

Ternate Government's Efforts in Establishing Culture-based Tourism Destinations through Heritage City

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Abstract

Ternate, one of the oldest cities in Indonesia, has committed to establish a culture-based tourism through heritage city. This city needs to go through some approaches by conducting inventory of historical studies and mapping the existing historical assets. To achieve the goals above, the history of the city can provide distinctiveness on the theme of the city as heritage-based coastal and islands. This research aims to find out the efforts conducted by the local government to create the heritage city as part of culture-based tourism. The method used in this research is the mixed methods which combines qualitative and quantitative. The research is done by combining two forms of pre-existing research which emphasizes on the understanding of problems in social life based on reality on natural setting. The research has revealed some attempts from the local government to increase the value of assets heritage and also to restore the glory of Ternate in the future simultaneously. And these efforts, have gained full support from the local community.

Keywords: local government efforts, cultural-based tourism, destinations, heritage city

A. Introduction

Indonesia is a country with diverse culture arising from the hundreds of ethnic groups living in these stretch of islands. The cultures form a national heritage which can be in the form of natural heritage and cultural heritage. Cultural heritage is the result of the creation, taste, intention, and special work of more than 500 ethnic groups in Indonesia, independently, as the unity of the Indonesian nation, and in its interaction with other cultures throughout its history. This kind of heritage can be tangible or intangible.

One of the tangible heritage is in the form of heritage city. This term refers to a city or a district that has special heritage assets in the form of natural heritage and sustainable cultural heritage which includes the elements of the body (artifacts, buildings, and areas with open space) and elements of physical, economic, and socio-cultural life. These heritage assets are often less recognizable and recognized as important assets in development and are often placed in a position contrary to economic development. As a result, heritage cities are threatened to lose their character and grow without personality and become a common city without any uniqueness.

To prevent this happens, there should be some efforts done by the local government. The heritage city must have city management that is able to secure and preserve its inheritance, and have a society that loves its inheritance and develop vibrant cultural and economic life based on local cultural wisdom, as well as conservation principles and principles. Preservation of the heritage city is not a freezing of life and culture, but the effort to understand and absorb the wisdom, values, and spirit of the past to be developed as stock into the future. The arrangement of the heritage city is an effort to continuously integrate and orientate the heirlooms in urban development. The preservation of the heritage is followed by the utilization of the heritage in accordance with preservation rules. Utilization of this heritage should be able to bring the welfare of society and the improvement of quality life. Physical, economic, and socio-cultural strengthening must be emphasized.

Establishing a heritage city requires comprehensive effort from the local government. The primary attempt is to develop people self-awareness on their cultural heritage, then they love and preserve the heritage. In addition, the local people will develop vibrant cultural and economic life based on local cultural wisdom and the rule of heritage conservation. Another effort to establish a heritage city is to encourages partnerships between municipalities/districts, communities and colleges, as well as businesses. In this process, facilitators need to motivate, solve the problems arise, provide broaden perspectives and inform experiences and take away from similar activities in different cities. In short, heritage city is required to have a City Heritage Management Plan which is a guide to protect, preserve, develop and utilize the superiority of its value. In planning step, the vision, mission, strategy, program, implementation, and monitoring and evaluation mechanism are included. City Management Plan for

heritage city is supported by reliable, holistic, systematic, and comprehensive management and cultivation of nature, cultural heritage in parallel, harmonious and sustainable way through the development of heritage instruments.

Ternate is part of a group of islands located in the sea of Maluku. This city is rich of heritage landscape, both tangible and Intangible heritage. There are many cultural treasures and traditions that can also be cultivated and transfer the values of local wisdom. Ternate's natural heritage is spread from the top of the mountain *Gamalama* to the uniqueness and beauty of the sea floor; various old historical buildings in the form of Portuguese and Dutch heritage fortresses to houses and other heritage buildings. Historical buildings are decorated with art and has cultural values of the community.

