

Basic of Creative Tourism: Batik as a Creative Industry

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Abstract— *Many techniques based on understanding have given meaning to creative tourism and have established the basics of creative tourism. Many terms are obtained such as creative economy, creative city, creative business, creative governance to creative tourism. Creative tourism has been stimulated as a new form of tourism with more forms of activity. This study focuses on the batik industry in kampung batik Kauman, Pekalongan. The research method use with theoretical lens approaches or perspectives in qualitative research, and advocacy perspectives that shape the types of questions asked, inform how data is collected and analyzed. In this study it was found that batik as a creative industry has an impact on the tourism sector: 1) batik festival as an innovation carried out in developing branding strategies; 2) uniformity in marketing is needed so that healthy competition occurs. Batik synergy has been able to attract tourists and local economic development; 3) tourism facilities and infrastructure based on local communities are supporters of creative tourism activities. Lack of time in observation, so there are aspects that have not been analyzed. In the future that all stakeholders are involved to study and develop the concept of creative tourism towards sustainable tourism in the kampung batik Kauman.*

Keywords: *Creative Tourism, Creative Industry, Batik, Kampung Batik Kauman*

I. INTRODUCTION

Pekalongan is one of the city on the north coast of Central Java Province, Indonesia. The city is bordered by Java sea in the north, Pekalongan regency in the south and west and Batang regency in the east. Pekalongan city consists of 4 districts, namely north Pekalongan, west Pekalongan, south Pekalongan and east Pekalongan. Pekalongan is located on the north coast of Java that connects Jakarta-Semarang-Surabaya. Pekalongan city is 384 km east of Jakarta and 101 km west of Semarang. Pekalongan city earned the nickname batik city [1]. Kampung batik is located in the Kampung Kauman, district of east Pekalongan famous as a center of batik craftsmen since long. Kampung Kauman is allegedly the first village in Pekalongan area considering that there are many ancient houses found in ancient relics and jami mosque which was established in 1852. In addition, the architecture of the old

houses where craftsmen live from generation to generation also become the power Pull [2].

In 2007, kampung batik Kauman was established as kampung batik Kauman. Since kampung Kauman has become kampung batik, its progress has been rapidly reaching almost this village to make batik and some accessories such as bags, sandals, wallets and other accessories. Creativity-driven innovation benefits from richer human and professional skills. Projects and prizes, as well as dedicated events, have been identified as instruments that can spread awareness, stimulate new ideas and the conception of new products, connect players along the value chain, and speed up access to market [3].

Interestingly most of the artisans have a shop or place displaying various handicrafts. Kampung batik Kauman continue to clean up by equipping IPAL (Waste Water Treatment Plant) to cope with batik waste then equipped with some facilities that are modern enough like batik net for example that was developed to enrich the knowledge about batik Kauman village via the internet then formed a conscious tour group. The construction of Kauman batik kampung which was established in 2007 gave a positive impact for the economic development towards kampung Kauman and its surroundings was seen growing homestay, the hotel is sufficient number then also many developing restaurant or restaurant adequate. Recent concepts of creative tourism have been applied to a growing range of tourism, including tourism activities, the impacts of creative tourism for tourist destination and creative industries, planning and policy-making to improve tourist destination. Therefore, the framework for accelerating the practice of creative tourism is proposed by focusing on the relationship between tourism and creative industries, in reference to Landry's model 'the cycle of urban creativity' [4].

Since the kampung batik Kauman festivals held, among others, charm Kauman batik and several other events. All of which can't be separated from the role of PNPM Mandiri which continues to encourage training and guidance of batik craftsmen in kampung Kauman and community utilize all

directives and training provided PNPM Mandiri proportionally so no wonder if the kampung batik Kauman then grabbed one of the best tourist village 2012 in Indonesia and this award is a challenge for kauman batik village in the future in improving creativity and innovation in creating a variety of batik motifs that are environmentally sound. With the development of creative tourism, the Kvarner destination can become recognizable as a destination providing a new, differentiated offer on the market, based on authenticity and creativity all in accordance with the specific needs of contemporary tourists and new tourism market trends [5].

The basic problems in the development of kampung batik Kauman are among others: 1) there are still many people of kampung batik Kauman who do not know about the scope of tourism; 2) the creative industry in kampung batik Kauman is still not integrated with each other; 3) the absence of a creative industry-based tourism development model that can be used as a reference in the development of tourism in the kampung batik Kauman. This condition can lead to the slow development of tourism in kampung batik Kauman, based on this matter then this article will examine the tourism potential in kampung batik Kauman as well as provide a model of tourism development in kampung batik Kauman based on creative tourism.

