The sustainability concept of Malay Kampong as tourism destination and urban heritage in Semarang: dualism of modern transformation versus heritage

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Abstract. The dualism of heritage kampong and urban physical development led to the existence. One of the effort is maintaining kampong existence into a cultural tourism. Such as Malay Kampong, as a historical tourist destination in Semarang. However, the community has not been able to develop tourism potential. They have a high dependence on the government. Besides, people who are not yet powerless will be fundamental determinants of the program's sustainability. This research aims to formulate a sustainability model of the heritage kampong preservation as a tourist destination of Malay Kampong Semarang. The research method is qualitative descriptive. The first stage is the identification of historical tourism potential. The second stage is formulating the development trend in the context of dualism. The third stage is formulating the concept of the sustainability of historical tourism villages based on dualism. The fourth stage is formulating a sustainability model of heritage kampong based on environmental, economic, and social aspects. Based on the environmental aspect, the ethnic cultural as a new potential of tourist destination and cooperation with investors. Based on the economic aspect, the development of local products and training. Based on the social aspect, the development of cultural tourism community.

1. Introduction
The development of a heritage kampong does greatly influenced by its historical development, which became the forerunner of urban development. However, the dualism of the heritage kampong existence and the physical development of urban activities led to the erosion of the city center's kampongs. The disappearance of historic buildings in the old town village and changing into modern and commercial functions and activities with high economic value. One of the efforts to maintain the existence of heritage kampong is through cultural tourism. Through tourism, it was hoped that it could educate both village residents and tourists about the city's historical development through its existence. The government's efforts in the conservation of heritage kampong through the establishment of cultural heritage areas with the Semarang city regulation no. 11 of 2011. One of the kampongs that play a crucial role in the development of Semarang's city is Malay Kampong. In the 17th-early 19th century, Malay Kampong played a role in trade and service activities in Semarang. The existence of Kali Semarang as the main water transportation route a were diverted from Mangkang influenced Malay Kampong from year to year. The function of Malay Kampong as a center for service trade activities has made many migrants from abroad to carry out trading activities in this region. These traders finally settled down and created cultural acculturation, which can be shown through the formation of ethnic in Malay Kampong.
Since the 21st century, the Semarang River has no longer functioned as the main transportation route in Semarang city due to a decline in environmental quality and a shift in society to land transformation. The longer the Malay Kampong experiences changes in the function of activities, which also affect space changes. In the 21st century until now, Malay Kampong has experienced a decline in function and vitality so that its primary function is only a settlement. The following are changes in the activities and space of the kampong (4). Therefore, it is necessary to formulate the sustainability of Malay Kampong as a tourist destination in the city of Semarang in the context of the dualism of modern transformation versus cultural heritage (5).

2. The Sustainability of Urban Heritage Kampong

Historical tourism has a significant contribution to the development of the community and regional economy (6–8). Tourism development is a tool that can be used to improve the community's economy (9–11). A multiplier effect appears from tourism activities because the tourism industry is connected to many other industries (12). Cultural wealth can be converted into economic and political benefits by processing this cultural wealth into tourism, coupled with the country's right image, bringing in investors to invest. The development of heritage kampong as a tourist destination must be managed sustainably. Sustainable Tourism is one of the criteria for the Sustainable Development Concept (13). Sustainable Tourism has become a sub-branch of a single concept of Sustainable Development put on the world agenda. Sustainable Tourism stimulates local economic development, protects local resources, and fosters local community pride (14). The concept of sustainable tourism, especially in heritage areas, has been theoretically developed and accepted as a concept that balances various aspects of heritage conservation, social aspects, and economic development (15).

3. The Dualism Context of Modern Versus Cultural Heritage

Dualism is defined as a large sector with modern capabilities side by side and growing together with a small sector with traditional capabilities. Economic development causes dualism (18). Dualism will reflect multidimensional inequalities and cause collisions of branching socio-economic problems. Policymakers have to reduce and further eliminate the implicit dualism tendency. The dynamics of the development of the urban village in its influence on the development of the city center's commercialization then gave a change (19). The development is due to the activities and roles carried out by the citizens and their actors (20). The meaning of the urban village community for various events in the village from the community's perspective is to document and preserve the historical values of the local community, customs, and traditions so that the community in the urban village can recognize and revitalize their cultural identity. Around the 1900-1940s, there were developments in specific sectors in urban areas such as mining, plantation, trade, and industry. At that time, the development of the city was inhabited by educated people "priyayi," businessmen, traders. They are the ones who fostered a new identity as 'Indonesians' in the 20th century. The city is an attraction because the city is the center of education, commercialization, modernization, the city is growing, and the population is increasingly plural (21).

