

Development Strategy for Heritage Tourism Areas in Bandung City

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Abstract

This study explores the development strategy for Bandung's heritage tourism area, emphasizing its historical and cultural significance. The research identifies strategies to enhance heritage tourism as an attraction, evaluates the role of pentahelix stakeholders, and analyzes improvements for sustainable development. Using a descriptive qualitative method, data were collected through observation, interviews, and documentation. Key theoretical frameworks include heritage tourism, development strategies, nostalgic tourism, and the old town concept, with SWOT analysis employed for data interpretation. Findings reveal that the Bandung Heritage Tourism Area, rich in historical and cultural assets, serves as a major tourist attraction. Primary stakeholders include the government and local communities, while academics, media, and businesses act as secondary stakeholders. Development strategies focus on utilizing historical assets, improving amenities, and enhancing security to ensure visitor safety and comfort. Promotional efforts are also critical in attracting tourists. Recommendations highlight the importance of active stakeholder collaboration to sustain and promote the heritage tourism area, ensuring its long-term viability and appeal.

Keywords: Cultural Heritage, Development, Heritage tourism, stakeholders.



INTRODUCTION

Tourism development is a rapidly growing sector in Indonesia, strongly supported by the government to advance this industry. Tourism refers to activities in which individuals travel outside their usual environment for less than one year for leisure, business, or other purposes (Ritonga, 2019). Law No. 10 of 2009 specifies that tourist attractions include the uniqueness, beauty, and value derived from nature, culture, and human creations. Gravari-Barbas (2013) highlights tourism as a driving force for the production of heritage passed down through generations. According to the UNWTO, cultural heritage tourism is one of the fastest-growing types of tourism (Timothy & Nyaupane, 2009).

Alistair Speirs, Chairman of Superbrands, emphasizes that cultural tourism is increasingly popular as travelers seek to understand local culture and lifestyles. He further notes that Indonesia has substantial potential to develop cultural heritage tourism (Speirs, as cited in Kompas.com Yogyakarta, December 17, 2010). UNESCO recognizes heritage as both tangible and intangible assets that must be preserved (Cahyadi & Gunawijaya, 2009). The remnants of colonialism in Indonesia, while often viewed negatively, have become globally popular tourist attractions (Jørgensen, 2019). The preservation of colonial heritage can serve as a narrative of historical events and support the development of heritage tourism (Blanchard et al., 2013). Bandung City is one of Indonesia's cities rich in tourism, cultural, and historical attractions. Known as the "City of Flowers," "Bandung Sea of Fire," and "Paris of Java," it reflects the city's natural beauty, historical significance, and advancements in creative and fashion industries (Kota Bandung, 2024). Additionally, Bandung has six heritage areas, including historic downtown and military zones, as outlined in Bandung City Regulation No. 19 of 2009. According to the Bandung City Statistics Agency (2024), tourist visits significantly declined in 2020 due to the COVID-19 pandemic but have shown recovery since 2022, reaching 6.6 million visitors. Bandung remains a popular tourist destination with promising growth in the tourism sector through 2023, as detailed in Table 1.

Table 1 Number of Tourists in Bandung City (2018-2023)

Type of Tourist	Number of Tourists by Type (Individuals)				
	2019	2020	2021	2022	2023
International Tourists	252.842	3.021	33.961	37.285	38.570
Domestic Tourists	8.175.221	3.229.090	4.973.649	6.546.960	7.713.937
Total	8.428.063	3.232.111	5.007.610	6.584.245	7.752.507



(Source: Bandung City Statistics Agency, 2024)