Since 2012, through Heritage and Heritage Preservation Program (P3KP) Ternate City aspires to be a heritage city. To establish the heritage theme in the city, it requires an approach to the arrangement of the region through an inventory, historical study, and mapping of existing historical assets. At the same time, Ternate has maintained the objectives of Ternate city development in the spatial plan of Ternate city in 2012-2032 as coastal and archipelagic city based on trade, fisheries and tourism services. The uniqueness of the history of the city also strengthen or give the uniqueness of the theme of the city. As the milestone of Indonesian Heritage 2013, the Charter of Preservation of Indonesian heritage 2013 was launched. The Heritage Heritage Preservation Charter is an agreement of the community supporting heritage conservation that will supervise and continue to encourage the arrangement and preservation of Heritage City, based on several aspects, such as:

1. Institutional and governance
2. Inventory and documentation
3. Information, education, promotion
4. The heritage economy
5. Disaster risk management in heritage city
6. Development of people's cultural life
7. Spatial planning and infrastructure facilities
8. Design the model

Ternate has tremendous heritage assets such as the palace of Ternate Forestry and the building of the Dutch, Portuguese, and Spanish defense fortress during the spice search by the Europeans, including the fortress of Oranje, tolucco, kalamata, kastela and fort city of promise, then the city must be able to maintain the heritage city of both physical value and cultural value. Its local values are expected to produce global effects so as to further introduce the City of Ternate on International scope. In increasing the value of heritage assets as tourist attraction, the mayor of Ternate invites all parties to take parts in this process. Given the priority above, it is necessary to have an appropriate strategy

to develop historical tourism in Ternate to optimize and respond to the needs of tourists and to increase the income of local people, while maintaining the sustainability of tourism development. Fortunately, Ternate has agreed on a charter stating that it must have an urban heritage management plan that guides in protecting, preserving, developing and utilizing the superiority of its value.

In order to provide a reference for the government, the local government and other stakeholders are developing sustainable tourism destinations. As a result, tourism gets serious attention from the government which is reflected in the issuance of Law of 2014 No.14 on the guidelines of sustainable tourism destinations serving as the basis for the organization of tourism. The law also addresses the objectives of the guidelines for sustainable tourism destinations.

Based on these problems, the authors are interested to conduct a research entitled "Ternate Government Efforts in Establishing Culture-based Tourism Destination through Heritage City". The research aims to find out the efforts of the local government of Ternate in increasing the value of its tourist attractions and in making Ternate as a tourist destination by increasing the number of tourist visits, especially foreign tourists.

B. Literature Review

1. The Nature of Heritage City

Heritage city, or better known as *Kota Pusaka* in Bahasa, is a city of historical value that has a natural heritage, a tangible cultural heritage and an intangible cultural heritage, and knit the various heirlooms as a whole inheritance assets in the region/city or part of the area/city that lives, develops, and managed effectively. The heritage received from previous generations is very important as the foundation and initial capital for the future development of Indonesian society, therefore it must be preserved to be passed on to the next generation in good condition, not diminished in value, even needs to be upgraded to form a future heritage" (Indonesia Heritage Assembly Charter, 2003).

Kota Pusaka is a special form of tourism that combines various types of tourism (such as marine tourism, nature tourism, trekking tours, cultural tourism, pilgrimage and so on) into a package of activities that depend on the natural and cultural resources owned by that area. *Kota Wisata* or Heritage tourism is usually referred to as cultural heritage tourism (cultural heritage tourism or cultural heritage tourism) or more specifically called cultural heritage and nature tourism. The term "*Pusaka*" refers to everything (both material and non-material) that is passed from one generation to the next, and their existence and continuity needs to be preserved.

2. Tourism Activities

Tourism activities are those that prioritize service with orientation to satisfaction for tourists, tourism entrepreneurs, government and society. As one of the physical and psychological activities, various experts cite different definitions on tourism. Based on Article 1 number 3 of Law No.9 of 1990 on Tourism and Article 1 number 3 of Government Regulation No.67 of 1996 concerning the Implementation of the Republic of Indonesia as well as Article 1 letter f of Provincial Law of Bali No.3 Year 1991 on Cultural Tourism, tourism is defined as anything related to tourism, including the exploitation of objects and attractions and related businesses in the field. Matheison & Wall in Chris Cooper states that cooperation, tourism is temporary movement to destination from the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of tourists" (Cooper, et al, 1993).

From those definitions, it can be concluded that tourism covers travelling activity to a certain distance and time apart from daily activities such as work activities, business and others. The tourism activity involves various other parties, especially in the use of tourism related facilities. Given such a wide and diverse boundary, Richardson and Fluker in Pitana (2005: 45) distinguish the limits of tourism on two boundaries, namely conceptual constraints and technical limits.

