IMPLEMENTATION OF CLASSIC THEMES AND THE EXPERIENCE OF HISTORICAL VALUES IN CREATING SUSTAINABLE TOURISM SUPPORTING BUSINESSES

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ABSTRACT

Referring to the concept of sustainability, business and tourism can be developed in line with various opportunities. The experience and uniqueness of tourism-based businesses are an added value. However, the facts show that historical tourism-based businesses have not developed much. Managers have not maximized the potential of the surrounding historical value. On the other hand, businesses based on historical nuances are considered disruptive to tourism activities, leading to concerns about damaging historical values. This study aims to investigate the management of businesses based on classical themes and historical nuances in creating sustainability. Qualitative methods were used from an interpretive perspective. Several businesses based on historical nuances and classical themes were selected as research objects, including: Cokelat Monggo (traditional-premium product), Prianti Gagarin (Classic Place), and Ndalem Natan (edu-culture business). These businesses can create sustainability through classical themes and historical nuances. The study results indicate that business managers must think intelligently when developing their businesses. Several sustainability efforts need to be implemented, such as: 1) collaboration and optimization of classical themes, 2) education and consumer experience, 3) emotional closeness, and 4) community empowerment.

Keywords : Business; Sustainability; Tourism; History; Classic Themes

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INTRODUCTION

Tourism is vital in driving the economy of countries, including Indonesia (Armijos-Robles et al., 2022; Avraham, 2020). Some of the positive impacts of tourism include developing regional potential, improving the local economy, and encouraging the emergence of tourism-supporting businesses (Kusumaningrum et al., 2024; Suwandojo et al., 2024). Furthermore, sustainable tourism is expected to become a concept of choice in developing other sectors (Sulistyo & Annisa, 2020). As tourism-supporting businesses, cafes and restaurants play a vital role in supporting tourism activities. These businesses are mushrooming along with changing lifestyles and emerging needs (Kusumaningrum et al., 2022; Kusumawati et al., 2023; Salindri & Atiqah, 2018). Tourists need not only the main attraction but also other supporting products. Furthermore, cafes and restaurants contribute to regional income and employment (Salindri et al., 2022; Sulistyo et al., 2023). Reflecting on this situation, strategic policies and innovation are necessary for sustainability (Rogers, 1983). One effort can be done by implementing an innovation strategy based on classical themes and historical nuances. Several studies confirm this innovation strategy offers numerous benefits (Salindri et al., 2022; Yudiandri et al., 2025).

Regarding sustainability, tourism must benefit all parties (Salindri et al., 2025, 2022; Suwandojo et al., 2024). This understanding can be adopted by cafe and restaurant businesses to create sustainability. Presenting classic themes with historical nuances is an innovation implemented (Mehmetoglu & Engen, 2011; Sacco & Conz, 2023). Business managers need to think creatively through excellence and map the business environment. Previous business management needs to be strengthened by adopting more attractive strategies. Every party within the business can maximize its potential; one way is through classic themes with historical nuances (Sang et al., 2024). The classic nuance, based on the appearance or building displayed, gives a different impression and value than other offers, as seen in Figure 1.

Source: Abhayagiri, Westpash & Ullen Sentallu Document, 2025

Figure 1
Business Look based on Classic Theme and Historical Feel

Classical themes have great potential to provide opportunities in the tourism sector and in the development of culture itself (Kusumaningrum et al., 2024; Salindri et al., 2023). Classical themes can highlight ancient civilizations, such as the classical kingdoms in Indonesia, and enrich people's historical and cultural insights. Furthermore, in-depth knowledge of classical themes can build a sense of national identity and pride and open up attractive culture-based business opportunities (Kusumaningrum et al., 2024). Furthermore, classical themes can become major attractions in the culture-based tourism industry. Historical sites, temple buildings, and classical literary relics featured in exhibitions and cultural events attract domestic and international tourists. This naturally contributes to improving the local economy. More broadly, classical themes

open up rich research and exploration opportunities and can revive classical values with a modern touch. Using technology, classical themes can bridge the younger generation by providing education and entertainment (Demir et al., 2021). Classical themes are not merely historical heritage, but also a source of inspiration and opportunities for economic, cultural, and educational development.