Pasteur Street serves as the main entrance to Bandung City, acting as a strategic access point for both domestic and international tourists. According to data from the Bandung City Statistics Agency (BPS), the number of visitors to Bandung City has continued to rise, with an estimated 7.7 million tourists, 95% of whom are domestic travelers. This statistic reflects the significant tourism potential, particularly in iconic areas such as Asia Afrika Street, Braga Street, and Dago Street. Asia Afrika Street has a strong historical appeal, featuring landmarks like Gedung Merdeka and the Asia-Africa Museum, which were witnesses to the 1955 Asian-African Conference. Tourist activities include visits to historical buildings, photography, and enjoying local cuisine, supported by government programs such as the Asia Africa Festival and increased accessibility through the Whoosh High-Speed Train (Humas Kota Bandung, 2024). Braga Street, with its European Art Deco and Indische style, offers a romantic appeal through landmarks such as Hotel Ibis and Braga Cafe. However, the preservation of historical buildings remains a significant challenge (Pratiwi et al., 2022). Meanwhile, Dago Street combines natural beauty with historical attractions, such as the Ir. H. Djuanda Forest Park (Tahura), which holds the remnants of the Dutch and Japanese caves. Despite its appeal, this area still faces challenges related to amenities, including ATMs, WiFi, and healthcare services, which are essential for supporting the sustainability of the destination (Sihombing et al., 2019).

Bandung City's heritage areas require a sustainable development strategy that involves various stakeholders, including the government and the local community. This development aims not only to preserve cultural heritage but also to enhance tourist attractions and empower local communities. By considering the market segmentation of young and productive tourists, destination development can be directed toward integrating education, conservation, and cultural experiences. This research aims to explore the potential, stakeholder roles, and development strategies for Bandung City's heritage areas to support sustainable tourism.

THEORETICAL FRAMEWORK

Nostalgia Tourism

Nostalgia is an emotional memory triggered by specific objects, places, or experiences (Safitri & Lubis, 2023). This universal phenomenon is felt across age, gender, and social classes due to its emotional appeal (Safitri & Lubis, 2023). It often arises from a longing to relive past experiences, whether positive or negative (Ruspitasari, 2016). In tourism, nostalgia serves as a key



attraction in historical areas that evoke emotional memories. According to Law No. 11 of 2010, heritage areas are regions with historical and cultural significance preserved to maintain their values (UUD Article 1, Paragraph 4).

Heritage Tourism

Heritage Tourism focuses on exploring a region's cultural and historical heritage, including tangible assets like artifacts and intangible ones such as community traditions (Caton & Santos, 2007). Authenticity is crucial for attracting tourists, enhancing satisfaction, and encouraging repeat visits (Zhou et al., 2022). Local community involvement in cultural preservation supports tourism sustainability (Chaerunissa & Yuningsih, 2020; Dyer et al., 2007). Heritage tourism includes urban, rural, creative, and popular tourism (Smith, 2003) and is shaped by global actors like UNESCO, governments, and researchers (Black & Wall, 2001).

Development Strategy

A development strategy is an approach aimed at improving the quality and attractiveness of products or services, including tourism. According to (Muhamad et al. 2021), strategy is the science of planning and management to achieve goals by optimally utilizing strengths. (Rusvitasari and Solikhin 2014) describe development as a change toward a better condition in terms of quality and quantity. (Suwantori, 2004) adds that development strategies aim to create quality products and services gradually. In tourism, this strategy involves the 4A components (Cooper et al., in Setyanto & Pangestuti, 2019).

RESEARCH METHOD

This research model combines theory and research problems. The research focuses on the potential of tourism and the application of storynomic, using the theory of The Commodification of the Past by G.J. Ashworth (1999), which involves five main actors: government, academia, community, business people, and media, as shown in Figure 1



