

Local Tourism Diversification Through Cultural Heritage

(A Research on Tourism Development in Malang City)

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Abstract—As stated in the *Tribina Cita* of Malang City, tourism sector is a potential sector that can be developed as the identity of Malang City. Malang has been known as the city of industry and education, yet it has not yet been known as a tourism city. Therefore, the government of Malang has started to focus its development on tourism activities. This city used to only have MICE tourism, but at present, the government starts to have tourism diversification in the form of Cultural-Heritage tourism. This descriptive qualitative research was conducted to evaluate the tourism diversification program in Malang City. Research data were collected through in-depth interviews with relevant informants including the ones from Disbudpar (Department of Culture and Tourism), art and cultural workers in Malang City, as well as tourists visiting this city. The results of this research showed that the tourism diversification program has been utilizing available resources. This program was focused on the development of heritage tourism in Ijen Street, Kayu Tangan, and Tugu Area. While the focuses of the cultural tourism development was on the dance art. In addition, the city has set “heritage city” as the tagline of the city.

Keywords—*diversification, heritage-cultural tourism, Malang*

I. INTRODUCTION

Cultural-heritage tourism is a part of tourism development. Communities in different countries live based on different norms and they develop unique behaviour and thoughts [1]. Cultural tourism attracts tourists to get to know the local community, enjoy the sights, values and local lifestyles, visit museums and historical sites, watch performance arts, traditions and enjoy culinary products (www.icomons-ictc.org). The development of cultural tourism is inseparable from the management of attractive cultural assets.

Malang City is a city in Indonesia with strong cultural tourism potential. Unfortunately, this sector has not yet been properly developed because the focus of the city development was mainly on Business City. Currently, tourism sector contributes up to 25% to the total Local Revenue of Malang City (Malang Voice, 2018). It is believed that with proper

management, Tourism Sector can be the major contributor in generating Local Revenue for its enormous potential.

Optimal Development of Cultural Tourism should be conducted by the government of Malang City. The cultural-heritage that is very diverse, and attractive can be used as the main attractions as done in other regions in Indonesia, such as Yogyakarta and Bali. These cultural assets include dances, cultural values, historical heritage, old buildings, museums, cultural villages, art halls, etc.

II. RELATED WORK

Tourism is a potential sector that can improve and accelerate the economic growth by providing employment, increasing people's income, living standards and stimulating other productivity sectors. Tourism is also a complex industry as it relates to other types of industries such as handicrafts, souvenirs, lodging and transportation industries.

A. Tourism Destination

A tourism destination is a geographical area in one or more administrative regions that have tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the tourism activities (RI Law Number 10 Year 2009 Concerning Tourism) [2]. According to Pitana and Diarta [3], a tourism destination is a place that is often visited within a significant period of time during one's trip when compared to other places. In general, tourism destination is an area in one or more administrative areas in which there are public facilities and tourist attractions that are often visited within certain period of time.

According to Rahim there are four elements that characterize a place as a tourism destination, namely [4]:

- Tourism attractiveness
- Accessibility
- Infrastructure

- Community empowerment

Those four elements should be completed with adequate marketing that will enhance the development of the place as a tourism destination.

B. Diversification

According to Porter [5], diversification is a strategy undertaken to gain a competitive advantage through the selection and management of a business to be able compete with other industries and products [6]. In association to the tourism industry, destination diversification refers to the effort in diversifying tourism destinations done to provide alternative tourist attractions for tourists to choose.

The theory of diversification mentions that an industry must be diversified when it has adequate resources, capabilities and core competencies [6].

1) *Resources*: Resources refer to any potential available that support the achievement of a goal. Resources are not always physical (tangible) but they can be non-physical (intangible). Resources consist of natural resources (SDA), human resources (HR), and capital resources.

2) *Capability*: Capability is the ability to do something (KBBI). Capability is beyond having certain skill since it also deals with detailed understanding about the point of weakness and how to address it.

3) *Core competence*: Core competence the main skill needed in the realization of certain goal.

C. Culture

The term *budaya* that means culture was originally a Sanskrit word that is the plural form of the word *budhi* which means "mind" or "reason". Culture can be interpreted as humans' creation, intention and taste resulting from creativity, intention and taste. According Soelaeman [7] culture has broad meanings including civilization which covers the understanding the feelings of a complex nation, including knowledge of beliefs, art, morals, law, customs (customs), and other traits brought or obtained from members of the community. Marpaung et al [8] argues that human culture consists of beliefs, values, attitudes and behaviors that have been parts of a society inherited from across generations. Based on the above definition, culture can be seen as the outcome of human creativity, taste and intention, which include beliefs, art, morals, law, customs, and other traits in a group of people that are dynamically adjusting to natural conditions and time.

Culture can be hereditary in a community in an area or a nation. Traditional culture is a culture that is hereditary within certain region. Traditional culture or regional culture is inherited by the previous generation to the next generation in a particular area. Local culture emerges when a community share similar mind-set that results in certain a habit that distinguishes them from other communities.

Culture also grows and develops in a wider scope. Culture within the scope of a nation is called national culture in Indonesia. Indonesian national culture basically consists of local cultures from regions in Indonesia. According to Suseno [9], Indonesia's national culture is the product of culture from islands all over Indonesia that include old ones and new ones united by the national spirit. Article 32 of the 1945 Constitution states that national culture is a culture that arises as a result of the cultural efforts of the Indonesian people as a unity.

Koentjaraningrat in Soelaeman [7] explained national culture based on its function as follows.

- A system of ideas and symbols that give identity to Indonesian citizens.
- A system of ideas and symbols that can be used by all Indonesian citizens to communicate with one another and thus strengthen solidarity.

Soelaeman explained that Indonesian national culture as a system of ideas and symbolism that gives identity to Indonesian citizens has to meet 3 conditions, namely [7]:

- Originally created by Indonesian citizens
- Reflect the characteristics of Indonesia
- Highly valued by Indonesian citizens as a nation's pride.

D. Culture Conservation

The term conservation based on Indonesian Dictionary (KBBI) refers to the regular protection over certain thing to prevent damages and destructions through preservation. In 1902, Theodore Roosevelt proposed the concept of conservation for the first time. Conservation is defined as a complex and ongoing process that involves the determination of what is seen as inheritance, how it is preserved, how it is used, by whom, and for whom it is preserved [10]. Conservation is usually associated with protection and preservation of nature yet in its development, conservation also refers to the preservation of cultural heritage (cultural heritage).

Cultural conservation involves two interrelated dimensions. The first dimension is the past dimension which means the process of protection and preservation of local wisdom owned by the community. The second dimension is the future dimension which means to keep the culture exist. Conservation maintains a dynamic culture without neglecting the basis of the culture itself.

Based on the description above, cultural conservation can be seen as the effort to preserve culture as a legacy that must be preserved and protected to make it able to dynamically cope with changes.

III. METHODOLOGY

This research was conducted in the form of descriptive qualitative research. This research took place in Malang which

data were collected through observation and in-depth interviews with several related parties (Disbudpar of Malang City, Cultural Actors, and Tourists).

IV. RESULTS AND DISCUSSION

In a *Gotong Royong Kotapraja* Plenary Session conducted in Malang in 1962, Malang City was designated as:

A. *Student City / City of Education*

Malang city is where schools, colleges, universities and other non-formal educational institutions and boarding schools operate. The city also offer adequate supporting facilities such as lodgings, bookstores, super markets, plazas, public health service centers and other important supporting facilities. The public transportation in this city covers 25 destinations that connects 3 (three) bus stations namely Arjosari bus station (Surabaya direction), Gadang bus station (Blitar direction), and Landungsari bus station (Jombang / Kediri direction). The prolonged economic crisis brought a very heavy economic impact for the citizens of Malang City as indicated by an increase in unemployment rate and decline in economic growth. However, with all faith and prayers, this prolonged crisis can gradually be overcome. Some efforts that have been made to overcome the crisis by opening up employment opportunity and business opportunities and creating qualified and competitive labor in the labor market.

B. *Industrial City*

Malang City has always been very well known for its cigar industry. Diversification of small and medium industry products have started to emerge since the economic crisis hit. However, quality improvement, technical guide and investment assistance are still needed to accelerate the recovery of economic development based on the concept of democratic economy. Meanwhile, large industries in Malang still need to be promoted to support the productivity of Malang City as an Industrial City.

C. *Tourism City*

The natural and historical potentials of Malang City that offer beautiful natural scenery, cool weather, shady and beautiful air and ancient buildings from the Dutch heritage, Malang City is worthy of being a tourist destination for domestic and foreign tourists. Various choices of shopping places are available, both traditional and modern ones that strengthen the city as a Tourism City. The development of modern shopping centers copes with the rapid development of residential areas. In the era of regional autonomy and the current era of globalization, efforts to enhance the city development in all sectors are initial steps to improve the image, position and role of the City of Malang within its relationship with other cities, provinces, and nations. The efforts are also done to provide positive benefits for the communities in Malang City.

