

***Analyzing the Implementation of Visitor carrying capacity as an Effort to
Preserve Cultural Tourism at Pura Mangkunegaran Surakarta***
Uystka Hikmatul Kamiliyah NH, S.S., M.Sc. as a chief counselor

Amalia Ghitha Kamila
Tourism Destination Study Program
Department of Language, Communication, and Tourism

ABSTRACT

This study aims to analyze the carrying capacity of visitors to Pura Mangkunegaran Surakarta and its role in efforts to preserve cultural tourism. The study used a qualitative method with a descriptive approach. Data were collected through observation, interviews, documentation, and literature studies. The research informants numbered 16 informants, consisting of 1 manager of Pura Mangkunegaran Management and 15 tourists selected using a purposive sampling technique. The analysis was conducted using the Physical Carrying Capacity (PCC), Real Carrying Capacity (RCC), and Effective Carrying Capacity (ECC) approaches combined with interactive model qualitative data analysis. The results showed a PCC value of 704 visitors/day, RCC of 620 visitors/day, and ECC of 484 visitors/day. Although the management has implemented visitation arrangements, the use of tour guides, facility maintenance, and service evaluation, the results of the carrying capacity calculation have not been used as a basis for determining the daily visit quota. carrying capacity is implemented through regulating the number of tour participants, the tour guide system, facility management, and area maintenance, all of which contribute to preserving cultural heritage buildings, maintaining cultural values, improving tourist comfort, and supporting sustainable cultural tourism management at Pura Mangkunegaran Surakarta.

Keywords: carrying capacity, cultural preservation, sustainable tourism