3. Tourist Concepts

According to the Minister of Tourism of Republic of Indonesia number 14 year 2016 on the guidelines of sustainable tourism destinations, it states that:

- 1) Tours are travel activities undertaken by a person or group of persons by visiting a particular place for recreational purposes, personal development, or studying the unique attractions of the visited tourist in the specific period.
- 2) Tourists are people doing the tours.
- 3) Tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local government.
- 4) Tourism is an entire activity related to tourism and is multidimensional and multidisciplinary that emerges as a manifestation of the needs of every person and country as well as the interaction between tourists and the local community, fellow travelers, the Government, Local Government, and entrepreneur
- 5) Attraction is everything that has the uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that become the target or purpose of tourist visit.
- 6) Sustainable tourism is tourism that takes into account current and future economic, social and environmental impacts, meets the needs of visitors,

- industry, environment and local communities and can be applied to all forms of tourism activities in all types of tourist destinations, including mass tourism and various types other tourism activities.
- 7) The tourism ecosystem is the engineering of the complexity of tourism phenomena to generate linkage, value chain and interconnectivity of systems, subsystems, sectors, dimensions, disciplines, components integrated in products and services, driving the tourism sector and driving tourism systems through optimization of bussiness, government, community, academic, and media (BGCAM) to create orchestration and ensure the quality of activities, facilities, services and to create the experience and value of tourism benefits to benefit society and the environment.
 - 8) Tourism Destination Area hereinafter referred to as Tourism Destination is a geographical area within one or more administrative areas within which there are tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities and complete the realization of tourism.
 - 9) Local wisdom is the noble values that apply in the life of the community, among others, to protect and manage the environment in a sustainable manner.
 - 10) Cultural heritage is a cultural heritage of material objects in the form of cultural heritage objects, cultural heritage objects, cultural heritage structures, cultural heritage sites, cultural heritage areas on land and / or water that need to be preserved since they have important values for history, science, religion and / or culture through the process of determination.
 - 11) Preservation is a dynamic rather than a static element, in which each element plays a function to another element, and is defined as the unity of the system which cannot be separated from the relationship of the elements of protection, development and utilization of tourism destinations.

The definition of tourists is also affirmed by IUOTO (International Union of Official Travel Organization) in Pitana (2005: 43), the definition of this tourist only applies to international tourists, but analogically can also apply to domestic tourists. Furthermore, tourists are divided into two parts, namely (1) tourists (tourists), ie those who visit an area more than 24 hours, and (2) travelers / visitors (excursionists), ie those who stay in tourist destinations less than 24 hours. From the other side, Inskeep (1991) identifies the characteristics of tourists visiting a Tourist Destination which affects the level of tourist visits is determined by several things, among others; the origin of the tourist country, the purpose of the visit, the length of stay, age, gender and number of visiting families, employment and income level, number of visits, individuals or groups,

the amount of money spent during the visit as well as the behavior of the tourist satisfaction itself.

The term “potential” according to some writers such as Pendit (1999: 21) explains that the potential of tourism is a variety of resources that exist in a particular area that can be developed into tourist attractions. In other words, the potential of tourism is a variety of resources owned by a place and can be developed into a tourist attraction (tourist attraction) which is used for economic interests while still paying attention to other aspects.

Another definition of the word “Potential” according to *Kamus Besar Bahasa Indonesia* (2007: 890) is the ability with the possibility to be developed; ability; power. The attraction or tourist attraction according to Yoeti (2002: 5) is anything that can attract tourists to visit in a tourist destination, such as:

- 1) Natural attraction: landscape, seascape, beaches, climate and other geographical features of the destinations.
- 2) Cultural attraction: history and folklore, religion, art and special events, festivals.
- 3) Social attractions: the way of life, the resident populations, languages, and opportunities for social encounters.
- 4) Built attraction: building, historic, and modern architecture, monument, parks, gardens, marina, etc.

4. Strategy Concept

According to Stanton (in Amirullah, 2004: 4), strategy is defined as a broad basic plan of an organization's actions to achieve a goal. Plans to achieve these objectives are in line with the company's internal and external environment. According to Chandler in Rangkuti (2005: 3) strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs and allocation priorities from some of the above review, it can be achieved an understanding of the strategy to be used in this study, a unified plan in the form of integrated and comprehensive programs to achieve competitive advantage in achieving goals. It can be concluded that strategy is a tool to achieve competitive advantage.

