cultural heritage is described that object, building, or structure that can be proposed as cultural heritage



objects, cultural heritage buildings, or cultural heritage structures must fulfill the requirements: (a) the age around fifty years or more; (b) represent style period at least fifty years old; (c) having a special meaning for history, knowledge, education and/or culture; (d) having culture value for strength of nation personality. Cultural heritage object can be:

(a) in the form of natural object and/or man-made objects that can be used by human, along with the remains of biota that can be related with human activity and/or can be related with human history; (b) moving or not moving; (c) as a unity or group. Cultural heritage buildings can be: (a) single element or more; and/or (b) standing free or unite with nature formation. Cultural heritage structure can be single element or more elements and/or half or the whole of nature formation.

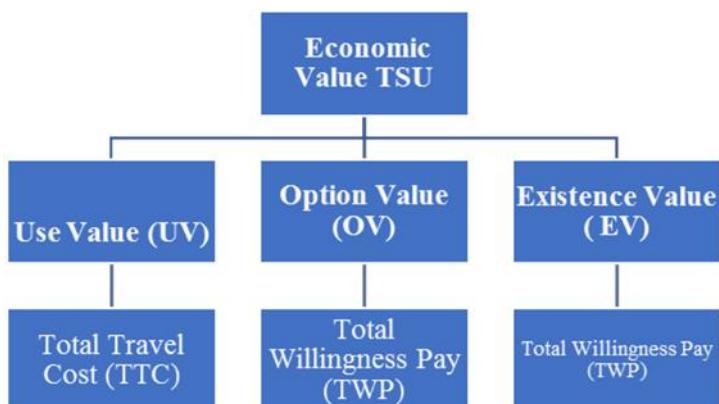
Heritage Tourism

International Cultural Tourism Charter culture tourism (<http://www.icomos.org/tourism/charter.html> in Raj, 2004: 67) defined as follows:

Cultural tourism is defined as “..Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others..”

Economic Value of Cultural Heritage Resources

Economic value of cultural heritage resources, pointed to cultural heritage value for Taman Soekasada Ujung as heritage tourism destination, can be described in the picture below:



Picture 1

Economic Value owned by Taman Soekasada Ujung
(Source: Darvill in Hardesty, et al. 2009 in Ardika, 2015: vi, modified by researcher)

Research Methodology

The research object, which is also the location of the research, is the historical building of Taman Soekasada Ujung at Tumbu Village Karangasem Subdistrict.

Quantitative method is applied with the use of survey technique. It is conducted by distributing questionnaire to foreign and domestic tourists to measure travel cost and willingness to pay (WTP) toward historical building as heritage tourism on use value (UV), option value (OV) and existence value (EV). Zechmester, 2000 in Emzir (2012: 39) stated that survey technique also involved the use of prior set questions in the form of questionnaire.

The sample used in this research is non random sampling; purposive accidental and quota sampling. The quota sample is 125 respondents which divided into 81 of domestic tourists and 44 foreign tourists taken from number of visit percentage of tourist typology in 2015.

Quantitative Analysis

Referring to picture 1 above, total economic historical building value (TEHBV) is the sum of use value (UV), option value (OV) and existence value (EV) adopted from Pearce and Turner (1990: 131).



Total economic historical building value (TEHBV) can be explained as follows:

$$TEHBV = TUV + TOV + TEV \quad (1)$$

TEHBV = *total economic historical building value*

TUV = *total use value* or total use value included the use cultural heritage for research, education, tourism, recreation, commercial, symbolism, legitimation and social solidarity. Heritage tourism estimated by travel cost method (TC).

TOV = Total option value related to conservation and the utilization of cultural heritage in the future, estimated by giving direct offer of willingness to pay (WTP) in questionnaire.

TEV = Total existence value related with emotion. This can be estimated by giving direct offer of willingness to pay (WTP) in questionnaire.

It is then continued by finding out the result of prediction toward number of visits in the next year by using parabola trend with the equation of $Y' = a + bX$

$$+ cX^2 \text{ (Supranto, 1989:192)..... (2) in which } X = \text{time}$$

After having the prediction result toward number of tourist visit accordingly, it is continued to search total use value (UV), done by finding out travel cost average, ATC (the average of travel cost), consists of option value (OV) and existence value (EV) done by finding out the average of willingness to pay (AWP) adopted Grandstaff formula and Dixon, 1991 modified in Then, J. et al., TT described as follows:

$$TTC = \sum_{i=1}^{125} ATCi \cdot \left(\frac{ni}{N}\right) T \text{..... (3)}$$

$$TWP1 = \sum_{i=1}^{125} AWPi \left(\frac{ni}{N}\right) T \text{..... (4)}$$

$$\text{..... (5)}$$

$$TWP2 = \sum_{i=1}^{125} AWPi \left(\frac{ni}{N}\right) T$$

Where:

- TTC* = Total travel cost (in rupiah)
ATCi = the average of travel cost (in rupiah)
TWP = total of willingness to pay (TWP1) and existence value (TWP2) in rupiah
AWPi = the average of willingness to pay (in rupiah) *ni*
= number of respondent filling the questionnaire *N*
= number of respondents
T = number of prediction toward tourists visit in 2017

Result and Discussion

Taman Soekasada Ujung is located at the northern park of ManikanPura and surrounded by panorama of hills and Mount Agung. At west is the highway, some houses, mosque and primary school building. At east side is the highway, rice fields, and coconut field and it is also the entrance to the park location that can be reached by passing one of three gates,: east, south, and top gate (Karangasem Regency Culture, Tourism and Art Office,2004).



Picture 2. The Porch at Taman SoekasadaUjung.



