



COPY

**REGENT SUKOHARJO  
PROVINCE OF CENTRAL JAVA  
REGIONAL REGULATIONS OF SUKOHARJO DISTRICT  
NUMBER 7 OF 2020  
ABOUT**

**TOURISM DEVELOPMENT MASTER PLAN  
SUKOHARJO DISTRICT YEAR 2020-2025**

**BY THE GRACE OF GOD ALMIGHTY**

**REGENT SUKOHARJO,**

**Considering: that to implement the provisions of Article 9 paragraph (3)  
Law Number 10 of 2009 concerning  
Tourism, it is necessary to establish Regional Regulations regarding  
Regency Tourism Development Master Plan  
Sukoharjo 2020-2025;**

**Remember : 1. Article 18 paragraph (6) of the 1945 Constitution of the Republic of  
Indonesia;**

**2. Law Number 13 of 1950 concerning the Establishment of Regency  
Regions within the Province of Central Java; 3. Law Number  
5 of 1990 concerning Conservation of  
Biological Natural Resources and Their Ecosystems (State Gazette  
of the Republic of Indonesia of 1990 Number 49, Supplement  
to State Gazette of the Republic of Indonesia Number 3419);**

**4. Law Number 10 of 2009 concerning Tourism (State Gazette of the  
Republic of Indonesia of 2009 Number 11, Supplement to State  
Gazette of the Republic of Indonesia Number 4966);**

**5. Law Number 32 of 2009 concerning Environmental Protection and  
Management (State Gazette of the Republic of Indonesia of  
2009 Number 140, Supplement to State Gazette of the Republic  
of Indonesia Number 5059);**

**6. Law Number 11 of 2010 concerning Cultural Heritage (State  
Gazette of the Republic of Indonesia of 2010 Number 130,  
Supplement to the State Gazette of the Republic of Indonesia  
Number 5168);**

- 7 Law Number 26 of 2007 concerning Spatial Planning (State Gazette of the Republic of Indonesia 2007 Number 68, Supplement to the State Gazette Republic of Indonesia Number 4725);
8. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587) as amended several times, most recently by Law Number 9 of 2015 concerning the Second Amendment to the Law. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2015 Number 58, Supplement to State Gazette of the Republic of Indonesia Number 5679); 9. Government Regulation Number 67 of 1996 concerning the Implementation of Tourism (State Gazette of the Republic of Indonesia of 1996 Number 101, Supplement to the State Gazette of the Republic of Indonesia Number 3658);
10. Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 (State Gazette of the Republic of Indonesia of 2011 Number 125, Supplement to the State Gazette of the Republic of Indonesia Number 5262);
11. Central Java Province Regional Regulation Number 10 of 2012 concerning the Master Plan for Tourism Development of Central Java Province for 2012-2027 (Central Java Province Regional Gazette for 2012 Number 10, Supplement to Central Java Province Regional Gazette Number 46);
12. Sukoharjo Regency Regional Regulation Number 14 of 2011 concerning Sukoharjo Regency Regional Spatial Plan for 2011-2031 (Sukoharjo Regency Regional Gazette of 2011 Number 14, Supplement to Sukoharjo Regency Regional Gazette Number 192) as amended by Sukoharjo Regency Regional Regulation Number 1 of 2011 2018 concerning Amendments to Sukoharjo Regency Regional Regulations Number 14 of 2011 concerning Sukoharjo Regency Regional Spatial Plans for 2011-2031 (2018 Sukoharjo Regency Regional Gazette Number 1, Supplement to Sukoharjo Regency Regional Gazette Number 262);
13. Sukoharjo Regency Regional Regulation Number 1 of 2014 concerning Tourism (Sukoharjo Regency Regional Gazette of 2014 Number 1, Supplement to Sukoharjo Regency Regional Gazette Number 208);

**With Mutual Consent**  
**REGIONAL PEOPLE'S REPRESENTATIVE COUNCIL OF SUKOHARJO DISTRICT**  
**And**  
**REGENT SUKOHARJO**

**DECIDE:**

**To stipulate: REGIONAL REGULATIONS CONCERNING THE SUKOHARJO DISTRICT  
TOURISM DEVELOPMENT MASTER PLAN 2020-2025.**

**PIG**

**GENERAL REQUIREMENTS**

**article 1**

**In this Regional Regulation what is meant by:**

- 1. Regency is Sukoharjo Regency.**
- 2. Regional Government is the Regent as the organizing element of Regional Government which leads the implementation of government affairs which are the authority of the autonomous region.**
- 3. The Regent is the Regent of Sukoharjo.**
- 4. The Sukoharjo Regency Tourism Development Master Plan, hereinafter referred to as RIPPARKAB, is Sukoharjo Regency Tourism development planning document for a period of 5 (five) years starting from 2020 to 2025.**
- 5. Development is a process of change towards a better direction which includes planning, implementation and control efforts, in the context of creating added value as desired.**
- 6. Tourism is all activities related to tourism and is multidimensional and multidisciplinary in nature which arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Government and entrepreneurs.**
- 7. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government.**
- 8. Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreation and development purposes personally, or learn about the uniqueness of tourist attractions visited within a temporary period.**

9. **Tourist Attraction** is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits.
10. **Tourists** are people who travel.
11. **Tourism Destination Areas**, hereinafter referred to as **Tourism Destinations**, are geographical areas located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.
12. **Public facilities** are basic physical service facilities in an environment intended for the general public in carrying out daily life activities.
13. **Tourism Facilities** are all types of facilities specifically intended to support the creation of ease, comfort and safety for tourists when visiting tourism destinations.
14. **Tourism accessibility** is all types of transportation facilities and infrastructure that support the movement of tourists from the tourist area of origin to the tourism destination as well as movement within the tourism destination area in relation to the motivation for tourist visits.
15. **Regency Tourism Destinations**, hereinafter abbreviated as **DPK**, are tourism destinations on the scale of Sukoharjo Regency.
16. **Regency Tourism Strategic Area**, hereinafter abbreviated as **KSPK**, is an area that has the main function of tourism or has the potential for tourism development in Sukoharjo Regency which has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, carrying capacity environment, as well as defense and security.
17. **Regency Tourism Development Area**, hereinafter abbreviated to **KPPK**, is a tourism space that covers a certain area as an area with tourism components, and has a certain dominant and strongly embedded tourism product character or theme as a component of the area's image.
18. **Regency Tourism Destination Development Regionalization** is the result of tourism development zoning which is realized in the form of **Regency Tourism Destinations**, **Regency Tourism Strategic Areas** and **Regency Tourism Development Areas**.

19. **Public Infrastructure is the basic physical completeness of an object an environment whose provision allows an environment to operate and function as it should.**
20. **Community Empowerment is an effort to increase awareness, capacity, access and role community, both individually and in groups, in advancing quality of life, independence and prosperity through tourism activities.**
21. **Tourism Marketing is a series of processes for creating, communicating, delivering products tourism and managing relationships with tourists to develop tourism and all its stakeholders.**
22. **The Tourism Industry is a collection of interrelated tourism businesses in order to produce goods and/or services to fulfill tourists' needs in organizing tourism.**
23. **Tourism Institutions are a unity of elements and their networks that are developed in an organized manner, including local government, private sector and society, human resources, regulations and operational mechanisms, on an ongoing basis, in order to produce changes towards achieving goals in the tourism sector.**
24. **Tourism Organizations are institutions both in the government and private sector which are related to the implementation of tourism activities.**
25. **Tourism Human Resources, hereinafter referred to as Tourism HR, are workers whose work is directly and indirectly related to tourism activities.**
26. **Tourism business is a business that provides goods and/or services to fulfill tourist needs and organize tourism.**
27. **Certification is the process of granting certificates to tourism businesses and workers to support improving the quality of tourism products, services and tourism management.**

CHAPTER II

**DISTRICT TOURISM DEVELOPMENT**

**Section 2**

- (1) **Regency tourism development includes:**
  - a. **tourism destination;**
  - b. **tourism marketing;**
  - c. **tourism industry; And**
  - d. **tourism institutions.**

- (2) Regency tourism development as intended in paragraph (1) is carried out based on RIPPARKAB.
- (3) RIPPARKAB as intended in paragraph (2) contains:
- a. vision;
  - b. mission;
  - c. objective;
  - d. target; And
  - e. direction of district tourism development in the period 2020 to 2025.
- (4) The implementation of RIPPARKAB as intended in paragraph (2) is carried out in an integrated manner by the Regional Government Regency, community and business world according to their authority.

