

Research article

Application of Cultural Tourism Using Community-Based Tourism in the Kayutangan Heritage Area of Malang City

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Abstract.

The Kayutangan heritage area still maintains the architectural forms from its Dutch colonial heritage. The attractions of this form include: cultural heritage buildings, burial sites, irrigation canals and tunnels, the *krempeyeng* market, and events. The purpose of this research was to describe and analyze the application and impact of cultural tourism with the community-based tourism (CBT) concept in the *Kampoeng Kayutangan* heritage area in Malang City. A descriptive qualitative approach was used to analyze the factors of sustainable tourism development. The results showed that the existing application in the area, covering economic, social, cultural, environmental and political aspects, is already based on the CBT concept. In the economic dimension, the source of funds comes from ticketing or donations allocated for tourism development. However, the economic impact of this tourism has been limited because the impact has not been achieved by the people themselves. In the social dimension, tourists are warmly welcomed when visiting this tourist attraction, which upholds a spirit of togetherness and kinship in serving guests. In the cultural dimension, there is an exchange of ideas where the idea will be accepted and applied for better tourism development. In the environmental dimension, the existing management in this area has not yet implemented 3R, but the management applies segregation and the existing sanitation system is good. In the political dimension, decision-making regarding tourism in this area is carried out by the local tourism community in the Kayutangan Heritage's *Pokdarwis* (Tourism Awareness Group).

Keywords: cultural tourism, community-based tourism, Kayutangan Heritage, Malang City

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1. Introduction

Indonesia has a diversity of cultural heritage areas. According to the 2019 Indonesian Cultural Statistics data, it shows that Indonesia has a cultural heritage of 2,319 buildings [8]. Heritage area is an area that has a past cultural heritage that needs to be inherited [12]. Place that classified to be a heritage area, if it meets the characteristics of heritage which includes six factors, namely scarcity, aesthetics, history, plurality, influence and superlativity [5] which according to contain values such as (1) social value that is beneficial to society, (2) commercial value that can be utilized in economic activities and

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(3) scientific value that can be utilized as scientific development. The heritage area in its development is closely related to the history of the physical development of a city which in its utilization is expected to attract the attention of tourists to visit.

Based on [7], tourism has become a dynamic factor in various countries which in its implementation aims to increase economic growth, overcome unemployment, eradicate poverty, and promote culture. Tourism affects a small part of a country, namely cities whose development is expected to be able to boost the economy in the form of local revenue, especially in Malang City. Tourism in this topic of discussion is related to the Malang Heritage tourist area in the Kayutangan area, Malang City, East Java. The Kayutangan Heritage area is a heritage area of the Dutch East Indies which has a high historical value which in 1914 was the center of Malang City. This area is expected to become one of the tourist destinations known by both local and foreign tourists.

On the basis of the awareness that tourism can cause various existing impacts, such as positive and negative impacts, there are efforts in tourism development, namely culture-based tourism with a new development concept that has value in preserving the environment and community culture, namely Community Based Tourism (CBT) which is expected to be able to absorb jobs and increase people's income. Community-based tourism is tourism where the community or local residents play an important and primary role in making decisions affecting and benefiting their lives and environment [10]. Community-based tourism is tourism where the community or local residents play an important and primary role in making decisions affecting and benefiting their lives and environment [11][13] CBT is also considered as tourism that can take into account and place environmental, social and cultural sustainability that is managed by the community and for the community [3].

The main aspects in the development of CBT tourism include economic, social, cultural, environmental and political dimensions which in writing this study the CBT principles used include: 1) recognizing, supporting and developing community ownership in the tourism industry, 2) involving community members in starting each activity, 3) developing community pride, 4) ensuring environmental sustainability, 5) maintaining the unique character and culture in the local area and 6) helping the development of learning about cultural exchange in the community [10]. CBT must be able to strengthen and preserve local culture, fair profit sharing, heritage and community traditions (sustainable use of local resources), while the political aspect is related to the role of local and regional governments including in making policies so that social, economic and cultural principles can be implemented [2][9]. The community is expected to play an active role in the course of Kayutangan Heritage tourism in Malang City with the concept of CBT.