Total Economic Value that Owned by Taman Soekasada Ujung as Heritage Tourism

Finding out total economic value at Taman Soekasada Ujung as heritage tourism (total economic historical building value, TEHBV) in 2017, there will be some steps applied such as (1) looking for the number tourist visit from the result of prediction using parabola trend by studying data of the last 10 years tourist visit. Then, finding out for 2016 and 2017 tourist visit, (2) economic valuation in each obtained value such as use value (UV) from travel cost (TC), option value (OV) from willingness to pay (WTP) and existence value (EV) from willingness to pay. Furthermore, finding out the average of each value in rupiah from 125 respondents visiting Taman Soekasada Ujung based on quotasampling.

Tourist Visit Prediction

The data of tourist visits in Taman Soekasada Ujung for the last eleven

(11) years. From 2005 until 2015, Bali Government Tourism Office (2017) remarked in a row as follows: 21.574 visits (2005), 12.666 (2006), 15.712 (2007), 21.755 (2008), 27.875 (2009 and the result of interpolation), 33.995 (2010), 70.167 (2011), 99.060 (2012), 109.221 (2013), 120.335 (2014) dan 68.758 visits in 2015.

Referring to the data above, the prediction of tourist visits for 2016 and 2017 will be found by using trend parabola formula (2^{nd} formula) or using quadratic trend caused by up and down of number of visit in the recent data. SPSS IBM version 20 is used in processing data. The results are $F_{result} = 8,568$ (significant 0,010 and this means $1,0\% < 5\%$). $R^2 = 68,2\%$ (0,682). It is found out that 68% time trend affected positively toward number of visit and the other 31,8% is affected by another variable that isn't included in analysis (see: attachment no. 37).

Adjusted $R^2 = 60,2\%$ (0,602). Furthermore, each of equation coefficient shows that tourist visit prediction using parabola trend equation of $Y' = 48.247 + 10.654X + 387X^2$ and this equation model is valid.

Referring to the equation above, tourist visit prediction in 2016



($X=6$) can be counted by equation: $Y' = 48.247 + 10.654X + 387X^2$. It is $Y' = 48.247 +$

$10.654(6) + 387(6^2)$ equal to 126.087 tourist visit. Tourist visit prediction for

2017, will be analyzed using the same equation as above and only replaced X value with 7. It is $Y' = 48.247 + 10.654(7) + 387(7^2)$ equal to 141.766 tourist visit. Therefore, tourist visit prediction for 2016 is 126.087 and for 2017 is 141.766.

Based on this parabola trend calculation, the number of tourist visit will be increased in the next years.

Use Value, Option Value and Existence Value

Use value (UV) of Taman Soekasada Ujung as heritage tourism through both domestic and foreign tourist visits can be measured by finding out the average of travel cost (TC) from 125 respondents.

Using primary data process, the average of travel cost (TC) from tourists is 13.317.593 IDR. There are some currencies converted into Rupiah, for instance Australian Dollar, US Dollar, Pound sterling and Euro. The conversion into Rupiah from each currency above referred to <http://www.xe.com/currency/> accessed on October 6th, 2017 and https://coinmill.com/GBP_calculator.html accessed on October 2nd, 2017.

The next creator of economic value is option value (OV) in Taman Soekasada Ujung measured using the willingness to pay (WTP) of both domestic and foreign tourists when Taman Soekasada Ujung has been conserved and it is declared for cultural heritage in the future. From the primary data processed, it is found out that the average of willingness to pay (WTP) of tourists is 48.291 IDR.

Existence value (EV) is the economic value of Taman Soekasada Ujung. This value is also obtained from willingness to pay (WTP) from tourists with the condition that Taman Soekasada Ujung has already given the tourists an emotional touches from aesthetic symbols owned TSU as cultural heritage. Analyzing the primary data source, it is found out that the average of willingness to pay (WTP), the existence value (EV) is 49.033 IDR.



To find out the total economic historical building value (TEHBV) from Taman Soekasada Ujung from each category of total use value (TUV), total option value (TOV), and total existence value (TEV), it is formulated as follows:

1. Total use value of Taman Soekasada Ujung as heritage tourism in 2017 is 13.317.593 IDR X 0,976X 141.766 tourists = 1.842.670.323.896 IDR. (appropriate with the 3rd formula)
2. Total option value (TOV) of Taman Soekasada Ujung as heritage tourism in 2017 is 48.291 IDR X 0,832 X 141.766 tourists = 5.695.890.226 IDR. (appropriate with 4th formula)
3. Total Existence Value of Taman Soekasada Ujung as heritage tourism in 2017 is 49.033 IDR X 0,784 X 141.766 tourists = 5.499.750.426 IDR (appropriate with the 5th formula)

Based on the calculation for the total of three values above and referring to the formula (1) for the total economic value of historical building is:

$$\begin{aligned} \text{TEHBV} &= \text{TUV} + \text{TOV} + \text{TEV} \\ &= 1.842.670.323.896 \text{ IDR} + 5.695.890.226 \text{ IDR} + 5.449.750.426 \text{ IDR} \\ &= 1.853.815.964.548 \text{ IDR} \end{aligned}$$

The number above shows that total economic value of historical building (NEEBT) owned by Taman Soekasada Ujung as heritage tourism in 2017 is 1.853.815.964.548 IDR.

Research Implication

The implication resulted from this research strengthens and to maintain the economic value of historical building as heritage tourism and practically can give contribution to the management to understand the potential economic value of the site, TSU in the future.

Conclusion and Recommendation

Total economic historical building value (TEHBV) owned by Taman Soekasada Ujung as heritage tourism in 2017 is 1.853.815.964.548 IDR deriving from the sum of total use value, total option value and total existence value.



It is recommended to maintain and preserve the tangible and intangible cultural heritage resources as heritage tourism for the benefit of economic value from the increasing number of tourist visit.

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