5. Development Concept

Several experts state different on the meaning of the term “development”. According to Paturusi (2001), development is a strategy to promote, improve the condition of tourism object and tourist attraction so they can attract more tourists and provide benefits for the community around the object and tourist attraction and for the government. Besides, Suwanto (1997: 120) states that development aims to develop products and services of quality, balanced and gradual. While Poerwadarminta (2002: 474) emphasis on a process or a way of making something forward, both perfect and useful. In addition, the

development of tourism aims to provide benefits for tourists and the host community. With the development of tourism, it is expected to improve the of the region. In other words, the development of tourism through the provision of infrastructure, tourists and local residents will benefit each other. The development should be very concerned about various aspects, such as; cultural, historical and economic aspects of tourist destinations. Basically tourism development is done to maximize profit and minimize problems (Mill, 2000: 168) Tourism development fundamentally pay attention to several concepts such as: (1) Sustainable Tourism Development, (2) Integrated Area Development and Tourism Product Development; (3) Tourism Economic Development; and (4) Environmental Development.

6. Understanding Tourism

Tourism is a recreational activity, usually people visit interesting places of interest ranging from mountains, beaches, urban areas, and others. Modern people today consider tour as a basic necessity after being preoccupied by the work affairs. Moreover, the increasing number of budget flights to various destinations facilitate people to travel for pleasure.

According to Koen Mayer (2009), a tour is a travel activity performed by person to certain destination with the exception of not to settle or to earn a living. This trip aims to satisfy people's curiosity, to spend leisure or holidays and to fulfill other purposes.

According to Gamal (2002) tourism is defined as a form; a person's process of temporary departure, more heading elsewhere outside his residence for various reasons such as economic, social, cultural, religious, health, or other interests. In addition, WTO (1999) mentions that tourism is human activity that travels to certain place and lives in a destination which is outside its daily environment.

Salah (1996: 9) in *Tourism Management*, states that tourism is a new type of industry capable of generating rapid economic growth by providing employment opportunities. Hamalik (1978: 14) also said that tourism is to travel to have a rest and it is only enjoyed by a group of people.

According to Fandeli (1995: 47), tourism is the temporary movement of people to other regions located outside the workplace and the day-to-day life, the activities undertaken are facilities used to meet the needs. Sujali (1989: 2), proposes tourism is an activity that has a purpose to get pleasure and satisfaction. Tourism as one of human activity involves many aspects and can be reviewed from many disciplines. Another definition of tourism is stated Pendif (1987: 16), it is any activities related to tourism, including the exploitation of objects and tourist destinations and related businesses in the field.

According to Spillane (1987: 21), tourism is a journey from one place to another that is temporary, done by individuals or groups, in an effort to get balance, harmony or happiness with the environment with social dimensions,

culture, nature and science. In Bahasa, tourism is also known as *Pariwisata* consisting of two words, namely *Pari* and *Wisata*. *Pari* means many, many times, whirling, and complete. *Wisata* means travel, traveling. This word is synonymous with the word travel. So tourism is a temporary travelling activity, held from one place to another, with the intent not to try or earn a living in the place visited, but merely to enjoy the journey for sightseeing and recreation or to fulfill the wishes various.

According to law no. 10 Year 2009, there is a wide range of tourism activities, and they are supported by various facilities and services provided by the community, entrepreneurs, government, and local government. Tours are travel activities undertaken by a person or group of persons by visiting a particular place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the interim period. The person doing the tours is said to be a tourist.

The tourist attraction is everything that has uniqueness, beauty and value in the form of diversity of natural resources, cultural and man-made products that become the target or destination of tourists. A tourist destination is a geographical area within one or more administrative regions where the a tourist attraction is situated.

Tourist activities are influenced by certain factors, both the pull factor and the driving factor in conducting tourism activities. Fandeli (1995: 40) explains as follows:

1) Driving factors

Those are factors that drive a person to travel, as a get away from the daily routine of life, the polluted environment, the traffic jam, and the hustle and bustle of city life.

2) Attractor Factor

This factor is related to the presence of tourist attractions in the area or at tourist attractions. In accordance with the function of tourism activities. Sujali (1989: 21) distinguishes tourism into six types: tourism education, sports tourism, cultural tourism, health tourism, economic tourism, and social tourism.

