

Research Article

Integrated Community-Based Tourism for Balanced Regional Development: A Case Study of Kayutangan Area and Kampong Heritage in Malang City

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Abstract.

The tourism sector holds the potential to act as a mechanism for achieving balanced development within a region. The collaborative efforts between Kayutangan and Kampong Heritage area, a partnership established since 2018, have brought about substantial economic benefits for the advancement of cultural tourism in Malang City. This research is aimed at assessing the sustainability of destination management in urban contexts, with a particular focus on Community-Based Tourism (CBT) practices. To conduct this study, an integrated approach has been adopted, involving interviews with various stakeholders, including destination managers, local business owners in the Kampong Heritage area, entrepreneurs in the Kayutangan area, and local residents. The data collected from these interviews has been subjected to analysis using Inskeep's theory, complemented by an interactive model of community-based management. The findings of this study underscore several management aspects, particularly the capacity to effectively oversee and provide necessary tourism facilities. However, the results also reveal a noteworthy limitation. There appears to be a lack of collaboration between Kawasan Kayutangan and the Kampong Heritage, with management efforts seemingly fragmented. Furthermore, community engagement in the management process remains relatively minimal.

Keywords: community based tourism; collaborative effort, community engagement

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1. Introduction

The tourism sector, known for its ability to attract substantial interest, particularly from tourists, plays a vital role in stimulating various sectors, including the economy and socio-cultural aspects [1]. Nevertheless, the onset of the pandemic brought tourism to a grinding halt, leading to a severe decline in its activities. The pandemic imposed stringent restrictions and health protocols, effectively paralyzing tourism. Furthermore, the widespread adoption of work-from-home (WFH) policies curtailed travel and leisure



activities, leaving many individuals longing for a break from their monotonous daily routines [2]. Consequently, people began seeking recreational outlets, including visits to tourist spots, even if it meant simply capturing photographs or rejuvenating their spirits in natural settings. A popular choice for an enticing, cost-effective, and budget-friendly tourist destination is the themed Kampongs in Malang City.

Malang City boasts 24 Thematic Kampongs, each exuding its distinct charm and unique management style and appearance [3]. Among these, the Kayutangan District stands out as a captivating locale for both local and international tourists. Kayutangan's allure lies in its status as a new city icon, characterized by meticulously restored colonial-era buildings that have been repurposed into vibrant urban hubs. Additionally, the Kayutangan Heritage Kampong enriches the area's appeal with its deep-rooted local wisdom, evident in its culinary offerings and community activities. Situated at Jl. Basuki Rahmad gg VI, Klojen, Malang [4], Kayutangan Heritage Kampong stands apart due to its Dutch architectural influence, reflected in house designs and water systems. It also boasts the traditional krempyeng market, a relic from the Dutch colonial era, adding to its uniqueness. Furthermore, visitors can explore attractions such as the ancestral gravesite known as "makam mbah Honggo," a vital component of the local heritage [5].

The development of tourism components is intricately linked to the tourism planning approach, which encompasses various factors such as tourist attractions, accommodation, facilities, and tourist services, as outlined by Inskeep [6]:

(1) Tourist Attractions and Activities: This category encompasses all natural, cultural, and special features, along with related activities and areas, that entice tourists to visit a destination.

(2) Accommodation: Refers to hotels and various types of lodging facilities, as well as the associated services, where tourists stay overnight during their travels.

(3) Tourist Facilities and Services: This includes tour and travel operations, restaurants, retail outlets for souvenirs and specialty items, and convenience goods.

(4) Transportation Facilities and Services: Encompasses the transportation access to and within the destination.

(5) Other Infrastructure: Comprises essential elements like water supply, electricity, and telecommunication access.

(6) Institutional Elements: This pertains to aspects such as manpower planning and education, training programs, marketing strategies, and promotion programs.

The management of Kayutangan Heritage Kampong by the local community is heavily influenced by the principles of rural tourism, despite its urban location. Community involvement is paramount in managing tourism in a specific environment, as highlighted by Ikke and Teguh [7]. Community engagement holds significance because the local residents possess an in-depth understanding of the tourism potential and the existing conditions. What drives the community's awareness and responsibility toward their tourism assets is the economic benefits they derive from tourism activities. These economic benefits are instrumental in fostering community awareness.

