

Research article

Developing a Tourism Strategy for Heritage Villages in the Kayutangan Area

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The development of tourism in Malang is expanding, supported by the increasing number of tourists. To answer the growing demand of tourists, local governments should innovate with thematic villages. One such village that elevates historical and cultural values is the Kayutangan heritage tourism village, located in the Kayutangan corridor area in Basuki Rahmat Street, Malang City. The city's image plays a role as an identity-maker and adds to the attraction in the development of the city area. For a long time, the image of Malang, especially the Kayutangan corridor, has been rich in cultural heritage from the Dutch colonial period. The typical Dutch colonial architectural style can be seen in government buildings, shops, and settlements in urban spatial plans developed to this day. However, loss of ownership resulting in the transfer of buildings to new owners, who then renovate the buildings with a more modern design, means that the number of buildings with historical value is decreasing. Furthermore, the empty and renovated buildings can negatively affect the visual appearance of the physical environment and the spatial character of the area, reducing the aesthetic quality. This study aimed to describe the elements that form the image of the city in the Kayutangan area, which can then be used in developing a tourism development strategy in the Kayutangan heritage area. The results of this study indicated a unique development opportunity that focuses on image-forming elements consisting of paths, edges, districts, nodes, and landmarks. Changes in the shape of the buildings are increasing, thereby reducing the aesthetic value of the area. Based on the SWOT analysis results, the elements forming the existing city image need to be optimized as part of a strong aesthetic identity in the Kayutangan heritage tourism village area. The elements forming the existing city image, if developed thoughtfully, can become a brand for the city and lead to an increase in local tourism.

Keywords: urban environment, city image elements, tourism development strategy

1. Introduction

Tourism is a strategic sector that is one of the most significant contributors to the economic growth of developing countries. In general, tourism has three significant impacts, i.e., economic, environmental, and socio-cultural, that affect local communities within the destination area [1]. Several countries view the tourism industry as an excellent way to increase the economy and job vacancies [2]. Meanwhile, in ASEAN, this sector is

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the biggest driver of the country's economic growth, particularly in Malaysia, Singapore, Indonesia, and Thailand [3]. The tourism sector can generate a multiplier effect. It plays a role in increasing regional revenue and improves the development of small and medium-sized enterprises (S.M.E.s) that support the tourism industry [4].

In recent years, tourism development in every city in Indonesia is snowballing because an increase in tourist demand supports it. One of the best-known tourism cities is Malang, East Java. One type of tourism that the local government has begun to develop by inviting the public in the last 10 years is the thematic village to answer the growing demand for tourists. Malang City has 20 thematic villages whose management involves the community. The existence of the thematic village of Malang City causes it to often receive awards as an innovative city in improving thematic tourism villages [5]. One of them is the Kayutangan heritage tourism village, which has developed into leading thematic tourism of Malang City by utilizing old buildings with colonial architectural style in the city center.

Malang City is one of the second most significant cities in East Java province, which was designed by the Dutch colonials by considering the aesthetics of the urban environment in mind. This can be seen from the many relics of colonial architecture that are still standing majestically and environmental arrangements with historical value [6]. The city was once one of the economic centers and residences in the colonial period. The legacy of the colonial architecture and environmental planning of Malang City is evidence of the development of Malang City, which multiplied from a small district to become the second-largest municipality in East Java, which occurred between 1914-1940 [7].

Formerly, Malang City Center in 1914 was located in the Kayutangan area to the Malang city square (Mulyadi, 2019). In van Opoesen's spelling, it is called "Kajoetangan" which means "kajoe" is wood and "tangan" is hand. Kayutangan Straat / Kayutangan Corridor is a historic road that plays an essential role in the physical development of Malang City [8]. Colonial architectural buildings in several areas, both function as a residence, shops, restaurants, schools, and offices [9]. Malang City has an attraction in the form of a row of old buildings with colonial architectural styles found in several areas, especially in the Kayutangan area. The Kayutangan heritage area has been designated as a heritage tourism village since 2018 by the Malang city government [10]. This area is located in the center of Malang City, precisely on Jalan Basuki Rahmat Gg. VI, Kauman, Klojen, close to the Malang City Square [11].

