

A Model for Promoting Inclusive and Sustainable Tourism in Kota Lama Semarang

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Submission date: 14-Sep-2021 09:10AM (UTC+0700)

Submission ID: 1647921349

File name: and_Sustainable_Tourism_in_Kota_Lama_Semarang_-_Syaiful_Amin.pdf (703.63K)

Word count: 6891

Character count: 31696

ISSN: 0258-2724

DOI : 10.35741/issn.0258-2724.55.5.33

Research article

Social Sciences

A MODEL FOR PROMOTING INCLUSIVE AND SUSTAINABLE
TOURISM IN KOTA LAMA SEMARANG

哥打喇嘛三宝垄促进包容性和可持续性旅游的模式

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Received: June 16, 2020 ▪ Review: September 4, 2020 ▪ Accepted: October 15, 2020

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Abstract

Kota Lama Semarang, also known as Semarang Old Town in Central of Java Province, Indonesia, has the potential to become an inclusive and sustainable tourism destination, in accordance with the Indonesian government's development plan. However, its potential has not been promoted publicly in the best ways. The aim of this research is to describe and develop a model for promoting inclusive and sustainable tourism in the area. The research applies qualitative methods and takes a descriptive approach. The data were collected using observation and interviews, while data analysis was performed using Creswell's descriptive qualitative analysis. The *Sejarah di Dekatku* (History Near Us) application (the new model), together with social media promotion, provides an alternative way of promoting tourism. During a trial launch, the application was appreciated by the tourists who used it. The application is considered easy to use and suitable for the needs of the community. It features themes of inclusivity and education, and it is considered important for the promotion of historical areas of Semarang. The advantages of using the application to help develop Kota Lama Semarang tourism are that it is easy to use and navigate, it has attractive features, and it provides easy-to-understand information. Our research suggests that the application should be launched immediately and used as a way of promoting the area. In addition, features and interfaces should be developed further to make the application even more attractive and user-friendly. This can be done by researching and developing the features and the interface of the application to make it more attractive and user-friendly.

Keywords: Model, Promotion, Inclusive Tourism, Sustainable Tourism

摘要 根据印尼政府的发展计划, 亚庇三宝垄也被称为印度尼西亚爪哇省中部的三宝垄老城。有可能成为一个具有包容性和可持续性的旅游胜地。但是, 尚未以最佳方式公开宣传其潜力。这项研究的目的是描述和开发一种模式, 以促进该地区的包容性和可持续旅游业。该研究采用定性方法

并采用描述性方法。数据是通过观察和访谈收集的，而数据分析是使用克雷斯韦尔的描述性定性分析进行的。我们附近的历史应用程序（新模型）与社交媒体推广一起，提供了另一种促进旅游业的方式。在试运行期间，使用该应用程序的游客对此表示赞赏。该应用程序被认为易于使用并且适合社区的需求。它以包容性和教育为主题，被认为对促进三宝垄历史地区很重要。使用该应用程序来帮助发展三宝垄旅游的优点是易于使用和导航，具有吸引人的功能以及提供易于理解的信息。我们的研究表明，应立即启动该应用程序并将其用作促进该领域的一种方式。此外，应进一步开发功能和界面，以使应用程序更具吸引力和用户友好性。这可以通过研究和开发应用程序的功能和界面来使其更具吸引力和用户友好性来实现。

关键词: 模型, 促销, 包容性旅游, 可持续旅游

I. INTRODUCTION

Kota Lama Semarang has tourism potential [1]. The area, located in northern Semarang, features historic Western buildings, which, given their exotic designs, have become popular photography locations [2]. The reconstruction of Kota Lama Semarang by the Government of the Republic of Indonesia began in 2017, and the process was completed in 2019. However, the area is still improving in terms of its facilities and accessibility. Its potential has not been fully explored, and the government's promotional initiatives have been sub-optimal in terms of attracting foreign tourists to the Java region [3]. In addition, the area does not have a strong image development system to help it become well-known among foreign tourists. There are problems that must be solved in regard to all aspects of Kota Lama Semarang's development [4]. However, ongoing development has had a significant impact, and Kota Lama Semarang is now being developed on the basis of ensuring inclusivity and sustainable tourism [1]. This will only strengthen the potential for Kota Lama Semarang to become a tourist destination and an area that can be explored by visitors from around the world.