The Kayutangan area boasts a rich historical legacy dating back to the Dutch colonial era. This historical significance is reflected in the architectural style of its buildings, which have left an indelible mark on its urban layout, settlements, and overall architectural character. The Kayutangan Corridor assumes paramount importance as it serves as a pivotal trading hub, linking the northern and southern parts of the area. It encompasses commercial complexes integrated into the Urban Spatial Plan of Malang City, thus rendering it a strategically significant socio-cultural area. Notably, the Kayutangan area includes a bustling shopping district along Jendral Basuki Rahmat Street, formerly known as Kajoetangan. The development of the Kajoetangan area unfolded between 1930 and 1940, starting from the intersection of Avia's shopping area to PLN, and extending to the cubic-shaped Kajoetangan Catholic Church. During the 1960s and 1970s, this shopping district flourished into a vibrant trade center, accommodating a diverse array of businesses, including grocery stores, clothing shops, offices, heavy goods trading, and even a cinema [8]. Following the official recognition of Kayutangan as the Heritage Capital of Malang City, the government has devised a new plan to transform this area into a historical district and a renewed tourist destination [9].

Community involvement plays a pivotal role in the management and development of tourist areas. The knowledge possessed by the community about the potential of an area, including its environment and history, is invaluable for the progress of a region [10]. However, it is important to note that not all members of the community in this area have the same level of knowledge. Only a limited number of residents are well-informed and capable of explaining the area's tourism potential. To be more specific, out of the three residential areas, approximately ten individuals are willing to actively participate in the Tourism Awareness Group (Pokdarwis).

The Tourism Awareness Group (Pokdarwis) plays a key role in the management of Kampoeng Heritage Kajoetangan. This informal institution collaborates with the government and consists of local residents who drive tourism development in the area.

In addition to Pokdarwis, other local residents are also actively engaged in various capacities, such as managing ticket sales, serving as tour guides, and providing unique photo spots in their own homes.

Community involvement in various tourism activities underscores the community's capability in effectively managing tourism. In this context, capability refers to the skills, expertise, competence, and capacity possessed by individuals or groups to plan, manage, operate, and address challenges in pursuit of the common goal of realizing the tourism potential in Kampoeng Heritage Kajoetangan [11]. The community's ability to manage and support efforts to transform Kampoeng Heritage Kajoetangan into a tourist destination is founded on their abilities to provide facilities at various tourist attractions. These attractions serve as magnets for tourists, drawing them to visit Kampoeng Heritage Kajoetangan. Consequently, attractions are a vital component in attracting tourists to a destination [12]. The primary objective of this research is to analyze the sustainability of managing a destination in an urban area, specifically in the context of urban tourism, utilizing the principles of Community-Based Tourism (CBT) by using the criteria of several key components of tourism development, as outlined by Inskeep [6].

2. Methodology

This research utilizes a qualitative research method, implemented with an integrated approach that proves valuable for gathering information regarding the tourism appeal of attractions, amenities, and accessibility. This approach allows for a comprehensive analysis and evaluation of the sustainability of development in the Heritage Kayutangan Kampong in Malang city. This assessment encompasses economic, social, ecological, legal, and institutional dimensions. The research process unfolds in several stages, with four dimensions and attractiveness serving as criteria for analysis to support destination management. The key participants in this research are the Pokdarwis (Community Awareness Group), along with the broader community directly engaged with the attractions [13]. Data collection methods involve conducting interviews with various stakeholders, including destination managers, local entrepreneurs within the Heritage Kampong, entrepreneurs in the Kayutangan area, and local residents. In total, 30 respondents actively participated in the research, providing responses to structured questionnaires. These respondents are individuals directly involved in activities within the Heritage Kayutangan Kampong and the wider Kayutangan area.

3. Results and Discussion

The presence of tourist destinations like Kampoeng Heritage Kayutangan offers numerous potentials and benefits to the community residing in the Heritage Kayutangan Kampong. This encompasses a rich array of attractions, including colonial-era buildings, traditional cuisine, the bustling krempyeng market, expansive open spaces, intricate sculptures, revered religious sites, and a deep-rooted cultural heritage, all converging into a captivating locale. These features provide invaluable opportunities for both domestic and international tourists to engage in immersive learning experiences.

Based on the results of interviews and field observations, several key components of tourism development, as outlined by Inskeep [6], become evident:

1. **Tourist Attractions:** These encompass colonial buildings, open spaces, sculptures, and the cultural elements of Kampoeng Heritage Kayutangan.

2. **Accommodation:** Although local guesthouses are not currently available, numerous hotels are within walking distance, including Citihub, Whiz Prime, Richi, Haryono Capsule Hotel, Tychi, and Pelangi Hotel.