### Article 3

- (1) The vision for tourism development as intended in Article 2 paragraph (3) letter a is the realization of Sukoharjo Regency as a Cultural Tourism Destination with Character, Competitive, Sustainable and Capable of Encouraging the Regency's Economy and Community Welfare.
- (2) In realizing the Regency's tourism development vision as referred to in paragraph (1), it is achieved through 4 (four) Regency tourism development missions, namely:
- a. realizing the Regency as a cultural tourism center who has character;
  - b. realizing tourism as a support for improvement community economy;
  - c. develop effective, efficient and quality tourism marketing; And
  - d. building a tourism management system that is tough and accountable, sustainable and consistent.
- (3) Regency tourism development objectives as intended in Article 2 paragraph (3) letter c is:
- a. preserving Regency culture; b. develop and preserve villages that have tourism potential;
  - c. prepare and develop natural, cultural and artificial-based tourist attractions in the Regency;
  - d. increasing the quality and quantity of tourism products through improving facilities and infrastructure;

e. developing a community-based creative tourism industry; f. marketing

tourist attractions effectively and efficiently to increase the number of tourist visits; And

g. forming a tourism institution that is able to synergize the development of tourism destinations, the tourism industry and tourism marketing.

(4) Regency tourism development targets as referred to in Article 2 paragraph (3) letter d is:

a. increasing the number of domestic tourist visits;

b. increasing number of foreign visit traveler countries;

c. increasing length of stay for domestic tourists; d.

increasing length of stay of foreign tourists; e. increasing local revenue in the tourism sector; And

f. increasing contribution to the Gross Regional Domestic Product of the tourism sector.

#### Article 4

The district tourism development target indicators as intended in Article 3 paragraph (4) are listed in Appendix I which is an inseparable part of this Regional Regulation.

#### Article 5

The direction of Regency tourism development as intended in Article 2 paragraph (3) letter e is implemented by:

a. sustainable tourism development;

b. increased economic growth;

c. good and integrated governance; And

d. encourage partnerships.

#### Article 6

Sustainable tourism development as intended in Article 5 letter a, includes:

a. the community welcomes tourist arrivals; b.

benefit the community's economy; c.

following technological developments; and D.

sustainable environmentally friendly.

**Article 7**

**Increasing economic growth as intended in Article 5 letter b, includes:**

- a. increased employment opportunities;**
- b. reducing poverty and increasing people's income; And**
- c. increasing the capacity of tourism human resources.**

**Article 8**

**Good and integrated governance as referred to in Article 5 letter c, includes:**

- a. apply good management principles (*planning, organizing, actuating, and controlling*); And**
- b. synergy between the Regency Regional Government, the business world and the community.**

**Article 9**

**Encouraging partnerships as intended in Article 5 letter d, includes:**

- a. partnership between District Government, private sector and community; And**
- b. partnerships between tourism business actors.**

**Article 10**

**The direction of Regency tourism development as referred to in Article 5 is the basis for policy direction, strategy and indication of the Regency's tourism development program in the period 2020 to 2025, which includes the development of:**

- a. District Tourism Destinations**
- b. District Tourism Marketing**
- c. District Tourism Industry**
- d. District Tourism Institutions**

**CHAPTER III**

**DEVELOPMENT OF DISTRICT TOURISM DESTINATIONS**

**Part One**

**General**

**Article 11**

**Development of Regency Tourism Destinations as intended in Article 10 letter a, includes: a. regionalization of**

- development of Regency tourism destinations;**
- b. development of tourist attractions;**



- c. development of tourism accessibility;
- d. development of public infrastructure, public facilities and facilities tourist;
- e. community empowerment through tourism; And
- f. development of investment in the tourism sector.

#### **The second part**

#### **Regional Tourism Destination Development District**

#### **Article 12**

The DPK development area as referred to in Article 11 letter a, includes:

- a. DPK;
- b. KSPK; And
- c. KPPK.

#### **Article 13**

- (1) Development of DPK, KSPK and KPPK as intended in Article 12, implemented to support the realization of National and Central Java Province Tourism Destinations, especially the Solo Sangiran Tourism Destination and its surroundings.
- (2) The development of DPK, KSPK and KPPK as intended in Article 12, is carried out in stages criteria:
  - a. destination components that are ready to be developed; b. effective position and role as an investment attractor strategic;
  - c. strategic position as a systemic driving node for tourism development in the surrounding area both in local, regional, national and international contexts;
  - d. potential trends in tourism products;
  - e. significant contribution and/or positive prospects in attracting visits from domestic and foreign tourists in a relatively short time;
  - f. an image that is widely known;
  - g. contribution to the development of tourism product diversity in the Regency; And
  - h. regional, national and competitive advantages international.

**(3) DPK as intended in Article 12 letter a is determined using the following criteria: a.**

- geographical conditions taking into account the proximity between regions which will facilitate the preparation of tourism planning, development and management;**
- b. is a geographical area with Regency coverage in which there are KSPK and KPPK;**
- c. ease of development between tourist support destinations;**
- d. has a quality tourist attraction that is widely known locally and regionally, as well as forming a tourism product network in the form of product packaging patterns and tourist visit patterns;**
- e. has a suitability to the theme of the tourist attraction supporting strengthening competitiveness; And**
- f. have integration with related sector plans.**

**(4) KSPK as intended in Article 12 letter b is determined by the following criteria:**

- a. has the main function of tourism or tourism development potential;**
- b. has potential tourism resources to become a leading tourist attraction and has a well-known image; c. has market potential on a local and regional scale; d. has a position and potential role as a driving force investment;**
- e. has a strategic location that plays a guarding role territorial unity and integrity;**
- f. has a strategic function and role in maintaining the function and supporting capacity of the environment;**
- g. has a strategic function and role in efforts to preserve and utilize cultural assets, including historical and archaeological aspects;**
- h. have community readiness and support;**
- i. has regional specificity; j. is in the main tourist market destination area and potential tourist market; and K. has potential trends in mass tourism products front.**

**(5) KPPK as intended in Article 12 letter c is determined by the following criteria:**

- a. has the main function of tourism or tourism development potential;**

- b. has potential tourism resources to become a tourist attraction and has an image that is well known on a local scale;
- c. has local scale market potential;
- d. has a position and potential role as a driving force investment;
- e. has a strategic location that plays a guarding role territorial unity and integrity;
- f. has a strategic function and role in maintaining the function and supporting capacity of the environment;
- g. has a strategic function and role in efforts to preserve and utilize cultural assets, including historical and archaeological aspects; h. have community readiness and support; i. has regional specificity; j. is in the destination area of potential tourist markets; And
- k. has potential trends in mass tourism products front.

#### Article 14

The DPK development area as referred to in Article 12 letter a is divided into 5 (five) development areas, namely:

- a. DPK I *The Heritage Palace* and its surroundings;
- b. DPK II *Pandawa Water World* and surrounding areas;
- c. DPK III *Wirun Tourism Village, Gamelan Center* and surrounding areas;
- d. DPK IV *Mulur Reservoir* and its surroundings; And
- e. DPK V *Batu Seribu* and surrounding areas.

#### Article 15

(1) DPK I *The Heritage Palace* and its surroundings as intended in Article 14 letter a include:

- a. KSPK Kartasura region;
- b. KSPK Baki region; And
- c. KSPK Gatak region.

(2) The KSPK tourist attractions in the Kartasura region as referred to in paragraph (1) letter a include: a.