Before the local government decides on a heritage tourism village, the Kayutangan area has various land use activities such as trade, services, offices, settlements, and

worship, resulting in significant differences in colonial and modern building facades. On the other hand, several previously used buildings for commercial activities are now also starting to be abandoned by the owners and become empty buildings. The different challenge that may be faced is the loss of ownership due to the transfer of the building to a new owner, who then renovates the building with a more modern design. As a result, the number of buildings with historical value is decreasing. As a result, the environment has become less cohesive in building style, which has started to appear in the Kayutangan kampong heritage in 2020 [12].

The empty and renovated building can affect the visual appearance of the physical environment, the spatial character of the area, reduce the aesthetic quality, and affect the image of the city as a whole, which should represent the content or space of the city. The city's image is a physical form that can give a characteristic to a city or region. The city's image plays a role as an identity marker in the development of a town and as an addition to the city's attractiveness [13]. A solid and attractive city image will strengthen the identity and face of the town to make the city has its charm. The area's essence seems to have become a benchmark for the quality of an environment, especially regarding people's perspectives on the value of the environment[14].

In the book *The Image of The City* [15], the image of a city environment can be understood through the following three components: (1) Identity; the identity of an object in a distinctive city or has a different character from the others. The city's identity is essentially a trace of civilization displayed in the history of a city [16]. (2) Structure, or patterns of interconnectedness between objects with one another in a city space, so that the city function of the object can be easily understood. (3) The object has meaning for the observer of the two components above (identity and structure) based on: uniqueness, emotional, cultural, political, symbolic, and historical.

Kevin Lynch revealed that five elements make up the physical image of a city, namely: paths, edges, districts, nodes, and landmarks [15]. The five forming elements can represent the taste of an area and provide a strong image of the city. Furthermore, the five components have essential functions and roles as a holistic unit in shaping the idea of the city's environment. Robinson [17] states: "heritage tourism as embracing both ecotourism and cultural tourism, with an emphasis on conservation and cultural heritage". The statement means that cultural heritage tourism can embrace ecotourism and cultural tourism simultaneously and focus on conservation and cultural heritage itself. Cultural heritage tourism in urban areas is ideally implemented because a city will not lose its local identity and provide an understanding and sense of pride in the town's history and the local community's local culture [9].

The existence of heritage buildings in Malang City is a unique and attractive tourist attraction for domestic and international tourists. This study aims to describe the elements that form the image of the city in the Kayutangan heritage tourism village, which can then be used in developing a tourism development strategy.

2. Method

This study uses a qualitative method with a descriptive approach. Data is collected from informants with professional backgrounds (natural settings). The meaning of data is done from facts obtained by observing the subject's phenomena through actions and thoughts to understand the meaning compiled by the subject around everyday events—the research's field conducted at Kayutangan Heritage Tourism Village in January 2020. The informants were selected purposively based on specific criteria according to the research objectives for social approaches to get better research insight [18]. In this study, the informant was determined: the organization's management (*POKDARWIS*) that knows and understands objects, officials in the relevant fields, traders, and visitors. There are three data collection techniques, such as observation, interviews, and documentation, using secondary data, while the presentation of data is done descriptively[19].

The research flow begins with identifying the condition of the Kayutangan Heritage Tourism Village to describe the elements that make up the city's image, according to the theory of the five elements of city imagery by Kevin Lynch. The five elements are paths, edges, nodes, districts, landmarks. After all data is collected, an analysis of the formulation of tourism development strategies is conducted using a SWOT analysis. SWOT analysis examines the existing internal (strengths, weaknesses) and external (opportunities, threats) factors. Knowing the strengths, weaknesses, open opportunities and threats experienced, a development plan or strategy can be drawn up that includes the predetermined goals [20]. SWOT analysis is not a new tool in management but it has been developed to assess the status and prospects of businesses [21] and used to evaluate alternative strategic in order to determine the best one for a given business setting, widely [22]. One of the models used in compiling strategic factors is to use the SWOT matrix. From the results of the SWOT analysis, it can provide a tourism development strategy policy that can be carried out.

3. Results and Discussion



Figure 1: Study Area; (left) distribution of some essential location points in the Kayutangan Heritage area, (right) Zoning regulation in the Kayutangan area.

