

## HERITAGE TOURISM SIGNIFICANCE ON MAINTAINING SUSTAINABILITY CASE OF KAMPOENG HERITAGE KAJOETANGAN

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### ABSTRACT

*Located in the centre of Malang City, 'Kayutangan' neighbourhood area became popular since it developed as heritage tourism destination, "Kampoeng Heritage Kajoetangan". Despite the 'heritage-themed' tourism, it does not retain a legal status as a cultural heritage area. Considering the old buildings that became tourism attractions, the tourism activities are carrying possibilities of over-tourism and potential harmful situations to the cultural and historical value. Hence, this research aimed to understand and identify the tourism activities and its effects, whether it is negative or positive, to the cultural heritage resources. The research conducted using qualitative approach with descriptive analysis in order to be able to have a thorough explanation regarding all the current situation related to the main concern of the research. According to the findings and analysis, tourism activities were able to bring positive impacts, especially from the physical and economy aspects. However, there has been no development regarding the socio-cultural aspect, and both visitors and local dwellers have little to no knowledge regarding the subject. This leads to a conclusion that the tourism activities can sustain as a community-based tourism; but still lacking in cultural heritage conservation which should be a priority in the future development.*

**Keywords :** *heritage tourism, cultural heritage conservation, sustainability*

### A. INTRODUCTION

"Kampung" or "kampung kota" is a type of residential area, specifically found in Indonesian cities to refers a neighbourhood area that has some unique values within the heterogeneity of a city (Anindito et al., 2018). Located at the centre of Malang City, the *kampung* area of Kayutangan is not only a settlement area; it also holds potentials of cultural and historical values. Cultural tangible heritage such as the old buildings throughout the settlement area and it's colonial architecture style; also, several heritage sites with historical significance. Cultural intangible heritage such as Indonesian cultures and behaviours, also religious aspects are still found within the local residents (Khakim et al., 2019; Murtikasari & Tukiman, 2021; Susanti et al., 2020). Cultural heritage itself plays an important part in modern societies. It does not only act as a legacy, but also as a symbol of the identity of a society, and to keep the diversities of cultures within the changing world (Silva & Henriques, 2021).

Considering the potential attractions in Kampoeng Heritage Kajoetangan, Malang City's local government planned this specific area as a tourism destination and heritage centre of Malang City; which also stated in the city's development

plan (RPJM) (Khakim et al., 2019; PERDA 1/2019 concerning Malang City's Medium Term Development Plan, 2019). Aside from its cultural and historical value, the strategic location of this area makes Kampoeng Heritage Kajoetangan becomes even more potential to be developed as a heritage tourism area (Antariksa et al., 2021; Azis et al., 2019). The tourism development also supported by locals; they were willing to manage the tourism destination through community-based tourism management "Pokdarwis KJT", also supporting the activities by maintaining the structure and façade of their houses and creating other supporting businesses (micro, small and medium enterprises– "MSME") (Preliminary Observation, 2023; Sasongko, 2023; Setiyawan, 2023).

Managing to develop tourism can help to increase the local and regional revenue, and is considered as a strategic sector to the regional economic growth (Insani et al., 2022; Khakim et al., 2019). However, despite the benefit it carries, tourism that uses cultural heritage sites as its attractions will may encounter issues such as conflict of interests and the alteration of building façade. Moreover, the fact that Kampoeng Heritage Kajoetangan does not retail any legal status as heritage area will increase the potential harmful situations to the cultural heritage conservation. Hence, this research is conducted in order to identify the current state of heritage tourism at Kampoeng Heritage Kajoetangan and the effects that it brings, while assessing the effects to the sustainability of the neighbourhood's development.