4. Research Methodology

The method used in this research is qualitative with qualitative descriptive techniques. The first stage is the identification of the historical tourism potential of Malay Kampong. Next, formulating the development trend of Malay Kampong in the context of dualism. The third stage, formulating the concept of the sustainability of historical tourism villages based on dualism. The fourth stage is to
formulate a model for the sustainability of the historic tourism village preservation from an environmental, economic, and social perspective. The data collection technique was carried out by field observations and interviews with relevant stakeholders, namely the Malay Kampong’s community and the government. The sampling technique used purposive sampling aimed at the people of Malay Kampong, Cultural Heritage Experts, and related agencies.

Figure 1. Research Location in Malay Kampong

5. Cultural Tourism Attraction of Malay Kampong as Tourist Destination
There are several potential tourist attractions in Kampung Melayu as a heritage tourist destination in the city of Semarang, which can be seen as follows:
| Tourism Activity | Documentation |
|------------------|---------------|
| Iftar with the LAYUR Mosque; This joint activity was routinely held in the month of Ramadan, which is unique, namely the distribution of Arabic coffee. Arabic coffee was formulated using a recipe from generation to generation since the arrival of the Arab ethnicity to the Malay Kampong | ![Iftar with the LAYUR Mosque](image1.jpg) |
| Haul Kyai Soleh Darat; held every Eid al-Fitr, which is in the form of recitation held at the ground mosque. | ![Haul Kyai Soleh Darat](image2.jpg) |
| Lion Dance at the Dewa Bumi Pagoda and old architecture | ![Lion Dance at the Dewa Bumi Pagoda](image3.jpg) |
| LAYUR Corridor; has a typical colonial building facade | ![LAYUR Corridor](image4.jpg) |
6. The Development of Malay Kampong in Dualism Context
From the 17th until the early 19th century, Malay Kampong played a role in trading service activities in Semarang City. The existence of Semarang River as the main water transportation route after transportation activities were diverted from Mangkang region influenced the development of Malay Kampong from year to year. There are several service trade center points, including:

a) **LAYUR Corridor**: There are ethnic Chinese settlements with a dual function, namely housing and shops. Trading activity on LAYUR street is overgrowing, supported by the existence of the Semarang River.

b) **NGILIR Market**: formed due to the concentration of fishing settlements and was the first market in the city of Semarang (16th century).

c) **KRAMPYANG Market**: is one of the markets located in one of the open spaces in Malay Kampong. In the 17-19 century, the activity of trade in services and loading and unloading of goods by sea was very high frequency, so that many traders settled and lived in Malay Kampong. Since the end of the 20th century, mostly since Kali Semarang has not functioned as the main transportation route, resulting in a very significant decrease in Malay Kampong activity. The Layur Corridor, which was initially a service trade center in Semarang, was only a circulation route. Changes that occur include:

a) **LAYUR Corridor**: Some of the shophouses are now only used as ordinary residences, and service trade activities are limited to meeting local scale needs.

b) **KRAMPYANG Market**: now, the KRAMPYANG market is just an empty lot and becomes a railroad.

c) **NGILIR Market**: now it is just an ordinary settlement.