3. **Tourist Facilities and Services:** Within the area, you can find various shops selling locally-made souvenirs like keychains and batik, enhancing the overall visitor experience.

4. **Culinary Offerings:** A diverse range of restaurants and food establishments thrive in the vicinity, with some locals offering homemade delicacies from their residences.

5. **Infrastructure:** Crucial infrastructure elements, including water supply, electricity, and telecommunication access, are effectively implemented, ensuring a seamless visitor experience.

6. **Institutional Elements:** However, certain institutional components such as manpower planning, education, training programs, and marketing strategies, along with promotion initiatives, currently appear to be lacking in this context.

In summary, Kampoeng Heritage Kayutangan boasts a wealth of attractions and services that hold substantial potential for tourism development, although some institutional elements require attention and development to fully harness the area's tourism potential.

The colonial-era buildings within Kampoeng Heritage Kayutangan showcase a distinct historical range, spanning from the 1870s to the 1950s. Some of the noteworthy buildings in this collection include:

1. A herbal medicine house dating back to the 1940s.
2. Jacob's house, constructed in the 1920s.
3. Gubuk Ningrat house, a structure from the 1940s.
4. Punden house, established in 1925.
5. Abbas Akup's house, originating in the 1930s.
6. An antique gallery house, hailing from the 1950s.
7. Pak Chilman's house, built in the 1920s.
8. Penghulu's house, which dates back to the 1920s.
9. Jengki's house, a relic from the 1870s.
10. Mbah Ndut's house, a construction of the 1930s.
11. An ancestral house, erected in 1870.
12. Cerobong's house, created in the 1920s.
13. Nyai Aisyah's house, established in the 1920s.
14. Kebaya's house.
15. Rindu's house, with roots in the 1950s.
16. Kartini's house, dating from the 1940s.

Furthermore, Kampoeng Heritage Kayutangan offers an array of traditional food options, including Sate Rempah Kelapa, Sate Komoh, Soto Babat, Lodeh, Es Talun, and Pasar Krempyeng (Traditional Market). The area also boasts open spaces and sculptures, such as Gang Kampoeng Kayutangan, Sungai/Kali Sukun, Tangga Seribu, Terowongan Irigasi, and Pintu Air Rolak. Additionally, visitors can explore religious sites like Makam Mbah Honggo and Situs Makam Tandak (Raden Mas Singo Wiryo 1893). Finally, the cultural tapestry is enriched with performances like Tari Topeng (Mask Dance) and the enchanting strains of Musik Keroncong (Keroncong Music).

The Kayutangan area encompasses the shopping district that runs along Jendral Basuki Rahmat Street, formerly known as Kajoetangan. Development in this region occurred between 1930 and 1940, starting from the intersection of the Avia shopping district, PLN (the state electricity company), and extending to the cubical-shaped Catholic Church of Kajoetangan. By the 1960s and 1970s, this shopping district had evolved into a thriving trade hub, hosting a diverse array of businesses, including grocery stores, clothing shops, offices, heavy goods trading, and even a cinema [8].

The community's active involvement and capacity to cater to tourists' needs at the tourist destination are readily evident in various parts of Kampoeng Heritage Kajoetangan. This includes the creation of photo spots by adorning walls with murals and frequently visited locations. These initiatives are undertaken collectively by the residents of each neighborhood (RW). The primary goal is to enhance the aesthetics of Kampoeng Heritage Kajoetangan, which serves as a tourist destination. Simultaneously, it fosters the development of new attraction areas and encourages community engagement in preserving and caring for Kampoeng Heritage Kajoetangan, ultimately leading to increased tourist visits.

Periodic data collection of assets, such as historical buildings, is conducted by the Community-Based Tourism Group (Pokdarwis). This process involves discussions and active participation with building owners who grant permission for their properties to be used as photo spots. Additionally, they offer explanations when tourists visit or provide information plaques detailing the history of these houses. Several historic homes are open to the public, allowing visitors to explore their interiors, including the living rooms. These accessible houses include the residences of Mbah Ndut, Jacob, Abas Acob's gallery, the 1970s house, Gubug Ningrat, and the Kebaya house.

The community's capacity to provide tourism facilities is categorized into amenities and accommodations. Amenities encompass all the facilities that meet tourists' needs during their stay or activities [14]. This includes offering souvenirs like typical Kayutangan batik, bracelets, keychains, and stickers. Moreover, entrepreneurial opportunities arise, with locals establishing culinary options so that tourists can dine and refresh themselves at the Kampoeng Heritage Kajoetangan tourism site.