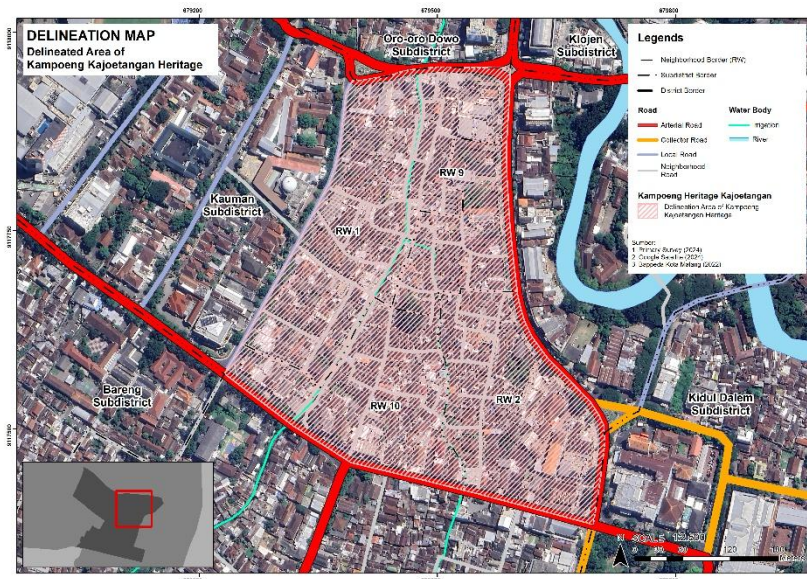
## **B. METHODS**

### **1. Research Methodology**

This research is deductive research, and uses qualitative for the research approach. The existence of researcher will not interrupt the dynamics of the researched object, instead they act as a research instrument to analyse and construct the social phenomenon found on the field (Sugiyono, 2018). Qualitative research method in general is used to exploring and understanding values that were derived from a social or humanity issues (Creswell, 2016), while in built environment research it means that the study will be conducted through a field observation and interviews to gather information regarding social and cultural issues (Antariksa, 2017). Data and findings is analysed using descriptive technique discovering the who, what, and where of events or experiences and gaining insights from informants regarding a poorly understood phenomenon. Using descriptive qualitative for built environment research can be used to describe or illustrate the connection between researched phenomena with a systematic, factual, and accurate method (Antariksa, 2017; Nassaji, 2015).

### **2. Research Location and Participants**

This research will be conducted by observing the old buildings and interviews in order to identify the cultural heritage potentials and conservation efforts. The old buildings consists of the buildings used as tourism attractions; which based from the preliminary survey, "Kampoeng Heritage Kajoetangan" consisting parts of several neighbourhood area within Kauman Subdistrict, namely RW1, RW2, RW9



**Figure 1.** Delineation Map

Source : Google Earth (2024); BAPPEDA Kota Malang (2022) (adjusted to research's needs)

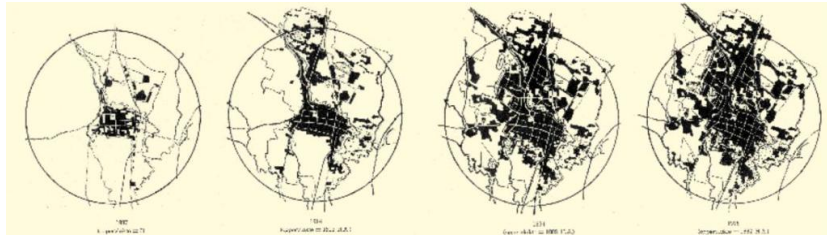
and RW10 (**Figure 1**). The interview will be conducted with some research participants; consisting of the tourism actors: Pokdarwis KJT that operates under Malang City's tourism agency; TACB ("Tim Ahli Cagar Budaya"—cultural heritage expert team) as the cultural and historical heritage expert; also tourists that are visiting Kampoeng Heritage Kajoetangan.

## C. RESULTS AND DISCUSSIONS

### 1. Cultural and Historical Significance

"Kampoeng Heritage Kajoetangan" used heritage as the tourism concept as it holds cultural and historical values; which derived from the narratives before Indonesia achieved its independence. "Kayutangan" originally was a name for one road segment at Jl. Basuki Rahmat; this segment, specifically, was developed as a commercial corridor in the Dutch colonization period (Damayanti & Handinoto, 2005; Widodo, 2015). The settlement area or *kampung* itself was potentially built before the commercial corridor of Kayutangan became popular; considering Malang City's Great Mosque (Masjid Agung Jami'), the city square (*aloon-aloon*), and government offices has been already built.

However, after Malang appointed to be developed as a municipality, the Dutch that was still holding the authority moved their office and built a new city square. The activities, people also residential area or *kampung* around the *aloon-aloon* made the Dutch assessed that the current city centre was 'too Indisch'. Apart from the government office and city square that were being moved, the appointment of Malang as a municipality also accompanied by the emergence of a regional plan to be implemented in Malang's future development, which was also a part of several other Town Planning Ordinance, an introduction of regional planning in Indonesia (Muljadianta et al., 2021; van Roosmalen, 2008c, 2008a).



**Figure 2.** Malang's Built Area Evolution (1887 – 1938)  
Source : van Roosmalen (2008b)

After the implementation of the regional plan, Malang experienced growth towards the north area (**Figure 2**). This development prompted more activities to happen in other areas. After a while, as the population increases, other activity centres started to emerge. Kayutangan commercial corridor was not been able to kept up with the other activities centre; thus around early 2000s, the corridor became neglected. Building in the main corridor that were originally shops were closed and abandoned by the owner. The *kampung*, however, is still there together with its local dwellers, but their occupations, social interactions, or other daily activities were not connected to the area surrounding their settlement, Kayutangan corridor.