Based on these developments, several ethnic groups were living in Malay Kampong at that time. There are thirteen kampongs with toponym names according to the ethnicities living in the area. However, currently, there have been changes in both ethnicity and culture in Malay Kampong as follows:
Figure 3. In 17-19 Century of Malay Kampong

Figure 4. In 20 Century of Malay Kampong
7. The concept of The Sustainability of Kampung Melayu as Tourist Destination

7.1. Environment Aspect
Based on the field findings, including observation and in-depth interviews, identification of Strength, Weakness, Opportunity, and Threat is then carried out and elaborated to overview the sustainability of the Malay Kampong as a heritage tourism destination in the city of Semarang was obtained. From the physical environmental aspect, the Malay village has the potential to form several historical buildings. Several historic buildings are still maintained and managed by communities and foundations. The existence of historical buildings has the potential to be developed as tourist attractions in this area. Then, apart from historical buildings, the Malay Kampong still maintains its physical form, its historical value. Malay Kampong consists of ethnic settlements that still survive amidst the rapid development of the city. The ethnic diversity in Malay Kampong and the existing culture is a significant potential tourist attraction. The problem with Malay Kampong is that there is no tourism development from the government for this area. Historical buildings' maintenance was carried out by local foundations, which often experience limited funds. Some local people do not maintain the old building shape due to the very high maintenance costs so that over time the historical value starts to fade slowly. On the other hand, Malay Kampong has opportunities in the tourism sector, namely the presence of tourists who regularly come for religious needs, especially to the Layur Mosque and the government's plans to develop the tourism sector in Malay Kampong. Threats to the physical environment of this area are environmental problems related to the Rob disaster and Lab subsidence or subsidence.

7.2. Social Aspect
Based on the field findings, including observation and in-depth interviews, identification of Strength, Weakness, Opportunity, and Threat elaborated to obtain a picture of the Malay Kampong's sustainability as a heritage tourist destination in the city of Semarang. In terms of social sustainability, this region has a strength that makes it an opportunity for social sustainability, namely that several cultural activities are still maintained and preserved. Cultural activities make local communities of various ethnicities have high social capital to live in harmony with high tolerance. The problem for social sustainability in this village is that some cultures have begun to erode the times; some of the young people lack initiative in preserving the culture of Malay Kampong. An opportunity for the social sustainability of Malay Kampong is the government's plan to develop Malay Kampong as tourism. The tourism sector has the opportunity to create social sustainability in Malay Kampong. The threat to social sustainability in this village is the urbanization process that has eroded the Malay Kampong's original culture.

7.3. Economic Aspect
Based on the field findings, including observation and in-depth interviews, identification of Strength, Weakness, Opportunity, and Threat is then carried out and elaborated to overview the sustainability of the Malay Kampong as a heritage tourism destination in the city of Semarang was obtained. From an economic point of view, there is a strength that has the potential for Malay Kampong as a heritage tourist destination, namely that there are still some local products that are still has been preserved. Local products are a form of culture owned by this region, including tomato rice, Kebuli rice, and the typical Banjar ethnic gem. The problem with this area's economic sustainability is that there are no tourism activities that provide economic benefits for local communities. Most of the local communities do not have a definite livelihood system and livelihoods. Then local economic products are still marketed on a local scale and have not competed with the market. However, Malay Kampong has an opportunity for its economic sustainability, namely the government's plan to develop Malay village tourism. On the other hand, there is also a threat to the economic sustainability of Malay Kampong, namely the urban process that has eroded the indigenous culture of the Malay Kampong, and the economy of Malay Kampong is challenging to compete both in job opportunities and local economic development.
8. The Sustainability Model of Malay Kampong as Tourist Destination

Based on the identification of the potential of Malay Kampong as a cultural destination, the development process of Malay Kampong, and the formulation of the concept of sustainability, strategic modeling is formulated from an economic, environmental, and social perspective, and several strategies are needed based on economic, social and environmental (physical) dimensions to realize Malay Kampong as a village. A heritage city as a sustainable tourist destination. The following is a model of the sustainability of Malay Kampong as a historical tourist destination.

![Figure 5. The Sustainability Model of Malay Kampong as Tourist Destination](image-url)
9. Conclusion
The dualism of the heritage kampong existence and the physical development of urban activities in the city center's development. One of the efforts to develop an urban heritage kampong is maintaining a cultural tourism destination. In determining the sustainability model of the Malay Kampong as a tourist destination in Semarang City, as follows:

a) Environment Aspect, necessary to develop ethnic villages as a potential new tourist destination related to its function as a heritage kampong, and there is a need for the revitalization of Malay Kampong in collaboration with investors.

b) