Development of Tourist Village with the Implementation of Experiential Landscape in Pari Island

W M Leonady¹, Y Mariana¹, V Himmayani¹

¹Architecture Department, Faculty of Engineering, Bina Nusantara University, Jakarta, Indonesia 11480
mariana_yosica@binus.ac.id

Abstract. Tourist Village is defined as integration between attractions, accommodation, and supporting facilities presented in a community life structure that integrates with applicable procedures and traditions. The purpose of the design of the Tourist Village is to make Pari Island play an economic generator that will help increase the rate of economic growth in Kepulauan Seribu. Moreover, the design of the Tourist Village also applies Experiential Landscape theory which aims to develop the potentials in Pari Island. The theory of Experiential Landscape covers aspects of the Center, Direction, Transition, and Area that will influence the design concept of the spatial zone of Tourist Village. The result showed that Tourist Village would be divided into several zones. Those zones are public, semi-public, private and service zones

1. Introduction

DKI Jakarta Province has various tourism potentials, ranging from historical heritage tourism to marine tourism. One of marine tourism attractions is Kepulauan Seribu which is an archipelago located in the north of DKI Jakarta Province. Kepulauan Seribu also includes the Northern part and the Southern part, both of them consist of several islands that have marine tourism potential, such as beaches, conservation and underwater beauty [1]

![Figure 1. Kepulauan Seribu Economic Growth Rate Diagram 2012 – 2016](image-url)
Based on Figure 1, the rate of economic growth in Kepulauan Seribu is unstable because there was a sharp decline from 2014 to 2015 and was experienced a slight increase in 2016 [2]. Moreover, based on the maritime potential of Kepulauan Seribu, the rate of economic growth could increase significantly, especially there is a discourse that the government wants to develop tourism from Indonesia and one of them is Kepulauan Seribu. According to Arief Yahya, as Indonesia Minister of Tourism, President Joko Widodo targets to double the growth of national tourism by 2019. It is hoped that tourism can contribute to the national GDP by 8% [3]. The Ministry of Tourism also stated that it contributed to the building of 100,000 homestays associated with the Tourism Village concept. As a quick win, 1,000 homestays were built in 10 priority destinations, including Kepulauan Seribu.

This development was carried out because it is expected that the Tourist Village in Pari Island becomes an economic generator. Moreover, it is expected to make the economic growth rate of Kepulauan Seribu and the number of tourists from Pari Island become stable and increasing. The development of tourism such as the Tourist Village turned out to improve the economy by providing employment opportunities, increasing community income, and increasing land prices in tourist areas. The decline in the level of low-income communities was from 71% to 44%, where there was a decrease of 27% within three years [4]. Therefore, the addition of new functions in Pari Island is expected to increase the number of tourists and can be a booster to increase the rate of economic growth in Kepulauan Seribu.

![Figure 2. Pari Island, Southern Kepulauan Seribu, Kepulauan Seribu](image)

Pari Island is one of the islands located in the Southern Kepulauan Seribu. Moreover, Pari Island has a designation as a tourist area, residential areas, and mangrove conservation areas. Most of the Pari Island area is legally owned by a private party namely PT. Pari Asih (formerly known as PT. Bumi Raya) and owned by the government because there is a Technical Implementation Unit for Competency Development of Oceanographic Human Resources owned by the Oceanographic Research Center (P2O) of the Indonesian Institute of Sciences (LIPI) located in the west of Pari Island. The tourism sector of Pari Island was also developed in 2012 because the seaweed cultivation sector has been abandoned due to sea water pollution in the Pari Island area. The local people have begun to develop tourism objects which until now have been the driving force of the economy. Therefore, this research wanted to develop a Tourist Village by applying Experiential Landscape on Pari Island. Tourist Village has a regional definition in the form of a rural environment which has a tourist attraction based on local wisdom and has unique and original natural resources. Then, Experiential Landscape is a conceptualization of people and outdoor that attempts to begin to overcome this suppression [5].