7. Potentials of Tourism Objects

According to Pearce (1983: 25), there are some factors that influence the development of tourism potential, such as physical conditions, accessibility, ownership and use of land, barriers and support and other factors such as labor wages and political stability. In addition, the main elements to be considered include tourism objects and attractions, tourism infrastructure, tourism facilities, infrastructure and community / environment (Gamal Suwanto, 2004: 19)

The factors that affect the potential of tourism mentioned above can be described as follows:

a. Physical Conditions

Physical aspects that affect tourism in the form of climate (atmosphere), soil rocks and morphology (lithosphere), hydrosphere, flora and fauna.

b. Attractions and Tourism Object

Tourist attraction is everything that is the attraction for people to visit a certain area, for example is dance, folksong, local arts, traditional ceremonies and others (Yoeti, 1996: 172). In short, it is everything that is in the tourist destination which is an attraction for people to visit.

c. Accessibility

Accessibility is related to the effort to reach tourism destination. The easier the place to reach, the more interested the tourists are.

d. Land Ownership and Use

Variations in land ownership and control may affect the location of the tourist attractions, their development forms, and their development direction. Forms of tenure include: state / government land, community land, and private land (Pearce, 1983: 34)

e. Tourism Facilities and Infrastructure

Tourism facilities are companies that provide services to tourists, either directly or indirectly. This tourism infrastructure is in the form of infrastructure, communication, electrical installation, drinking water supply, irrigation system, banking system and health service (Yoeti, 1995: 181).

f. Society

The government through the relevant agencies has conducted counseling to the community to boost their community awareness in tourism (Gamal Suwanto, 2004: 23)

Sujali (1989: 11) argued that the potential of tourism objects occur due to a process: natural processes and human efforts. To be a tourist destination, a place must have a potential that can attract visitors. The potential may be the appearance of the natural nature of the place or an object / structure made by people.

Tourism has enabled the growth in different areas. The first is that it triggers entrepreneurship. Besides, more and more infrastructure are provided to facilitate the tourists to reach the tourist destination. A part from that, the perfect natural resources such as white sandy beaches, waterfall serve as tourism potentials that can be explored. Besides, the uniqueness of community character and cultural diversity, rural tourism becomes a pretty good opportunity to develop as well.

8. Development of Tourism Object

In the RI Law no. 10 Year 2009 Article 6 and 7, it states that the development of tourism should pay attention to diversity, uniqueness and

cultural and natural peculiarities and human needs for travel. Tourism development includes the tourism industry, tourism destination, and marketing.

Musanef (1996: 1) states that the development of tourism involves all activities and planned business to attract tourists, providing all the infrastructure and facilities, goods and services/facilities needed to serve the needs of tourists. Principle development is any effort to improve the implementation of current and future work by providing information, improve attitudes or add skills (Respati, 2001: 10). Sujali (1989: 41) mentions three important components that must be prepared to get optimal result of tourism development, they are availability of interesting attractions, availability of transportation and transportation facilities and supporting components such as accommodation and infrastructure facilities.

According to Yoeti (1996: 181), the aspects that need to be studied in tourism planning include tourists, transportation, attractions, service facilities, information and promotion. Furthermore, to develop a tourist destination, an area must meet three conditions, namely:

- 1) Something to see; unique attractions which are different from others.
- 2) Something to do, activities in the destination such as recreational facilities that motivate people to stay longer.
- 3) Something to buy, a shopping area with varied souvenirs (Yoeti, 1996: 178).

The development of a tourism object should be designed based on the potential attractiveness of the object, and should refer to various eligibility criteria. The intended feasibility is financial feasibility, regional economic feasibility, technical feasibility and environmental feasibility (Gamal Suwanto, 1997: 20).

C. Research Methodology

The method used in this research is the mixed methods. It is a research step by combining two forms of pre-existing research and combining qualitative and quantitative. It emphasizes the understanding of problems in social life based on reality on natural setting. In qualitative research, processes and meanings (subject perspectives) are more highlighted, the researchers interact with the facts studied so that they are more subjective, not value-free and tend to be biased. This means that this thesis aims to describe the object of the research, that is the elements related to efforts that must be done by the local government of Ternate to establish the heritage city. Thus the thesis will not only provide an overview and explanation of the data obtained, but also analyze and interpret the data.

Path analysis is used to examine the proposed hypothesis. It tries to look for the relationship between the independent variable (X) and the dependent variable (Y). Having collected the data, the authors conduct a quantitative analysis or often called as the statistical data analysis to find out whether or not

the City Government Efforts (X) is able to make Ternate as a cultural-based tourism destination through the heritage city (Y). In general the simple linear regression equation formula is $Y = a + bX$. The steps to be conducted are:

1. Looking for a constant number of unstandardized coefficients
2. Regression coefficient number
3. Test the hypothesis or influence test to determine whether the regression coefficient is significant or not. The hypothesis done in this thesis is simple linear regression analysis, that is:
 - 1) H_0 = No Effect of City Government Effort (X) to establish Ternate as cultural-based tourism destination through heritage city (Y).
 - 2) H_a = Influence Efforts City Government (X) establish Ternate as cultural-based tourism destinations through the city of heritage (Y).
 - 3) Linearity Test, linearity test aims to determine whether the two variables have a linear relationship or not significantly.
4. Hypothesis test compares the significance value (Sig) with 0.05, as for the basis of decision making in the regression analysis by looking at the Significance (Sig).
5. Hypothesis test compares the calculated value (t count) with the value (t table). Testing this hypothesis is often referred to as *t* test.