II. LITERATURE REVIEW

Tourist Destination. Tourism is one of the most prosperous and fastest growing economic branches in the world. Recent analyses show that the world tourism with 284 million employees (1 of 11 employees on average) forecasts a 3.5% growth for 2015, which is 1 percentage point higher than the world economic growth [6]. The conceptualization of destination choice in terms of the choice of a geographical location has received significant attention in the tourism literature. Indeed, there is a wealth of research examining specific aspects of why and how a tourist chooses a particular holiday destination location. The attractiveness as a factor that attracts tourists to certain location could be presented as a mix of many elements. The attractiveness of the destination or the attractive factors in the destination is the determining force that affects the concrete choice by the tourists [7].

A tourist destination can be epitomized as a managed tourist system with balanced relations among its participants and with a political consensus on a geographically defined area with sufficient natural and constructed tourist attractions, developed infrastructure, ability to create added value for its visitors and the ability to ensure sustainable tourism development. Tourist destination has the appearance of an independent and competitive product (Kotler et al., 1993; [8]). According [9] defines characteristic criteria of the destination, acknowledges that the limits of destinations in reality are hard to define. According to his criteria of destination should: (1) include cultural, physical and social attributions that commonly define the regional identity; (2) Include tourist infrastructure to support the development of tourism; (3) display more than one tourist attraction; (4) include existing attractions or have the potential to develop interesting attractions; (5) be able to support planned marketing of the tourist region.

Creative Tourism. Creative tourism has been stimulated as new form of tourism by more skilled forms of tourism activities, by the growth of new consumption patterns, and by changes in the production of tourism products [10]. Furthermore, according [11] to creative tourism as tourism where "the journey is directed towards the involved and authentic experience, with participative learning in art, inheritance, or special character of a place, and this provides a relationship with those who live here place and create this culture of life.

This model of creative tourism introduces an entire process that explains how to create initiatives at the local level through four forms of delivery. Buying and Viewing are traditional forms of tourism activity and are also considered the background of creativity in tourism [12]. The model introduces the whole process that clarifies how to create initiative at the local level through four forms of delivery. Buying and Seeing are traditional forms of tourism activities and also be considered as background of creativity in tourism. In addition, those new forms of creative tourism activities (Testing and Learning) are created as a new type of experiencing services, which meet the demand of customers, identify and expand new content of creative activities. In the creative tourism, approaching "creativity as background" is not enough; the concept of "creativity as activities" is required in order to increase the evolvement of the tourists.

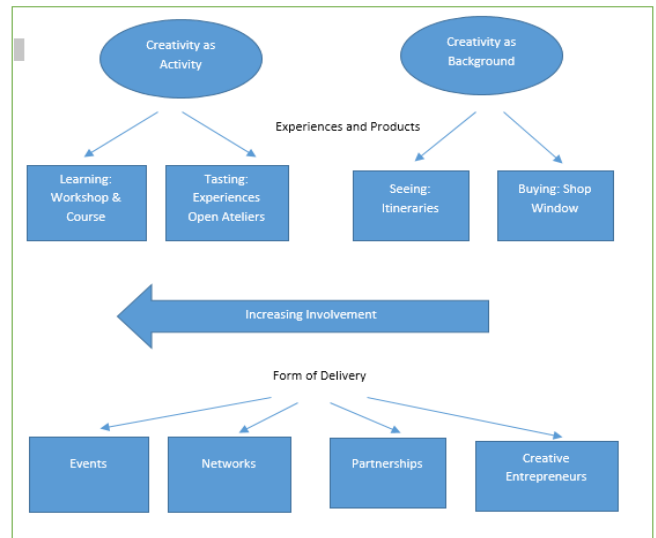


Figure 1. Model of Creative Tourism

Source: Richard (2011)

Sustainable Tourism. Sustainable tourism has to meet social, cultural, ecological and economic requirements. Sustainable tourism holds a longterm view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive [13]. The World Tourism Organization (WTO) has summarized the philosophy and the principles of sustainable tourism as follows: "Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability" [14]. Sustainable tourism research has evolved from the study of basic frameworks of tourism,

economics and environmental management to a number of reconceptualizations and critiques [15].

According [16] to conducted a comprehensive review of research in sustainable tourism, concluding that the literature can be divided into 14 application areas, some of which are: paradigm, sustainable tourism development, market research and economics, policy-making, and infrastructure. Based on the literature review this study found the following three comprehensive sustainable tourism development frameworks: Making Tourism More Sustainable: A Guide for Policy Makers [14], ‘Action for a More Sustainable European Tourism’ [17], and ‘Caribbean Sustainable Tourism Policy Framework’ [18]. The future of sustainable tourism lies on it being implemented by businesses and policy makers. That relies on academics becoming more involved with business and policy work requiring the creation of multi-disciplinary institutes and international research teams [19].

The result of tourism development is inappropriate in increasing pressure to overcome negative changes in destination's physical, as well as economic and social characteristics. To reduce unwanted impacts, a decision maker must pay attention to the factors that occur in the process. In measuring the goal that personal goals are to realize sustainable tourism development, sustainability indicators are usually accepted as one useful tool. Sustainable tourism city destination in Hamburg there are two key mechanisms that stimulate conflicts: (1) the number of tourists in relation to the number of residents and its distribution in time and space; (2) the behavior of visitors measured in the norms that they pose onto themselves and others (indecent behavior of tourists) [20].

Analysis Creative Tourism in Kampung Batik Kauman. Pekalongan batik is influenced by local style from Surakarta, Yogyakarta, and other places. These various influences effected Pekalongan batik so beautiful and interesting, have various motif and colorful. To make to be strong as batik city, the government of Pekalongan city defined a slogan: BATIK that means Bersih (clean), Aman (safety), Tertib (disciplinary), Indah (beautiful), and Komunikatif (communicative) [21]. As one of the Indonesian batik icons, Pekalongan is the warehouse of craftsmen, as well as famous batik traders. We have often seen the works of Pekalongan batik craftsmen, and crossed the archipelago and even penetrated Indonesia's border [22].

This tourist attraction can be a value of competence for tourism in Pekalongan to increase the number of tourist visits, and of course it has an impact on Pekalongan [23]. A uniqueness in Kampung Kauman batik industry, that craftsmen have a shop to display their products. There are three factors that equally influence the growth of kampung batik Kauman Cluster, Pesindon tourism village cluster, and beard batik cluster. These three factors are the existence of supporting and related industries, business strategies and competition, and the role of the government [24]. Creative tourism is not only a diversification of products that will provide added value to industry players but also an effort to preserve batik with active activities to introduce batik, especially for the younger generation [25]. Batik is a cognitive aspect which is the formation of the city image as an attraction in the city of Solo, Indonesia [26].

III. METHODS

Research methods with a theoretical lens approach or perspective in qualitative research, and an advocacy perspective that shapes the types of questions asked, informs how data is collected and analyzed, and provides calls for action or change. The research method consists of how the researcher collects, analyzes, and interprets the data in the study [27]. The variables can be measured accurately to present an acceptable research. Most of the errors may occur in the measurement of scale variables, so that the scales development must be imperfect for a good research [28]. The operational definition of variables in this study:

Table 1. Operational Variable

Variable	Definition
Attractions	Things that can be done by tourists
Accessibility	Form of access to information and facilities
Ammenity	Ability of facilities contained
Packages	Tour packages that are available
Activities	Tourist activities that can be done
Additional Services	Services provided useful for giving tourists satisfaction

Source: research development

The population in this study is the kampung batik Kauman people who have businesses in batik as well as other businesses and are incorporated in the tourism driving group which amounts to 45 people. The data used in this paper is primary data collected through in-depth interview between the research team members and local people including the citizens in this village and the communal and relic management board. In this paper, anthropology methodology plays a vital role. The team has organized a fieldwork to the destination to observe and examine the current situation in person.

IV. RESULTS AND DISCUSSIONS

Creativity as Background. The tourism objects owned by Pekalongan turned out to be quite in demand by tourists so that it would benefit the local community. Pekalongan is 101 km west of Semarang or 384 km from Jakarta. Batik found in Pekalongan has a distinctive and varied style. Pekalongan entered the UNESCO creative city network in the category of craft and folk art in 2014 and has a city branding of the World's City of Batik. In batik industry-based creative tourism in Pekalongan, tourists will be given the opportunity to learn about batik. First, tourists will be given an introduction to batik, which includes the history and pattern, the tools needed to make batik, and the process of making batik (traditionally: writing or printing).