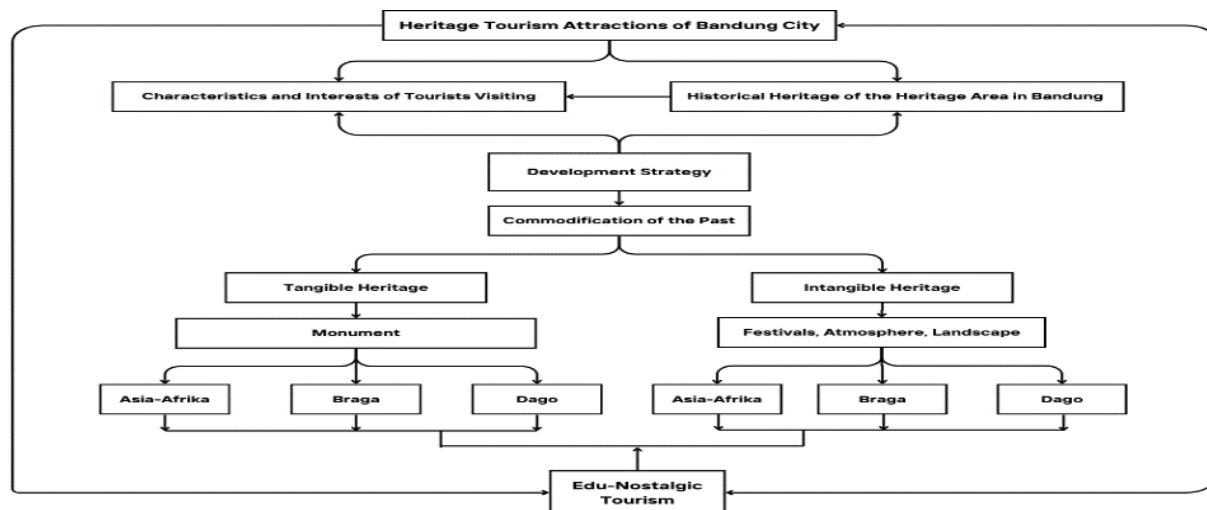


Figure 1: Research Model

This study adopts a qualitative descriptive approach to provide an in-depth description of the phenomenon under investigation and strengthen relevant theories. Additionally, the life history study method is used to understand the life journeys of individuals or groups and the significant events that have influenced their lives (Subadi, 2006). According to Sugiyono (2019), research methods are scientific approaches to acquiring data in a rational, empirical, and systematic manner. Moleong (2017) emphasizes that qualitative research aims to understand the phenomena experienced by subjects through descriptions using words or natural language. This research was conducted in Bandung City, known for its Heritage Areas. Primary data was collected through in-depth interviews about the history of Bandung, tourism potential, and stakeholder roles, while secondary data came from written documents, photographs, and statistics (Moleong, 2000). Informants were selected using purposive sampling based on their knowledge (Sugiyono, 2019). The researcher served as the primary instrument in interviews, observations, and documentation. The analysis used the SWOT method to determine strategies and systematic decisions (Nggini, 2019).

DISCUSSION

Identification of Heritage Tourism Area Development in Bandung City

Tourist Attractions on Jalan Asia-Afrika, Jalan Braga, and Ir. H. Djuanda Forest Park

The Heritage Tourism area in Bandung City holds significant potential, with unique

characteristics encompassing various historical buildings and cultural sites. The city is known for its numerous historical buildings protected by regional regulations, including those designated as national cultural heritage tourism destinations, such as the Jalan Asia-Afrika area, Jalan Braga, and Ir. H. Djuanda Forest Park. The following are the tourist attractions in each of these locations, as detailed in Table 2

Table 2 Tourist Attractions Jalan Asia-Afrika, Jalan Braga, and Ir. H. Djuanda Forest Park

Cultural Heritage Tourism	no	Attraction Name	Type of Attraction
Jalan Asia-Afrika	1	Museum of the Asia-Africa Conference	Cultural
	2	Asia-Afrika Post Office	Cultural
	3	Alun-Alun Kota Bandung	Man Made
	4	Masjid Raya Bandung	Cultural
Jalan Braga	1	Gedung Bank BJB (Gedung Denis)	Cultural
	2	Restoran Braga Permai (Moison Bogerijen)	Cultural
	3	Gedung De Majestic	Cultural
	4	Bank Indonesia (Javasche Bank)	Cultural
	5	Sarinah (Onderdil Belang Store)	Cultural
Taman Hutan Raya Ir. H. Djuanda (Tahura Djuanda)	1	Dutch Cave (<i>Goa Belanda</i>)	Cultural
	2	Japanese Cave (<i>Goa Jepang</i>)	Cultural
	3	Playground	Man Made
	4	Deer Sanctuary	Nature and Man Made
	5	Rabbit Park	Man Made
	6	Spotted Deer Enclosure	Nature and Man Made

Source: Research Findings, 2024

Based on Table 2, the attractions on Asia-Afrika Street are predominantly cultural heritage attractions. Key icons include the Museum of the Asia-Africa Conference, the Asia-Afrika Post Office, and Masjid Raya Bandung. The presence of Alun-Alun Kota Bandung, a man-made attraction, also adds variety to the tourism experience in this area. The dominance of these



cultural attractions strengthens Asia-Afrika Street's position as a center of history and culture in Bandung City.

