



PAKUALAMAN HERITAGE WALK: REVITALIZING CULTURAL TOURISM THROUGH SUSTAINABILITY AND COMMUNITY EMPOWERMENT

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ABSTRACT

Yogyakarta tourism is currently dominated by popular destinations such as Borobudur, Prambanan, Malioboro, and the Kraton, resulting in tourist overcrowding and reduced comfort. The Pakualaman historical area, with its rich cultural heritage and yet underutilized potential, provides an opportunity to diversify tourist flows. This paper explores the design of the Pakualaman Heritage Walk by integrating the concepts of Sustainable Tourism Development and Community-Based Tourism (CBT). Using a qualitative descriptive approach and case study method, the research highlights three aspects: (1) sustainable tourism pillars (environmental, socio-cultural, economic), (2) community empowerment through local participation, and (3) heritage-based product innovation. Findings indicate that the heritage walk can reduce pressure on mainstream destinations, enhance cultural awareness, empower local communities, and promote the branding of Pakualaman as a living heritage. The study contributes to the discourse on heritage-based tourism planning that is sustainable, inclusive, and culturally grounded.

Keywords: Human Resource Management, Organizational Restructuring, Qualitative Case Study, HRD Transformation.

1. Introduction

Tourism is a key driver of Yogyakarta's economy and cultural preservation. However, concentration of visitors in iconic sites (Borobudur, Prambanan, Kraton, and Malioboro) creates over-tourism, environmental stress, and diminished visitor experience. Meanwhile, heritage zones such as Pakualaman remain underexplored despite significant historical value. Pakualaman—established in 1813—features traditional Javanese urban landscapes, cultural landmarks such as Puro Pakualaman, Kepatihan, Masjid Besar, traditional houses, and living traditions (dance, gamelan, jamu). Its flat topography and walkable layout make it ideal for heritage walks. This paper aims to analyze sustainable tourism principles in Pakualaman, assess CBT roles in empowering local communities, and propose the Heritage Walk as a model of integrated cultural preservation and tourism diversification in Indonesia.

2. Literature Review

Sustainable Tourism Development (UNWTO, 2020) emphasizes balancing environmental, socio-cultural, and economic sustainability. In Indonesia, Bappenas and the Ministry of Tourism stress holistic planning, ecological preservation, cultural safeguarding, and community empowerment.

Community-Based Tourism (CBT) positions communities as active agents, ensuring local ownership, participatory planning, direct benefits, and respect for culture and environment (Suansri, 2003). Case studies in Thailand, Bali, and Vietnam demonstrate that CBT enhances community identity, local entrepreneurship, and tourist satisfaction.

Research in heritage destinations shows that walking tours effectively distribute tourist flows, extend length of stay, and enrich cultural experiences (Timothy & Boyd, 2015). Yet, challenges include infrastructure readiness, stakeholder coordination, and heritage conservation.

3. Research Methods

This study applies a qualitative descriptive method with case study design. Primary data were collected from field documentation, geographical and cultural mapping of Pakualaman, and observation of

heritage assets. Secondary data derive from literature on sustainable tourism and CBT. Narrative analysis was used to synthesize theory and contextual findings into a practical design for heritage-based tourism.

4. Research Findings and Discussion

4.1. Sustainable Tourism in Pakualaman

Environmental Pillar: Walking reduces carbon footprint and aligns with eco-tourism. Waste management and clean environment campaigns are integrated into the tour. Socio-Cultural Pillar: Narratives at Sosrobahu Tomb, Kepatihan, Masjid Besar, and Puro Pakualaman preserve history. Cultural immersion includes jamu tasting and traditional performances. Economic Pillar: Local MSMEs benefit from increased demand for food, crafts, and guiding services.