As a natural, historical, and cultural tourism destination, Yogyakarta offers opportunities for tourism business development (Annisa & Tyas, 2021; Kusumawati et al., 2023; Printianto et al., 2019). Further research confirms the need for businesses to implement innovative strategies. As tourism-supporting businesses, cafe and restaurant management have the opportunity to create sustainability through unique, classic themes and historical value. These efforts can increase the number of customers and transaction value. Classic themes include layout, room design, education, experiences, and even historical buildings (Mehmetoglu & Engen, 2011; Sang et al., 2024; Stylianou et al., 2025). However, not all business managers can fully implement these opportunities. Lack of creativity, value proposition, and understanding of sustainability are emerging issues (Borrero & Yousafzai, 2024; Roos & Pettersson, 2024). On the other hand, businesses that have adopted classic themes and historical value also face obstacles. The presence of businesses is considered disruptive to tourism activities (Sang et al., 2024) and is feared to damage historical values (Sacco & Conz, 2023; Tham & Chin, 2024).

This study aims to identify the application of classical themes and historical values to businesses located in historic areas to create sustainability. This research will produce findings on business management in creating sustainability through classical themes and historical values. This research is important for designing a role model for business management based on classical themes and historical values that other businesses can apply.

LITERATURE REVIEW

Business managers must develop attractive and innovative strategies to address changes in the competitive landscape (Kusumaningrum et al., 2022; Printianto et al., 2019; Sulistyo et al., 2022). Sustainability can be achieved through managers' understanding and perspectives on various positive changes. Innovation focuses on several aspects, including emerging ideas, innovation channels, timescales, and the legality of innovation (Rogers, 1983). Innovation needs to be present throughout the business's operations. This understanding can be implemented broadly across various sectors, including tourism-supporting businesses. Consumers perceive a good strategy as one that can provide a memorable experience (Kim et al., 2019). In line with these conditions, businesses must build emotional closeness with service users (Bargoni et al., 2023). The experiences felt by consumers add value to business management. Developing businesses based on classic themes and historical value requires the foresight of business managers. Combining business, tourism, and experience is expected to strengthen management. One concept that can be used is Service Dominant Logic (SDL) (Neuhofer & Buhalis, 2017; Sambyal et al., 2020) and Experience Theory (ET) (Mehmetoglu & Engen, 2011). This combination of concepts is considered a development effort that refers to the perspectives of businesses, consumers, and their potential. Through this understanding, businesses focus not only on the core product but also on other potential. Furthermore, this understanding also requires validation from consumers as value maximizers.

Several studies in the last decade have focused heavily on sustainability. The research topics selected relate to development strategies (Annisa & Tyas, 2021; Salindri et al., 2025; Widiyanto & Kusumaningrum, 2021). However, limited research explores the

collaboration between sustainable tourism and businesses based on classic themes and historical values. Recognizing this gap, this study will explore the potential of businesses based on their unique characteristics. Businesses based on classic themes and historical nuances have not been widely researched. Business management that maximizes potential offers a significant opportunity to create sustainability.