With the development of the Tourist Village by implementing Experiential Landscape on Pari Island, it is expected to improve the economy of Pari Island and to increase the economic growth rate of
Kepulauan Seribu; both from the manufacturing industry sector, providing accommodation and food and drink and other service sectors which include entertainment, arts and recreation as well provide an unforgettable space experience on Pari Island. The purpose of developing this Tourist Village is to design a Tourist Village that can facilitate residents of Pari Island to do business such as trading goods and services and design a Tourist Village based on the theory and aspects of Experiential Landscape on Pari Island. Moreover, with the additional facilities in the Tourist Village, namely seaweed cultivation and seaweed processing, it is hoped that it can revive seaweed as a livelihood that has become a tradition and culture of Pari Island.

2. Design Method

The design method is to review the literature found from books related to the theory and aspects of Experiential Landscape, as well as the internet or website about the criteria of a tourist village. The theory applied is also following the spatial program that has been adapted to the theories of Experiential Landscape as well as existing facilities which are standard facilities of the Tourist Village.

2.1. Data Collection

Data collection related to design development in the Tourist Village requires some data and factual conditions from the existing site which are categorized as follows:

1) The condition of the site on Pari Island which has the potential to be developed into a Tourist Village; the situation around the site, the advantages and disadvantages of the site, the habits and a brief history of Pari Island as primary data.

2) DKI Jakarta Regulations and RDTR--Compilation of Detailed Spatial Planning (BCR, Building Height, Green Coverage Area, Fence Setback, FAR) concerning Pari Island, zoning for the suitability of site functions as secondary data.

2.2. Data Collection Method

Data collection related to site and environmental conditions from Pari Island was carried out by direct observation to Pari Island. The aim is to determine the existing condition of the site and the advantages and disadvantages that exist around the site. Data collection related to theory, regulations and RDTR were obtained through the internet, such as the website of the Jakarta Statistics and Spatial Planning Agency.

2.3. Data Analysis Method

Data and information obtained from various sources are continued into the data analysis stage. At this stage, the data were analyzed and processed so that valid and concrete data can be obtained that can be used in the design process. In managing the data, an analysis is also done based on the book reference to the application of Experiential Landscape to get an overview of the Experiential Landscape theory on Pari Island.
3. Result and Discussion

3.1. Site Analysis

Pari Island is one of the islands located in the Southern Kepulauan Seribu. Moreover, Pari Island is designated as a tourist area, research area, and mangrove conservation area. Most of Pari Island area is legally owned by a private party namely PT. Pari Asih (formerly known as PT. Bumi Raya) and by the government because there is a Technical Implementation Unit for Competency Development of Oceanographic Human Resources owned by the Oceanographic Research Center (P2O) of the Indonesian Institute of Sciences (LIPI) which is located in the west of Pari Island. Pari Island is divided into three zones including in the western part (green) is a green open zone of cultivation, the middle part (yellow) is a housing zone, and the eastern part (purple) is a trade and service zone in the island region. The intensity of spatial use data as below:

Purple Zone - BCR: 15%; FAR: 0,225; Building Height: 3; Fence Setback: 15

Yellow Zone - BCR: 20%; FAR: 0,4; Building Height: 3; Fence Setback: 10

Green Zone - BCR: 10%; FAR: 0,15; Building Height: 3; Fence Setback: 15

Figure 3. Pari Island Zoning, Southern Kepulauan Seribu, Kepulauan Seribu

Source: RDTR Kota Jakarta, 2016

Figure 4. Potential Location of the Tourist Village Project
On Pari Island there are four potential locations that can be developed as Tourist Village development locations. However, from these four locations, only two locations met the standard as a location to develop the Tourist Village. Those are location 2 and 4. Location 2 is located next to the iconic tourist attraction of Pari Island, namely the Pasir Perawan Beach and location 4 is a Technical Implementation Unit for Competency Development of Oceanographic Human Resources owned by the Oceanographic Research Center (P2O) of the Indonesian Institute of Sciences (LIPI). However, the spatial zoning of location 4 is green cultivation zoning, so it is concluded that the Tourist Village development project location is location 2, and the zone category of location 2 is trade and service zone.