Braga Street offers tourism attractions dominated by cultural heritage. Notable historical buildings in the area include the BJB Bank Building (Denis Building), De Majestic Building, and Bank Indonesia (Javasche Bank). Additionally, Braga Permai Restaurant (Moison Bogerijen) and Sarinah (Onderdil Belang Store) enrich the cultural and historical value of this area. Braga Street's identity as a heritage district, rich in cultural heritage, makes it an educational and aesthetically appealing tourist attraction.

Ir. H. Djuanda Forest Park (Tahura Djuanda) combines historical value with natural beauty. Its main attractions include the Dutch Cave, built in 1912, and the Japanese Cave, which served as a military defense site during the Japanese occupation. Furthermore, the park offers recreational facilities such as a children's playground, a Timor deer sanctuary, a Rabbit Park, and a spotted deer enclosure, providing both educational and recreational experiences for visitors.

Tourism Amenities on Asia-Afrika Street, Braga Street, and Ir. H. Djuanda Forest Park

Asia-Afrika Street in Bandung is an area rich in public facilities and historical value. Based on observations, facilities such as bicycle lanes with markings and two bike racks are available, but they do not fully meet the Ministry of Public Works and Housing's standards, particularly regarding lane width. The lack of bike lane signs may confuse users. For pedestrians, sidewalks and seating areas are available, but improvements are needed in terms of comfort, including cleanliness and maintenance. Limited parking space is also a challenge, causing vehicles to park illegally. Moreover, the presence of street vendors, beggars, and fundraisers disrupts tourists' comfort.

Braga Street in Bandung is an iconic tourist destination blending historical value and socio-cultural activities. The heritage buildings in this area are preserved by the Bandung City Culture and Tourism Office. Observations indicate efforts to improve amenities such as waste bins, CCTV, and security provided by Satpol-PP. However, further improvements are needed to enhance visitor comfort. The "Braga Beken" program, held every weekend since May 4, 2024, aims to address traffic congestion and revive the historical charm of the area. This program is expected to further increase the appeal of Braga Street as a prime heritage district of Bandung City.

Ir. H. Djuanda Forest Park is a conservation area in Bandung that offers learning experiences about ecosystems and conservation, as well as an opportunity to enjoy biodiversity and cultural heritage sites. Although it is an ideal spot for recreation and education, the park faces



several shortcomings in amenities. Observations indicate a limited number of public toilets, cleanliness needs improvement, and seating facilities are inadequate, especially on holidays. Furthermore, signboards and information about the park's routes and facilities are still limited. Management by the UPTD Tahura Djuanda and the West Java Culture and Tourism Office must continue to be improved to ensure maximum comfort for visitors.

Tourism Accessibility on Asia-Afrika Street, Braga Street, and Ir. H. Djuanda Forest Park

Asia-Afrika Street in Bandung is a strategically located destination near Gedung Merdeka and the city center, easily accessible via public transportation such as angkot, buses, and online transportation services. Wide sidewalks provide comfort, but traffic congestion is common due to private vehicle use. Accessibility for people with disabilities is limited, with uneven sidewalks, steep slopes, and no wheelchair lanes. Poorly marked signs and limited parking exacerbate the situation. The presence of street vendors adds to the attraction but often obstructs pedestrian movement.