Classic themes and historical nuances create memorable experiences for consumers of products and services (Bartoli et al., 2025; Mehmetoglu & Engen, 2011; Zarkada et al., 2025). Having superior potential does not mean that managers sit back and relax. Various steps must be taken to maximize the existing attractions. Tourism and supporting businesses are inseparable. Sustainable tourism emphasizes the importance of positive impacts. On the other hand, business managers need to be astute in seeing the opportunities the tourism sector presents (Salindri et al., 2025; Yudiandri et al., 2025). Focusing on service and experience collaboration is one concept that can be applied to business, as seen in Figure 2.
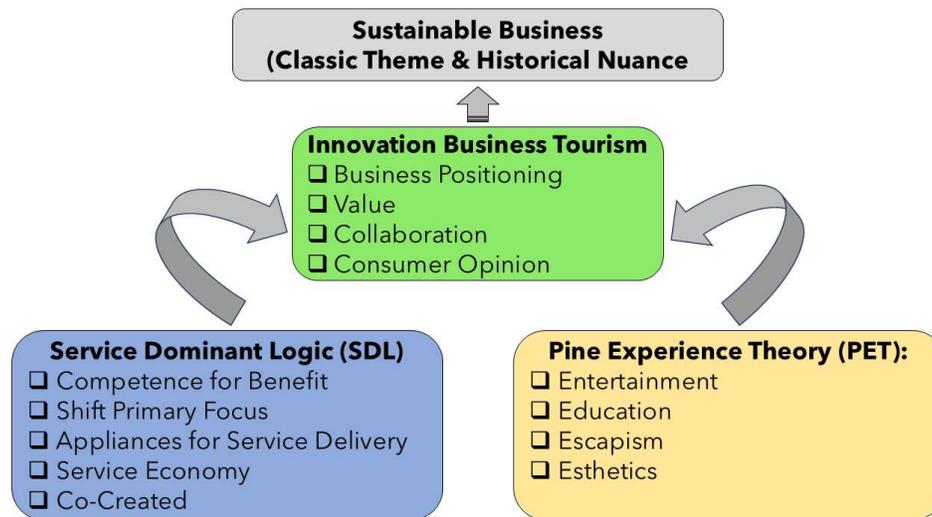
Source: Researcher Elaboration, 2025

Figure 2
Collaboration on SDL & PET Research Model Development

Business offerings based on classic themes and historical nuances can be used to create sustainability. Cafe and restaurant business managers must think intelligently and attractively (Salindri & Atiqah, 2018; Setya et al., 2024). Regarding marketing concepts, businesses must present quality products (Kotler & Armstrong, 2018). Furthermore, businesses need to educate consumers about the products they offer. A good business can create closeness with its target market (Annisa & Tyas, 2021; Kusumaningrum et al., 2024). The desired end result is emotional factors and positive experiences (Adams et al., 2019). Given the competitive landscape, business managers must seek attractive ideas and offers. Choosing classic themes, education, and historical nuances are potential areas for this approach (Mehmetoglu & Engen, 2011). Consumers are naturally looking for something new to satisfy their curiosity. The combination of classic themes and historical nuances creates a new and unique offering. Beyond enjoying the core product, consumers also seek various potential products. A classic theme is a way for businesses to create a unique atmosphere. Decorations, business ornaments, historical nuances, culture, and even heritage are all potential products that can be offered. By understanding the

opportunities offered by businesses based on classic and historical themes, business owners are required to develop a business development model.

METHOD

This study employed a collaborative qualitative design approach through an interpretive approach (Creswell & Creswell, 2018). This research aims to identify the application of classical themes and historical values to businesses in creating sustainability. An interpretive perspective encourages researchers to maximize the depth and strength of data, generating meaningful research. A case study approach was employed to explore and describe findings in the field (Yin, 2003). The design aligns with the research plan and objectives. Considering the research problem, this study aims to identify the application of classical themes and historical values to business management in creating sustainability. Several businesses based on historical nuances and classical themes were selected for research. These businesses include Cokelat Monggo (traditional-premium product), Prianti Gagarin (Classic Place), and Ndalem Natan (edu-culture business). These businesses can create sustainability through the advantages of classical themes and historical nuances.

Research data was collected through semi-structured interviews. Interviews were recorded using a tape recorder to ensure data integrity, prevent loss, and prevent shifts in meaning. The questionnaire design refers to Service Dominant Logic (SDL) (Neuhofer & Buhalis, 2017; Sambyal et al., 2020) and Experience Theory (PET) (Mehmetoglu & Engen, 2011). The selected informants are those with authority, experience, and information relevant to the research topic. Informants were selected based on the requirements specified in this study. Some of these requirements include: understanding the history and uniqueness of the business, having worked for at least one year, and having been involved in business marketing activities. To strengthen the research, this study also utilized other informants. Several tourists who were currently or had previously enjoyed business services served as additional informants. Furthermore, Interpretive Phenomenology Analysis (IPA) (Smith et al., 2009) and triangulation (Ye et al., 2021) were used for data analysis and validation.