3.2. **SWOT Analysis on Project Sites**

![Figure 5. SWOT Analysis on Project Sites](image)

**Table 1. SWOT Analysis Point A**

| Internal Factor | Strength | Weakness |
|-----------------|----------|----------|
| Opportunity     | 1. There is mangrove forests that grow in Pasir Perawan Beach. 2. Have attractive view that can attract tourist. | 1. There is no access to this area yet. 2. There are many trees. 3. The location of point A is a slightly further from the main access. |

| External Factor | Strategy (S-O) | Strategy (W-O) |
|-----------------|----------------|----------------|
| Opportunity     | 1. Develop the area of point A with the existence of cottages above the water with the aim of becoming an iconic lodging that can attract tourists. 2. Providing recreational facilities such as a lounge / beach bar to enjoy the sunset. | 1. Build direct access to point A area. 2. Processing the landscape at point A. 3. Create interesting landscape access to point A. |
| Threat          | Strategy (S-T) | Strategy (W-T) |
1. Visitors can disturb the comfort of tourists who stay at the cottage (if applied).
2. Can create pollution toward the green environment

1. The design is applied as much as possible separating the private area of tourists who stay with visitors.
1. The availability of guard posts that can secure point A area

---

### Table 2. SWOT Analysis Point B

| Internal Factor | Strength | Weakness |
|-----------------|----------|----------|
|                 | 1. It is a camping area on the Pasir Perawan Beach. <br>2. Next to the location of the Tourist Village. | 1. There is no arrangement in this area. |

| External Factor | Opportunity | Strategy (S-O) | Strategy (W-O) |
|-----------------|-------------|----------------|----------------|
|                 | 1. Can be a place that involves the interaction of visitors of the Tourist Village with visitors who are camping in this area. <br>2. Can be arranged regarding its function. | 1. Develop this area as a camping ground as a supporting facility for the Tourist Village. <br>2. Locating some facilities that can make this area come alive. | 1. Rearrange and provide access from the Tourist Village to point B area. |

| Threat | Strategy (S-T) | Strategy (W-T) |
|--------|----------------|----------------|
| 1. Tourists can make free access at this point. | 1. The design applied is different so that it can be distinguished by tourists. | 1. A guard post is available close to the access area so security is still maintained. |

---

### Table 3. SWOT Analysis Point C

| Internal Factor | Strength | Weakness |
|-----------------|----------|----------|
|                 | 1. It is an iconic tourist attraction on Pari Island. <br>2. Has a beautiful view and beach. | 1. Management in this area is not optimal. <br>2. Access to point C area is still less attractive. |

| External Factor | Opportunity | Strategy (S-O) | Strategy (W-O) |
|-----------------|-------------|----------------|----------------|
|                 | 1. Can be an attraction that supports the existence of a Tourist Village <br>2. Being one of the supporting activities in the Tourist Village area. | 1. Develop a Tourist Village that can also support these attractions, and vice versa. | 1. Carried out management that can make the area of tourist attractions participate develop. <br>2. Organizing access to locations becomes more attractive. |

| Threat | Strategy (S-T) | Strategy (W-T) |
|--------|----------------|----------------|
|        |                |                |
1. Tourists are not interested in going to the Tourist Village or are not interested in going to point C.

1. The need for attractions that can attract visitors such as water sports or natural scenery attractions in the Tourist Village.

1. Inviting the local community to participate in developing and promoting the main tourism objects and help supervise tourism with the aim of security and comfort.

