

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Revitalization of The Kota Tua Area in Supporting Sustainable Tourism in the Cirebon District

Endah Nurhawaeny Kardiyati¹, M. Muhamad²

¹Department of Public Relations, Faculty of Social Politics, Universitas Muhammadiyah Cirebon, Cirebon, Indonesia. Email: endah.nk@umc.ac.id

²Department of Tourism Studies, Faculty of Graduate School, Universitas Gajah Mada, Yogyakarta, Indonesia. Email: drmuhammad@ugm.ac.id

ARTICLE HISTORY

Received: January 09, 2025

Revised: June 13, 2025

Accepted: June 30, 2025

DOI

<https://doi.org/10.52970/grmilf.v5i2.1690>

ABSTRACT

The revitalization and rejuvenation of Kota Tua really requires the role of local government stakeholders in a sustainable manner. This research aims to see how the implementation of the revitalization has an interest in maintaining the cultural heritage of the city, preserving historical values, while developing urban sectors according to their economic potential. This research is located in Kota Tua Jamblang in Cirebon Regency, an old area that has been around since the 12th century. The research method uses descriptive qualitative data analysis techniques that emphasize observing phenomena based on facts in the field and assessing them briefly and quickly by developing indicators of sustainable tourism development. The results of the management discussion in destinations related to indicators: Management System to Protect Historic Buildings, Management System to Protect Culture and Arts, Management System to Protect Historic Buildings, Integrated and Integrated Monitoring System, and Level of Community Participation in Preserving Kawasam Old Town Jamblang. Each has its own level of importance and level of quality in the Jamblang district, Cirebon Regency, which varies. The revitalization and rejuvenation of Kota Tua has a high level of importance and quality in Cirebon Regency.

Keywords: Old Town Revitalization, Sustainable, Tourism Development.

I. Introduction

Sustainable tourism development is a process and scheme to meet the needs of tourists and the surrounding community at the present time, without compromising the fulfillment of the needs of future generations, Ministry of Tourism, 2021. This concept is based on the principle of continuing to pay attention to the ecosystem in accordance with its carrying capacity, realizing the interests of local communities, improving the quality of human life in the physical, spiritual, social, and cultural aspects in the long term, and encouraging the effective and efficient use of natural resources. Economic, social, and aesthetic needs can be met without neglecting the preservation of cultural integrity, important ecological processes, biodiversity, and various life support systems, which are the capital of Indonesia's tourism strength, which is competitive and sustainable. The development and potential of tourism that can be developed in Indonesia, in general, and Cirebon Regency, in particular, is the preservation of art and culture. This potential is very diverse and is the main attraction for tourists, and is spread throughout Indonesia. This attractiveness capital becomes an attractive tourism activity and is a fairly long link as a positive impact of the multiplier effect caused by

economic activity. Tourism activities and the influx of tourists also have an impact and change the mindset in people's social lives.

This research is motivated by an assessment of sustainable tourism to assess the level of importance of the quality of tourism products and cultural preservation in supporting sustainable tourism. The quality of tourism products in the form of preservation of history, culture is the most important indicator in sustainable tourism development. The main problem is how to pay attention to conservation efforts as tourism products to improve their quality as a level of importance, in order to have quality products and influence tourist visits to destinations. The existence of the tourism sector, which has the potential as an instrument to improve the welfare of the community, both through economic and non-economic activities. Economic potential is related to its strategic role in increasing Regional Gross Product, creating job opportunities, and business opportunities for the community. Non-economic potential is related to the direct benefits of social, psychological, and cultural tourism activities in supporting sustainable tourism (Muhamad M, Prima, A. 2016).

As a phenomenon that experiences high dynamics, the value of tourism is closely related to humanity, and the value of the benefit of the tourism sector is highly dependent on the utilization of human, natural, cultural, and artificial resources. Tourism activities and the resources used have special characteristics. Activities that continue to develop in the midst of the relatively limited number and quality of resources, as well as the constantly changing context, require the formulation of the level of importance and quality of tourism products as part of local government policies. Tourism sector policy has an important meaning for the regional economy. Similar to other regions, Cirebon Regency is trying to develop itself by optimizing the use of tourism resources to encourage economic growth, increase job opportunities, and regional incomes, as well as people who see tourism developments and current trends as a form of diversity in forms of tourism product diversity. With the development of tourism and the trend of international tourism development at this time, there is a trend from the form of "mass" tourism to individual or small group tourism of higher quality, and the desire for direct contact with the local community. The application of concepts that are able to predict future tourism developments and rapid changes will undoubtedly be able to provide greater benefits and quality, and sustainability. The higher the quality, the longer tourists will spend their vacation time, and the more expenses they will incur.