RESULTS AND DISCUSSION

Classical themes and historical value have enormous business potential, especially when packaged creatively and relevant to needs. Business opportunities based on classical themes and historical value include arts and culture-based tourism, culture-based education, and the development of creative products that highlight traditions and heritage. Developing tourist destinations with classical themes can increase regional income and strengthen community welfare and the economy (Salindri et al., 2022; Sulistyo et al., 2023). Classical aesthetic elements such as motifs, symbols, architectural styles, and traditional clothing can be adapted into more modern forms. This creates a unique market niche that combines classical themes and historical value with current conditions. Creative businesses not only have economic value but can also preserve and revitalize classical culture in a fresher way (Sang et al., 2024).

Despite their potential, businesses based on classical themes face challenges in maintaining the authenticity and sustainability of cultural heritage. Businesses must prioritize preserving historical values and the inclusivity of local communities so that economic development does not sacrifice cultural identity. Responsible and sustainable strategies can ensure businesses can thrive without damaging cultural heritage. By creatively combining classical themes and historical values, business actors can open up

new, economically profitable opportunities while contributing to cultural preservation and public education (Kusumaningrum et al., 2024; Salindri et al., 2023). Based on the research results, several instruments were obtained to provide perspectives on business management based on classical themes and historical values. The informant stated that the instrument emerged and was used to implement services and strengthen strategies, as seen in Table 1.

Table 1
Business Research Findings Based on Classical Themes and Historical Values

Theme	Instrument	Findings
Service Dominant Logic (SDL) & Experience Theory (ET)	Business Positioning	Spiritual-Based Business, Classic, Historical, and Iconic Atmosphere, Local Product Flavors, Community Empowerment
	Value	Educational Experiences, Area Tours
	Collaboration	Legality, Relevant Parties, Event Management
	Consumer Opinion	Differentiated Products, Responsiveness, Customer Service.

Source: Primary Data Processed, 2025

Classical themes and historical nuances provide authenticity and a deep narrative, giving a tourism destination a distinct identity. Visitors enjoy the visual experience and learn about the cultural heritage and stories of the past associated with the place. Businesses located in historic areas with classical themes need to take strategic steps to maximize tourism potential while maintaining their inherent historical and aesthetic values (Kusumaningrum et al., 2024; Salindri et al., 2023). Businesses should focus on preserving and maintaining historic buildings and environments. Tourists are attracted to classical and historical themes because they provide an authentic experience. Businesses should incorporate classical design elements into all aspects of their business, from the physical architecture and interior decoration to the care of art collections and services, to ensure a strong and consistent classical atmosphere.

Furthermore, businesses can develop educational programs and provide cultural experiences that connect visitors with local history and traditions. For example, organizing tours that tell historical stories, display traditional art products, and provide cultural performances can enhance the added value of their businesses. Management also actively collaborates with local communities and historical observers to maintain the sustainability and preservation of educational attractions (Neuhofer & Buhalis, 2017; Sambyal et al., 2020). In marketing, businesses can highlight classical themes' unique history and authenticity, becoming a differentiating strategy in a competitive market. Business managers not only run businesses for commercial purposes but also play a role in preserving valuable cultural heritage (Mehmetoglu & Engen, 2011). Based on field research findings, results were obtained on how business actors implement classical themes and historical value as key strengths.

Business Positioning

Business uniqueness is a key factor differentiating it from competitors in a competitive market (Kotler & Armstrong, 2018). Through uniqueness, businesses sell products or services and offer something special and not easily found elsewhere. This uniqueness ultimately becomes a distinctive characteristic embedded in the brand, making it easier for customers to remember, recognize, and choose the business. Businesses that capture market attention can build stronger customer relationships and long-term loyalty. Business uniqueness drives innovation and creativity (Mehmetoglu & Engen, 2011; Sacco

& Conz, 2023). Businesses must think more creatively about offering memorable products, services, and customer experiences. This makes businesses more dynamic and adaptive to changes. Business uniqueness provides added value and is a strong reason for consumers to choose the product or service (Rogers, 1983). Business uniqueness becomes an inspiring attraction and builds emotional bonds with customers. Business uniqueness is not merely a business strategy, but a sustainability instrument that deserves attention.