Braga Street is also easily accessible by various public transportation modes and private vehicles via Asia-Afrika Street. It is directly connected to the Cipularang Toll Road, facilitating access for out-of-town tourists. However, narrow and damaged sidewalks, along with the absence of wheelchair lanes, hinder accessibility for people with disabilities. Illegally parked vehicles obstruct pedestrian flow and create traffic congestion. Despite law enforcement efforts, street-level crime still affects tourist comfort.

Ir. H. Djuanda Forest Park (Tahura Djuanda) is accessible by angkot and online transportation. The hot-mix asphalt roads make access convenient for both private and public vehicles. However, some areas within the park are hilly and uneven, making it difficult for visitors with physical disabilities to navigate. The poorly maintained and grass-covered walking and cycling paths detract from the visitors' comfort. The government needs to improve facilities to make the park more inclusive.

Ancillary Services on Asia-Afrika Street, Braga Street, and Ir. H. Djuanda Forest Park

Bandung is not just a street; it is a center of institutions rich in history and culture. Gedung Merdeka, located in this area, houses historical artifacts and documents, teaching the importance of international cooperation. Additionally, Gedung Merdeka hosts cultural events and peace seminars. Asia-Afrika Street also hosts the Asia-Africa Festival, showcasing art, crafts, and cuisine



from Asian and African countries, reinforcing cultural identity. The Bandung City Government continues to revitalize historic buildings in the area and develop educational programs, such as the "Bandung Historical Walking Tour," to introduce the city's history.

Braga Street also has strong ties to the city's history and culture. The revitalization of heritage buildings, improvement of pedestrian paths, planting of decorative trees, and installation of stone balls aim to enhance the visitor experience and restore Braga as a significant place for social and economic interactions, strengthening the city's rich cultural identity.

Ir. H. Djuanda Forest Park (Tahura Djuanda) in Bandung plays an essential role in preserving biodiversity and nature. Originally a protected forest established by the Dutch, the park became a forest park in 1985. The West Java Forestry Office is responsible for its management. Since 2022, management has been transferred to the Regional Public Service Agency (BLUD) to improve efficiency and transparency. Tahura Djuanda maintains ecological balance and protects local flora and fauna.

The Role of Stakeholders in the Development of Heritage Tourism in Bandung City

The development of Heritage Tourism areas in Bandung City involves various stakeholders, each playing a significant role. The government, through the Department of Culture and Tourism, is responsible for formulating policies, providing infrastructure, and overseeing regulatory compliance. The Braga sub-district plays a role in the supervision of heritage areas, despite challenges such as vandalism and the presence of street cosplayers. The UPTD Ir. H. Djuanda Forest Park manages cultural heritage sites and tourism facilities, coordinating with the West Java Provincial Department of Culture and Tourism to preserve historical sites. The Department of Culture and Tourism of Bandung Regency focuses on the management of amenities to ensure visitor comfort. The Cimenyan sub-district is involved in preserving cultural heritage sustainability, despite challenges in the sharing of profits with BUMDes (village-owned enterprises). Collaboration between the government, the community, and the private sector is crucial for ensuring a balanced management approach between cultural preservation and sustainable tourism development.

Academics, particularly from the History Department of Universitas Padjadjaran, contribute to the development of this area through scientific studies, research, and data-driven recommendations. They also support the development of tourism workforce capacity. Bandung, with its many colonial-era buildings along Jalan Asia-Afrika and Braga, has significant potential as



a Colonial City. However, challenges such as low awareness among business owners and the prevalence of street-level criminal activities need to be addressed.

The media plays an essential role in promoting tourist destinations and raising public awareness of tourism potential. Media outlets such as AyoBandung.com serve as effective promotional tools through social media channels and publications. Cooperation between the media and other stakeholders supports the development of inclusive and sustainable tourism. The media hopes that the government will optimize public transportation planning to reduce congestion, which hampers the tourism appeal.

Local communities are also crucial stakeholders in ensuring the sustainability of tourism, empowering the community, and preserving cultural and environmental characteristics. The Bandung Heritage community plays an essential role in the preservation of cultural heritage sites, maintaining the physical condition of the city, and managing the number of tourists to ensure sustainable management.