Kota Lama Semarang boasts Western-style structures that were built by Dutch colonialists living in Indonesia [5], [38]. In the 19th and 20th centuries, the 31-ha-wide area, then known as the Oudstad, was a center of Southeast Asian trade. Given the local geography, it appears to have been isolated from surrounding areas, and it is totally different to a nearby area (in Java) nicknamed "Little Netherlands." Kota Lama Semarang boasts 50 European-style buildings that, in the main, bear the characteristics of 18th-century European architecture [6]. This is evident in the distinctive architectural details and the European-style ornaments. Doors and windows are unusually large; colored glass has been used; roofs have unique shapes; and basements have

been constructed. In the years that followed Indonesia's independence, and during the tenure of President Sukarno (1945–1966), the area was marginalized because it was considered a symbol of Dutch colonialism [7], [8], [9]. In the New Order era under President Suharto (1966–1998), the area was still largely ignored because many buildings were either damaged or abandoned [10]. Then, in the early 21st century, the area became a slum. It was inhabited by the poor and homeless, making it far from attractive.

However, development and the growth of historical awareness have made Kota Lama Semarang an important asset in terms of urban tourism. This transformation began in 2010, when Law No. 11, which concerns cultural heritage, was enacted. The law had an impact on long-neglected historic areas, and efforts to revitalize these areas are now being made by tourism-conscious groups formed by the government. The 2018 Decree of the Mayor of Semarang Number 640/395, concerning the establishment of cultural heritage status for Kota Lama Semarang, meant that the area was designated a cultural heritage area. Since then, more attention has been paid to the area, and the central government in Jakarta has made the development of tourism a priority. The development of tourism has only been underway for three years, and there is much work left to do, including work that relates to tourism promotion strategies [8] [1]. Currently, the area is being promoted as a UNESCO World Heritage site. This adds to the selling power of Kota Lama Semarang, which was previously a slum with no touristic value.

Kota Lama Semarang is important in terms of history, the rise and fall of civilizations, and economic and political development, and it is also an international drawcard. An aspect of the area that can be promoted is its diverse architecture, with buildings rendered in modern, Baroque, Indis, and European styles [1], [12].

The layout of the area is also unique, and it contains central government offices, trading and business offices (banks, brokerages, consulates, and shops), prayer rooms, defense and security offices, public spaces, and entertainment facilities. It also features the Semarang River, which facilitates transport between inland areas and the Java Sea [12], [13]. Due to recent developments, the area is able to cater to people with disabilities. This is one of the preconditions that must be met to become a world heritage city.

Amoah and Baum explained that promotion is an important aspect in the effort to disseminate information related to the tourism potential of a place. It is usually based on the advertising process, the resources needed, and the media used [14]. Glaesser talked about management in the tourism industry, which plays an important factor in the emergence and development of tourism areas. One of the considerations in protecting tourism from a crisis is providing an optimal and sustainable promotion process. Even if a tourism area carries the concept of being sustainable, when it does not have a sustainable promotional process, it will be fragile and easily eliminated by others with dominant promotions [15]. Ayikoru examined tourism in the modern era, which requires exploring technology as a basis for promotion. It is intended to grab the attention of the younger generation, who have spent their whole lives using this technology [16]. Research that has been carried out provides basic knowledge for the promotion model of Kota Lama Semarang. The criticism of previous research lies in the theoretical aspects that many have not considered that a historical area could act as source of urban tourism development. In addition, the promotion carried out is still using the old concept; it should be using advanced technology, such as social media as an important instrument in tourism promotion.

Even though it has touched on technology, previous research has not examined the use of technology in more depth in the promotion of historical tourism. This is an important basis for this research, that technology is the mainstream of modern society that needs to be considered, especially in the development of the historical tourism sector. As a result of advanced research, this study tries to discuss the results of technology development that have been carried out in a corresponding manner with many parties. This is in an effort to build an educational and inclusive promotion system.

Based on the above discussion, this research aimed to describe the inclusive and sustainable tourism promotion model that has been

developed to promote Kota Lama Semarang as a main tourism area in Java, which is now being proposed to become a world heritage city. Therefore, the research questions were:

1) What is the appropriate model for promoting inclusive and sustainable tourism for Kota Lama Semarang?

2) What are the influencing factors for this tourism promotion model to be accepted by the younger generation?

The scope of the research results are: technology in the development of inclusive and sustainable tourism on historical objects, as well as community responses regarding applications that have been developed.

II. LITERATURE REVIEW

The concept of sustainable tourism was introduced by the World Commission on Environment and Development. It states that sustainable development is development that meets the needs of the present population without compromising the ability of future populations to meet their own needs [17], [18]. From this statement, it is understood that sustainable development is performed by considering the needs of the present without neglecting the ability of future generations to meet their needs. Likewise, the World Trade Organization (WTO) has put forward development principles, which include ecological sustainability, social and cultural sustainability, and economic sustainability, either for current or future generations [19], [20].

In the course of time, the concept of sustainable development was adopted into the concept of tourism [21], [22]. Sustainable tourism development is defined as a process oriented toward the preservation of resources needed for future development [23], [24]. This definition of sustainable tourism development can also mean a form of tourism that is consistent with natural, social, and community values and which allows both host and guest to enjoy positive and worthy interactions and shared experiences [25]. Sustainable tourism development is not only active in terms of ecology and economy but also of cultural sustainability, as culture is an important resource in tourism development. Sustainable development has now been transformed into something human in nature, and not just preserving ecology [14], [26]. This has led the world of tourism into paying attention to disability issues. The impact of inclusiveness in tourism development is an idea that is widely applied by developed countries. Inclusiveness in

tourism itself means making tourism friendly to all groups without exception [18]. In the context of sustainable development, inclusiveness is a determinant of development success. Currently, a lot of tourism initiatives apply inclusiveness in the development process [20], [21]. Therefore, this has had an impact on the promotion of tourism, which is not only concerned with the beauty and elegance of an area, but also the extent to which the area is friendly to all groups.

In tourism development, there are four recommended types of promotion. These include:

1) Advertising: A form of impersonal communication used by companies that provide goods and services. The purpose is to increase consumer knowledge about the goods and services being offered, to persuade prospective buyers, and to differentiate one's company from others [27];

2) Sales promotion: A marketing activity that increases the amount of purchases made by consumers and intermediary traders by using promotional aids. Some examples are brochures, catalogs, exhibitions, and demonstrations [22], [28];

3) Personal selling: A communication between producers of goods and services, represented by salespeople with potential consumers, that involves thoughts and emotions directly with buyers [29];

4) Public relations: A way of providing information regarding goods and services, organizations, and individuals that is distributed to the public through mass media without the supervision of sponsors [30].

These four types of marketing are recommended for a suitable tourism promotion model in the current era, especially for tourism that carries the idea of being inclusive and sustainable. The aim of tourism promotion is not only to provide interesting information about the industry, but also to present knowledge about environmental sustainability and efforts to create an equal society.

III. RESEARCH METHOD

This research implemented a qualitative method with a descriptive approach [31]. The intention was to provide an inclusive and sustainable tourism promotion model that has been developed to promote Kota Lama Semarang as an historical and cultural tourism destination. The data was sourced from various media and research informants [32] and was collected through interviews and document studies [33]. Interviews were used to explore data from research informants who belong to a younger

demographic and their observations of historical and cultural tourism. Meanwhile, document studies were used to investigate data from documents obtained during research. The credibility of the data was checked using technical triangulation. This included comparing the data from document studies and interviews, enabling researchers to ensure the validity of the data [34]. The data analysis of this research adopted Creswell's method of qualitative-descriptive data analysis, which emphasized the dynamic process of collecting or completing the analyzed data [31].

IV. RESULT AND DISCUSSION

Social media and Android applications are the most common avenues of obtaining information about tourism [35]. This is influenced by the rapid development of technology, which means that the distribution of information is no longer effective if only using offline media such as pamphlets or bulletin boards. The use of social media makes the flow of information faster and more inclusive as it is easier for all groups to obtain information accurately [36]. Android applications can be used on smartphones, which almost everyone currently has. Promotions within Android applications make it easy for people to find out information about politics, social and economic issues, and culture. Android applications are now being used by both government and private sectors to develop their businesses. In the world of tourism, social media such as Twitter, Facebook and Instagram have been used, while Android applications are still not popular for economic developers, yet. Based on the mini survey conducted on Semarang residents, Instagram and Facebook are more popular than Twitter. This is based on the ease of access of the media. Twitter is considered to have features that are difficult to operate, in contrast to Instagram and Facebook which are user-friendly.

One informant explained that: "Twitter users in Semarang are not many, Instagram is more popular because it can display detailed images. Such feature is applicable on Facebook as well, so the two platforms have a lot of users." (Personal interview, 12 May 2020). In Semarang, Instagram has become a tourism promotion medium. However, this has not been done by the government, rather by individuals or groups who share interest in tourism. Their accounts usually promote the beauty of tourism in Semarang, one of which is Kota Lama Semarang. They explore the historical and cultural potential that exists in Kota Lama Semarang as promotion [22]. Social media have received various responses from the

community. In addition to obtain and share information, social media have also become new lifestyle for the community. This shows that social media have quite an impact on the promotion for younger generation. An account with the name @semarangexplore is one those with quite a number of followers. This account has 128,000 followers, and its content is regularly updated every day. Another account that is quite influential in tourism promotion in Semarang is @wisatasemarang. This account has 497,000 followers which proves that it is influential among the younger generation in choosing tourist destinations in Semarang.

The use of Instagram as a medium for promotion can be used as a reference for the development of a more massive tourism promotion model of Kota Lama Semarang. Currently, there is no official media from the government that specifically promotes tourism in Kota Lama Semarang [1], [24]. Instagram also provides features which users find useful for enhancing the beauty of images, as one informant argued that: "Instagram can beautify images we will upload, this is a distinct advantage to make mediocre photos become more attractive. This is the reason why many use Instagram." (Personal interview, 14 May 2020). This view represents many Instagram users, one of which is related to the advantages of social media features. Instagram users are currently dominated by young people who have more active roaming capacity on social media. The development of inclusive tourism promotion can be started through Instagram, as one of the advantages of social media as a tourism promotion media is their inclusive nature. Social media can be accessed by all groups and easy to learn. This makes them very suitable to be used to promote tourism of Kota Lama Semarang to all circles.

Instagram users are not exclusive to certain age groups. This opens the potential for regional tourism developers to use Instagram as their main platform in promoting inclusive and sustainable tourism. In Kota Lama Semarang, the application of *Sejarah di Dekatku* has been developed which can be accessed via smartphones. The features in this application can be accessed and understood easily by users, making it a suitable reference for tourists who want to travel to Semarang. This application was developed specifically for the promotion of Kota Lama Semarang, which is a historical and cultural tourism. Furthermore, this application supports the position of the historic area to become a world heritage city [29], [37]. The application carries a user friendly theme which can be seen as follows:

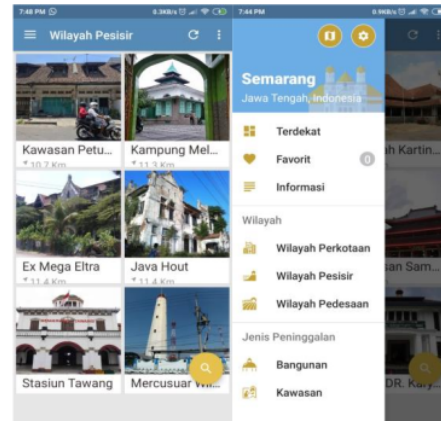


Figure 1. The interface of *Sejarah di Dekatku* application (on the left: view of tourist destinations in Kota Lama Semarang; on the right: view of application home page)

This application can be downloaded via Play Store by typing in the search bar located at the top of Play Store application. By typing "*Sejarah di Dekatku*", the application will appear and ready to be downloaded, or you can also open a browser such as Google / Mozilla Firefox by typing the following address <https://play.google.com/store/apps/details?id=com.netrasejarah.sejarahdidekatku>. This will redirect the user to the download page on Google Play Store for the application. This application is used for promoting inclusive and sustainable tourism for potential tourists who want to visit Semarang. It provides information about historical buildings and areas that contain historical information in Kota Lama Semarang. This application is also used to disseminate historical information on Kota Lama Semarang and its surrounding buildings.

The application provides a dynamic display to make it easier for users to find information about tourist destinations in Semarang. In addition, the application has a feature that makes it easier for users to find the tourist destinations they want to visit [24]. In this application, there are actually three main areas included in the tourism promotion of Semarang, especially ones based on history and culture. These areas are urban, coastal, and rural areas. Kota Lama Semarang can be accessed from both coastal and urban areas, given its geographical position which is in Semarang coast, in the northern region of Semarang to be exact, which is still very close to the center of Semarang City; Simpang Lima. More specifically, there are options that can be selected by users in relation to the destinations they want to visit; historical areas and buildings [22]. Both represent the existence of historical

tourist destinations in Semarang. In the left image, you can see the example of display of historical heritage buildings in coastal area. When you click the image, further information will appear and the address is directly pointed to by google maps, and it shows the shape of the buildings in more detail. This promotional model also contains education for the community about historical and cultural knowledge. According to one informant: "This is an important medium for the promotion of tourism areas in Semarang. For us, this is very helpful in finding information related to tourism in Kota Lama Semarang, in addition to historical information that provides information about historical knowledge in every building that we can visit." (Personal interview, 15 May 2020) This opinion shows that this medium is very useful and has a direct influence on attracting potential tourists who will come to Semarang.

As an informant explained: "This promotional medium provides easy access for us to find out interesting tourist destinations in Semarang. I like history and this application fulfills my expectations for traveling as well as providing history learning. This application is also very user-friendly" (Personal interview, May 16, 2020). This opinion is supported by the following informant: "This application is very user-friendly; in addition, it is very easy to use to find out historical information on tourist destinations that we want to visit. The knowledge contained in this application is also an important selling point for the younger generation. Most tourist attractions currently do not have adequate information to promote themselves" (Personal interview, May 17, 2020). This application has succeeded in becoming an attractive advertising medium for prospective tourists visiting Semarang, as the advertising process takes place naturally on social media [22], so the government does not have to pay a fortune to provide advertisements on billboards that fill the city with minimal effect. Another informant argued that "This application means that it does not require too many sales promotions, because this application can represent a sales promotion in charge of providing information about tourism in Kota Lama Semarang" (Personal interview, 18 May 2020). Applications and social media are developed into personal selling media that try to offer tourism to the community by digital means [29]. This approach is very effective according to one informant who felt that: "social applications and media are very effective for developing tourist destinations in Semarang, so there is no need for manual bidding activities carried out by providers, because this application already

provides such features" (Personal interview, May 19, 2020). In addition, this application eases the burden on public relations because it indirectly disseminates information via social media, making information about tourism in Semarang (including Kota Lama Semarang) more accessible [27], [28]. The information can be accessed by all groups of people, including those with disabilities, for whom it shows supporting facilities [30]. This provides the application with an additional function of tourism promotional efforts in Kota Lama Semarang. This application is the best option for the younger generation in meeting their tourism requirements for many reasons, including ease of use, attractive features, clear navigation, and easy-to-understand information. It has become a tourism promotional model that is very important for the development of inclusive and sustainable tourism in Kota Lama Semarang.

V. CONCLUSION

Tourism is an unavoidable need in modern society. Currently, tourists are not only targeting popular tourist attractions but also looking for an educational element. Kota Lama Semarang is an area that has historical, cultural, and educational attractions. These attributes give the area increased bargaining power for its proposal to be recognized as a world heritage city.

Unfortunately, the tourism promotional activity that has been developed so far has been suboptimal. Therefore, a tourism promotional model that is friendly to all groups is proposed. The application of "*Sejarah di Dekatku*," supported by social media, was developed to make it easy for the public to gain access to tourist destinations in Kota Lama Semarang. This application provides significant benefits for the development of inclusive and sustainable tourism because it carries an educational theme. In addition to providing a map for tourism, it can also be used as a learning medium to build historical awareness for the community. Therefore, this application is worthy of success. The underlying factors that make this application feasible, especially among the younger generation, include its ease of use, attractive features, clear navigation, and easy-to-understand information.

Finally, the scientific novelty of this research is the integration of technology in the promotion of inclusive and sustainable historical tourism, which is useful for attracting tourist arrivals from around the world. The implication of this research is that there is a need for a policy that provides access, for the wider community from

within the country as well as abroad, to take advantage of this application as a guide for potential tourists who will visit Kota Lama Semarang. The government also needs to provide a special scheme for further research and development of the features and interfaces of the application to make it more attractive and user friendly.

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