Field findings regarding the research object uncover several important areas. Understanding spiritual-based businesses, including classic and historical nuances, iconic elements, and community empowerment, is of concern (Annisa & Tyas, 2021; Salindri et al., 2025; Widiyanto & Kusumaningrum, 2021). Spiritually-based businesses focus on buying and selling transactions and emphasize personal growth through the products and services provided. Spiritually-based business management creates a positive impact that helps discover the positive side, purpose in life, and inner-physical balance (Laallam et al., 2020). Business management assumes that everything is a collaborative journey between the harmonious pursuit of material goods and the search for meaning and inner satisfaction. The goal of business is not only to accumulate wealth but also to make a meaningful contribution to customers (Sidani, 2008; Zhu et al., 2023). Spiritually-based business management prioritizes authenticity, integrity, and deep relationships between business actors and consumers, with a caring approach and noble service goals. Authentic nuances and environments help businesses differentiate their offerings and create a lasting impression on consumers, as seen in Figure 3.

Source: madhang.com, 2024

Figure 3
Classical Architecture with Historical Nuances

Businesses based on classic and historical themes offer a variety of values and experiences rich in meaning. They go beyond mere commerce to provide customers with cultural depth and knowledge. These businesses create authentic experiences that immerse visitors in the atmosphere of the past. Visitors can see classic architectural elements, antique decorations, traditional costumes, and the stories and histories inherent to the locations or products offered. Businesses do not just sell products or services; they also "sell" valuable experiences and cultural heritage. Businesses with classic themes and historical values also serve as a means of cultural preservation and education. These elements add value to tourists and consumers who want to delve deeper into the product's identity. This approach can build a strong emotional connection between customers and brands (Bartoli et al., 2025; Mehmetoglu & Engen, 2011; Zarkada

et al., 2025). Through unique historical values, businesses can survive amidst intense competition.

Businesses should not stand alone; they should also pay attention and have a broad impact. Sustainable businesses emphasize the role and presence of community empowerment (Annisa & Tyas, 2021; Salindri et al., 2025; Widiyanto & Kusumaningrum, 2021). Businesses need to build mutually beneficial relationships. Community empowerment in business aims to increase community capacity, participation, and well-being through various business activities. This empowerment transforms communities into more than just consumers or workers, but also active participants in the business's development, management, and economic (Salindri et al., 2025; Yudiandri et al., 2025). Through community empowerment, businesses can contribute to inclusive and sustainable social development and strengthen ties between businesses and local communities. Field findings demonstrate how businesses build strong bonds. In the Monggo Chocolate business, management involves local farmers from various regions supplying the necessary raw materials. This situation naturally creates a mutually beneficial bond and dependency. Presenting a specific theme or story can also be done through unique product packaging, as seen in Figure 4.

Source: chocolatemonggo.com, 2025

Figure 4
Iconic Product Packaging

Value

Businesses must provide added value because it is central to their success and sustainability. By providing clear and meaningful value, companies can build long-term customer relationships, foster loyalty, and achieve competitive advantage (Kotler & Armstrong, 2018). The value provided can be products, services, experiences, or solutions to problems. This ultimately satisfies customers and provides a compelling reason to choose and return. These efforts also build long-term relationships and customer loyalty. Businesses that consistently provide value will maintain customer trust and reduce the potential for customer switching to competitors' products. Having a competitive advantage, businesses that emphasize unique value and benefits for customers will be easily recognized (Bartoli et al., 2025; Mehmetoglu & Engen, 2011; Zarkada et al., 2025).

Customer education provides understanding and a memorable experience. These activities can transform customers from passive consumers to active, confident, and emotionally engaged users. Through this approach, businesses not only sell products but also build stories and values that remain deeply embedded in the minds and hearts of customers (Kim et al., 2019). This differentiates businesses in an increasingly competitive

market, particularly tourism businesses based on classic and historical themes. Businesses must educate customers to provide memorable experiences and increase satisfaction and long-term loyalty. Customers become more knowledgeable and confident in using products or services through education. Customer education shortens the purchase process, reduces usage issues, and fosters stronger relationships. Businesses utilize customer education as a key element in creating experiences that exceed customer expectations (Bartoli et al., 2025; Mehmetoglu & Engen, 2011; Zarkada et al., 2025).