Table 4. SWOT Analysis Point D

| Internal Factor | Strength | Weakness |
|-----------------|----------|----------|
|                 | 1. It is the main and only access to the iconic tourist attraction of Pari Island. | 1. Less attractive. |

| Opportunity | Strategy (S-O) | Strategy (W-O) |
|-------------|----------------|----------------|
| 1. Can be the entrance area of the Tourist Village.  
2. Can be a landmark so that tourists can visit the Tourism Village before going to the Pasir Perawan Beach. | 1. Develop the main areas of the Tourist Village such as entrance, landmarks, and visitor center that can attract tourists. | 1. Design this access area to be more attractive and integrated with the Tourist Village and tourist attraction. |

| Threat | Strategy (S-T) | Strategy (W-T) |
|--------|----------------|----------------|
| 1. Tourists are not interested to stop by to the Tourist Village. | 1. Design the main area to be more welcoming and very attractive so that tourists want to visit the Tourist Village. | 1. With an attractive design, visitors will stop by first to the Tourist Village, and after that they will visit the Pasir Perawan Beach. |

Table 5. SWOT Analysis Point E

| Internal Factor | Strength | Weakness |
|-----------------|----------|----------|
|                 | 1. Is an environmental pathway.  
2. Have access to the Tourist Village location. | 1. Dimension of smaller paths.  
2. Access through local residents’ houses. |

| Opportunity | Strategy (S-O) | Strategy (W-O) |
|-------------|----------------|----------------|
| 1. Can be used as access to the service zone.  
2. Can be used as access for workers and administrators of the Tourist Village. | 1. Make this area a location close to the service zone and access for workers and administrators of the Tourist Village. | 1. This area is intended only for service access, an access for Tourist Village’s workers and administrator. |

| Threat | Strategy (S-T) | Strategy (W-T) |
|--------|----------------|----------------|
1. Disruption of security and comfort of local residents.

1. A security post is provided to secure and monitor this location so both parties are secured.

1. Workers and administrators are Pari Island’s local residents so that the security of local residents is also more trusted because they know each other.

| Internal Factor | Strength | Weakness |
|-----------------|----------|----------|
|                 | 1. Still a green area.  
|                 | 2. Have an attractive view.  
|                 | 3. Located next to the Tourist Village.  |

| External Factor | Opportunity | Strategy (S-O) | Strategy (W-O) |
|-----------------|-------------|----------------|----------------|
|                 | 1. Can be a natural view in the Tourist Village because the location is next to each other.  
|                 | 2. Can be a future development for supporting facilities for the Tourist Village.  |
|                 | 1. As a view for private area.  
|                 | 2. Can be developed as a future development for supporting facilities.  |

| Threat | Strategy (S-T) | Strategy (W-T) |
|--------|----------------|----------------|
| 1. There are still wild animals, such as snakes and lizards, that roam freely at the site survey.  |
| 1. Build a barrier or buffer as a site separator.  |
| 1. Buffer between site and point F is not permanent so if there is a future development it can be directly connected to the Tourist Village site.  |

Table 6. SWOT Analysis Point F

From SWOT analysis result, it can be concluded that the location for this Tourist Village project has a lot of potential that spread around the project site. This SWOT analysis were useful in the zoning of the Tourist Village site. Some points have an advantage in the view which is a natural attraction of the project location and Pari Island so that there will be more development that focuses on existing views. On the other hand, the project site is also adjacent to the iconic tourist attraction so that the development of the Tourist Village in collaboration with this iconic tourist attraction is expected to increase the level of tourists visiting and settling on Pari Island.

3.3. Analysis of the Implementation of Experiential Landscape at Project Sites Center

The center is the location that is subjectively essential to give a sense of closeness. The center consists of a small center, has a transition feature, and is on a route that encourages people to pass through.
The point location of center and plaza area is on the main access route to Pasir Perawan Beach. According to the SWOT analysis, this area has potential to be an entrance of Tourism Village. Moreover, by placing the center in this section, it can mark the existence of the Tourism Village and can attract visitors.

The location of supporting facilities as communal areas in the Tourism Village is near to the Center area and also according to the potential that has been analyzed from the SWOT analysis.
3.4. **Direction**

Direction is defined as continuity which produces a sense of existence and possibility of the future (orientation).

From Figure 12, there is an axis between the center of social imageability, social interaction and restorative benefit. The streets in the Tourist Village will also be made more organic with the aim of giving visitors time to experience the landscape of the Tourist Village.
Based Figure 13, the location of artificial garden area as an artificial view for areas that do not have a view and also functioned as a resort area.

3.5. Transition

Transition is defined as a point or subjective area. The change that produces feelings of shift in mood, atmosphere or function.

![Figure 14. Transition](image)

Figure 14 shows the transition to separate different zones, from the center area, social interaction area to restorative benefit area will be separated by transition spaces which can be in the form of tree landscapes and small parks.

3.6. Area

![Figure 15. Area](image)

At the project location, the area is divided according to its potential and nature. In the section adjacent to the main route and tourist objects are public areas (tourism activities and public spaces) that tourists can access. Besides the public zone, there is a semi-public zone. This zone separates public areas from the private and service areas so that there is a transition from the public area. The service zone is located near the environmental route for workers and administrators' access as described in the SWOT analysis. The private zone is located between the service zone and semi-public. The purpose is to be slightly far from public space and get a full view of the beach and the surrounding natural environment according to the implementation of Experiential Landscape.
Thematic Continuity on Pari Island is very unique. The design is using a gable roof and only has 1 floor. Besides, there are also typical features that can be found on Pari Island as shown in Figure 16. Patterns in Figure 16 can be applied to the floating cottage facades which can lift the characteristics of Pari Island itself.

Figure 17. A facade with a characteristic pattern from Pari Island which becomes a Thematic Continuity

4. Conclusion

This Tourist Village will be divided into several zones. Those zones are public, semi-public, private and service zones. The public zone will consist of a plaza, retail, visitor center, lounge/bar, food court, camping area, and mini gallery. The public zone can be accessed by tourists. The semi-public zone will consist of a management office, and a security office where there will also be corridors that are the transitions of each zone. The private zone consists of a homestay that will become a residence facility in the Tourist Village. This facility is only accessible to tourists who stay at the homestay or floating cottage. This cottage are also more exclusive and additional facilities provided for couples or families who want to enjoy the panoramic view of Pari Island. The service zone consists of workers' rooms, equipment warehouses, and worker's prayer rooms. The service zone will be located in hidden area and has special access without passing through the main route of the Tourist Village. There are also additional facilities that can boost the identity of Pari Island, such as seaweed cultivation and seaweed souvenirs that can be purchased by tourists.

The development of the Tourist Village by implementing Experiential Landscape is aimed to develop the Pari Island’s potential and following the project location selection. It is expected that the iconic tourist attraction will get supporting facilities, namely the Tourist Village. This Tourist Village is expected to increase economic growth and the number of tourists coming to Pari Island. For future development, an analysis of tourism potential on Pari Island should be further developed because some
tourism objects on Pari Island have no development regarding tourism innovation and supportive architecture. So, it is hoped that future development efforts will improve the local community's economy and support tourism potentials on Pari Island.

References

[1] Christon, Purba N P and Djunaedi O S 2012 Pengaruh Tinggi Pasang Surut Terhadap Pertumbuhan Dan Biomassa Daun Lamun Enhalus acoroides Di Pulau Pari Kepulauan Seribu Jakarta Jurnal Perikanan dan Kelautan 3
[2] Badan Pusat Statistik Kab. Adm. Kepulauan Seribu 2017 Laju Pertumbuhan Ekonomi Kepulauan Seribu 2012 – 2016.
[3] Aribowo H, Wirapraja A and Putra Y D 2018 Implementasi Kolaborasi Model Pentahelix Dalam Rangka Mengembangkan Potensi Pariwisata di Jawa Timur Serta Meningkatkan Perekonomian Domestik Jurnal MEBIS 1
[4] Hijriati E and Mardiana R 2014 Pengaruh Ekowisata Berbasis Masyarakat Terhadap Perubahan Kondisi Ekologi, Sosial Dan Ekonomi di Kampung Batusuhunan, Sukabumi Jurnal Sosiologi Pedesaan
[5] Thwaites K and Simkins I 2006 Experiential Landscape: An Approach to People, Place and Space (Abingdon, UK: Routledge)