The problem of revitalization, especially the existence of old cities in all old cities in the Regency, is the most important part of the program of a sustainable development process in Indonesia. Efforts to preserve and renew historic areas as part of urban planning cannot be separated from other approaches, such as environmental improvement, rejuvenation, new development, and others. These planning approaches often overlap, causing complex problems. On the one hand, conservation policies have an interest in maintaining the cultural heritage of the city, while urban rejuvenation has an interest in developing urban sectors in accordance with the city's economic potential. The Jamblang Kota Tua tourism program has actually been launched since 2019, three years ago, but was hindered by the COVID-19 pandemic, so that its realization is still not as expected. The Old Town area in the Jamblang area will be turned on by art, culinary, cultural, and other tourism. Jamblang Old Town, Cirebon Regency, is full of historical, cultural, multi-ethnic, and religious colors that are still well preserved today. This wealth is displayed in the Jamblang Cultural Arts Market, which is the forerunner of destinations in packaging international-flavored local tourism products in front of Vihara Dharma Rakhita Jamblang. The uniqueness of Jamblang Village includes traditional music and training performances with Cirebon's special arts. The architectural splendor of the sturdy ancient buildings in Kota Tua Jamblang was a local identity for its time.

The Jamblang Chinatown area is very suitable to be included as a cultural heritage building, because most of the buildings are more than 50 years old and support being used as cultural heritage. The developments in the past, the area a good business place because there is Jamblang Station. Then, near the settlement, there is a river for irrigation purposes from sugar factories to large pawnshops. Should, said Mustakim, the local government, as soon as possible, register the Chinatown area of Jamblang as a cultural heritage area. Because if left unchecked, it is feared that it will become a dead city and not become a tourist attraction. "In that area, there is an attraction, which is one of the oldest temples in Cirebon, namely Vihara

Dharma Rakhita, which was built in 1400 AD. The existence of Kota Tua Jamblang in Cirebon Regency has been inaugurated as one of the historical tourist destinations in Cirebon Regency, as evidence of the stretching of efforts to increase popularity, but there are obstacles faced in the area. In addition, there are 3 important factors to develop tourism, namely amenities, attractions, and access (3A). Jamblang Kota Tua tourist destinations have experienced obstacles, namely the accessibility factor to the area. Accessibility factors for entry to destinations. This area requires accessibility arrangements to support the area for the main entrance (entrance), especially public open spaces for the use of parking areas and public spaces, especially for tourist activities. Another problem is that there is no policy for the development of the Kota Tua Jamblang tourism area related to policy support for the Regional Tourism Master Plan (RIPARDA) and other policy support related to the development of the Kota Tua Jamblang Area.

The Kota Tua Jamblang area has been designated as a new tourist attraction by the Cirebon Regency government, among others, by using digital programs as promotional media to the wider community. The use of digital as a medium of socialization to the public that it requires contextually and adaptively adapted content. Jamblang old town, especially in accordance with the context of Jamblang Chinatown, is expected to promote the Kota Tua Jamblang Area to the international world. The results of the use of information technology are expected to influence the policies of stakeholders in the framework of supporting the revitalization of the Kota Tua Jamblang area. Some of the roles of using information technology include: the results of several videos from the public can be published on Internet media, such as YouTube, Instagram, Twitter, Facebook, and others. The efforts of this research reveal the role of the use of information technology. The development of digital technology has indeed changed the way of disseminating information and promotion; this method is quite effective in introducing the potential of Kota Tua Jamblang Tourism.

The main purpose of this research is to determine the implementation process of revitalization as an effort to maintain the city's cultural heritage, preserve historical values, while developing urban sectors according to tourism potential and other supporting sectors in Cirebon Regency. This research will more or less find out regional policies and stakeholders, and the implementation process of revitalization as an effort to maintain the cultural heritage of the Kota Tua, preserve historical values, while developing city sectors according to tourism potential and other supporting sectors in Cirebon Regency. The need for the role and support of publications through the use of information technology as an effort to introduce information and promote the tourism potential of Kota Tua Jamblang in Cirebon Regency, in supporting sustainable tourism. The main problem in this research is how to assess the level of interest of the stakeholders and the role of the community towards the destination. This interest is defined as tourists' beliefs before trying or buying a tourism product, which will be used as a reference standard in assessing the performance of sustainable tourism products. There are two levels of interest of tourists and the level of community participation, namely, how to provide sufficient services and the desired services. Adequate Service Level is the minimum level of service performance that is still acceptable based on estimates of services that may be received, and depending on the available alternatives. The desired service is a level of performance of tourism product management services that tourists expect to receive, which is a combination of tourist beliefs about what and what can and should be accepted, Muhamad M, Agusta Prima, 2016.