This study was conducted to analyze the application and impact of tourism with the CBT concept in the Kayutangan Heritage area in Malang City which later is expected to facilitate the interests of various stakeholders.

2. Method

Research on the application of cultural tourism was conducted in the Kayutangan Heritage area of Malang City. The location was chosen because this area is one of the areas representative historical and offers tourism with the main aspect being culture. This study uses descriptive qualitative approach.

Sources of data in this study in the form of primary and secondary data. The primary data collection technique used an interview technique which was conducted to support collecting primary data by the head of the tourism awareness group (*Pokdarwis*) and the residents of Kayutangan Heritage. In addition, observations were made in the study area. In this study, informants were selected by using purposive sampling, that are determined by informants who know the management of the Kayutangan Heritage Area. While secondary data obtained from journals and publications related to the topic of study. The existing data were then analyzed using Miles and Huberman's interactive data analysis model.

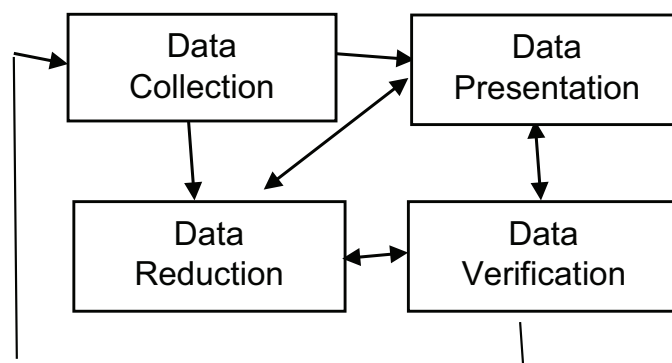


Figure 1: Miles and Huberman's Interactive Data Analysis Model.

3. Result and Discussion

Malang City has many colonial buildings that functioned as government offices, public facilities and public buildings such as houses or housing [1][4]. One of the colonial buildings in Malang City is Kayutangan Heritage which is located in the center of Malang City in Klojen District. The location of the Kayutangan Heritage can be seen in Figure 2. The Kayutangan Heritage area. During the Dutch colonial period this area was used

as an economic center which is still surviving. The buildings in this area are heritage buildings that have maintained their original form. This is one of the main attractions in this area in addition to its own cultural factors.

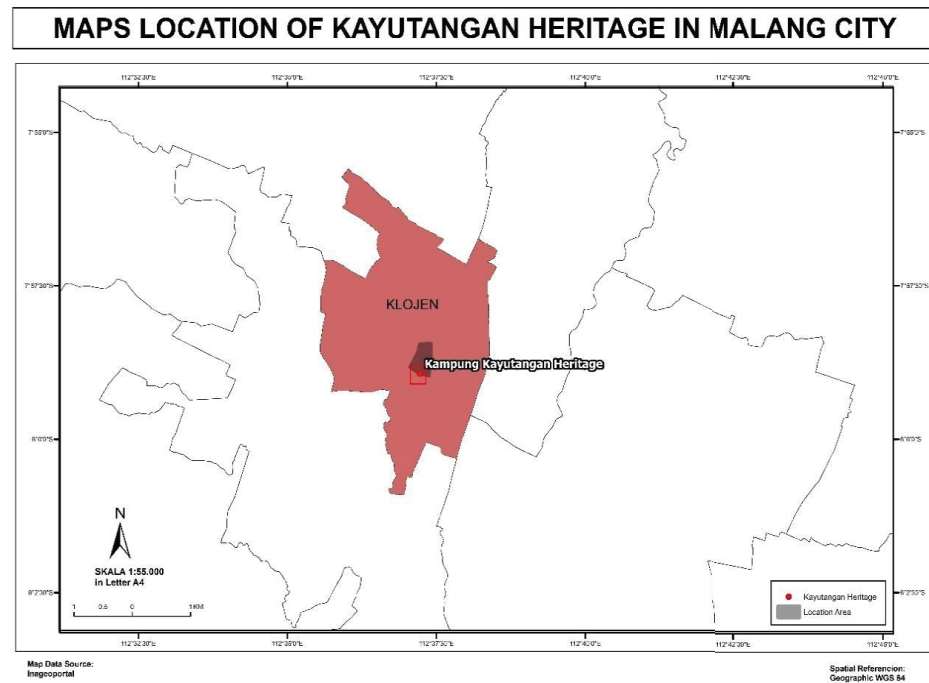


Figure 2: Kayutangan Heritage Area. (Source: Processed by Author's Data).

This Kayutangan Heritage area is one of the cultural tourism sites in Malang City which was inaugurated by the Mayor of Malang, Drs. H. Sutiaji on 22 April 2018. Based on the Malang City Medium Term Development Plan (RPJMD) document for 2018-2023 [6], the planning for the development of this area is based on cultural tourism which refers to the problem of the lack of thematic empowerment areas based on cultural affairs, especially in the field of tourist. The idea of establishing culture-based tourism in this area was not an idea from the residents but came from a team of cultural heritage experts from Malang City and the Malang heritage community but the structural management itself came from local residents.

Based on data from the Central Statistics Agency (BPS) of Malang City in 2021 in the period 2018-2019 the number of tourists is increasing, while in 2020 the number has decreased significantly. This is in accordance with data on the number of tourists according to the Central Statistics Agency in 2018-2020 which can be seen in the table 1:

This increase and decrease in the number of tourists also occurred in cultural tourism at Heritage City of Malang. At the beginning of the establishment of Kayutangan Heritage, namely in 2018, the number of visitors visiting this area experienced a significant

TABLE 1: Data on the Number of Local Tourists and Foreign in 2018-2020.

Tourists	2018	2019	2020
Local/Domestic	4,809,386	5,170,523	689,570
Overseas	15,021	16,286	8,826

Source: BPS Malang City, Malang City in Figures 2020.

increase. Tourists who visit are not only from domestic but also from foreign countries where the number ranges from 80-100 visitors on weekdays and 100-150 visitors on weekends. However due to the COVID-19 pandemic in March 2020-now this area is closed and does not collect data on visiting tourists. This was said by Chair of *Pokdarwis* Kayutangan Heritage, "Since launching in 2018 there has been a significant increase in visitors, but due to last year's pandemic, this area is still closed starting from March 2020-now there is no data collection for guests, informed there is no receive guests and free of charge."

The potential possessed by the Kayutangan Heritage area includes: a) Heritage buildings that have unique and architectural values that are not only houses but also galleries and so on; b) Religious tomb sites, namely the tombs of *Mbah Honggo* and *Mbah Suryo*, who were propagators of Islam in Malang and freedom fighters, c) Rivers that contain historical value and exploration of tunnel exploration located at the door of *rolak* (colonial era irrigation canals that are still functioning and drainage network tunnels colonial era), d) Talun market or better known as the *krempyeng* market which is the only market that is still operating in the middle of the city and e) Events such as *keroncong* music, batik and so on.



Figure 3: Community-Based Tourism in the Kayutangan Heritage Area. (Source: Field Observation).