3.1. Elements of City Image Shaping in the Kayutangan Heritage Tourism Village

A substantial aspect that can differentiate a city from other cities is the city’s image, which is a distinctive image that can create representations for residents and visitors. The physical aspects of the city generally influence the image of the city. In his book *Image of the City*, Kevin Lynch reveals that five elements make up the physical image of a city, namely: Path, Edge, District, Nodes, and Landmark. Based on the results of field observations and interviews, the results and discussion of image-forming elements in the Kayutangan heritage tourism village are as follows:

3.1.1. Path

The path is an area that the observer usually moves and passes through. Paths can be highways, sidewalks, transit lines, canals, railroads. For many, this is the dominant element in their picture. People observe the city as they move through it, and along the path, other environmental elements are arranged and related. Paths in the Kayutangan heritage area include; a) the current double way Basuki Rahmat Street, formerly called *Kajoetangan Straat* and often also called the Kayutangan Corridor because of the shape and function of the road at that time, b) the sidewalk of Basuki Rahmat Street, which

is a pedestrian area and currently has many added lounge chairs to be able to sit and enjoy the view of Basuki Rahmat street in the Kayutangan heritage area, c) the railroad tracks which used to be below in the middle of Basuki Rahmat Street, but are no longer activated, d) small alleys that surround the village, e) small roads along the river, and f) Tunnels; The irrigation canals and drainages network that is still functional.

3.1.2. Edges

Edges are linear elements that are not used or viewed as paths. Edge is on the boundary between two specific areas and serves as a linear breaker, such as beaches, walls, boundaries between railroads, and topography. Edges are also linear elements that humans recognize when they walk but are not paths. The boundary can be a beach, a wall, a row of buildings, or a tree line/landscape. Edges in the Kayutangan heritage area include a) the Brantas River and the Sukun river, b) the road limiting the Kayutangan area.

3.1.3. Nodes

Nodes are circles of strategic areas where the directions or activities meet each other and can be changed to other directions or activities, such as traffic intersections, stations, airports, bridges, the city on a large macro scale, markets, and parks. A node can also be a place where people feel like entering and leaving the same place. For example, nodes in the Kayutangan heritage area include historic intersections formerly used as road media and intersections or meeting points located next to historic buildings. Such as the PLN office, the twin buildings, which are currently the Commonwealth Bank, namely the fork of Basuki Rahmat Street with Brigjen S. Riyadi Street and General Suprpto Street. the intersection of Basuki Rahmat Street with Semeru Street and Kahuripan Street, and the Krempyeng market.

3.1.4. District

Districts are urban areas on a two-dimensional scale. A district area has similar characteristics (shape, pattern, and shape) and is unique in its boundaries, where people feel they have to end or start. The district within the city can be seen as an interior or exterior reference. The district has a better identity if the boundaries are clearly

defined and can be seen homogeneously. In addition, the function and position are clear (introverted/extroverted or independent or associated with others).

3.1.5. Landmark

Landmarks are reference points like node elements, but one cannot enter them because they can be seen outside. Landmarks are external elements and are visual forms that stand out from the city, such as mountains or hills, tall buildings, towers, tall signs, places of worship, tall trees, and so on. Some landmarks only have meaning in a small area and can be seen only in that area, while other landmarks have meaning for the whole city and can be seen from a considerable distance. Landmarks in the Kayutangan heritage area include: a) Sacred Heart Church, b) Oen Shop, c) Twin buildings (Commonwealth Bank), d) Kayutangan PLN office, e) Kayutangan signpost, f) Avia shop, and g) Chairil Anwar statue at the T-junction Klojen, h) Riche Hotel.

3.2. The Strategy for Development of the Kayutangan Heritage Tourism Village Based on the Strengthening of 5 Elements of Image Of The City

SWOT Analysis conducted by survey and observation directly into the field and in-depth interview with stakeholders in Kayutangan Heritage Tourism Village. SWOT Analysis is used as consideration to establish strategic planning and tourism development of Kayutangan areas. This process involved both internal and external elaboration of the existing area which can be seen in Table 1.

4. Conclusions

Economic growth resulted in rapid development in the Kayutangan area, so that the landmarks in the Kayutangan area changed. This aspect also resulted in changes to the rapid development so that the nodes in the Kayutangan friend changed. Furthermore, the development of the trading district makes the community's attractiveness higher in the Kayutangan area, and the settlements are increasingly dense. However, along with the construction of a shopping center in the Alun - Alun area of the trading district in the Kayutangan area, they switched to other locations and switched from Kayutangan. Factors that influence building changes in the Kayutangan village are socio-cultural,

TABLE 1: SWOT Analysis of Kayutangan Heritage Tourism Village.