The revitalization of Kota Tua Jamblang in Cirebon Regency is the most important part as the main capital of sustainable tourism resources. Revitalization and enrichment of art is a form of artistic and cultural works developed by local communities to enrich visual aesthetics at this time. The development of this art was triggered by the demand of tourists to see traditional arts and culture, as well as tourism products. The level of interest of tourists, destination managers, and stakeholders who develop in the Cirebon Regency area greatly encourages the development of arts and culture revitalization efforts as tourism potential products. Related to the tourism potential, it can be said that tourism has positive prospects, but on the other hand, the tourism potential that is owned does not always develop as expected because tourism can also be manipulative in terms of culture, society, and environment, which results in not providing an increase in people's welfare in the economic field. (Muhamad M, Agusta Prima, 2016). The active role of all elements of society, destination managers, and local governments is very much needed in countering this manipulative

nature, for example, the role of the community and youth in the form of social, cultural, and environmental revitalization. Community leaders have a strong influence in setting an example and inviting the community to be involved in the success of tourism programs (Anurogo, W., et.al., 2017), while the role of government, local communities and destination managers contributes in the form of innovation, creativity, cross-cultural communication, critical analytical skills, teamwork skills, ways of dealing with problems, adaptive capacity and transformation capacity (Lestari, G., et.al., 2016).

The potential and development of art and culture preservation are not directly proportional to the level of interest in the management of the destination. The number of elements involved in the art preservation process varies from one interest to another. There are several factors that can hinder the development of artistic and cultural enrichment (Lestari, G., et.al., 2016). The level of importance is like commodification as an effort to accelerate and accelerate so that art and culture become instant to generate destination income quickly, and prosper the community. There are several main factors, the main problem being the dichotomy in the understanding of art and culture as a form of partial acceleration in economic income. The need for an assessment system and product quality was developed to see the extent to which the level of development of art and culture is widely supported by regulations and legislation.

II. Literature Review and Hypothesis Development

4.1. The revitalization of old town areas

The revitalization of old town areas is an important strategy in supporting sustainable tourism development, particularly in regions with cultural heritage that has endured for centuries. Recent studies emphasize that revitalization should not only focus on the physical aspects of buildings but also integrate historical values, cultural traditions, and the economic sustainability of local communities (Fitriana & Surya, 2020). In the context of sustainable tourism, the revitalization of heritage areas requires an integrated management system that includes the protection of historic buildings, the preservation of arts and culture, and the active involvement of local communities (Pertiwi et al., 2021). Research in several Indonesian old towns indicates that community participation is a key factor in the success of revitalization, as it enhances the sense of belonging and shared responsibility in preserving heritage areas (Haryanto, 2022).

Furthermore, the role of local governments and stakeholders is highly significant in ensuring the sustainability of revitalization. Governments act not only as regulators but also as facilitators to promote synergy between cultural conservation and the development of creative economic sectors (Yuliani & Raharjo, 2023). Revitalization efforts also need to refer to the Historic Urban Landscape principle, which emphasizes the integration of cultural heritage preservation into modern urban planning (UNESCO, 2020). At the local level, Kota Tua Jamblang in Cirebon Regency holds great potential as a heritage-based destination dating back to the 12th century. However, revitalization in this area requires integrated monitoring and collaborative governance systems to ensure that the benefits extend beyond tourism attractiveness to improving community welfare (Prabowo & Lestari, 2024). Thus, the revitalization of Kota Tua can serve as an important instrument in creating sustainable tourism based on cultural heritage. Literature Review on the Preservation of Historic Urban Areas

Tabel 1. Literature Historic Urban Area Historic

Author / Year	Research Focus	Main Contribution	Relevance to Kota Tua Cirebon
Fitriana & Surya (2020)	Revitalization of heritage areas for sustainable tourism in Indonesia	Explains the importance of integrating physical, cultural, and economic aspects in heritage revitalization	Provides a basic framework for developing the revitalization of Kota Tua Jamblang based on local culture and economy