4.2. Community-Based Tourism Application

Local residents act as guides, performers, and entrepreneurs. Revenue flows directly to communities, enhancing empowerment. CBT strengthens leadership skills, social capital, and identity

4.3. Proposed Heritage Walk Route

4.3.1. 101 Style Yogyakarta Malioboro – Starting Point

The Pakualaman Heritage Tour begins after breakfast at 8:00 in the morning, allowing participants to start the day fresh with a cultural walk that combines health benefits and heritage learning. The journey starts at **101 Style** Yogyakarta Malioboro, a four-star hotel newly established in April 2024 under PHM Hotels, a national hotel operator. Located strategically in the heritage district, it is not only a hospitality establishment but also a cultural hub. As the only four-star hotel permitted in this area—since the government has restricted new hotel developments—it stands as a unique symbol of gratitude to the community. The management envisions the hotel not merely as a place to stay but as a place where cultures and nations meet, providing guests with opportunities to learn about the rich traditions of Pakualaman. By positioning itself as a gateway to alternative tourism beyond Borobudur, Prambanan, Malioboro, and the Sultan’s Palace, the hotel embodies sustainability values and expresses appreciation to the heritage area that hosts it.



4.3.2. Traditional heritage house – colonial-Javanese fusion architecture

Just behind the hotel lies a **heritage Joglo house**, once a residence of a Pakualaman noble. This traditional Javanese dwelling reflects a fusion of colonial and local architecture. The house features a *pringgitan* (transition space for performances), a central *joglo* pavilion with its iconic tiered wooden roof, and the sacred *senthong* rooms symbolizing the heart of the house. Its wide windows and high ceilings reflect colonial influences, while its carved wooden pillars and sacred layout preserve Javanese cosmology. As a listed cultural heritage building, the house serves as a tangible reminder of the aristocratic lifestyle and architectural identity of Pakualaman.



4.3.3. Sosrobahu Tomb – Portuguese architect of Pakualaman

One of the most intriguing stops is the **Tomb of Sosrobahu**, a title given to a Portuguese architect who married a Javanese princess from the royal family. Celebrated for blending European techniques with Javanese aesthetics, he played a crucial role in designing Pakualaman's palace structures. His final resting place, located in the neighborhood, also holds the grave of his loyal horse—an extraordinary tribute of honor that reflects the deep respect he commanded. This site tells the story of cross-cultural encounters and the contributions of foreign figures to Javanese royal architecture.



4.3.4. Kepatihan – traditional arts training center

The **Kepatihan of Pakualaman**, built as part of the palace complex, once served as the administrative hub of the principality but now functions as a living cultural center. Every Thursday afternoon, court retainers (*abdi dalem*) gather here for traditional dance rehearsals. The venue also hosts gamelan music training and monthly *panembromo* vocal sessions, preserving the refined arts of classical Javanese culture. For visitors, witnessing these practices provides a rare window into the continuity of traditions that are still vibrantly nurtured by the Pakualaman court and community.



4.3.5. Jamu Ginggang – herbal traditions of the palace

Established decades ago, **Jamu Ginggang** is a legendary herbal medicine shop that has preserved palace recipes for health tonics across generations. Originally developed as wellness formulas for kings and aristocrats, these traditional drinks are still prepared today using local herbs and roots. At this stop, guests are invited to observe the traditional process of preparing jamu, from selecting and grinding the ingredients—such as ginger, turmeric, *brotowali*, cloves, and other medicinal plants—to learning their specific health benefits. Visitors are welcome to take part by pounding the herbs themselves before concluding the session with a tasting of the freshly made jamu. This interactive experience makes Jamu Ginggang more than just a heritage café; it becomes a living classroom of Javanese wellness philosophy.



4.3.6. Masjid Besar Pakualaman – 19th century mosque

Built in the 19th century, the **Great Mosque of Pakualaman** serves as both a spiritual and social center for the community. Its architectural design reflects Javanese Islamic style, with a tiered *limasan* roof and a wide front veranda for gatherings. To this day, local residents from all social strata—royal descendants, aristocrats, and commoners—pray side by side within its walls. The mosque represents equality before God and the inclusive nature of Javanese Islamic culture, making it a vital landmark that blends spirituality, heritage, and social harmony.