Cultural and historical tourist attractions include: *The Heritage Palace, Kartasura Palace Site, Pajang Palace Site, Kyai Shirot Grave Pilgrimage Tour, Giriwoyo Pesanggrahan, Singopuran Fort, Patih Pringgoloyo Grave Pilgrimage Tour, Tomb Pilgrimage Tour Eyang Honggonilo, Recitation of Prince Wiroguno, Joko Pabelan's Tomb, Adegung Kutho Solo Performance, Performance*

**Babad Gembongan Culture, Apem Sewu Cultural Carnival; And**

**b. Artificial tourist attractions include: English Village Educational Tourism, Educational Tourism Village Kopen (KWEK), Sekar Wijaya Park, Bloemencorso Flower Park, Umbul Jambe, Kawedanan Culinary Tourism.**

**(3) KSPK tourist attraction in the Baki area as follows referred to in paragraph (1) letter b includes:**

**a. cultural tourist attraction Grebeg Baki; And**

**b. Artificial tourist attractions include: Villages Ngrombo Guitar Craftsman Creative Tourism, Tourism Village Creative Mancasan Guitar Craftsmen, Pleret Tourism, Caring Community of Baki River (Masdulkabi).**

**(4) The KSPK tourist attractions in the Gatak region as referred to in paragraph (1) letter c include:**

**a. Grebeg Penjalin cultural tourist attraction; And**

**b. Artificial tourist attractions include: Villages Creative Tourism for Rattan Craftsmen, Kampung Jawa.**

**(5) The development theme in DPK I *The Heritage Palace* and its surroundings is historical and educational tourism.**

#### **Article 16**

**(1) DPK II Pandawa *Water World* and its surroundings as intended in Article 14 letter b includes the KSPK in the Grogol area.**

**(2) KSPK tourist attraction in the Grogol area as follows referred to in paragraph (1) includes:**

**a. Cultural tourism attractions include: Langenharjo Baths and Pesanggrahan, Tumenggung Puspongoro Pilgrimage Tour, Tomb Pilgrimage Tour Kyai Mukmin, Kyai Khasan Mukmin Grave Pilgrimage Tour, Kyai Gupit Grave Pilgrimage Tour, Mangkunegara Kaputren Cultural Carnival; And**

**b. Man-made tourist attractions include: Pandawa *Water World Water Tourism*, Royal Swimming Pool, Recreational and Shopping Tourism (*The Park Mall, Hartono Mall, Sentra Niaga*), Culinary Tourism "Kulino Kuliner" (*food festival, Banaran Village Doll Making Creative Tourism, Lumbung Silayur Parangjoro*).**

**(3) Development theme in DPK II Pandawa *Water World* and surrounding areas in the form of water tourism and artificial tourism.**

#### **Article 17**

**(1) DPK III Wirun Gamelan Center Tourism Village and its surroundings as intended in Article 14 letter c includes:**

**a. KSPK Mojolaban region; And**

- b. KSPK Polokarto region.
- (2) The KSPK tourist attractions in the Mojolaban region as referred to in paragraph (1) letter a include:
- a. Cultural tourism attractions include: Wirun Gamelan Tourism Village, Sahasra Temple; And
  - b. Artificial tourist attractions include Embung Pengantin, Kampung Bule, Organic Farmers Network Educational Tourism (JARPETO).
- (3) KSPK tourist attractions in the Polokarto area as follows referred to in paragraph (1) letter b includes:
- a. Cultural and religious tourism attractions include: Sekar Jagat Arts and Culture Tourism, Imam Syuhodo Islamic Boarding School Religious and Educational Tourism, Wonorejo Great Mosque, Jatisobo Great Mosque Site, Ketoprak Arts;
  - b. Man-made tourist attractions include: Rubber Mat and Guava Garden Agrotourism, Kayuapak Village Rainbow Bridge; And
  - c. natural tourist attraction of the Ranjing Bulu River.
- (4) The development theme in DPK III Wirun Tourism Village, gamelan center and its surroundings is cultural, religious and agrotourism tourism.

#### Article 18

- (1) DPK IV Mulur Reservoir and its surroundings as intended in Article 14 letter d include:
- a. KSPK Bendosari region; b. KSPK Sukoharjo region; And
  - c. KSPK Nguter area.
- (2) The tourist attraction of the KSPK Bendosari area as follows referred to in paragraph (1) letter a includes:
- a. Cultural tourism attractions include: Kiai Balak Tomb Pilgrimage Tour, Mbah Sayyidiman Tomb Pilgrimage Tour, Cultural Heritage at Veteran Bangun Nusantara University; And
  - b. Artificial tourist attractions include water reservoir tourism Mulur.
- (3) The KSPK tourist attractions in the Sukoharjo region as referred to in paragraph (1) letter b include: a.
- cultural tourist attractions including Grebeg Pakujoyo; And
  - b. Artificial tourist attractions include: Pakujoyo Park, Wijaya Kusuma Park, Kenep Creative Tourism Village.

- (4) The KSPK tourist attractions in the Nguter area as referred to in paragraph (1) letter c include, among others: Jangglengan water tourism, Colo DAM, Jamu Village, Sendang Pinilih Maeso Jenar, Kido Land, Nguter Jamu Market, Embung Serut, Tlengseng Water Tourism , Juron Water Tourism.
- (5) The development theme in DPK IV Mulur Reservoir and its surroundings is water and herbal medicine tourism.

#### Article 19

- (1) DPK V Batu Seribu and its surroundings as intended in Article 14 letter e includes:
- a. KSPK Tawang Sari region;
  - b. KSPK Bulu region; And
  - c. KSPK Weru region.
- (2) The KSPK tourist attractions in the Tawang Sari area as referred to in paragraph (1) letter a include:
- a. Natural tourist attractions include Mount Taruwongso;
  - b. Cultural and historical tourist attractions include: Taruwongso Tomb Pilgrimage Tour, Majasto Tomb Pilgrimage Tour; And
  - c. Man-made tourist attractions include: Taruwongso Village Creative Tourism, Al-Juffri Indah Hill, Kedung Koi, Selo Action Tourism Village, Sumber Mulyo Women's Farmer Group Educational Tour, Bountel Park, Konco Tani Selfi Place .
- (3) The tourist attractions of the KSPK Bulu region as referred to in paragraph (1) letter b include:
- a. Natural tourist attractions include: Batu Seribu, Mount Sepikul, Platar Ombo, Embung Chinatown, Sendang Ki Turno Lele, Watu Giring, Goa Gajah Mungkur, Bukit Ki Mlangi, Mount Centhini, Mount Pegat; And
  - b. Artificial tourist attractions include: Pandu Praja Park, Puncak Laskar Pelangi.
- (4) The KSPK tourist attractions in the Weru area as referred to in paragraph (1) letter c include:
- a. Natural tourist attractions include: Pleret Waterfall, Krajan Waterfall, Banyu Tibo Waterfall, Telaga Biru; And
  - b. Cultural and historical tourist attractions include: Sirih Temple, Ki Ageng Purwoto Sidik's grave, Kyai Banyubiru's grave.
- (5) The development theme in DPK V Batu Seribu and its surroundings is natural and historical tourism.

**Article 20**

The DPK development regional map as intended in Article 14 is listed in Appendix II which is an inseparable part of this Regional Regulation.

**Article 21**

- (1) The direction of the DPK, KSPK and KPPK development policies as intended in Article 12 is in the form of development of superior tourist attractions, mainstay tourist attractions and potential tourist attractions.**
- (2) The direction of the DPK, KSPK and KPPK development policies as intended in paragraph (1) includes:**
  - a. DPK, KSPK and KPPK development planning;**
  - b. implementation of DPK, KSPK and KPPK development; and c. controlling the implementation of DPK, KSPK development and KPPK.**

**Article 22**

- (1) Strategy for planning the development of DPK, KSPK and KPPK as intended in Article 21 paragraph (2) letter a includes:**
  - a. preparation of detailed development plans for DPK, KSPK and KPPK; And**
  - b. preparation of building and environmental management regulations for the DPK, KSPK and KPPK.**
- (2) The strategy for implementing the development of DPK, KSPK and KPPK as intended in Article 21 paragraph (2) letter b is carried out through the preparation of indications for Regency tourism development programs.**
- (3) Strategy for controlling development implementation DPK, KSPK and KPPK as intended in Article 21 paragraph (2) letter c includes:**
  - a. enforcement of development regulations through monitoring and supervision by the Regency Regional Government regarding the implementation of detailed DPK, KSPK and KPPK plans; And**
  - b. increased coordination between the Government, the Government Provincial Regions, Regency Regional Governments and business actors and the community.**

**Part Three**  
**Development of Tourist Attractions**  
**Article 23**

- (1) Development of tourist attractions as intended in Article 11 letter b includes:**