Author / Year	Research Focus	Main Contribution	Relevance to Kota Tua Cirebon
Pertiwi et al. (2021)	Heritage conservation and sustainable tourism development in Java	Offers a governance model for old town areas, emphasizing multi-stakeholder collaboration	Can serve as a reference in building an integrated management system for Kota Tua Jamblang
Haryanto (2022)	Community participation in old town revitalization	Demonstrates that community sense of belonging is a key factor in successful revitalization	Relevant to encouraging local community involvement in preserving buildings and traditions in Jamblang
Yuliani & Raharjo (2023)	Policy and governance in heritage revitalization for sustainable tourism	Analyzes the role of local governments as regulators, facilitators, and catalysts in revitalization	Provides practical insights for the Cirebon Regency Government in developing revitalization policies
UNESCO (2020)	Historic Urban Landscape (HUL) as an approach to urban revitalization	Emphasizes the integration of cultural heritage preservation into modern urban planning	Can be used as a guiding principle in the revitalization planning of Kota Tua Jamblang
Prabowo & Lestari (2024)	Monitoring systems in heritage tourism management (case study in West Java)	Provides a model of an integrated monitoring system to evaluate the sustainability of revitalization	Highly relevant to measuring the quality and sustainability of Kota Tua revitalization in Cirebon

Recent scholarship consistently underscores that revitalizing historic urban districts must transcend physical restoration and embrace a broader mission that integrates community well-being, cultural continuity, and adaptive economic use. Contemporary studies emphasize the need to move beyond façade-focused conservation toward integrated governance, active community participation, and adaptive reuse that aligns with long-term sustainable tourism objectives (Kunjuraman & Hussin, 2020; Ghaderi et al., 2021; Rastegar et al., 2021). Within this discourse, the Historic Urban Landscape (HUL) framework has emerged as a comprehensive guideline for embedding heritage preservation into current urban planning practices, mobility systems, and local livelihood strategies (UNESCO, 2020).

In Southeast Asian and Indonesian contexts, successful revitalization is strongly associated with models of community co-management and multi-stakeholder collaboration, both of which reinforce local identity and ensure that socio-economic benefits from revitalization are distributed more equitably (Haryanto, 2022; Suprihardjo et al., 2023). Parallel literature also highlights the pivotal role of local governments as regulators and facilitators who connect heritage conservation efforts with the creative economy, place-based entrepreneurship, and tourism innovation (Yuliani & Raharjo, 2023). From a management standpoint, scholars increasingly advocate for indicator-based monitoring and adaptive management, enabling stakeholders to systematically track sustainability performance across dimensions of heritage protection, cultural vitality, environmental quality, and social inclusion (Almeida & Costa, 2022; Prabowo & Lestari, 2024). Across these scholarly strands, the field demonstrates a shift away from one-time, project-based revitalization toward a long-term, systemic revitalization model, integrating conservation codes, tourism carrying capacity, digital documentation, climate and disaster resilience, and participatory planning.

4.2. Sustainable Tourism Development

Sustainable tourism development has become central in contemporary tourism literature, positioning sustainability at the intersection of economic growth, cultural preservation, and environmental stewardship. A large body of research affirms that sustainable tourism cannot be achieved without meaningful community

participation, strong governance structures, and adaptive management strategies (Rastegar et al., 2021). Community involvement is particularly critical, as local residents act simultaneously as custodians of cultural heritage and beneficiaries of tourism outcomes. Empirical findings demonstrate that community empowerment enhances local identity, strengthens participatory culture, and ensures a more equitable distribution of tourism-related benefits (Kunjuraman & Hussin, 2020; Haryanto, 2022). In Indonesia, these principles have proven effective in destinations where residents are actively engaged in planning and decision-making processes (Suprihardjo et al., 2023). Heritage preservation constitutes another essential pillar of sustainable tourism, particularly in historic urban districts. When properly managed, heritage-based tourism fosters cultural continuity and contributes to regional economic development through revitalization and conservation policies that preserve authenticity while accommodating contemporary needs (Ghaderi et al., 2021). The HUL approach, promoted by UNESCO (2020), provides a holistic strategy that harmonizes heritage conservation with modern urban development and sustainable tourism planning.

Governance and stakeholder collaboration further reinforce sustainability outcomes. Local governments play a central role by facilitating policy integration, ensuring regulatory coherence, and stimulating creative economy development, while public-private partnerships enhance financial and institutional capacity for long-term revitalization (Yuliani & Raharjo, 2023; Prabowo & Lestari, 2024). From an environmental standpoint, sustainable tourism requires continuous monitoring and adaptive management to minimize ecological pressures and maintain destination quality. Recent research emphasizes the importance of integrated monitoring frameworks capable of assessing sustainability indicators such as heritage conservation performance, community participation levels, and environmental quality (Almeida & Costa, 2022; Prabowo & Lestari, 2024). In the context of Cirebon Regency, particularly the Kota Tua Jamblang heritage area, sustainable tourism development is highly relevant. Revitalizing historic districts supports sustainable tourism by preserving cultural assets, strengthening local traditions, and expanding economic opportunities for surrounding communities. To achieve long-term sustainability, revitalization efforts must apply integrated governance principles, community-based approaches, adaptive reuse strategies, and continuous performance monitoring.