## 2. Tourism Development of “Kampoeng Heritage Kajoetangan”

During the current development, Malang has been growing as a city known for several popular activities, one of them being tourism. However, in the practice, there are no popular tourism destination in Malang City, most of them located in the surrounding regions: Batu City, Malang Regency, and others. Malang City became known due to the infrastructures, facilities and accommodations which are necessary to the tourism industry. On the other hand, the cultural and historical heritage of Malang City were also facing deterioration. One of the popular places, “Idejn Boulevard” that aside from known for its picturesque landscape, also carries historical and cultural heritage values. However, due to the weak enforcement of cultural heritage law (PERDA 1/2018 concerning cultural heritage), the corridor slowly losing the values. There have been some alterations to the building façade that were designed by Thomas H. Karsten, and commercial activities started to emerge in the area that is supposed to be protected due to the cultural heritage conservation regulations.

Starting from realizing upon both issues, “Kampoeng Heritage Kajoetangan” started to be developed as a tourism destination using heritage concept. The objective is to develop an attraction original to the city of Malang, also to strengthen the historical and cultural heritage of the city. The development aligned with the Malang City’s regional development plan mission; one of them being to implement “Malang City Heritage” as one of the development concepts. In 2018, “Kampoeng Heritage Kajoetangan” officially operated as a tourism destination. Managed by “Pokdarwis KJT”, a community-based tourism management under Malang City’s local government through Tourism, Culture, Sports, and Youth Agency (Disparbudpora); they managed to develop their Kampoeng Heritage Kajoetangan and brings more benefits from the tourism activities into their own neighbourhood.

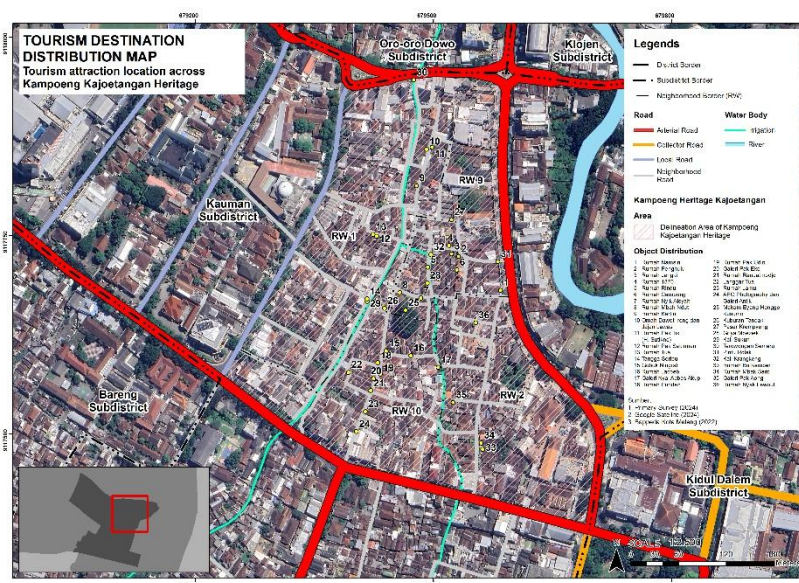
Today, Kampoeng Heritage Kajoetangan has 36 tourism attractions; 25 are houses owned and used by local dwellers, and the other 9 are objects with historical values (**Figure 3**). Aside from that, there are other attractions present that were being popular through social media engagements (**Figure 4**). Currently, Kampoeng Heritage Kajoetangan provides various kind of tourism attractions such as, building with colonial style architecture (old houses); antiques collector and gallery; also café, *warung* and shops.

a. Buildings: old houses

This kind of attractions were emerged from the initial idea when this neighbourhood developed into a tourism destination; which was to utilise the potential they already had at their neighbourhood: the old settlement and buildings. After the idea of developing as a tourism destination emerged, Pokdarwis KJT – as the local community that leads the tourism development, began to also give suggestions and recommendations for the locals to do none to minimum changes to their houses. Although one of the objectives they had was to develop as a heritage tourism destination, they also facing problems such as the lack of experts and legal foundation to actually operates as a heritage area.