Findings from chocolate processing businesses provide valuable experiences for visitors. They receive the final chocolate product and learn about the process. Visitors learn about chocolate processing, which uses various modern tools and machines. When visitors attend, they can learn about the history and development of chocolate and observe the manufacturing process firsthand. Furthermore, visitors also have the opportunity to create their chocolate designs. The visit concept offered by the Monggo Chocolate business provides visitors with new insights into the process from the beginning of chocolate making to chocolate molding. Similar to the chocolate production business, the findings of the Prianti Gagarin and Ndalem Natan businesses provide a similar perspective. In the Prianti Gagarin cafe business area, visitors are presented with a classic building and gain knowledge of its history. Visitors can explore every corner of the building that holds historical value. Similar to the previous business, the management of the Ndalem Natan cafe tries to explore the value of business and education. Visitors can enjoy a variety of book collections, as well as various historical relics. Observations of the location provided visitors with new experiences and knowledge not previously obtained.

Collaboration

Collaboration or cooperation supports business success and growth (Sulistyo et al., 2024). Business cooperation is not merely about establishing communication or strengthening networks, but also serves as a key foundation for innovation (Rogers, 1983). Collaboration can build strong business networks, expand access, optimize resources, reduce risk, and improve productivity and work quality. Collaboration enables organizations to adapt more quickly to changes. Organizations that adopt a collaborative framework and a collaborative work culture have been shown to experience significant increases in productivity and innovation. In addition to expanding markets, collaboration plays a role in improving operational efficiency and reducing production costs. Businesses can maximize resource utilization and optimize business results through close collaboration between various stakeholders. Innovation resulting from collaboration can strengthen a company's long-term competitiveness. Overall, collaboration in business is a key foundation that helps companies become more adaptive, innovative, and efficient (Mehmetoglu & Engen, 2011; Sacco & Conz, 2023). Change is occurring rapidly, and competition is increasingly fierce. Understanding how to build strong and strategic partnerships is essential in tourism (Annisa & Tyas, 2021; Kusumawati et al., 2023; Printianto et al., 2019). Businesses can create synergies and sustainable growth opportunities through collaboration, surpassing individual efforts.

Research findings demonstrate how business management efforts strengthen collaboration with various parties. Collaborations with government, the private sector, and universities impact business sustainability. These collaborations are, of course, relevant to the business itself. The collaborations undertaken by Cokelat Monggo uphold the principles of sustainability, community empowerment, and superior product quality. The business establishes strategic collaborations, particularly with local farmers and the

government, to ensure the quality of raw materials while simultaneously generating positive social impacts. Cokelat Monggo's collaborations go beyond mere business transactions. These partnerships are partnership-based and emphasize empowerment and capacity building for local communities. Through this approach, management builds a profitable business and creates a sustainable social impact that supports the surrounding community. More broadly, Monggo Chocolate has held several events in partnership with various parties for synergy and mutual benefit. In line with Monggo Chocolate, the management of the Prianti Gagarin and Ndalem Natan cafes has established collaborations that are aligned with their respective businesses. Various parties, including the Department of Culture and Tourism and tourism businesses, collaborate with the management.