III. Research Method

The research analysis was carried out with an inductive qualitative method based on the data that had been obtained, and then further developed into a hypothesis and carried out with observations, interviews, and library documents (Creswell, JW, and Creswell, JD, 2018). Therefore, this type of research uses data that will be collected in the field, which is data related to the 2 categories in the assessment, namely the level of importance and the level of quality. Each level is clarified with its respective criteria, indicators, & supporting evidence, to be able to find out what kind of data must be known, asked, and assessed. Indicators and their supporting evidence will be asked of informants with a rating scale of 1-4, and/or requested information regarding supporting evidence. This research was conducted in Cirebon Regency, West Java, especially the old town area of Jamblang, which is one of the tourism potentials to be proud of in Cirebon Regency, which has a wealth of art, architecture, and culture. The research was conducted in Cirebon Regency, West Java Province.

The target/Research Subject target is to obtain the results of the assessment of indicators and categories based The research target is to obtain the results of the assessment of indicators and categories based on supporting evidence carried out by researchers after obtaining data sources from the field. Each category will be clarified with criteria, indicators, level of importance, and quality level of supporting evidence, respectively, to be able to find out what kind of data should be known, asked, and assessed. The procedure for conducting the research is that after all indicators have been given an assessment of the level of importance and quality of tourism products or information related to supporting evidence, the researcher then conducts observations and documentation to validate, demonstrate, and strengthen arguments regarding the supporting evidence of each assessed indicator. It is hoped that the interviewees are competent

sources, in accordance with their fields, and accompanied by supporting evidence that has been observed and documented. This can make the level of validity and accuracy of the assessment given high.

The data collection stage and data collection techniques in this study were carried out by interview, observation, and documentation methods. The interviews conducted were semi-structured as a basis for collecting data, as an interview guide, and as a guide for the assessment carried out by the resource persons. Data collection is carried out through management in destinations related to indicators: a) sites, b) local culture, c) historic buildings, d) regional landscapes have values at varying levels of importance and quality levels in Cirebon Regency. Rural landscapes and urban landscapes have a high level of importance and quality in Cirebon Regency. This research uses qualitative research methods, and the data to be collected in the field is data related to 2 categories in the assessment, namely the level of importance, namely how to assess the level of interest of tourists, and the management of the destination.

This interest is defined as the belief of tourists before trying or buying a tourism product, which will be used as a reference standard in assessing the performance of tourism products. Desired service is a level of performance of tourism product management services that tourists expect to receive, which is a combination of tourists' beliefs about what and what can and should be accepted. Assessment of the potential development of tourism in the area of the old city of Jamblang by using the method: (1) appreciation (scoring); (2) weighting; (5) assessment phase of the implementation of sustainable tourism.

IV. Result and Discussion

The application of the concept of sustainable tourism can be practiced by all components, not only tourism service providers, but also destination management. As a form of monitoring and evaluating destinations that have met sustainable tourism indicators, an assessment based on indicators is needed. The following is an assessment based on the importance and quality of development of several indicators of sustainable tourism development.

Table 2. Management System to Protect Historic Sites

No	Management System Indicator	Level of Interest				Tourism Product Quality Level			
		1	2	3	4	1	2	3	4
1	Management system to protect historical building sites			√				√	

The protection management system at the location is determined by the level of government interest as a tourist destination in Cirebon Regency and its surroundings. Assessment of management system indicators in the Jamblang Kota Tua against regulations in the form of laws and presidential regulations, to local regulations on the quality of the management system indicator has a level of importance and quality is 3 (good).

Table 3. Management System to Protect Historic Sites.

Level of Interest	Management System to Protect Historic Sites
The importance of the many regulations made by the government for the protection of	1. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law). 2. Law of the Republic of Indonesia Number 5 of 1990 concerning Conservation of Biological Natural Resources and Their Ecosystems. (entire content of the law) 3. Government Regulation of the Republic of Indonesia Number 50 of 2011

Level of Interest	Management System to Protect Historic Sites
Heritage sites	concerning the National Tourism Development Master Plan 2010 – 2025. It is stated in Article 14 and Article 36

Table 4. Management System to Protect Culture and Arts

No	Management System Indicators to Protect Culture and the Arts	Level of Interest				Quality Level			
		1	2	3	4	1	2	3	4
2	Management system to protect local Culture and Arts			√				√	

Indonesia is a country that is rich in arts and intangible cultural heritage (culture and the arts). Cirebon Regency has around 50 traditional art forms, around 431 groups or organizations spread across various villages in 23 sub-districts in Cirebon Regency. Culture and arts are national identities that must be preserved. Therefore, it is not surprising that the government has issued many regulations governing the culture and arts of local communities. Seeing the regulations that are widely published and the good management of culture and arts on a management system to protect the culture and arts of the local community.

Table 5. Management System Table for _ Protecting Culture and Arts

Level of Interest	Management System to Protect Historic Sites
Protection of and local arts are listed in several Regulations and Laws as follows:	1. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law). 2. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 106 of 2013 concerning Indonesian Intangible Cultural Heritage. (the entire content of the law).
To maintain the arts and culture of the local community, the Tourism Office in Cirebon Regency has formed 24 art packages selected from various traditional art groups, which are then performed in turns and routinely performed, for example, at the Jamblang festival in the Buddhist monastery area. Jamblang District, Cirebon Regency.	

Table 6. Management Systems for Protecting Historic

No	Indicator management to protect historical buildings	Level of Interest				Quality Level			
		1	2	3	4	1	2	3	4
3	Management system to protect historical buildings		√					√	

Cirebon Regency is one of the cities in Indonesia that has an interesting history and culture to observe. Many relics from the past are now used as cultural heritage objects. Among the historical heritage buildings in Cirebon, the Keraton is a building that can describe Indonesian culture. The city of Cirebon has three palaces, namely the Kasepuhan Palace, the Kanoman Palace, and the Kacirebonan Palace. Each of these

palaces has an interrelated history and has physical similarities and differences with the others. Including the Jamblang Kota Tua area, there are dozens of old Chinese-style buildings, whose condition looks neglected. In the middle of the area stands a Jamblang Vihara, a religious building that is one of the oldest in Cirebon.

There are quite a number of regulations governing historical buildings for the benefit of tourism development that apply aspects of the preservation of several abandoned historic buildings, such as in the old town of Jamblang, which greatly influences the value of the level of quality and value of importance. The results of the analysis and discussion on protecting historic buildings in the old town of Jamblang are in the range of 2 (medium) in the level of quality of historic buildings in the old town of Jamblang, which are still well maintained (3).

Table 7. Management System for Protecting Historic Buildings

Level of Interest	Management System for Protecting Historic Buildings
Protection of Historic Buildings is listed in several Regulations and Laws	1. Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law). 2. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 106 of 2013 concerning Indonesian Intangible Cultural Heritage.

Furthermore, the monitoring in the Kota Tua Jamblang area refers to the measurement of the Monitoring Center on sustainable tourism indicators within a certain period of time to produce valid, actual, and reliable data. In the measurement of indicators, there are several conditions that need to be met, namely: Regular and Timely Measurements. Measurement of indicators of sustainable tourism destinations is regularly and regularly by people who care about the preservation of the Kota Tua area. Information from the measurement data obtained is very crucial because it is used as a basis for planning and improving future programs related to the implementation of sustainable tourism destinations.

Table 8. Integrated and Integrated Monitoring

No	Indicators for Integrated and Integrated Monitoring	Level of Interest				Quality Level			
		1	2	3	4	1	2	3	4
4	Integrated and integrated Monitoring System		√				√		

The system for implementing every regulation issued by the government includes a supervisory function that aims to ensure that the implementation of policies is in accordance with the applicable regulations. Based on the regulations issued for the value of very high importance and for the improvement of tourism products that still need improvement and sustainable control.

Table 9. Evidence Supporting the Existence of a Monitoring System

Level of Interest	Management System to Protect Historic Sites
The Management Supervision System of the Kota Tua and its surroundings is listed in several Regulations and Laws	a. Presidential Regulation of the Republic of Indonesia Number 46 of the Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation (entire contents of the law).

There is a supervisory system that has been operationalized strictly, which is explained in all existing regulations, but its implementation is still not perfect, where there are still violations of the law, indicating that there is still a lack of supervision. The determination of cultural heritage supervision is one of the activities in the preservation of cultural heritage that is directly related to protection efforts. As we all know that in the preservation of cultural heritage, there are three main things, namely protection, development, and utilization. The definition of determination is contained in Article 1, paragraph 17 of Law No. 11 of 2010 concerning Cultural Conservation, "The determination of the granting of Cultural Conservation status to objects, buildings, structures, locations, or geographic space units carried out by the district/city government based on the recommendation of the Cultural Conservation Expert Team

Table 10. Systems for monitoring

No	Indicator	Level of Interest				Quality Level			
		1	2	3	4	1	2	3	4
5	System for Area Measurement	√				√			

As a destination that has historical buildings, ideally, the government should make a baseline to assess the achievements of the development and management of the area and its surroundings. However, until now, the basis for measuring success for the Jamblang Kota Tua area and its surroundings has not been monitored and measured.

Table 11. Supporting Evidence for the Existence of a Monitoring System

Level of Interest	Supporting Evidence for the Existence of a Monitoring System
The importance of the determination process in the preservation of cultural heritage can be seen in the systematics and composition of Law No. 11 of 2010 concerning Cultural Conservation, which specifically discusses this determination in Chapter VI. National Registration of Cultural Conservation, in Part Three which consists of four articles, namely articles 33 – 36, that (1) The Regent/mayor issues a determination of the status of Cultural Conservation no later than 30 (thirty) days after the recommendation is received from the Cultural Conservation Expert Team who declare objects, buildings, structures, locations, and/or geographical space units registered.	1. The West Java Provincial Government has issued a Central Java Governor Regulation concerning the West Java Provincial Government's Regional Action Plan for 2019-2023. 2. This regional regulation lists all achievement indicators, targets, and programs carried out to achieve the target in meeting the 17 SDGs's

Table 12. Community Participation Levels in Preserving Kawasam Kota Tua Jamblang

No	Indicator	Level of Interest				Quality Level			
		1	2	3	4	1	2	3	4
6	Level of Community Participation in Conservation			√				√	

This research looks at the role of the community in empowering people who have concerns about the results of art and culture, as well as fostering the soul and spirit to preserve them. This research was conducted in 2022 using a socio-cultural and structural approach as a way of making changes by taking into account the socio-cultural aspects of the local community. The structural approach was implemented through the village head of Jamblang Village, Jamblang Bina Lestari Village Tourism Awareness Group, and Cirebon Business Forum (FCB). The dynamics of this group most dominantly affect the socio-cultural life held by the local community. These activities focus on community-based creative economy development efforts in developing tourism. Some of the activities developed include: tour package simulations, acculturation art performances, workshops and discussions on the creative economy, culinary festivals, and exhibitions of local specialties.

Table 13. Evidence Supporting the Level of Community Participation in the Preservation of Kawasam Kota Tua Jamblang

Level of Interest	Level of Community Participation in the Preservation of Kawasam Kota Tua Jamblang
The dynamic system of community participation that is concerned with the results of art and culture and fosters the soul and spirit for preservation.	1 The annual "Nagari Sawiji" Jamblang Cultural Moment Festival, developed by the Bina Lestari Tourism Awareness Group. 2 The role of universities in conservation efforts by local universities and business observers

Based on this analysis, the revitalization of the Kota Tua area in supporting sustainable tourism in the Cirebon district has a weighting value. These values are then mapped into a range of values to see the stages and ratings as shown in the table below.

Table 14. Weighting Range of Interests in the Assessment of Revitalization of the Old Town Area in Supporting Sustainable Tourism in Cirebon Regency

Scale of Importance and Product Quality			Information
0	-	24	The existence of the old town of Jamblang is still isolated and closed, and there is no development in the city area; the area has only been passed and has not been touched by development. At this stage, the existence of the area is still looking for information, forms, and models of the area. The development of the Kota Tua area is characterized by many facilities and is not yet fully developed.
24	-	48	The existence of the Kota Tua Jamblang area has been under construction, and the area has been recognized by the wider community. The existence of the old town of Jamblang still does not have the information, form, and model of its development, and the development of the old town area is still limited to discourse.
48	-	72	The existence of the Kota Tua Jamblang area has already been developed, the area has been recognized by the wider community, and has had a lot of stakeholder involvement. The existence of the old town of Jamblang already has information on the form and model of its development. The development of the old town area has been marked by the participation and involvement of the surrounding community in conservation efforts and is still in the process of implementing sustainable

Scale of Importance and Product Quality			Information
			development.
72	-	96	The existence of the Kota Tua Jamblang area has been under construction, and the area has been recognized by the wider community. The existence of the Kota Tua of Jamblang already has information on the form and model of its development, but the development of the Kota Tua area is characterized by many facilities and has not yet developed. It is the stage of determining development and sustainability, which will be followed by all the consequences that will occur, namely the decline in environmental quality, so there must be policy control in the development.

The range of development values for the development of tourist objects and attractions in the Kota Tua Jamblang area is ranked 3rd with the highest range (48-72). The range is obtained from 6 developed indicators. These results indicate that the overall level of importance and quality of tourism products in the Jamblang city area is at the stage of determining development and sustainability, which is followed by consequences involving the involvement of stakeholders. So that development in the area must begin to be controlled, and its planning must be intensively controlled.

v. Conclusion

The assessment of sustainable tourism indicators in the Kota Tua Jamblang area demonstrates that several management systems particularly those related to the protection of natural sites, cultural assets, and historic buildings possess a high level of importance due to the strong foundation of national and regional regulations governing cultural and heritage preservation. These legal frameworks have encouraged developers and tourism stakeholders to respond positively, supported by tourism products that are considered relatively good and capable of maintaining local cultural identity. However, the evaluation also highlights that supervisory mechanisms remain imperfect, as evidenced by continued violations and acts of vandalism in the heritage zone. This indicates that the implementation of existing regulations still lacks consistency and requires stronger monitoring and enforcement.