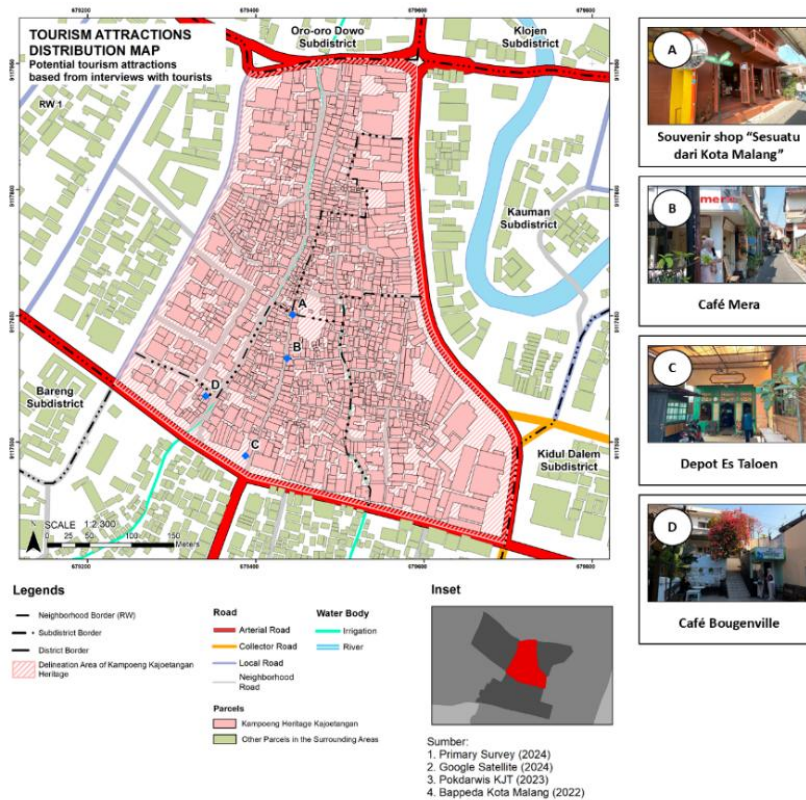
b. Antiques collector and gallery

Houses that display their antiques collections such as vinyl records, *guci* (jars), antique camera, old typewriters, vintage suitcases, decorative lamps, up to vintage interior decorations; were originally antiques business owner. There are several of them, which each of them already had their own business line since before Kampoeng Heritage Kajoetangan developed as a tourism destination. The development of heritage tourism in their own neighbourhood was an opportunity for them, which then utilised to expand



**Figure 3.** Tourism Attractions Distribution Map

Source : Google Earth (2024); Pokdarwis KJT (2024); BAPPEDA Kota Malang (2022) (adjusted to research's needs)



**Figure 4.** Photomapping of Popular Tourism Attractions at Kampoeng Heritage Kajoetangan

Source : Field Survey (2024); BAPPEDA Kota Malang (2022)

their business, especially expanding the market, since by doing the business here, then they could promote their business to the visitors of Kmapoeng Heritage Kajoetangan.

c. Café, *warung* and shops

This line of business was developing alongside the development of the tourism activities. By the time goes, more local residents start to understand the benefits of creating small business and supporting the tourism activities, thus more MSMEs start to appear.

### 3. Heritage Tourism Effects on Sustainability

Heritage tourism development based from WTO (2004) is a tourism concept that uses sustainability principals, thus the heritage tourism development at Kampoeng Heritage Kajoetangan will be explained from the three principals; physical environment, socio-cultural, and economy. From the physical aspect, according to WTO (2004), physical condition of a heritage tourism means that the development is able to manage the natural resources utilization as optimal as possible, and it also has to maintain the existing ecology cycle and preserve its diversity. According to the findings, Kampoeng Heritage Kajoetangan is already covered in high density built-up area, and solutions such as renovation or relocation can cause more problem to the heritage preservation of some buildings in the vicinity. However, implementing a specific strategy such as conducting adaptive

reuse method – which means the transformation of some unused buildings and/or structures into something that have new use (Wong, 2017), have the possibility to be suitable for this kind of physical condition.

From the socio-cultural aspect, Local residents of Kampoeng Kajoetangan are still maintaining the value of ‘gotong royong’ or mutual assistance, which also can be one way of maintaining the equity and human rights, as people will respect each other and willing to give help to the people in need. This part of local’s culture is aligned with the sustainability society’s principal, which has to ensure the people’s equity and human rights. Hygiene and cleanliness have been improved since the development on heritage tourism at Kampoeng Kajoetangan. More attention has been given by the local government to Kampoeng Kajoetangan because of the heritage tourism development; the improvement of public facilities and by getting exposed more to the mass media and news are contributing to the better changes of local residents’ behavior. This indicates that the local residents are able to change, but lacking support, specifically on the cultural and historical heritage conservation. \Society aspect in sustainable development based from Rabie (2016), aside from ensuring equity and human rights, is also meant to be the bolstering effect to the development. Rabie (2016) explained that sustainable development achievability depends to its community capacity to utilize the human and natural resources available. Although it is still not optimal, as to not all residents have contributed to the tourism development, it is still showing a good progress towards sustainable development of the heritage tourism in Kampoeng Heritage Kajoetangan.

Another discussion about socio-cultural aspect is about the historical buildings around the area. Currently, Culturah heritage conservation in Kampoeng Heritage Kajoetangan has not been progressed smoothly, even though the tourism concept is based on the heritage resource. Tourism development in a heritage area often said is making the heritage value more vulnerable due to the tourism activities, which made it important to implement additional necessary steps to manage a heritage tourism destination. Kampoeng Heritage Kajoetangan does not operate with a legal status as a heritage area, thus became a hindrance for them to implement the necessary limitations on the development. However, local residents have made some actions in maintaining the existence and heritage values of historical buildings around Kampoeng Heritage Kajoetangan. The idea of ‘developing heritage tourism’ brings more awareness to local dwellers about what is ‘cultural heritage’, and made them acted on a basis that they have to be careful not to make alterations to their building because it holds some importance to the surrounding area, even though they have not had known clearly what kind of ‘importance’. This made their actions are also limited to maintaining their own building and based on the limited knowledge they had, such as not changing the structures and façade; wall repaints are being done with ‘subtle’ colours; etc.

Based from the sustainable principles by Klarin (2018), this kind of actions can be considered as an appropriate step towards sustainability, which can be observed through the society aspect. Rabie (2016) explained that history, regarding how the records and stories are being told to the society throughout several generations, the most important thing is to see its influence to the changes that happened overtime in the society, and also how it can align with the development process that is

currently happening. Depends on how the heritage sites are being preserved and utilized, it can be either hindering the development process, or holding the important role of the development. Preserving culture and heritage without aligning them to the development process will resulting to the community to became left behind, and it will be harder to catch up to the development later on. The proper utilization of Kampoeng Heritage Kajoetangan's potential while maintaining the heritage values is congenial to the sustainable development's principal. It helps the local community to be able to synchronize their development to the development that is currently happening in Malang City and other bigger hierarchy, but also still able to preserve the heritage and cultural value in within the process.

The economy aspect on sustainable development perspective, it is a good practice to involve local residents to the development process, and from the economy aspect, being able to provide more job opportunities through the heritage tourism development can also be considered as another step taken towards sustainability. Although based from the field findings the current development of heritage tourism is able to trigger the economic growth in the development process; which can be seen from several things; 1) tourism revenue from ticketing that contributes to the facilities and infrastructures development around the neighbourhood; 2) helping locals that were willing to make their house into a tourism attraction to maintain the building quality.

#### **D. CONCLUSION**

Kampoeng Heritage Kajoetangan is a heritage area that has many heritage sites and culture that have to be preserved to maintain its value. Prior to this fact, local government has appointed this area as a heritage tourism destination. While it is seemed to be a good thing, tourism in heritage area still need to be developed carefully. Inappropriate decision in developing a heritage area can cause harm to the environment; however, inoptimal utilization of heritage resources can also be a hindrance to the society's growth.

From the sustainable perspective, the implementation of heritage tourism is a good decision to sustain the development, as to heritage tourism principals that adopted sustainable principals in the first place. However, despite the benefits, its implementation must be assessed thoroughly to identify whether the current development is indeed applying sustainability principals or still lacking on some aspects. Based from the result and discussion of this paper, it can be concluded that the current development of heritage tourism affects the local community positively and is taking them to the right way towards sustainable development, but cultural and historical heritage conservation still needs more assistance and support.

From the physical environment aspect, Kampoeng Heritage Kajoetangan is already physically limited to be developed more. The "*kampung*" or the neighbourhood is already a high-density built-up area, and also has many potential cultural heritage objects. From the socio-cultural aspect, heritage tourism development at Kampoeng Heritage Kajoetangan helps to spread awareness of heritage conservation to the public, but it lacks support and assistance from the government and experts, which resulted in the lacking of legal basis on the conservation regulations. Socially, the heritage tourism affects positively towards

the social equity, which aligned with the society aspect of sustainable principals. From the economy aspect, heritage tourism development at Kampoeng Heritage Kajoetangan is assessed to affecting positively. It gives job opportunities to the local residents through the informal sector activities, as well as give direct economy benefit from the tourism revenue.

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