Business owners contribute to the development of Heritage Tourism areas by creating innovative and attractive tourism products that add value for visitors. They also play a role in local economic growth and job creation. Business owners, such as PT. Karya Teman Lama (Temenin Trip), hope that the government will take a more active role in providing support and regulations to preserve these areas, while also involving local communities in the development to generate positive impacts for both society and the environment.

Strategy for Developing Heritage Tourism Areas in Bandung City

Internal Factors

Internal factors are elements that influence the attractiveness of tourist destinations within the development of Heritage Tourism areas in Bandung City. These factors were derived from direct observations and interviews with relevant stakeholders, including:

1. Strengths

- 1.1. The area possesses unique attractions for tourists, such as the architecture, culture, and history.
- 1.2. The use of heritage assets for educational tourism.
- 1.3. A robust security system, including the presence of the Public Order Officers (Satpol-PP) and Community Security Units (Linmas), as well as CCTV installations.



- 1.4. Area management by local government entities, such as the Department of Culture and Tourism, Public Works and Public Housing (PUPR), and community groups.
- 1.5. A strategic location in the city center.
- 1.6. Easy accessibility.
2. Weaknesses
 - 2.1. Limited parking spaces around the heritage area.
 - 2.2. A lack of amenities, particularly at sites like Goa Jepang (Japanese Cave) and Goa Belanda (Dutch Cave).
 - 2.3. Persistent issues of street-level criminal activities and vandalism that disrupt the comfort of tourists, alongside the need to regulate cosplayers.
 - 2.4. Insufficient promotion of the Bandung Heritage Tourism area.

External Factors

External factors are elements from the external environment that influence the attractiveness and development of tourism areas in the Bandung Heritage Tourism zone. These factors were obtained through direct observations and interviews with relevant stakeholders, including:

1. Opportunities
 - 1.1. The management of facilities supporting the Heritage Tourism area as a site for history, culture, and educational tourism.
 - 1.2. The potential for further development of the Heritage Tourism area.
 - 1.3. The marketing of tourism information for the Heritage Tourism area through online media.
 - 1.4. The availability of free public transportation, such as Bandung Tour and Bus (Bandros), for touring around the area.
 - 1.5. Management of the area by heritage experts, the provincial government, the West Java Department of Culture and Tourism, and investors.
2. Threats
 - 2.1. No significant changes in the tourist attractions of Goa Jepang and Goa Belanda since 2003.
 - 2.2. The government's role in the development of the Heritage Tourism area is still not fully optimized.



Table 3: Strategy Formulation

IFAS EFAS	Strengths (S) 1.The area possesses unique attractions for tourists (such as architecture, culture, and history). 2.The utilization of heritage assets for educational tourism. 3.The area has a good security system (presence of Satpol-PP and Linmas, CCTV installation). 4.The Bandung Heritage Tourism Area is managed by local government agencies such as the Department of Culture and Tourism, PUPR, and the "Bandung Heritage" community. 5.A strategic location in the city center. 6.Easy accessibility.	Weakness (W) 1.Limited parking spaces around the Bandung Heritage Tourism Area. 2.Lack of amenities in the Bandung Heritage Tourism Area, especially at sites like Goa Jepang (Japanese Cave) and Goa Belanda (Dutch Cave). 3.Persistent issues of street-level criminal activities and vandalism around the Heritage area, which disrupt tourists' comfort. Cosplayers need to be regulated for orderliness. 4.Insufficient promotion of the Bandung Heritage Tourism Area.
	Opportunities (O) 1. Management of facilities in the Bandung Heritage Area that can be utilized for historical, cultural, and educational tourism. 2. The potential for further development of the Heritage Tourism Area. 3. The marketing of tourism information in the Bandung Heritage Tourism Area using online media. 4. The availability of free public transportation	SO Strategy 1.Utilize historical and cultural areas for tourist attractions and educational tourism (S1, S2, O1, O2). 2.Develop the Bandung Heritage Tourism Area (S3, S4, O2, O5). 3.Optimize accessibility and sustainable transportation (S5, S6, O4). 4.Promote tourist attractions through cultural events and online media showcasing the beauty of the Bandung Heritage Tourism Area (S1, S2, O3). 5.Optimize tourism marketing
		WO Strategy 1.Improve facilities around the Bandung Heritage Tourism Area (W1, W2, O1, O2). 2.Managers should take further actions regarding amenities (W1, W2, O1, O5). 3.Enhance security in the Bandung Heritage Tourism Area (W1, W3, O2, O5). 4.Prioritize the use of public transportation (W1, O1, O2, O4, O5). 5.The media should continue to participate in the development of the Bandung Heritage Tourism