  - a. natural tourist attractions;**
  - b. cultural tourism attraction; And**
  - c. artificial tourist attraction.**
- (2) The types of natural tourist attractions as referred to in paragraph (1) letter a are based on the potential diversity and uniqueness of the natural environment in land areas in the form of hills, river waters, reservoirs, reservoirs, plantations and agriculture.**
- (3) Types of cultural tourism attractions as referred to in paragraph (1) letter b include:**

  - a. cultural tourism attractions that are tangible , in the form of cultural heritage buildings and historical remains; And**
  - b. cultural tourism attractions that are intangible , in the form of cultural traditions and typical community habits.**
- (4) The types of artificial tourist attractions as referred to in paragraph (1) letter c include:**

  - a. recreation and entertainment facilities/theme parks;**
  - b. integrated rest facilities; c.**
  - recreation and sports facilities;**
  - d. culinary area;**
  - e. tourist village; And**
  - f. *Meeting, Incentive, Convention and Exhibition facilities (MICE).***
- (5) The development of tourist attractions as referred to in paragraph (1), is carried out based on the principle of upholding religious and cultural values, as well as a balance between efforts to develop attraction management to create quality, competitive tourist attractions, as well as developing conservation efforts to maintain sustainability. and sustainability of tourism resources.**
- (6) The development of tourist attractions in the Regency as intended in paragraph (1) is listed in Appendix III which is an inseparable part of this Regional Regulation.**



#### Article 24

The policy direction for developing tourist attractions as intended in Article 23 paragraph (1), includes:

- a. pioneering the development of tourist attractions in order to encourage the growth of the DPK tourism development area and district development;
- b. development of tourist attractions to improve product quality and competitiveness in attracting the interest and loyalty of existing market segments;
- c. strengthening tourist attractions to increase product competitiveness in attracting repeat visits from tourists and wider market segments; And
- d. revitalizing tourist attractions in an effort to improve product quality, sustainability and competitiveness as well DPK tourism development area.

#### Article 25

(1) The strategy for pioneering the development of tourist attractions as intended in Article 24 letter a, includes activities:

- a. developing new tourist attractions in tourism destinations that have not yet developed tourism;  
And
- b. strengthening efforts to manage tourism potential and the environment in supporting pioneering efforts.

(2) The strategy for developing tourist attractions as referred to in Article 24 letter b, includes activities:

- a. developing product management innovation and tourist attraction capacity to encourage accelerated development of DPK; And
- b. strengthening conservation efforts for tourism and environmental potential in supporting the intensification of tourist attractions.

(3) Strategy for strengthening tourist attractions as follows referred to in Article 24 letter c, includes activities:

- a. developing diversification or diversity of tourist attraction values in various related themes; and b.  
strengthening regional spatial planning efforts and conservation of tourism and environmental potential in supporting the diversification of tourist attractions.

(4) Strategy for revitalizing tourist attractions as follows referred to in Article 24 letter d, includes activities:

- a. revitalization of structures, elements and activities that drive tourism activities at tourist attractions; And

- b. strengthen efforts to develop tourist attractions cultural and historical based.**

#### **Part Four**

#### **Tourism Accessibility Development**

#### **Article 26**

**Direction of tourism accessibility development policy as intended in Article 11 letter c is implemented through:**

- a. improving the quality and capacity of road network services to tourist attractions;**
- b. improving the quality and capacity of transportation services general;**
- c. development of local tourist transportation; and**
- D. development of integrated transportation network systems.**

#### **Article 27**

- (1) Strategy to increase the quality and capacity of road network services to tourist attractions as follows referred to in Article 26 letter a includes:**
  - a. improvement and maintenance of the road network to and between tourist attractions; And**
  - b. development of public road equipment to and between tourist attractions.**
- (2) The strategy to improve the quality and capacity of public transport services as referred to in Article 26 letter b includes:**
  - a. increasing the availability of transportation modes at strategic locations in tourism destinations according to market needs and developments; And**
  - b. increasing the adequacy of carrying capacity of transportation modes to destinations and the movement of tourists in tourism destinations according to market needs and developments.**
- (3) The strategy for developing local tourist transportation as intended in Article 26 letter c includes:**
  - a. development of diversity or diversification of types of tourist transportation modes towards destinations and movements tourists in tourism destinations according to market needs and developments; And**
  - b. ease of reservation of tourist transportation modes.**
- (4) The strategy for developing integrated transportation network systems as referred to in Article 26 letter d is realized in the form of developing integrated transportation and service systems in tourism destinations.**

**Part Five**

**Development of Public Infrastructure, Public Facilities and Facilities  
Tourist**

**Article 28**

**The policy direction for the development of public infrastructure, public facilities and tourism facilities as intended in Article 11 letter d includes:**

- a. development of public infrastructure, public facilities and tourism facilities to support the pioneering development of DPK;**
- b. improving public infrastructure, quality of public facilities and tourism facilities that support growth, improve the quality and competitiveness of DPK; and c. control of public infrastructure, construction of public facilities and tourism facilities for tourism destinations that have exceeded the threshold of carrying capacity and environmental capacity.**

**Article 29**

**(1) Strategies for developing public infrastructure, public facilities and tourism facilities in supporting the pioneering development of DPK as intended in Article 28 letter a, include:**

- a. providing incentives for the development of public infrastructure, public facilities and tourism facilities to support the pioneering of tourism destinations;**
- b. Facilitation of Regency Regional Government for the development of public infrastructure, public facilities and tourism facilities on private initiative;**
- c. pioneering and developing public infrastructure, facilities general, and tourism facilities to support the readiness of tourism destinations and increase capacity competitiveness of tourism destinations; And**
- d. provide facilities to the Village Government and/or community groups for the development of tourism facilities to support the pioneering of tourist attractions.**

**(2) Strategies for improving public infrastructure and quality public facilities and tourism facilities that support growth, improve the quality and competitiveness of DPK as intended in Article 28 letter b, include:**

- a. encourage and implement various partnership schemes between the Regency Regional Government and the private sector;**
- b. encourage and implement various schemes management independence; And**

**c. develop public infrastructure, public facilities and tourism facilities that meet the needs of tourists with special needs.**

**(3) Strategies for controlling public infrastructure, building public facilities and tourism facilities for tourism destinations that have exceeded the threshold of carrying capacity and environmental capacity as stated in referred to in Article 28 letter c, includes:**

**a. preparation of development regulations in the form of zoning regulations, incentives, permits and sanctions directions for maintaining the carrying capacity and carrying capacity of the environment; And**

**b. enforcement of statutory regulations.**

#### **Article 30**

**(1) Incentives for the development of public infrastructure, public facilities and tourism facilities are given to entrepreneurs and the private sector in carrying out activities in the form of:**

**a. ease of licensing procedures;**

**b. compensation;**

**c. cross subsidies;**

**d. reward;**

**e. rent space; And**

**f. awards.**

**(2) The procedures for providing incentives are further regulated by Regent's Regulations**

#### **Part Six**

#### **Community Empowerment Through Tourism**

#### **Article 31**

**The policy direction for community empowerment through tourism as referred to in Article 11 letter e includes:**

**a. developing potential, capacity and community participation through tourism development;**

**b. increasing the potential and capacity of local resources through developing productive businesses in the tourism sector;**

**c. strengthening value chain partnerships between businesses in the tourism sector;**

**d. expanding market access for small and medium industrial products and micro, small and medium scale tourism businesses developed by local communities;**

- e. increasing access and support for capital in efforts to develop small and medium industrial products and micro, small and medium scale tourism businesses developed by local communities; And**
- f. increasing awareness and the role of the community and related stakeholders in realizing Sapta Pesona.**

#### **Article 32**

- (1) The strategy for developing potential, capacity and community participation as intended in Article 31 letter a, includes:**
  - a. empowering the potential and capacity of local communities in tourism development; and b. strengthening community institutions and Regional Government at the local level to encourage community and capacity in developing the role of tourism.**
- (2) Strategies for increasing the potential and capacity of local resources as intended in Article 31 letter b, include:**
  - a. increasing the development of local resource potential as a tourist attraction;**
  - b. development of local resource potential through villages tour;**
  - c. improving the quality of small and medium industrial products as supporting tourism products; And**
  - d. increasing the business capacity of micro, small and medium scale tourism business actors.**
- (3) The strategy for strengthening value chain partnerships between businesses as intended in Article 31 letter c, includes activities:**
  - a. encourage partnerships between tourism businesses with small and medium industries and micro businesses, small and medium;**
  - b. strengthening partnerships through developing work patterns equally between the Regency Regional Government, Village Government, the community and the tourism business world; and c. improve the quality of small and medium industrial products and tourism services developed by micro, small and medium enterprises to meet market standards.**