3.1. The Interpretation of the Implementation of CBT

The interpretation of the implementation of Community Based Tourism in the Kayutangan Heritage area is based on several principles that refer to community participation, both within the community and not in the community. This is in accordance with what the Chair of *Pokdarwis* (Tourism Awareness Group) said, "If it is not announced, but the location coincides with the community, it is automatically community based here. The management is from the community and those who work on the community themselves and the goal is definitely for the community". The management in the Kayutangan Heritage area is represented by the community who are members of the Kayutangan Heritage's *Pokdarwis*, *PKK* (Family Welfare Empowerment) and *Karang Taruna*. To support the sustainability of tourism, empowerment in this area is under the auspices of the Malang City Tourism Office, so the guidance and training of existing scouting comes from the Tourism Office. "Management for tourism is indeed *Pokdarwis* as representatives of the residents so that the voices of the residents have been accommodated," said one resident in the study area. Even though all communities are not involved in tourism development, the community still participates in supporting the sustainability of tourism in this area through several things such as participating in being a tour guide, maintaining ticketing, opening MSME businesses, shops and other participation activities that are in accordance with their interests and roles each citizen, from this the role of the community (role of host perspective) shows that CBT can work by taking advantage of job opportunities and business opportunities that arise from tourist arrivals into productive jobs and businesses.



Figure 4: Community-Based Tourism in the Kayutangan Heritage Area. (Source: Field Observation).

On the CBT principle, which is to maintain the unique character and culture in the local area, the culture that is maintained in the Kayutangan Heritage area tends to the buildings and architecture, for example, the 1980 House which was built in the same

year. Regional potential development planning in accordance with the CBT concept that carries tourism clusters has not been carried out in this area, but is still being considered because it depends on the contribution of residents. "Want to be like that, but the existing characteristics are still heterogeneous in one location and there are also other locations. Maybe the division of the cluster is more based on the situation at the time of the year according to culinary, arts and so on."

3.2. The Main Aspect in the Development of CBT

Based on the basic principles of CBT from UNEP and the WTO, there are 5 dimensions which are the main aspects in the development of *Community Based Tourism* by [10], which include: 1) the economic dimension with the indicators being the existence of funds for community development, the creation of jobs in the tourism sector, the emergence of local community income from the tourism sector; 2) the social dimension with indicators of increasing quality of life, increasing community pride, dividing roles fairly between men and women, young and old generations, building strengthening community organizations; 3) the cultural dimension with indicators in the form of encouraging people to respect different cultures, helping the development of cultural exchanges, the culture of development is closely embedded in local culture; 4) environmental dimensions with indicators studying carrying capacity areas, regulating waste disposal, increasing awareness of the need for conservation; 5) political dimension, with indicators: increasing the participation of local residents, increasing the power of the wider community, guaranteeing rights in natural resource management. According to Suansri, the five principles in question are a manifestation of the implementation of sustainable tourism.

The application of CBT to the economic dimension in the Kayutangan Heritage area is related to the acceptance of local community income from tourist arrivals. The source of revenue comes from the entrance ticket to the Kayutangan Heritage tourist attraction. Chair of *Pokdarwis* Kayutangan Heritage explained, "From the beginning, this tour was formed from 0 rupiah, purely from self-help, every dues event. From the beginning, there was no ticketing procurement and it was not ready. Procurement of ticketing is carried out in December which is more than 6 months from the beginning of the formation of this Kayutangan Heritage cultural tour in 2018. All purely from ticketing or it can be said as a donation for the development of tourist areas". Existing funds are allocated for tourism development in the form of additional spots, maintenance and repair of the study area, provision of *RW* cash. Ticketing that is done is Rp. 5,000/person but what

goes into the cash is Rp. 4,000/person which is accumulated in 1 month and can reach 4000-5000 visitors. Kayutangan Heritage Tourism has not been able to become the main economic support for the community around the location because the impact has not been felt for the people themselves. The majority of existing tourism procurement is more on a side business because the people around the area already have permanent jobs. However, indicators for the creation of jobs in the tourism sector already exist. "People who can seize opportunities that can create jobs. For example, there are no souvenirs, people make souvenirs. So it is the desire of each individual"

The application of social aspects of CBT in the tourist area at Kayutangan Heritage results in changes in community values related to the value of guests, treatment of guests, the value of entertaining guests and the philosophy of receiving guests. Where the attitude that was previously indifferent to guests becomes treating guests well and in serving guests more upholds the spirit of togetherness and kinship. Chair of *Pokdarwis* Kayutangan Heritage explained, "People have awareness that if their house is clean, the environment will also be the same and show the spot location".

Based on the application of cultural aspects, the interactions that arise between tourists and the community allow for the exchange of cultural elements. The exchange of cultural elements is found in the indicators of the exchange of ideas, ideas, values, norms, and regulations. Because the area is starting to be known by tourists so many parties want to contribute to it. The existing forms of contribution can be in the form of community service and research. From the existing contributions there is an exchange of ideas and ideas. Appropriate ideas and ideas are accepted and applied, these become inputs and comparisons for community life. In terms of cultural exchange indicators, foreign tourists are more likely to adopt the existing culture. Foreign tourists are more accepting of physical culture held in the Kayutangan Heritage area. "There is an event and a workshop on batik is held on the weekend. When there is a music show they come along".

In the application of environmental aspects in this area, good management has not been used, this is because it has not maximized the 3R program (reduce, reuse, recycle) and is still at the stage of separating the existing waste. However, the existing sanitation has been well optimized. Meanwhile, in the political dimension, in its application in this area, initially it had 3 Rukun Warga (RW) but since April 2021 it has increased to 4 Rukun Warga (RW). In the structural management of Kayutangan Heritage, each RW has representatives who are members of *Pokdarwis* (tourism awareness groups) and decision making related to tourism is entirely from the Kayutangan Heritage *Pokdarwis*. "For the implementation, it still involves the RW, for our region, as *pokdarwis*, we still

manage tourism, but as a place of participation, we still go through the RW. From external parties, there is no participation in decision-making, but perhaps it is more of an appeal but still returning to the agreement between *Pokdarwis* members and residents as owners of tourist destinations,” said Chair of *Pokdarwis* Kayutangan Heritage. In preserving tourism in Kayutangan Heritage, the role of the Malang City government is to provide funds from the “KOTAKU” program to support tourism in this area. In addition, there is coaching and training on governance and culture by the Tourism Office.

4. Conclusion

The Kayutangan Heritage area is a heritage area of the Dutch East Indies which has a high historical value which in 1914 was the center of Malang City. The buildings in this area are heritage buildings that have maintained their original form. This is one of the main attractions in this area in addition to its own cultural factors. The main potential in this area in addition to the existing cultural factors include 5 main factors, namely heritage buildings, burial sites, irrigation canals and tunnels, the *krempyeng* market and existing events. The Kayutangan Heritage area has implemented the concept of CBT which includes 5 existing dimensional factors, namely economic, social, cultural, environmental and political dimensions. The existing application in this area covering the economic, social, cultural, environmental and political aspects is already based on the CBT concept. In the economic dimension, the source of funds comes from ticketing or donations allocated for tourism development. However, along with tourism development, this tourism has not been able to become the main economic foundation because the impact has not been achieved the people themselves. In the social dimension, tourists are warmly welcomed when visited this tourist attraction, which in serving guests more upholds the spirit of togetherness and kinship. In the cultural dimension, there is an exchange of ideas where the idea will be accepted and applied, as advice and input for better tourism development. In the environmental dimension, the existing management in this area has not yet implemented 3R, but the management applies segregation and the existing sanitation system is good. In the political dimension, decision making regarding tourism in this area is carried out by the Kayutangan Heritage’s *Pokdarwis*. The supporting factor for this tourist attraction lies in its different tourist power from other thematic villages, especially in the city of Malang. Participation from the community and local government is also a supporting factor for this tourist attraction. However, the inhibiting factor in the management of

Kayutangan Heritage tourism is the difficulty of changing the mindset of the local community regarding good management of a tourist attraction.

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