After the steps are taken then it can be concluded that H_0 is rejected or H_a accepted, which means that "there is Influence between City Government Efforts (X) to establish Ternate as cultural-based tourism destination through heritage city (Y). So the authors hypothesis is the positive influence between City Government Efforts on efforts to make Ternate as a cultural-based tourism destination through the city of heritage (Y). it has been proven that, the analysis is significant.

D. Result and Discussion

Having conducted the analyses, the result can be described as follows:

1. The significance value = 0.003 is smaller than 0.05, since the significance is less than 0.05 it can be concluded that the variable of Ternate Government Efforts (X) to establish Ternate as a cultural-based tourism destination through Heritage City (Y) has a significant linear relationship.
2. Testing the hypothesis proves a positive relationship between the positive Influence between Ternate Government Efforts to establish Ternate as a cultural-based tourism destination through the Heritage City. This is indicated by the correlation coefficient of 0.531 and the interpretation of the strength of the relationship between the two variables is $> 0.5 - 0.75 =$ Strong correlation, so the conclusion that variable Ternate Government

Efforts (X) with variable To establish Ternate as cultural-based tourism destination through Heritage City (Y), has a strong correlation

3. Given the distribution of the value of the table, the table value is 2048. Since the value (t arithmetic) of 3.315 is greater than 2.048, so it can be concluded that H_0 is rejected and H_a accepted, which means that "There is influence of Ternate Government Efforts (X) to establish Ternate as a cultural-based tourism destination through the Heritage City (Y). The value of t count of 3.315 is considered greater than the value of t table 2.048 in a simple linear analysis.
4. The relationship between the two variables is expressed by the regression line equation, the simple regression coefficient shows the value of constant coefficient is 30.126 coefficient of free variable (X) is equal to 0,608. So the obtained regression equation is $Y = 30.126 + 0.608 X$. Based on the above equation, constant value of 30.126 is achieved. Mathematically, the value of this constant states that at the time of Ternate Government Effort 0, then establishing Ternate as cultural-based tourism destination through the Heritage City has a value of 30,126.
5. In addition, the positive value (0.608) in the regression coefficient of independent variables illustrates that the direction of the relationship between independent variables with the dependent variable is unidirectional. It means that each of these increases of one unit of variable Ternate Government Efforts (X) with variable to establish Ternate as cultural-based tourism destination through Heritage City (Y) of 0.608. This means that the authors hypothesis stating a positive influence between the Efforts of Ternate Municipal Government to Make Ternate as a cultural-based tourism destination through the City of Heritage has been significantly proven.
6. Thus it can be concluded that Local Government Effort has a positive effect in Establishing Ternate as a cultural-based tourism destination through the Heritage City.

E. Conclusion

To establish a heritage city by increasing the value of heritage assets is not an easy thing, it takes seriousness and hardwork from both the local government and the local community. This fact is in line with what is stated in the interview between the authors and the city mayor. He further mentioned building infrastructure and acceleration of development is not a difficult thing, but building a tourism-conscious society takes courage and challenge. Therefore, there are some recommendations on how to succeed in establishing the culture based tourism city through heritage city.

1. Accelerated development

It can be performed with cooperating with the central government through the APBN to build better infrastructure. Then, it will facilitate tourists

to visit Ternate. Besides, there should be an inventory, analysis and determination of heritage assets. Then the local government needs to determine which heritage assets are more favored to be promoted, for example Ternate currently establishes the Fortress of *Oranje* which will be the icon of Ternate in as a Heritage City.

2. Build a tourism conscious society

It can be done by involving the community in Focus Group Discussion (FGD) on official activities related to the government's strategy in developing tourism. Another example is that Ternate government has initiated THS (Ternate Heritage Society) to improve community awareness on the city's heritage. THS also supports government efforts in education, socialization, and promotion, so city's objective to be a cultural-based tourism destination through heritage city can soon be realized.

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