**(4) Strategies for expanding market access for small and medium industrial products and micro, small and medium scale tourism businesses as intended in Article 31 letter d, include:**

- a. strengthening access and networking for small and medium industries and micro, small and medium scale tourism businesses with sources of market potential and global information; And**
- b. increasing corporate social and environmental responsibility in an effort to expand market access for small and medium industrial products and micro, small and medium scale tourism businesses.**

**(5) Strategies for increasing access to and support for capital as intended in Article 31 letter e, include activities:**

- a. encourage the provision of incentives and ease of access to capital for micro, small and medium scale tourism businesses in business development in accordance with statutory provisions; And**
- b. encourage the provision of capital assistance to support the development of small and medium industries and micro, small and medium scale tourism businesses around tourism destinations.**

**(6) Strategies for increasing awareness and the role of the community and related stakeholders as intended in Article 31 letter f, include activities to increase:**

- a. public understanding and awareness about tourism awareness in supporting tourism development in the Regency;**
- b. community participation in realizing tourism awareness for the creation of a conducive climate for local tourism;**
- c. increasing community motivation, opportunities and ability to recognize and love regional nature and culture; and D. quality of media networks.**

## **Part Seven**

### **Investment Development in the Tourism Sector**

#### **Article 33**

**The direction of investment development policy in the tourism sector as referred to in Article 11 letter f includes:**

- a. providing investment incentives in the tourism sector in accordance with statutory provisions; And**

b. promotion of investment in the tourism sector.

#### Article 34

(1) Strategies for increasing the provision of investment incentives in the tourism sector as referred to in Article 33 letter a, include:

a. attract direct and indirect investment, both domestic and foreign, in the tourism sector in accordance with statutory provisions;  
And

b. encourage regional investment in the tourism sector in accordance with statutory provisions.

(2) Strategies for increasing investment promotion in the tourism sector as referred to in Article 33 letter b, include: a. providing information on

tourism investment opportunities;

b. increase the promotion of tourism investment within country and abroad; And

c. increasing the synergy of tourism investment promotion with related sectors.

#### CHAPTER IV

### DISTRICT TOURISM MARKETING DEVELOPMENT

#### Part One

#### General

#### Article 35

Regency Tourism Marketing Development as intended in Article 10 letter b includes:

- a. development of the tourist market;
- b. development of tourism image;
- c. tourism marketing partnerships; And
- d. development of tourism promotion.

#### The second part

#### Tourist Market Development

#### Article 36

The policy direction for developing the tourist market as intended in Article 35 letter a, is realized in the form of strengthening the mass tourist market segment and developing niche market segments to optimize the development of tourism destinations and global market dynamics.

### Article 37

**Strategies for strengthening the mass tourist market segment and developing niche market segments as intended in Article 36 include:**

- a. increasing marketing and promotion to support the creation of priority tourism destinations;**
- b. increase the acceleration of tourism marketing and promotion in main, developing and new markets;**
- c. develop marketing and promotions to increase growth of niche market segments;**
- d. developing specific theme-based promotions;**
- e. increase the acceleration of tourist movements in all tourism destinations; And**
- f. intensification of tourism marketing for meetings , incentives , conventions and exhibitions.**

### Third part

#### Tourism Image Development

### Article 38

**The policy direction for developing tourism image as intended in Article 35 letter b, includes:**

- a. increasing and strengthening the image of tourism in a sustainable manner with the brand "*Sukoharjo is The House Of Souvenirs*"; And**
- b. improving the Regency's tourism image as a safe, comfortable and competitive tourism destination.**

### Article 39

**(1) The strategy for improving and strengthening the image of tourism in a sustainable manner as intended in Article 38 letter a, includes:**

- a. development of creative industries supporting tourism;**
- b. encouraging the development of product innovation; And**
- c. optimization of the Regional Potential Promotion Center Building (GP3D) as a souvenir center.**

**(2) The strategy to improve the Regency's tourism image as a safe, comfortable and competitive tourism destination as intended in Article 38 letter b, is realized through promotion, communication and diplomacy.**



**Part Four**  
**Tourism Marketing Partnership Development**  
**Article 40**

The policy direction for developing tourism marketing partnerships as referred to in Article 35 letter c is realized in the form of developing integrated, synergistic and sustainable marketing partnerships.

**Article 41**

The strategy for developing integrated, synergistic, sustainable marketing partnerships as referred to in Article 40, includes:

- a. synergistic integration of promotion between tourism stakeholders;  
And
- b. marketing that emphasizes responsibility towards society, environmental resources and tourists.

**Part Five**  
**Tourism Promotion Development**  
**Article 42**

The direction of tourism promotion development policy as intended in Article 35 letter d, includes:

- a. strengthening and expanding tourism promotion in the Regency domestic; And
- b. strengthening and expanding the promotion of Regency tourism abroad.

**Article 43**

(1) Strategy for strengthening and expanding tourism promotion Districts within the country as referred to in Article 42 letter a, includes:

- a. establishing a regional tourism promotion agency;
- b. strengthening the role and function of regional tourism promotion bodies;
- c. support, coordination and synchronization of the Indonesian Tourism Promotion Agency, Provincial Tourism Promotion Agency, and Regency Regional Tourism Promotion Agency; And
- d. collaborate with the Tourism Industry Association (ASITA), the Indonesian Hotel and Restaurant Association (PHRI), the Indonesian Tour Guide Association (HPI), and other tourism stakeholders.

**(2) Strategy for strengthening and expanding tourism promotion**

**Regency abroad as referred to in  
Article 42 letter b, includes:**

- a. intensification of publications and promotions by utilizing the  
"Sukoharjo is The House Of Souvenirs" brand at tourism promotion  
events abroad; And**
  
- b. facilitation of partnership programs between domestic tourism  
promotion actors and tourism promotion actors abroad.**

**CHAPTER V**

**DEVELOPMENT OF THE DISTRICT TOURISM INDUSTRY**

**Part One**

**General**

**Article 44**

**Regency Tourism Industry Development as intended in Article 10 letter c  
includes:**

- a. structure construction**
  - b. tourism industry;**
  - c. creation of business credibility;**
  - d. development of responsibility towards the natural environment  
and socio-cultural;**
  - e. development of creative industries; and f.**
- increasing the competitiveness of tourism products.**

**The second part**

**Development of the Tourism Industry Structure**

**Article 45**

**The policy direction for developing the structure of the tourism industry  
as referred to in Article 44 letter a is realized in the form of strengthening  
functions, hierarchies and relationships between the chains forming the  
tourism industry to increase the competitiveness of the tourism industry.**

**Article 46**

**Strategies for strengthening functions, hierarchies and relationships  
between the chains that form the tourism industry as intended in Article  
45, include: a. increasing synergy and**

**distributive justice between the chains forming the tourism industry;**

- b. strengthening functions, hierarchies and relationships between tourism  
businesses to increase competitiveness; And**

- c. strengthening the chain of added value creation between tourism business actors.

### **Part Three**

#### **Creation of Business Credibility**

##### **Article 47**

The policy direction for creating business credibility as intended in Article 44 letter b, is realized in the form of developing credible and quality tourism business management and services.

##### **Article 48**

Strategies for developing credible and quality tourism business management and services as referred to in Article 47, include: a. implement standardization

and certification of tourism businesses that refer to international principles and standards by optimizing the use of local resources;

- b. implement a safe and reliable system for electronic business transactions; And

- c. supporting business guarantees through regulations and facilitation.

### **Part Four**

#### **Development of Responsibility for the Natural Environment and Socio-Culture**

##### **Article 49**

Policy direction for developing responsibility towards

The natural and socio-cultural environment as intended in Article 44 letter c is realized in the form of tourism business management development which refers to the principles of sustainable tourism development, the world tourism code of ethics and the green economy.

