The Economic Sustainability Model of Community Based Tourism in Batik Kampong Semarang

S P Dewi¹, N S Ristianti¹, R Kurniati¹

¹Department of Urban and Regional Planning, Diponegoro University, Semarang, Indonesia

Corresponding e-mail: noviasari@pwk.undip.ac.id

Abstract. The dualism of the existence of kampong heritage and urban activities led to increasingly eroded villages in developments in the downtown. This was marked by the increasingly disappearing of historic buildings in the old town's kampong and changed into functions of modern buildings and activities. In line with the existence of Batik Kampong Semarang. At present the government has tried to develop these kampongs into tourist destinations. But the economic sustainability side has not been significantly achieved. Therefore, the research question is "What is the economic sustainability model of community based tourism in Batik Kampong Semarang?". This research has goal to develop a economic sustainability model of community based tourism in Batik Kampong Semarang. The method is qualitative. The analysis stage is to identify the potential of Batik Kampong as a tourist destination, the process of developing activities and space, identify CBT and SWOT in Batik Kampong. From this concept, a sustainable model for the preservation of historic tourism villages will be formulated economically in a sustainable manner. The output of this research is the economic sustainability model of community-based tourism in Batik Kampong Semarang in the dualism context of modern versus cultural heritage transformation.

Keywords: community based tourism, kampong, heritage, economic sustainability models

1. Introduction
In the 1980s, the results of heritage tourism evaluations stated that tourism is a threat for now and in the future, but in 2006 to 2010 stated that tourism has a positive impact, people are more able to understand the historical value and local economy development [1,2]. The more people know about the historical value, the more they care about [3]. Revitalization is a way to preserve heritage, which includes the revitalization of social and culture, physical and environment, economic and functional [4]. Tourism sustainable not only about tourist satisfaction, but also environmental [5], a balance is needed between resource and tourist needs [6].

Urban kampong, as an embryo for the formation of a city’s history, in Indonesia is unplanned. If the development of urban kampong is not noticed, urban kampong will become a slum and will cause social problem such as crime. So the heritage urban kampong needs to be revitalized, it can hae a positive impact to local community and outside kampong. One of the revitalization activities is the establishment of tourism activities [4,7,8]. Heritage tourism activities are able to have a positive impact on improving the economic level of the community [1,2,15,5,8–14], and social impacts [2]. However there is also a
negative impact due to tourism activities, it makes quality of life in local community decreased. Community Based Tourism (CBT) approach in tourism development is needed as a responsibility activity [16], that can maximize the positive impact and minimize the negative impact of tourism activities. In order to abolish slums and restore the history of Semarang City, Batik Kampong was appointed as a tourist destination by involved local community in tourism development. However, there are problems in Batik Kampong that are related to economic sustainability that is not all the local community active in the association, no standard pricing of batik sales, intense competition between traders. The purpose of this study is to formulate the economic sustainability model of Community-Based Tourism in Batik Kampong as tourist destination, and give recommendations that can be formulated for economic sustainability in Batik Kampong.

2. Heritage tourism
Many discussions about the meaning of heritage tourism, heritage tourism consists of tangible and intangible assets in general [3,8–10,17]. Tangible includes cultural heritage sites in the form of monuments or museums; whereas tangible includes distinctive musical styles, food, and folklore performances (see Figure 1). Experience places artefacts can be explore in heritage tourism activity, activities that present stories and humans in the past [17]. Cultural and natural wealth is the most potentials for tourism development, especially in Asia [11,18]. Cultural wealth can also represent an region, that is culture describe history of the place in the past [3,19].

Revitalization is an effective step that can be used to preserve historical heritage [4,20]. Revitalization supposed to make some activities such as tourism, recreation entertainment, trade and services, research areas, historical tourism education [4]. The purpose of revitalizing is to create a long-term vision to improve physical, social, economic and environmental conditions. Cultural and historical heritage in city faces several problems between urban pressures, fragmentation and commercialization, architectural uniformity, social and lifestyle changes, incompatibility between urban development and the historical character of the city, the booming of tourists, etc. [12]. Revitalization can make a strong sense of belonging and special identity and character for its users, for local community and tourist, and then the quality of life can be increased [4].