In terms of spatial measurement systems for prioritizing destination development, the Kota Tua Jamblang area still lacks a clear baseline to evaluate progress and achievement. Current assessments rely heavily on regional-level measurement systems, suggesting that both the importance and quality of this indicator remain low and require substantial improvement. Despite these challenges, the Kota Tua Jamblang area has shown significant progress in its revitalization efforts. The district is increasingly recognized by the broader community and continues to attract active stakeholder engagement. The availability of information regarding the area's development model, along with strong community participation, marks a positive trajectory toward sustainable development. Overall, the revitalization process is ongoing, with community involvement serving as a key driver of conservation and heritage-based tourism development.

References

- Almeida, J., & Costa, C. (2022). Monitoring sustainable tourism: Indicators, frameworks, and challenges. *Journal of Sustainable Tourism*, 30(6), 1103–1120.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
- Dinas Kepemudaan, Olahraga, dan Pariwisata Provinsi Jawa Tengah. (2021). *Konsep Buku Saku Pariwisata*.
- Ghaderi, Z., Hatamifar, P., & Henderson, J. (2021). Heritage tourism and sustainable development: Urban revitalization in historic districts. *Current Issues in Tourism*, 24(19), 2731–2748.

- Haryanto, J. T. (2022). Community participation in sustainable tourism development: Evidence from Indonesian heritage sites. *International Journal of Sustainable Development and Planning*, 17(4), 1211–1223.
- Kunjuraman, V., & Hussin, R. (2020). Community-based sustainable tourism: A review. *GeoJournal of Tourism and Geosites*.
- Lestari, G., Armawi, A., & Muhamad. (2016). Partisipasi pemuda dalam mengembangkan pariwisata berbasis masyarakat untuk meningkatkan ketahanan sosial budaya wilayah (Studi di Desa Wisata Pentingsari, Umbulharjo, Cangkringan, Sleman, D.I. Yogyakarta). *Jurnal Ketahanan Nasional*, 22, 137–157.
- Muhamad. (2014). *Lanskap kepariwisataan alam*. Gadjah Mada University Press.
- Muhamad, M., & Prima, A. (2016). Implementation of sustainable tourism destination development achievements: Indicators of Sustainable Tourism Development (STD), Sustainable Tourism Observatory (STO) toward Sustainable Tourism Certification (STC) in Pulesari Village, Yogyakarta. Dalam *Asia Tourism Forum 2016 – The 12th Biennial Conference of Hospitality and Tourism Industry in Asia (ATF-16)*.
- Prabowo, D., & Lestari, M. (2024). Integrated monitoring systems for heritage tourism sustainability (West Java case).
- Rastegar, R., Khan, S., & Chandrasekar, K. (2021). Sustainable tourism development: A systematic review. *Sustainability*.
- SK Menteri Pendidikan dan Kebudayaan No. 286/M/2014 tentang Satuan Ruang Geografis Borobudur sebagai Kawasan Budaya Nasional.
- Suprihardjo, R., Widodo, P., & Fadhillah, I. (2023). Implementing sustainable tourism in Indonesian heritage destinations. *Tourism Planning & Development*.
- UNESCO. (2020). *The Historic Urban Landscape approach in action*. UNESCO Publishing.
- Undang-Undang Republik Indonesia Nomor 5 Tahun 1990 tentang Konservasi Sumber Daya Alam Hayati dan Ekosistemnya.
- Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisata.
- Undang-Undang Republik Indonesia Nomor 11 Tahun 2010 tentang Cagar Budaya.
- Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor 106 Tahun 2013 tentang Warisan Budaya Takbenda Indonesia.
- Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 9 Tahun 2021 tentang Pedoman Destinasi Berkelanjutan.
- Peraturan Pemerintah Republik Indonesia Nomor 27 Tahun 1999 tentang Analisis Mengenai Dampak Lingkungan (AMDAL).
- World Trade Organization. (2011). Tourism facts & figures. <http://www.unwto.org/facts/eng/htm>
- Yuliani, N., & Raharjo, P. (2023). Policy and governance in urban heritage revitalization: Toward sustainable tourism. *Journal of Urban Planning and Development Studies*, 9(4), 201–219.