##### **Article 50**

The strategy for developing tourism business management as intended in Article 49 includes: a. encouragement

of economic growth with a health perspective and environment along the tourism business chain; and b.

development of caring tourism business management towards environmental and cultural preservation.

**Part Five**  
**Creative Industry Development**  
**Article 51**

- (1) The direction of the creative industry development policy as intended in Article 44 letter d is realized in the form of increasing the competitiveness of the Regency's creative industry.**
- (2) The development of creative industries as intended in Article 44 letter d includes, among other things:**
  - a. development of creative craft industries;**
  - b. development of the culinary creative industry;**
  - c. development of the fashion creative industry;**
  - d. development of creative product design industries;**
  - e. development of the creative publishing industry; and**
  - f. development of the creative performance industry.**
- (3) Strategies for increasing the competitiveness of creative industries as intended in paragraph (1) can be carried out in the form of:**
  - a. business and institutional development;**
  - b. capital facilitation;**
  - c. improvement and transfer of technology;**
  - d. product marketing and promotion;**
  - e. protection and advocacy;**
  - f. education and training;**
  - g. facilitation of business**
  - information; h. facilitation of**
  - business licensing; i. facilitation of Intellectual Property Rights; And**
  - j. facilitating the establishment of creative industry centers.**

**Part Six**  
**Increasing the Competitiveness of Tourism Products**  
**Article 52**

**Policy direction to increase the competitiveness of tourism products as intended in Article 44 letter e is realized in the form of developing the quality and diversity of tourist attraction businesses.**

**Article 53**

**Strategies for developing the quality and diversity of tourist attraction businesses as referred to in Article 52, include:**

- a. development of attraction management;**

- b. strengthening the quality of tourism products; And
- c. improving the packaging of tourism products.

CHAPTER VI

**TOURISM INSTITUTIONAL DEVELOPMENT  
REGENCY**

**Part One**

**General**

**Article 54**

**Regency Tourism Institutional Development as intended in Article 10 letter d includes:**

- a. strengthening tourism organizations;
- b. tourism human resource development;
- and c. strengthening tourism village institutions.

**The second part**

**Strengthening Tourism Organizations**

**Article 55**

**The policy direction for strengthening tourism organizations as referred to in Article 54 letter a, is through institutional structuring and strengthening the performance of tourism organizations.**

**Article 56**

**The strategy for institutional structuring and strengthening the performance of tourism organizations as intended in Article 55 is implemented through:**

- a. strengthening the governance of tourism organizations within the Regional Apparatus structure;
- b. optimizing the role of tourism organizations;
- c. strengthening the role of tourism awareness groups (pokdarwis);
- d. tourism management;
- e. synchronization of tourism development programs; And
- f. facilitating the formation of tourism institutions.

**Part Three**

**Tourism HR Development**

**Article 57**

**The direction of Tourism HR development policy as referred to in Article 54 letter b, through:**

- a. increasing the capacity and capability of Tourism Human Resources within the Regency Regional Government;

- b. encouraging partnerships between tourism education institutions and the community and tourism industry; c. standardization and certification of human resources in the tourism business sector;  
And
- d. meeting the quality and quantity needs of human resources  
Tourist.

#### **Article 58**

- (1) **Strategy for increasing HR capacity and capability  
Tourism within the Regency Regional Government as intended  
in Article 57 letter a, with  
method:**
  - a. optimizing human resource capacity in regional officials who have duties and functions in the tourism sector; And
  - b. improving the quality of human resources managing education and training in the tourism sector.
- (2) **Strategy to encourage partnerships between tourism educational institutions and the community and tourism industry as intended in Article 57 letter b, by:**
  - a. building working networks with tourism education institutions;  
And
  - b. development of cooperation between educational institutions and the tourism industry.
- (3) **Strategy for standardization and certification of human resources in the tourism business sector as intended in Article 57 letter c, by:**
  - a. facilitating standardization and certification of human resources in the tourism business sector; And
  - b. accelerating the quality of tourism educators.
- (4) **Strategy for meeting the quality and quantity needs of tourism human resources as intended in Article 57 letter d, by:**
  - a. preparation of long-term plans for tourism human resource needs;
  - b. mapping and procurement of human resources; c. increasing human resource capacity; and D. professional certification.

#### **Part Four**

#### **Strengthening Tourism Village Institutions**

#### **Article 59**

**Strengthening tourism village institutions as referred to in Article 54 letter c includes:**

- a. establishment of tourism village management;
- b. developing the capacity of tourism village organizations;
- c. tourism mechanisms, operations and systems; And
- d. increasing the resource capacity of village communities tour.

CHAPTER VII

**TOURISM DEVELOPMENT PROGRAM INDICATIONS  
REGENCY**

**Article**

**60 (1) Details of indications of tourism development programs**

Districts in the period 2020 to 2025 and the person responsible for its implementation are listed in Appendix IV which is an inseparable part of this Regional Regulation.

**(2) Indication of the Regency tourism development program as intended in paragraph (1) is implemented in accordance with the stages of the Regional Spatial Planning (RTRW)**

District, District Long Term Development Plan (RPJPD) and District Medium Term Development Plan (RPJMD).

**(3) In implementing the indications for the Regency tourism development program as intended in paragraph (1), the Regional Apparatus in charge of tourism as the person responsible is supported by other relevant Regional Apparatus.**

**(4) In implementing the indications for the Regency tourism development program as intended in paragraph (1), it can be supported by the community and the business world.**

CHAPTER VIII

**SUPERVISION AND CONTROL**

**Article 61**

**(1) The Regency Regional Government carries out supervision and controlling the implementation of RIPPARKAB.**

**(2) Supervision and control as intended in paragraph (1) are carried out in accordance with the provisions of statutory regulations.**

**Article 62**

**(1) The Regent supervises and controls tourism activities.**

**(2) In carrying out supervision and control as intended in paragraph (1) the Regent can delegate authority to Regional Apparatus in charge of tourism affairs.**

**(3) Further provisions regarding supervision and control are regulated in the Regent's Regulations.**

CHAPTER IX

**TRANSITIONAL PROVISIONS**

**Article 63**

**When this Regional Regulation comes into force, all regional legal products related to Development Existing tourism is declared to remain valid as long as it does not conflict with this Regional Regulation.**

CHAPTER X

**CLOSING**

**Article 64**

**This local regulation are applied at the date stated.**

**every person knowing this, ordering this Regional Regulation to be promulgated by placing it in the Regency Regional Gazette.**

**Stipulated in Sukoharjo on  
October 26 2020  
REGENT SUKOHARJO,**

signed

**WARDOYO WIJAYA**

**Promulgated in Sukoharjo  
on October 26, 2020**

**Acting REGIONAL  
SECRETARY OF SUKOHARJO DISTRICT,**

signed

**WIDODO**

**SUKOHARJO DISTRICT REGIONAL GAZETTE  
YEAR 2020 NUMBER 7**

**Copy Corresponds to the original  
Head of Legal Department**

signed

**BUDI SUSETYO, SH, MH  
Level I Supervisor  
NIP.19730705 199203 1 004**

**NOREG REGIONAL REGULATIONS OF SUKOHARJO DISTRICT, PROVINCE  
CENTRAL JAVA : (7-253/2020)**



**EXPLANATION  
ON  
REGIONAL REGULATIONS OF SUKOHARJO DISTRICT  
NUMBER 7 OF 2020  
ABOUT  
TOURISM DEVELOPMENT MASTER PLAN  
SUKOHARJO DISTRICT YEAR 2020-2025**

**I. GENERAL**

The Sukoharjo Regency Tourism Development Master Plan (RIPPARKAB) is the main guideline for planning, managing and controlling tourism development at the provincial and district/city levels which contains the Vision, Mission, Goals, Policies, Strategies, Plans and Programs that need to be carried out by stakeholders (*stakeholders*) in tourism development.

The enactment of the Regional Autonomy Law is a strategic starting point to be able to optimize by exploring, developing and managing the assets and resources owned so that they are productive and can help support regional development, provide beneficial value and produce high productivity for regional development and improvement. well-being.

Tourism development is developed with an approach to economic growth and equality for people's welfare and development that is oriented towards regional development, relies on the community, and is community empowering which covers various aspects, such as human resources, marketing, destinations, science and technology, cross-sector linkages, cooperation, small business empowerment, and responsibility. responsible for the utilization of natural and cultural resources.

Looking at some of the potential that exists in Sukoharjo Regency, the tourism sector can actually still be developed so that it contributes to regional income, both through the provision of supporting facilities for tourist attractions, as well as promotional efforts.

Apart from that, there is a lot of cultural tourism potential in Sukoharjo Regency, which can be used as a cultural tourism destination that is integrated with several other bordering areas, so cooperation is needed with other relevant regional agencies to jointly create cultural tourism destination packages, which can be attractive. for tourists.

Based on the above and to implement the provisions of Article 9 paragraph (3) of Law Number 10 of 2009 concerning Tourism, it is necessary to establish Regional Regulations

regarding the Sukoharjo Regency Tourism Development Master Plan for 2020-2025.

## II. ARTICLE BY ARTICLE

### article 1

Quite clear.

### Section 2

Quite clear.

### Article 3

#### Paragraph (1)

**What is meant by a cultural tourism destination with character is a tourism industry that has the function of carrying out the mission of preserving local cultural and artistic values, reviving local historical values and cultural identity of Sukoharjo Regency.**

#### Paragraph (2)

Quite clear.

#### Paragraph (3)

##### Letter a

Quite clear.

##### Letter b

Quite clear.

##### Letter c

Quite clear.

##### Letter d

**What is meant by a tourist product (*Tourism Product*) is a tangible (*tangible product*) and intangible (*intangible product*), packaged in a unified series of trips which can only be enjoyed, if the entire series of trips can provide a good experience for the person who traveling or using the product.**

##### Letter e

Quite clear.

##### Letter f

Quite clear.

##### Letter g

Quite clear.

#### Paragraph (4)

Quite clear.

**Article 4**

Quite clear.

**Article 5**

Quite clear.

**Article 6**

Quite clear.

**Article 7**

**Letter a**

**What is meant by increasing employment opportunities, such as: opening shops, *home stays*, making souvenirs, culinary delights, etc**

**Letter b**

Quite clear.

**Letter c**

**What is meant by increasing the capacity of tourism human resources is carried out by efforts to improve language skills, increase friendly attitudes towards tourists, education and training and so on.**

**Article 8**

**Letter a**

**What is meant by *planning* is an activity to determine goals to be achieved along with ways to achieve these goals.**

**What is meant by *Organizing* is the process of how the strategies and tactics that have been formulated in planning are designed in an appropriate and strong organizational structure, conducive organizational system and environment, and can ensure that all parties in the organization can work effectively and efficient to achieve organizational goals.**

**What is meant by *Actuating* is an action to ensure that all group members strive to achieve targets in accordance with the goals of the organization.**

**What is meant by *Controlling* (supervision) is the process of determining what must be achieved, namely standards, what is being done, namely implementation, assessing implementation and, if necessary, making improvements, so that implementation is in accordance with the plan, namely in line with standards.**

**Letter b**

**Quite clear.**

**Article 9**

**Quite clear.**

**Article 10**

**Quite clear.**

**Article 11**

**Quite clear.**

**Article 12**

**Quite clear.**

**Article 13**

**Quite clear.**

**Article 14**

**Quite clear.**

**Article 15**

**Quite clear.**

**Article 16**

**Quite clear.**

**Article 17**

**Quite clear.**

**Article 18**

**Quite clear.**

**Article 19**

**Quite clear.**

**Article 20**

**Quite clear.**

**Article 21**

**Quite clear.**

**Article 22**

**Quite clear.**

**Article 23**

**Paragraph (1)**

**Letter a**

**What is meant by "natural tourist attraction" is described as follows: a. hills, such as Batu Seribu, Gunung Sepikul, and so on**

- b. reservoirs, such as Mulur Reservoir, Colo DAM, and so on
- c. plantations, such as Rubber Plantations (Rubber Mats), and so on

**Letter b**

**What is meant by "cultural tourist attraction" is a tourist attraction in the form of the result of human creativity, taste and initiative as cultural creatures.**

**Further cultural tourism attractions can be described, including:**

- a. cultural tourism attractions that are tangible , which include:
  1. cultural heritage objects are natural objects and/or man-made objects, whether movable or immovable, in the form of units or groups, or their parts, or remains. the rest have a close relationship with culture and the history of human development, for example: keris, gamelan, and so on.
  2. Cultural heritage buildings are built structures made from natural objects or man-made objects to meet the needs of walled and/or non-walled and roofed space.
- b. Tourist attractions are intangible , which include, among others:
  1. customary life and community traditions and community cultural activities that are unique to an area/place,
  2. arts, such as gambyong dance and so on.

**Letter c**

**What is meant by "artificial tourist attraction" is a special tourist attraction which is an artificial creation (*artificially created*) and other human activities outside the realm of natural tourism and cultural tourism. Man-made/special tourist attractions, which can be further described include, among others:**

- a. recreation and entertainment facilities/theme parks, namely facilities related to entertainment motivation and the distribution of hobbies, such as Pakujoyo Park.

- b. integrated rest facilities.
- c. recreation and sports facilities, such as recreation and sports areas, stadiums, squares and other sports areas.
- d. tourist villages, such as Kenep creative tourism village, Trangsan Gatak rattan tourism village, Ngrombo Guitar Tourism Village, Wirun Gamelan Tourism Village
- e. *Meeting, Incentive, Convention, Exhibition* (MICE) facilities are activities in the tourism industry which aim to plan and organize meetings, incentive trips, conventions and exhibitions.

**These three types of tourist attractions can be further developed into various sub-types or categories of tourist activities, including:**

- a. adventure tourism (*adventure tourism*);
- b. Marine tourism (*marine tourism*);
- c. Agro tourism (*farm tourism*);
- d. Creative tourism (*creative tourism*);
- e. cruise ship tourism (*cruise tourism*);
- f. Culinary tourism (*culinary tourism*);
- g. Cultural tourism (*cultural tourism*);
- h. Historical tourism (*heritage tourism*);
- i. Memorial tourism (*dark tourism*);
- j. Ecological tourism (*ecotourism/ wild tourism*);
- k. educational tourism (*educational tourism*);
- l. Extreme tourism - challenging danger (**extreme tourism**), such as joking with sharks, joking with crocodiles;
- m. Mass tourism (**mass tourism**);
- n. Meeting tourism, incentive travel, conferences and exhibitions (*meeting, incentive, convention and exhibition tourism*);
- o. Health tourism (*medical tourism/ wellness tourism*);
- p. Nature tourism (*nature-based tourism*);
- q. Religious tourism (*pilgrimage tourism*);
- r. Contemporary cultural tourism (*pop culture tourism*);
- s. Village tourism (*rural tourism*);
- t. Space tourism (*space tourism*);

- u. **Sports tourism** (*sports tourism*);
- v. **City tourism** (*urban tourism*); and w.
- Volunteer tourism** (*volunteer tourism*).

Paragraph (2)

**Quite clear.**

Paragraph (3)

**Quite clear.**

Paragraph (4)

**Quite clear.**

Paragraph (5)

**Quite clear.**

Paragraph (6)

**Quite clear.**

## **Article 24**

### **Letter a**

**What is meant by "initial development of tourist attractions" is development efforts carried out by opening and building new tourist attractions in tourism destinations that have not yet developed tourism, in order to develop existing market opportunities.**

### **Letter b**

**What is meant by "tourist attraction development" is development efforts carried out by improving the quality of tourist attractions already exists in an effort to increase interest and loyalty existing market segments and expanding the coverage of existing tourist attraction areas or developing into new locations based on the same *core (nucleus)* .**

### **Letter c**

**What is meant by "strengthening tourist attractions" is a development effort carried out by creating new tourist attractions of different types in an effort to capture new market opportunities.**

### **Letter d**

**What is meant by "revitalization of tourist attractions" is development efforts carried out by improving the condition and quality of existing tourist attractions that are experiencing degradation in an effort to maintain sustainability and improve the quality and competitiveness of attractions to attract existing market share and expand the tourist market. new.**

## **Article 25**

**Quite clear.**

**Article 26**

**Quite clear.**

**Article 27**

Paragraph (1)

**Quite clear.**

Paragraph (2)

**Quite clear**

Paragraph (3)

**Letter a**

**What is meant by diversification of types of transportation modes is diversifying the types of transportation modes to destinations and the movement of tourists in tourism destinations by looking at the characteristics of travelers, travel characteristics and characteristics of existing transportation systems in each tourism destination.**

**For example, tourist buses, off road vehicles, pedicabs, wagons, tourist buses, etc.**

**Letter b**

**Quite clear**

Paragraph (4)

**Quite clear**

**Article 28**

**What is meant by public infrastructure consists of:**

- a. electrical networks and lighting;**
- b. clean water network;**
- c. telecommunications networks; And**
- d. waste management system.**

**What is meant by public facilities includes:**

- a. security facilities: fire extinguisher, disaster response facilities  
(*Early warning system*) in disaster-prone destinations;**
- b. financial and banking facilities: Automated Teller Machines  
(ATMs) and money changers ;**
- c. business facilities: 24-hour grocery and medicine kiosk (*drug store*), internet cafe, public telephone, *public locker* ;**
- d. health facilities: 24 hour polyclinic and first aid facilities;**
- e. sanitation and hygiene facilities: public toilets, *laundry*,  
and trash cans;**



f. special facilities for people with physical disabilities, children and the elderly;

g. recreation facilities: *rest areas*, children's play facilities, sports facilities, pedestrian facilities;

h. parking facilities; And

i. worship facilities.

What is meant by tourism facilities includes:

a. accommodation facilities;

b. restaurant facilities;

c. Tourism information and service facilities: immigration service facilities, tourism information center , and *e-tourism kiosk*; d. Tourism Police and Tourism Task Force; e. *souvenir*

*shop*;

f. *tourism signs and posts (gates, interpretation boards, tourist traffic signs)*; And

g. *Landscaping*.

#### Article 29

Paragraph (1)

Letter a

What is meant by providing incentives is the convenience provided by the regional government to investors in the form of tax relief, supporting facilities, and investment management.

Letter b

Quite clear.

Letter c

Quite clear.

Letter d

Quite clear.

Paragraph (2)

Quite clear.

Paragraph (3)

Quite clear.

#### Article 30

Quite clear.

#### Article 31

Letter a

Quite clear.

**Letter b**

**Quite clear.**

**Letter c**

**What is meant by "business value chain partnership" is increasing partnerships between tourism business sectors. Tourism is an activity that has cross-sector and cross-scale linkages**

**business. The development of tourism activities will move the layers of the business chain involved in it so that it will create a multiplier effect *which* will provide very significant economic benefits for all parties involved in the tourism business chain. Multiple economic impacts**

**tourism will cover both direct impacts, indirect impacts and secondary impacts which are generally related to small and medium scale businesses as well as businesses in the upstream sector, such as agriculture, plantations, animal husbandry and so on.**

**Letter d**

**Quite clear.**

**Letter e**

**Quite clear.**

**Letter f**

**Quite clear.**

**Article 32**

**Quite clear.**

**Article 33**

**Quite clear.**

**Article 34**

**Paragraph (1)**

**What is meant by "investment incentives" are facilities provided by local governments to investors in the form of tax relief, supporting facilities, and investment management.**

**Letter a**

**What is meant by direct investment is investment in the form of tangible goods .**

**What is meant by direct indirect investment is investment in the form of intangible goods .**

**Letter b**

**Quite clear.**

Paragraph (2)

**Quite clear.**

**Article 35**

**Quite clear.**

**Article 36**

**What is meant by "mass market segment" is the type of tourist who comes in groups and usually has a relatively short length of stay.**

**What is meant by " niche market segment" is the type of tourists who come individually or in small groups who visit because of special interests and usually have a relatively long length of stay.**

**Article 37**

**Quite clear.**

**Article 38**

**Quite clear.**

**Article 39**

Paragraph (1)

**Quite clear.**

Paragraph (2)

**What is meant by "promotion" is the activity of announcing the product or service that will be offered to potential consumers/tourists who are the target market. Promotional activities are carried out continuously through several media**

**considered effective in reaching the market, both in print or electronic, but the choice really depends on the target market you want to target.**

**Promotion of district tourism is not only carried out by the District Government, but also various groups who participate in promoting tourism, such as private institutions, NGOs, entrepreneurs, craftsmen, media, academic circles, and even citizens as individuals.**

**What is meant by "communication" is the conveying of information, ideas, emotions, expertise, etc. through the use of symbols such as words, pictures, numbers, etc.**

**What is meant by "diplomacy" is all foreign relations efforts undertaken to achieve national interests in the tourism sector. Diplomatic efforts are being made to increase tourism in Sukoharjo Regency internationally with the aim of promoting regional tourism potential to the international community.**

**Article 40**

**Quite clear.**

**Article 41**

**Quite clear.**

**Article 42**

**Quite clear.**

**Article 43**

**Quite clear.**

**Article 44**

**Quite clear.**

**Article 45**

**Quite clear.**

**Article 46**

**Quite clear.**

**Article 47**

**Quite clear.**

**Article 48**

**Quite clear.**

**Article 49**

**Quite clear.**

**Article 50**

**Quite clear.**

**Article 51**

**Paragraph (1)**

**Creative Industry is an industry that originates from the use of individual creativity, skills and talents to create prosperity and employment opportunities through the creation and utilization of individual creativity and inventiveness.**

**Paragraph (2)**

**Letter a**

**What is meant by "creative craft industry" is creative activities related to arts and design crafts. Crafts are part of applied fine arts which are a meeting point between art and design originating from traditional heritage or contemporary ideas, the results of which can be works of art, functional products, ornamental and decorative objects, can be grouped based on materials and exploration of the technical tools used, and also thematic products.**

**Art crafts include *limited editions crafts* and *individual crafts* are in 2-dimensional form (carvings, reliefs, carved paintings), while design crafts include *mass crafts*, limited edition crafts, and individual crafts in 3-dimensional forms (*furniture, keris, jewelry, toys, traditional clothing, kitchen waves, etc. other*).**

**Letter b**

**What is meant by "creative culinary industry" is creative activities that have two scopes, namely the fields of culinary services and culinary goods. Culinary services include restaurants and catering services, while culinary goods include *specialty foods*. Activities for preparing, processing and serving food and beverage products that incorporate elements of creativity, aesthetics, tradition and/or local wisdom; as the most important element in improving the taste and value of the product, to attract purchasing power and provide an experience for consumers.**

**Letter c**

**What is meant by " *fashion creative industry*" is a creative activity related to the creation of clothing designs, footwear designs and other fashion accessory designs, production of fashion clothing and accessories, consultancy on *fashion product lines*, and distribution of *fashion products*.**

**Letter d**

**What is meant by "creative product design industry" is creative activities related to the creation of graphic design, interior design, product design, industrial design, corporate identity consultation and marketing research services as well as packaging production and packaging services.**

**Letter e**

**What is meant by "creative publishing industry" is a business or activity of managing information and imagination to create creative content that has a certain uniqueness, expressed in the form of writing, images, and/or or a combination thereof, produced for public consumption, through print media. electronic, or online media to obtain higher economic, social, or artistic and cultural value. This creative activity is not only focused on publishing books, but also publishing periodic media, software, interactive games, or other publications such as music, videos, films and animations.**

**Letter f**

**What is meant by "creative performance industry" is creative activities related to the performing arts themselves, developments or genres, group management, form composition, and based on forms of presentation and consumption. Performing arts are presented as art products that are staged to be enjoyed/consumed as art products, not as art services.**

**Performing arts as a service can be seen in performing arts as performers at non-arts and cultural events, TV show performers, *wedding singers* and *home bands*. The focus of developing performing arts includes: dance, theater, music, and cross-disciplines (wayang, ballet, oral literature).**

**Article 52**

**Quite clear.**

**Article 53**

**Quite clear.**

**Article 54**

**Quite clear.**

**Article 55**

**Quite clear.**

**Article 56**

**Quite clear.**

**Article 57**

**Quite clear.**

**Article 58**

**Quite clear.**

**Article 59**

**Quite clear.**

**Article 60**

**Quite clear.**

**Article 61**

**Quite clear.**

**Article 62**

**Quite clear.**

**Article 63**

**Quite clear.**

**Article 64**

**Quite clear.**

**SUPPLEMENTARY SUKOHARJO DISTRICT REGIONAL GAZETTE NUMBER 292**