Accommodations play a vital role in facilitating tourists' mobility during their visits to tourist destinations [15]. This involves providing directional signs at entrances and intersections, as well as placing large-sized maps at the entry points and distributing pocket-sized maps during tourist registration. The community's adept management of tourist destinations significantly influences the satisfaction levels of visitors, evident from an average daily influx of 200 tourists. Their profound knowledge of the Kayutangan area's potential, coupled with their sense of ownership of the tourist destination, motivates them to preserve and ensure its sustainability.

However the findings reveal a notable gap in the collaborative efforts between two significant stakeholders, namely Kawasan Kayutangan and the Kampong Heritage, in the management of the destination under study. The evidence suggests that these

entities may not be effectively pooling their resources or coordinating their strategies, resulting in fragmented management efforts. This fragmentation can lead to inefficiencies, conflicting priorities, and suboptimal outcomes in the overall management of the destination. Furthermore, the level of community engagement in the destination's management processes appears to be at a relatively low ebb. This finding underscores the importance of enhancing community involvement, as local residents are integral to shaping the sustainable development and preservation of the destination's cultural and natural assets. Addressing these issues is paramount for achieving a more cohesive, efficient, and community-driven approach to destination management, which is central to the long-term sustainability and success of the area. Further research and targeted interventions are warranted to explore and rectify these challenges comprehensively.

4. Conclusion and Recommendation

To ensure the sustained growth of Kampoeng Heritage Kayutangan as a thriving tourism destination, it is imperative to address crucial institutional components. Some key recommendations encompass various aspects:

a. **Manpower Planning and Training:** Establishing a comprehensive workforce development plan is essential. This plan should identify the skills and knowledge necessary to deliver high-quality tourism services. Training programs targeting local residents should focus on customer service, language proficiency, cultural awareness, and sustainable tourism practices. Collaboration with local educational institutions to create tourism-related courses or certifications benefits both residents and tourists.

b. **Cultural and Heritage Education:** Initiatives should be developed to enhance the understanding and appreciation of local culture and heritage among residents and visitors alike. This can be achieved through cultural workshops, storytelling sessions, and guided tours led by knowledgeable community members, who can share the area's history and traditions.

c. **Marketing and Promotion:** A well-defined and cohesive marketing strategy should be crafted to highlight the unique features and experiences offered by Kampoeng Heritage Kayutangan. Digital marketing, social media, and a user-friendly website can be leveraged to reach a broader audience, especially potential tourists. Collaborations with travel agencies, tour operators, and online travel platforms can enhance the destination's

visibility. Hosting special events or festivals celebrating local culture can also attract visitors.

d. **Community Engagement:** Fostering a sense of ownership and pride within the local community regarding their role in promoting and preserving Kampong Heritage Kayutangan is crucial. Establishing a community-based tourism association or group that actively participates in decision-making and management is beneficial. Encouraging locals to become ambassadors for the destination by sharing their personal stories and experiences with tourists can create a more engaging visitor experience.

e. **Visitor Information Centers:** Setting up visitor information centers in strategic locations is essential for providing tourists with maps, brochures, and information about the destination's attractions and services. Staff at these centers should be trained to offer personalized recommendations and assist with trip planning.

f. **Sustainability Initiatives:** Implementation of sustainable tourism practices and environmental conservation efforts is paramount. This includes promoting eco-friendly tourism activities and responsible behavior among visitors. Seeking certification or recognition as a sustainable tourism destination can attract environmentally-conscious travelers.

g. **Feedback Mechanisms:** Establishing feedback mechanisms is vital to gather input from tourists and residents. Regularly assessing visitor satisfaction and addressing any issues or concerns promptly can enhance the visitor experience.

h. **Collaborative Partnerships:** Collaboration with local businesses, artisans, and cultural organizations to create synergistic offerings and experiences that benefit both tourists and the community should be encouraged.

i. **Monitoring and Evaluation:** Continuous monitoring of the impact of tourism on the destination and regular evaluation of the effectiveness of institutional components is essential. Remaining open to adjusting strategies based on data and feedback received ensures adaptability.

j. **Long-term Vision:** Developing a long-term vision and strategic plan for Kampong Heritage Kayutangan's sustainable tourism development, outlining goals and milestones over the years, is a key aspect of planning for the future.

k. In addition to these measures, it is vital to maintain community involvement and emphasize the need for a more cohesive approach to destination management. Implementing these comprehensive recommendations will not only maximize the tourism

potential of Kampoeng Heritage Kayutangan but also ensure the preservation of its cultural and natural assets for generations to come.

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