(Bandung Tour and Bus, Bandros) for touring the Heritage Tourism Area. 5. The Heritage Area has been managed by cultural heritage experts, the provincial government, the West Java Department of Culture and Tourism, and investors.	using both online and offline platforms to enhance attraction (S2, S4, O1, O3, O5).	Area (W4, O2, O3, O5).
Threats (T) 1. No significant changes to the tourist attractions of Goa Jepang and Goa Belanda since 2003 2. The role of the government in developing the Heritage Tourism Area has not been fully maximized.	ST Strategy 1. Collaborate with other tourist attractions around the Bandung Heritage Tourism Area to increase visitor interest (S1, S2, S5, T1). 2. Enhance sustainable development to maintain preservation (S1, S4, T1, T2). 3. Further manage historical, cultural, and educational tourism to improve the quality of tourism (S3, S4, T1, T2).	WT Strategy 1. Improve facilities that support the advancement of tourism in the Bandung Heritage Tourism Area (W1, W2, T1). 2. Implement appropriate regulations to address issues encountered on-site (W1, W2, W3, W4, T1, T2). 3. Strong actions must be taken in case of damage to the preservation of the Bandung Heritage Tourism Area (W3, T2).

(Source: Research Results, 2024)

Based on the results of the internal and external factor analysis of the Bandung Heritage Tourism Area, the strategies SO, WO, ST, and WT were derived. The following are these strategies:

1. SO Strategy (Strengths and Opportunities), This strategy leverages existing strengths and available opportunities, such as:

1.1. Utilization of Historical and Cultural Areas for Tourist Attractions and Educational Tourism (S1, S2, O1, O2): Develop tourist and educational attractions in the Bandung Heritage Tourism Area by utilizing historical and cultural assets. Activities can include historical tours, events, and exhibitions that highlight the culture and history of the area, aiming to attract visitors.



- 1.2. Development of the Bandung Heritage Tourism Area (S3, S4, O2, O5): Use historical and cultural assets to develop the area, such as organizing history- and culture-themed events, mini-concerts, or festivals. Event promotion should utilize technology to accelerate information dissemination.
- 1.3. Optimization of Accessibility and Sustainable Transportation (S5, S6, O4): Improve and reassess the parking structure around the area to ensure better management. Provide more detailed public transportation information to assist tourists via digital platforms.
- 1.4. Enhancing Promotion of Tourist Attractions in the Bandung Heritage Tourism Area (S1, S2, O3): Promote the area by utilizing information technology through online media, such as digital campaigns, festivals, events, and collaborations with influencers to attract tourists.
- 1.5. Optimizing Tourism Marketing Using Both Online and Offline Platforms (S2, S4, O1, O3, O5): Optimize marketing efforts to increase tourist visits through both digital and conventional marketing.
2. WO Strategy (Weaknesses and Opportunities), This strategy addresses existing weaknesses while utilizing available opportunities:
 - 2.1. Improving Facilities Around the Bandung Heritage Tourism Area (W1, W2, O1, O2): Enhance facilities such as adding parking spaces, improving public transportation access, and adding amenities like restrooms and prayer rooms to support tourist comfort.
 - 2.2. Further Management of Amenities (W1, W2, O1, O5): Improve essential facilities such as restrooms and prayer rooms at tourist sites to support visitor comfort.
 - 2.3. Improving Security in the Bandung Heritage Tourism Area (W1, W3, O2, O5): Reduce street crime around parking areas to create a safer environment for tourists. Enhance vehicle security by increasing surveillance.
 - 2.4. Prioritizing Public Transportation Usage (W1, O1, O2, O4, O5): Maximize the potential of Bandros as public transportation and create government policies to support the infrastructure of public transportation to minimize traffic congestion.
 - 2.5. Continuing Media Collaboration in the Development of the Bandung Heritage Tourism Area (W4, O2, O3, O5): Collaborate with the media to conduct effective promotions by ensuring the information shared is accurate and detailed to attract more tourists.
3. ST Strategy (Strengths and Threats), This strategy uses existing strengths to counteract the existing threats:



- 3.1. Collaborating with Other Tourist Sites Around the Bandung Heritage Tourism Area (S1, S2, S5, T1): Strengthen cooperation with private and government-managed tourist sites around the area to create tour packages that attract more tourists and benefit local SMEs.
- 3.2. Enhancing Sustainable Development for the Preservation of the Area (S1, S4, T1, T2): The government should continue to maintain the preservation of cultural heritage in Bandung by introducing more historical and cultural tourism to attract visitors.
- 3.3. Managing Historical, Cultural, and Educational Tourism Sustainably (S3, S4, T1, T2): Develop environmental awareness-based tourism programs by utilizing eco-friendly facilities to improve the quality of tourism in the Bandung Heritage Tourism Area.
4. WT Strategy (Weaknesses and Threats), This strategy aims to reduce weaknesses and avoid existing threats:
 - 4.1.Improving Supportive Tourism Facilities (W1, W2, T1): Improve facilities such as adding parking spaces, eliminating street crime, providing clear guidance on the use of Bandros, and adding amenities such as restrooms and prayer rooms in the area.
 - 4.2.Appropriate Regulations to Address Issues (W1, W2, W3, W4, T1, T2): Establish a law enforcement team to handle street crime and ensure the preservation of the area by implementing sanctions in accordance with the Cultural Heritage Protection Law.
 - 4.3.Taking Firm Action Against Area Damage (W3, T2): The government must impose appropriate penalties if there is damage to the area to ensure the preservation and protection of cultural heritage in accordance with applicable laws.

CONCLUSION

This study reveals that the Bandung Heritage Tourism Area holds significant potential for the development of historical and cultural tourism, which can support the preservation of cultural heritage and enhance community welfare. The presence of attractions such as Tahura Ir. H. Djuanda, Asia-Afrika Street, and Braga Street requires sustainable management, including the preservation of historical values, the improvement of amenities, and the enhancement of accessibility for tourists' comfort. Support from the government, academics, businesses, communities, and the media is crucial in building effective and sustainable management synergies. The development strategy for this area involves utilizing cultural assets as educational tourist attractions, promoting cultural events, and improving facilities such as restrooms, prayer rooms, and parking spaces. Additionally, optimizing transportation options like Bandros,



reorganizing street vendors, and establishing a security team are necessary to maintain order and ensure tourist comfort. Efforts to combat street crime, vandalism, and other disruptive practices are also integral to the management of this area. The development of the Bandung Heritage Tourism Area requires cross-sector collaboration, including policy advocacy, community-based management, and improved coordination among stakeholders. With a holistic approach, the Bandung Heritage Tourism Area can become a premier destination that not only preserves history and culture but also provides sustainable economic benefits for the local community.

FUTURE DIRECTIONS

Future research on the development of Heritage as a cultural heritage site in Bandung should focus on the roles and collaboration of key stakeholders, including government, academia, businesses, communities, and media. Understanding their contributions to heritage preservation and management can uncover strategies to enhance synergy and ensure sustainability. Additionally, exploring the socio-economic impacts of heritage tourism development, such as job creation and community welfare, could provide a stronger foundation for policy and investment decisions. Another promising direction is integrating technology, such as virtual reality and social media, to promote and preserve Kawasan Heritage. Research could also examine community-based management models to empower local participation and equitable benefit distribution. Comparative studies with successful heritage sites globally may offer practical insights and best practices, enabling Bandung's Kawasan Heritage to become a well-preserved and economically beneficial cultural asset.

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