From the observations made can be identified various issues, both positive and negative issues on the development of tourist destinations, especially in the kampung batik Kauman area. Some issues that developed in the community in kampung batik Kauman are as follows:

Table 2. Community aspirations

Number	Community aspirations
1	<i>Kampung batik Kauman</i> as the leading industry
2	<i>Batik</i> can be used as a national commodity and besides that batik is also a cultural product

3	The tourism potential in <i>Pekalongan</i> should be integrated with the surrounding tourism potential such as beach tourism, culture, history and culinary
4	To further introduce <i>Pekalongan</i> as a leading destination in <i>Pekalongan</i> , a documentary is needed
5	Tourism facilities and infrastructure are still lacking (homestay)
6	Uniformity in infrastructure is needed so that competition in <i>batik</i> trade is not healthy
7	The existence of the <i>batik</i> industry as a cultural heritage and has become a national and cultural commodity is expected to prosper <i>Pekalongan</i> people
8	Increased promotion of tourist destinations in <i>Pekalongan</i>
9	Enhancing community capacity in the form of trainings and community awareness about the tourism industry
10	Increased culinary competitiveness in the form of packaging and marketing

Source: research development

Creativity as Activities. Although learning and development are new types of creative tourism activities in *Pekalongan*, there have been several creative models adopted in *kampung batik Kauman*. In the pattern of empowering people's homes as a home stay, so that it can accommodate tourists, and provide additional income besides selling *batik*, because with this program it is expected that home stay owners will get income. In the field of heritage empowerment terms of history and the life of the *batik* that can be enjoyed from several aspects of education nuances. The existence of the *batik* industry as a cultural heritage and has become a national and cultural commodity is expected to prosper *Pekalongan*. There are four forms of delivery, which could be seen as the appearance of creative tourism.

Table 3. Delivery forms applying in *kampung batik Kauman*

Delivery forms	Explanation	Existing form in <i>Kampung Batik Kauman</i>
Events	Cultural event	Since <i>kampung batik Kauman</i> has become a <i>batik</i> village, various <i>batik</i> festivals have been held, including <i>batik Kauman</i> charm and several other events, with the concept of marketing and education strategies.
Creative Entrepreneur	Creative industries based on local wisdom	The creative industry can be one of the local economic development efforts and special interest tourism based on the <i>batik</i> industry.
Network	Other factors indirectly to contributing in creative tour	<i>Pekalongan</i> success has become a network of UNESCO creative cities
Partnership	Relations Stakeholder	Assistance program which involves community participation to produce a

more appropriate solution for the problem

Source: Research Development

The creative potential of tourists arises through active participation in various programs and learning experiences in accordance with the characteristics of destinations in the *kampung batik Kauman*. Meanwhile in creative tourism, authentic involvement and experience are the main things that must exist. In addition, in creative tourism, art, heritage, and special character of a place play a role as a forum for participatory learning for tourists, which provides opportunities for tourists to make contact with the local community.

V. CONCLUSIONS

The role of the *Pekalongan* city community is also very necessary, because

with his concern in promoting the *batik* festival in *Pekalongan*, it means that the people of *Pekalongan* city also participate in the success of the event. Innovation continues to be carried out in the development of *batik* tourism objects such as adding a variety of event activities so that tourists feel more memorable visiting the city of *Pekalongan* and make it feel comfortable to visit the *Pekalongan* city *batik* festival.

The *kampung batik Kauman* area is an area that is already well-known as a *batik*-producing area and has become a representative of *Pekalongan*, and is well-known as a *batik* area, so *batik* can be said to be a national commodity and besides that *batik* is also a product of a healthy competition culture. Uniformity in marketing is needed so that healthy competition occurs. *Batik* synergy has been able to attract tourists not only to see the process but to practice how to make *batik* together with *batik* craftsmen and interact with related tools and materials, and this is known as creative tourism. The impact of creative tourism can be one of *Pekalongan* local economic development efforts because it has been able to make linkages between the tourism sector and the *batik* industry.

Improvement of tourism facilities and infrastructure in the area of *kampung batik Kauman* is still lacking (especially in the homestay field) and increasing promotional activities regarding tourist destinations in *Pekalongan* especially *kampung batik Kauman*.

All stakeholders involved and are advised to study and develop the concept of creative tourism towards sustainable tourism in the *kampung batik Kauman*. In particular, the three main factors are recommended in detail as follows: 1) making events, especially cultural events for branding; 2) strengthen the media to promote the image and attract tourists; 3) promote and expand networks with community bases.

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