INTERNAL EXTERNAL	STRENGTH five elements make up the historical image of the city (paths, edges, nodes, districts, landmarks) in the Kayutangan area The aesthetics of the urban planning and urban environment Buildings with colonial architecture Historical Value of Wooden Hand Corridor High accessibility because it is located in the middle of the city Cheap tourist area entrance tickets	WEAKNESS The five elements that make up the image of the city are no longer in their original form Transfer of function and change of facade of cultural heritage buildings Many buildings are empty after being abandoned by their owners Many cultural heritage buildings are traded Densely populated village Slums
OPPORTUNITY Government policy to protect the elements that form the city's image through mayoral regulations for the protection of cultural heritage Government policy to develop thematic villages Community support for heritage care The enthusiasm of the Kayutangan community in supporting the development of historical tourism Support from academics, scientists & practitioners in Malang City to revive the Kayutangan area Many people are interested in doing historical tours	Strategy S-O Five elements of historic city image (paths, edges, nodes, districts, landmarks) in the Kayutangan area need to be strengthened & preserved to support the development of heritage tourism villages. Support from academics in developing strategic planning in the development of the Kayutangan heritage area	Strategy W-O The population size in the Kayutangan tourist village needs to be balanced with an increase in human resources that can support tourism activities. Existing cultural heritage buildings can be used as tourist attractions and selfie spots.
THREAT Excessive renovation and vandalism activities on city image elements (paths, edges, nodes, districts, landmarks) have undergone many changes from their original form. Competitor thematic village Kampung Heritage tourism competitors in other cities in Indonesia Covid-19 pandemic around the world Restrictions on tourism activities during the Covid-19 pandemic Property sales in the Kayutangan area are swift & allow the transfer of building functions to be faster too	Strategy S-T The image of the city (paths, edges, nodes, districts, landmarks) in the Kayutangan area is characteristic because of its uniqueness and at the same time distinguishes it from competitor thematic villages The excellent accessibility of the Kayutangan heritage area allows this tour to be reached by tourists, especially local tourists, even during the Covid-19 pandemic.	Strategy W-T There needs to be a regulation that protects the originality of regional image elements (paths, edges, nodes, districts, landmarks) Regular monitoring & evaluation of the image elements of the Kayutangan heritage area

non-durable building materials, owner's tastes, the age of the building, inconsistency in design, and legal instruments.

So, when viewed, the Kayutangan area is not too crowded along the Basuki Rahmat Street section, but the state of the number of settlements is very high in small alleys. The change in Edge in Kayutangan is only the addition of the Semeru road segment during the colonial period; the rest of the edges owned are natural Edges in the form of maintained rivers. The presence of offices on the edge of the area also causes land for parking, so there is a decrease in the number of trees along the road. Furthermore, several changes in the Path element occur due to traffic needs, such as dividing lanes for traffic directions and changes in road names caused by political reasons related to name policies to minimize colonial influence.

The environment in the Kayutangan area is a potential category to be conserved. For example, land use on Basuki Rahmat Street maintains land use in existing conditions, namely trade and retail-scale services, and re-functioning empty buildings with their original functions, namely trade and services. In contrast, in the Kayutangan village, land use maintains residential land use and trade. Preservation of the region's image, namely maintaining the existence of the five elements forming the image of the region (landmarks, nodes, paths, districts, edges) so that the presence of these elements can strengthen the formation of identity in the region Kayutangan area.

Some suggestions can be given to academics, government, investors, and the community related to the study results, namely the need for further studies on community involvement and funding aspects in preserving the environment and historic ancient buildings. Established area design guidelines so that they can control changes that occur in the area. The arrangement of signage in the area regulates installing billboards on the building façade, which results in a reduction in the aesthetics of the building. The City Government is expected to involve the community and establish cooperation with the private sector in protecting and preserving historical areas. Suggestions for investors should be able to pay attention to environmental and building conservation in making changes to the area. Suggestions for the community, especially the owners of ancient buildings, should be able to apply conservation measures so that the environment and ancient buildings that still survive can be protected.

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