4.3.7. Puro Pakualaman – palace and historical residence

The highlight of the tour is **Puro Pakualaman**, the official palace built in 1813 as the seat of the Pakualaman principality. Created as part of a political agreement between the Dutch colonial

administration and the Mataram Kingdom, Pakualaman was designed as a smaller counterpart of the Yogyakarta Sultanate, incorporating influences from both Yogyakarta and Surakarta. Today, the Duke of Pakualaman also serves as Vice Governor of Yogyakarta, continuing the palace's political and cultural role. During the visit, guests are welcomed into the palace courtyard and provided with traditional Javanese attire to wear, enhancing the authenticity of the experience. Visitors are then invited to take memorable photos together with the *abdi dalem* (royal courtiers), while guides narrate the palace's history, architecture, and symbolic significance as a living institution of Javanese heritage.



4.3.8. Rujak Es Krim Pak Nardi – culinary heritage

After nearly two hours of exploration, the tour concludes with a refreshing treat at **Rujak Es Krim Pak Nardi**, a legendary culinary spot in Pakualaman. *Rujak* is a traditional fruit salad made of tropical fruits such as pineapple, mango, kedondong, and papaya, mixed with sweet, sour, and mildly spicy peanut sauce. What makes it unique here is the addition of a scoop of traditional ice cream, creating a distinctive sweet-and-savory combination. Often enjoyed with crunchy crackers, this dish offers a cooling finale that embodies the creativity of Yogyakarta's street food culture and leaves visitors with a memorable taste of local identity.



The route provides a 2-hour immersive experience, combining heritage, culture, and local lifestyle.

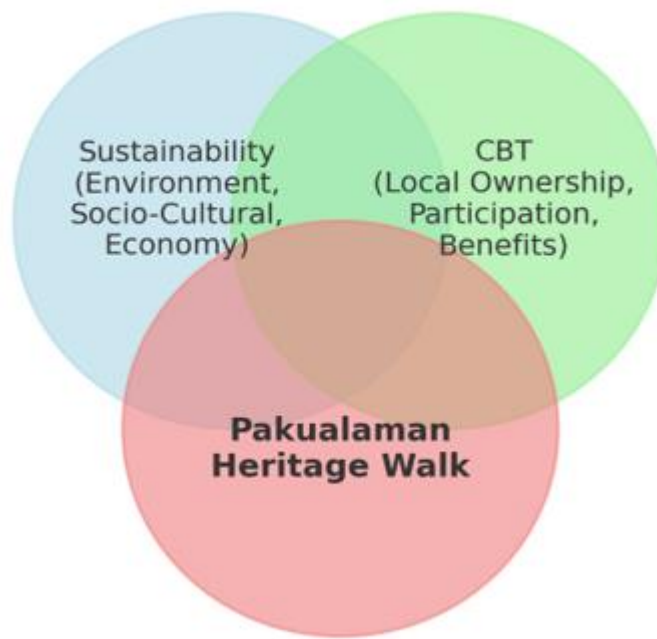


Figure 1. Conceptual Diagram of Sustainability and CBT Integration in Pakualaman Heritage Walk

The diagram illustrates how the Pakualaman Heritage Walk emerges at the intersection of Sustainability and Community-Based Tourism (CBT). The sustainability dimension covers three pillars: environmental responsibility (e.g., low-carbon walking tours), socio-cultural preservation (e.g., safeguarding traditions, architecture, and living heritage), and economic viability (ensuring fair benefits for local communities). Meanwhile, the CBT dimension emphasizes local ownership, active participation, and direct benefits flowing back to residents.

By integrating these two frameworks, the Pakualaman Heritage Walk becomes more than a simple walking tour. It is a holistic model of heritage-based tourism that is environmentally responsible, culturally authentic, and socially inclusive, while simultaneously strengthening community identity and local economic empowerment. This conceptual framework demonstrates how heritage tourism can align with global sustainable development goals while remaining rooted in local wisdom and practices.

5. Conclusion

The Pakualaman Heritage Walk demonstrates how sustainable tourism and CBT can be integrated into urban heritage contexts. It provides a replicable model for balancing tourist distribution, cultural preservation, and community empowerment. Recommendations include: upgrading pedestrian facilities, digital storytelling promotion, and multi-stakeholder partnerships. The initiative contributes to Yogyakarta’s sustainable tourism branding as Indonesia’s cultural capital.

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