These three points are the ideals to be achieved as they are the factors that can enhance the competitiveness of Malang City at regional and national levels. In the era of globalization, education sector is challenged with rapid changes including higher demands from the community for good and high quality educational facilities. To fulfill this demand, education development has been included in the vision and mission of Malang City. Partnerships and cooperations have been established with tertiary institutions in some sectors to improve the development of science and technology and the quality of Malang City in general.

In terms of tourism activities, Malang City has been depending on MICE Tourism (Meeting, Incentive, Convention, Exhibition) because it is an Industrial City and it is a city where many public and private Universities operate. In order to diversify this sector, the term Cultural-Heritage Tourism City is now set as the goal that can be achieved by optimally utilizing the available opportunities and resources.

The diversification program is focused on these three areas.

1) *Ijen Boulevard*: The Ijen boulevard is a green lane dotted with bougainville flowers and palm trees along Dutch colonial-style houses. There is also an army museum that exhibits traditional and modern weapons used in the independence war.

2) *Kayutangan*: Kayutangan (Kajoetangan) was often mentioned in the 1890 Dutch report book. It is a shopping lane along Jalan Kayutangan (now Jalan Basuki Rahmad), starting from from the T-junction in front of the PLN to the front of the Kayutangan Catholic Church that was built between 1930-1940 with a flat and cube-shaped roof. This place remains authentic. Around 1960-1970, the shops in this area attracted crowds that performed business activities including general trading, offices, movie theaters, apparel, grocery, and others. Along Jalan Kayutangan, there is a famous intersection called the Rajabaly intersection. This intersection shows the uniqueness of the architectural shop around the intersection of Jalan Kayutangan (now Jalan Basuki Rahmat, Jalan Kahuripan and Semeru Street). The shop was built in 1936 by architect Karel Bos. The twin shapes of the right and left buildings do not only show the gate to Semeru Street, but some community leaders stated that the twin buildings were inspired by the architect who was blessed with twin sons.

3) *City hall area*: The City Hall Building is one of the buildings built in Dutch colonial architecture in Malang Tugu street roundabout that is a heritage building built by the Dutch government. This building has interesting look and it is easy to find as it is located in the strategic location. This building is also the icon of Malang City.

Malang City offers unique attractions that cannot be found elsewhere such as historical buildings from the colonial era. The popularity of Malang City with its various attractions or destinations has attracted foreign tourists to visit, which number keeps increasing each year. According to BPS (Central

Statistics Agency), the number of tourist visit in the last two years in Malang City has increased by 25% for foreign tourists. The focus of the development of Malang City in terms of heritage tourism is more focused on preserving the colonial buildings. Malang City has also received its branding as Heritage City on 30th August 2019. Kayutangan area or heritage village have also been designated as the center of Malang's Heritage by the Mayor of Malang City.

The tourists who came to visit stated that culture and heritage tourism are the main attractions of Malang City. Culture and heritage tourism centers are available in the Monument and City Hall of Malang City, Kayutangan, Ijen main road and museums, as well as several temples in Malang City and thematic villages in Malang City. Malang also presents several art creations such as *Beskalan* Dance, *Malang Bedayan* Dance, *Wirebama Grebeg* Dance, and *Malangan* Mask Dance.

V. CONCLUSION AND FUTURE SCOPE

Malang City has made attempt to diversify its tourism sector, considering that this sector contributes up to 25% of the total Regional Original Revenue (PAD). This diversification has been conducted by developing the tourism sector beyond MICE tourism in the form of cultural-heritage tourism. The city has officially launched its new tagline as a Heritage City on August 30th, 2019. Heritage tourism was centered in the area of Jalan Ijen, Kayutangan, and the Tugu area. While Cultural tourism is emphasized on local dance art.

A. Suggestions

Malang City is expected to consistently carry out activities that focus on the enhancement of cultural-heritage tourism in

order to earn higher regional revenue. Various supports should be given in the form of assistance and adequate monitoring to ensure that tourism diversification is carried out based on the predetermined plan. Therefore, Malang City as a heritage city will be realized within a short period of time. Hence, tourists will identify Malang City not only as an Industrial City and Student City, but as an interesting city of tourism.

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