Consumer Opinion

Businesses that listen to consumer feedback and opinions have a strategic advantage. Listening to and responding to customers is a customer service strategy and an effort to create memorable experiences (Mahanani & Sulistyo, 2023; Suhartapa & Sulistyo, 2021). Business success depends on how much they can respond to consumer needs, complaints, and expectations effectively and innovatively. Listening directly to customers can generate positive feedback, as customers are a source of data needed to improve quality. Organizations can more precisely target innovations that meet consumer expectations through collecting and analyzing feedback. This effort can reduce the risk of product failure because the product development concept is oriented towards field needs (Al-Msallam, 2020; Al-Msallam & Abdelhadi, 2022). Conversely, ignoring the voice of the customer can be fatal to business sustainability. Listening to and responding to customer criticism and suggestions can build stronger, mutually beneficial relationships. This understanding increases customer trust because they feel heard and valued. Customer loyalty increases, ultimately driving sales and repeat business. Businesses can use positive customer feedback and reviews as promotional strategies, as seen in Figure 5.
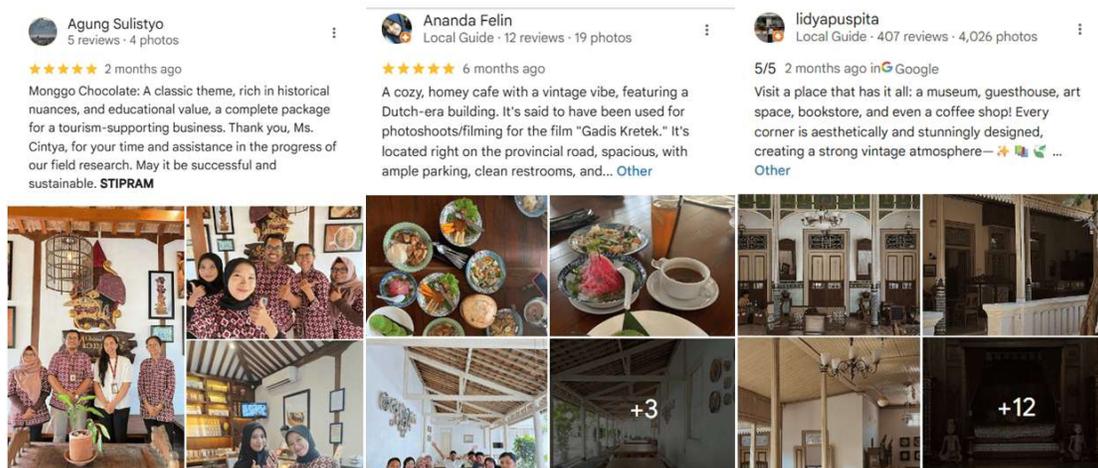
Source: Google Review, 2025

Figure 5
Visitor Reviews of Monggo Chocolate, Prianti Gagarin and Ndalem Natan

An increased focus on customer assessment is one of the keys to business sustainability. Some consumers still rely on reviews and other people's experiences

before purchasing (Anaya-Sánchez et al., 2020; Aprilia & Kusumawati, 2021). Businesses that are responsive to feedback can quickly resolve complaints, clarify product information, and adjust product services. Furthermore, being responsive to customers also strengthens a business's image. Businesses focusing solely on high-quality products or low prices without considering service aspects risk losing market share. Listening to customer opinions and responses is crucial in shaping a positive customer experience. Businesses utilizing customer feedback through personalized service, ease of communication, and complaint handling will gain a sustainable competitive advantage (Kotler & Armstrong, 2018). Listening to and responding to customer opinions is about improving products or services and building strong emotional bonds and trust between the business and customers. Field findings confirm how the management of Cokelat Monggo, Prianti Gagarin, and Ndalem Natan pay attention to customers. Various inputs and responses are interpreted as positive feedback that needs to be provided. Multiple channels are used to maintain communication with customers. Online and offline channels are efforts made to get closer to customers.

CONCLUSION AND SUGGESTION

Classical elements and historical nuances provide value that differentiates a business from its competitors. Visitors not only see but also feel the stories and cultural heritage inherent in the business. The collaboration between business, tourism, and classic historical themes provides learning and experiences for visitors. The expertise offered is not only entertaining but also educational. Classical building architecture and certain ornaments can create a strong nostalgic atmosphere. Educational programs based on historical exploration, arts, crafts, and cultural workshops can enrich the tourist experience. Businesses offering classic themes and historical values provide distinct differentiation, build emotional bonds, educate the community, and support local economic growth. A business's ability to integrate classic themes and historical nuances into the tourism business sells tourist destinations and other things rich in meaning and experience.

Future research could expand the focus of this collaboration. The use of classic themes and historical value has proven to offer a unique approach. Further research could include other tools, such as the marketing mix or digital marketing.

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