![Figure 1. Intangible cultural heritage recognized by the nation in Macau. Source: N.Sheng, U.Tang from Macau Government.](image-url)

3. Sustainability economic of heritage tourism
The positive and negative side of tourism have been widely discussed in various research of tourism sustainability. The positive side is that historical tourism has a large contribution in the development of the economy of the community and the region [1,9,10,15]. Tourism development is a tool that can be used to improve the economy of the community [1,5,8,11–14]. A multiplier effect appears from the presence of tourist activities because the tourist industry is associate with many other industries [5].

The negative side is that there is a connection between gentrification and tourism, tourism that is the displacement of local residents due to tourism growth that occurs. Facilities and infrastructure are not only used by local communities but also tourists. Thus, there is an increase in mobility and use of public buildings [19], this can cause a threat of decreased quality of life of local communities
[8,12] (see Figure 2). However, with this situation, the local community can use it by making commercial and hospitality facilities such as souvenir shops, tourist service companies, cultural facilities, shops, bars, restaurants, inns (see Figure 3). So tourism becomes a means of economic activity for the community, and the tourists can be costumers [12,19]. Tourists spend a lot of money to fulfil their tourist needs [8].

![Figure 2. Visitor crowding in Calle Mayor in the Parte Vieja. Source: García-Hernández M, de la Calle-Vaquero M and Yubero C.](image1)

![Figure 3. Commercial and hospitality activities in the Parte Vieja. Source: García-Hernández M, de la Calle-Vaquero M and Yubero C.](image2)

From the aspect of culture and identity, the negative side is the commercialization of culture, souvenirs and experience becoming usual, losing the language of the region, and losing food and beverages typical of the region [19]. However, each region has dissimilar economic, social and environmental conditions, so different steps are needed to handle it [21]. Based on the explanation of the positive and negative sides above, to make tourism sustainable, an educational and entertaining scenario for tourist and local community is needed [22] in order to appreciate the value and significance of the site [8]. This is because of the tourism sustainability is one of the criteria for sustainable development [13].

4. Community based tourism model
Community involvement is the key to tourism development, Community Based Tourism (CBT) will not succeed without active participation and support from the community [11]. CBT is a form of responsibility in tourism [16]. There are also criteria for evaluating the success of CBT as follows [11].

- CBT must involve the large community.
  - The community is required to be able to contribute to tourism, for example managing its own business related to tourism to support tourism activities. The most important key in developing tourism is making tourists comfortable and satisfied with the services offered. But not only satisfaction, it also requires a balance between resource needs (local community) and tourist needs [6]. To sustainable city development, we need a full understanding of the culture of urban communities and their aspirations [23] to create a better life according to their needs [12].
- Distribution of profits from CBT equally.
  - The benefits that can be obtained by all people in local community includes economic and social benefits in the form of additional income, new employment opportunities, reducing poverty, and increasing welfare.
- The importance of good tourism management.
  - Good tourism management is a good process, good planning and management, good recognition tourism spots, and good marketing. Good place recognition and marketing can be done by promoting historical sites through the digital world, so that historical tourism is easily found by tourists and organizations who want to help develop tourism [3].
- CBT must have strong cooperation and support from inside and outside the community.
The success of CBT can be supported by the existence of local community business, political and economic support, and the media. The collaboration is expected to provide financial benefits and improve the quality of human resources. Value system such as respect for tradition and environment, solidarity, dedication to work, honesty, and creativity can deliver sustainability [16]. Things to consider in tourism development are humans (individual abilities and competencies), organization (optimization of resources in groups), and relations (relations with visitors) [16]. In terms of tourism development, it is necessary to collaborate with actors who can help promote historical tourism, preserve the environment, and sustain tourism by governmental and non-governmental organizations [1,3] which includes responsibilities in planning, implementation and promotion [5]. It is because of the government policies and strategies in tourism development are needed for economic growth [14,24], goals and targets must be mutually supportive [21].

- The uniqueness of the place must be considered for sustainable destinations. Tourism activities can be sustainable if there are unique characteristics of the tourist destinations offered, so tourists who visit want to visit again to enjoy the uniqueness. An example of the uniqueness of the place is the existence of historical buildings (traditional settlement [5]) and souvenirs shops that sell goods that represent related cultures [25]. The uniqueness of the place can also be done by making commemoration (museums, festivals, arts and photography) [20], to offer memory to tourists to always remember the places visited. Commemoration in tourism can represent identity for regional, national, and world heritage [20]. The information technology model can be a media for introducing past historical information [2] (see Figure 4).

- Environmental conservation must not be ignored. There are heritage tourism evaluations which state that tourism is a threat for now and in the future because it can change tangible and intangible as time goes by [1,19]. Environmental conservation is a step to make tourism destinations sustainable. Usually in a tourism, there is an environmental guard organization and provides knowledge about protecting the environment to the community and tourists. Environmental protection in tourist destination are also important things that need to be considered by the government [10].

Figure 4. Virtual and augmented reality scenarios to introduce past historical information. Source: Cirulis A, Paolis L T De and Tuteridze M.

5. Methodology
The method is qualitative. The method of data collection was done by field observations and interviews. Interviews with freely and unstructured informants, that are community figures (Rejomulyo Urban Village, Batik Kampong indigenous, economic actors includes batik craftsmen and batik showroom owners), and surrounding communities affected by the development of Batik Kampong tourism. The analytical method is descriptive qualitative. The analysis stage is to identify potential of Batik Kampong as a tourist destination, the process of developing activities and space, SWOT (Strengths, Weakness, Opportunities, and Threats) in Batik Kampong and identify the economic sustainability model of Community Based Tourism (CBT) in Batik Kampong.
6. Discussion
The discussion is divided into 5 section, that are the potential of Batik Kampong as a tourist destination, the process of transformation activities and space, the identification CBT and SWOT in Batik Kampong.

6.1. The potential of Batik Kampong as an economic tourist destination in Semarang
Batik Kampong was one of the historical centers of batik craftmen in Semarang that represent the memory of Semarang as a most producer of batik during the 1800s to 1970s. However, that situation did not persist due to the burning of Batik Kampong at the Five Day Battle in Semarang and the monetary crisis in 1998. Because of this history, in 2006 the Semarang City Government restored batik activities in Batik Kampong by providing batik training to the people of Batik Village. So, in 2011 there were batik showroom along Batik Kampong Gedong Street. At present, there are 12 batik showroom and 5 batik craftsmen. Before the batik training from the Semarang City Government, Batik Kampong was a slum settlement and as a hideout for criminals (thieves). The way to change that was to revitalize Batik Kampong by making it a tourist destination. Batik Kampong has a tangible and intangible component in historical tourism. The tangible in Batik Kampong was batik showroom and corridor of historical buildings. The intangible was batik training by the people of Batik Kampong, telling the history of Semarang City through murals in Kampoeng Djadoel, and culinary rice kebuli. The map of the potential tourist attractions location in Batik Kampong can be seen in Figure 5 and the information about the tourist attractions can be seen in Table 1.

Figure 5. The map of the potential tourist attractions location in Batik Kampong.
Table 1. Information the tourist attractions

| Location | Attractions | Information                                                                                                                                                                                                                                                                                                                                 | Photo |
|----------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1        | Batik showroom | Batik showroom was an display place for batik sales, there were 12 shops located in Kp. Gedong Batik Street. Tourists can buy Semarang batik as souvenirs. Not all showroom owners were batik craftsmen, only 5 craftsmen in Batik Kampong. Some indigenous of Batik Kampong become seasonal laborers of batik craftsmen. |       |
| 2        | Corridor of historical buildings | In this corridor there were around 20 Javanese architecture houses that become a cluster. To increase the attractiveness of tourists, corridor decorated with mural, paranet, and lanterns. |       |
| 3        | Shoe industry | Home industry of leather shoes, where tourists can see the process of making shoes and purchasing leather shoes through the gallery on display. |       |
| 4        | “nasi kebuli” restaurant | Tourists can enjoy kebuli rice culinary at Kp. Batik Tengah Street. This restaurant was integrated with the Kampong Djadoel corridor. After enjoying the mural along the Kampoeng Djadoel corridor, tourists can close the trip by eating kebuli rice. |       |
| 5        | Kampoeng Djadoel | Kampoeng Djadoel is a community self-help kampong and supported by several state-owned companies with historical Semarang City murals, batik making process murals, 3-dimensional picture murals, batik making training. The main entrance was bamboo gate with the words “Kampoeng Djadoel”, then along the corridor will be presented murals. There is a large yard that was used as a training place for batik. Provided space for learning batik such as of tents and carpets. |       |
| 6        | Park         | Passive park along Kp. Batik (main entrance towards Batik Kampong) consists of trees and plants, murals, and parking spaces. |       |

6.2. The process of transformation activities and space

Not all local community get a direct impact on improving the economy from tourism development. Sale of assets by local community was one of the negative impact caused by the development of tourism [11]. This happened in Batik Kampong, the development of activities in Semarang caused a activities transformation in Batik Kampong. The transformation of activities led to changes the space, the continued development of trade activities in the city of Semarang and the planned development of tourism for the Kota Lama and Batik Kampong led to higher service trade activities on Jalan MT. Haryono and Jalan Patimura, so there were sale of property assets by the local community of Batik Kampong into service and hospitality trade along that road.

In fact, this is not entirely negative, local community choose to sell their assets to support the tourism sector and increase their income [11], as the sale of property assets on the road that has high
service trade activities was more profitable than owning these assets with expensive tax payments. If property assets remain owned by the local community individually, they will not always be able to develop the property compatible with activity around their property, so cooperation with the private sector is needed to be owner and developer the property. With the existence of private ownership, the development of property into a trade in services, especially hospitality has led to a mutualism symbiosis between the hospitality and another local community Batik Kampong. The hotel benefited from its strategic location, that were close to Batik Kampong so that visitors or tourists can buy batik, learn to make batik, and enjoy Batik Kampong just on foot. While the local community of Batik Kampong benefit from having constant tourists who stay at the hotel.

Transformation of space also occur in Batik Kampong, from slum settlement into batik showroom. After the batik training by the Semarang City Government in 2006 to the Batik Kampong community, in 2011 batik showrooms began to emerge that offered batik sales and training. The batik showroom forms a cluster on Batik Kampong Gedong Street. The map of transformation space and activity in Batik Kampong can be seen in Figure 6 and Figure 7, while the causes of transformation in Batik Kampong activities and spaces can be seen in Table 2.

![Figure 6](image1.png)  
**Figure 6.** The map of Batik Kampong activity and space before 1990.

![Figure 7](image2.png)  
**Figure 7.** The map of current Batik Kampong activity and space.

### Table 2. Transformation of activities and space before and after 1990 in Batik Kampong

| Before 1990 Settlement | 1990 - Present Settlement | Information |
|------------------------|----------------------------|-------------|
| Settlement             | Trade services and services | In the 1800s, Batik Kampong was the settlement. After the Five Days Battle Semarang in 1942, many newcomers built houses in Batik Kampong. - In 2011 there was showroom (activities residing and selling batik took place in one place) along the streets of Batik Kampong Gedong. - Transformation of space from settlement to service trade along Jl. MT. Haryono, Jl. Patimura Dan Jl. Widoharjo due to the development of the city of Semarang. |
| Batik craftsmen cluster | Batik craftsmen cluster and showroom | Formerly Batik Kampong was a cluster of batik craftsmen, after the Five Days Battle in Semarang there was no batik activity. With the training of batik from the Semarang City Government in 2006, now in Batik Kampong there were batik craft centers and showrooms. |

6.3. **Identification SWOT in Batik Kampong**
Based on the explanation of the potential of Batik Kampong as an economic tourist destination and the process of transformation activities and space above, then Strengths, Weakness, Opportunities, and
Threats can be defined. The identification SWOT Batik Kampong can be seen in Table 3.

**Table 3. SWOT Batik Kampong**

| SWOT  | Information                                                                                                                                 |
|-------|------------------------------------------------------------------------------------------------------------------------------------------|
| **Strengths** | There has been community involvement in tourism development, that were batik sales, batik training, and kebuli rice culinary. The tangible, there were houses with Javanese architectural and Kampoeng Djadoel as an icon of Batik Kampong. In terms of management of Batik Kampong tourism development, there were associations as managers of tourist facilities and infrastructure that already have the legality of a notary document so that it was easier to apply for loans and submit proposals for ask supporting to institutions in Semarang, both government and private parties. |
| **Weakness** | Not all of the community of Batik Kampong have an active role in the community both in planning, implementation and promotion. So that there were community who do not participate in decision making, this generates the nature of indifference in the development of Batik Kampong tourism. Furthermore, in term of the sustainability value system, there were individuals who are more concerned with their own interests than common interest, there was no standard price for selling batik, so there were differences in prices for batik of the same quality. In terms of tourism development management, the implementation of cultural events in Batik Kampong is highly dependent on external funding. |
| **Opportunity** | There were innovations from the Batik Kampong Association that want to make dance traditional studios a means of developing Batik Kampung culture so that they can perform in cultural events. The development of the Kota Lama as a tourist destination in Semarang has a positive impact on Batik Kampong, which is that more tourists will come. In addition, there was collaboration between Batik Kampong and the private sector that was support capital by BRI and support developing tourism facilities by PLN. |
| **Threats** | The ease of transitioning historic buildings into modern buildings was due to the lack of preservation regulations for historic buildings from the local community and the government. In addition, batik outside Semarang is cheaper than Semarang batik so many batik traders in Batik Kampong sell batik outside Semarang in Batik Kampong. This can turn off Semarang's batik. |

6.4 Identification Community Based Tourism (CBT) in Batik Kampong

Criteria for the success of Community Based Tourism can be included in the aspect of sustainable development. Equitable distribution of economic benefits and good tourism management be included in economy aspect; community involvement and strong cooperation from within and outside be included in social aspect; environmental conservation and uniqueness of the place be included in environment aspect. The economic sustainability model of community based tourism in Batik Kampong can be seen in Figure 8.
Figure 8. The economic sustainability model of community based tourism in Batik Kampong Semarang

7. Conclusion

Batik Kampong is one of the historical centers of batik craftsmen in Semarang, which gives the memory of Semarang as the most producer of batik in the 1800s to 1970s. Transformation Batik Kampong in the development of activities and space that are influenced by the development Semarang, most of the changes that occur are changes in space from settlements to service trade. Related to dualism context of modern versus cultural heritage, we can conclude that Batik Kampong can survive the dualism of urban development, because of the modern building and activity such as commercial facility and hospital activities around Batik Kampong helps attract incoming tourists, that are make Batik Kampong still exist until now.

Based on discussion about SWOT and the economic sustainability model of community based tourism, we can conclude that Batik Kampong has fulfilled several criteria of community based tourism, but there are also several criteria that must be addressed. There is community involvement in tourism development, good tourism development management, and the legality of the Batik Kampong Association. But not all local community are active to develop tourism, there is trade competition, no standard pricing, and the existence of cultural events is highly dependent on external funding. Opportunities of Batik Kampong are the innovation of the community to create dance studios, the development of the Kota Lama as a tourist destination in Semarang, and collaboration between Batik Kampong and the private sector. Threats of Batik Kampong are the no preservation of historic building regulations and the sale of batik outside Semarang in Batik Kampong which can turn off Semarang's batik. Recommendation on Batik Kampong's economic sustainability through tourism including is the addition of commercial facilities and hospitality activities by local communities, capacity building of individuals and internal organizations, making commemoration, and making conservation regulations for historic buildings.
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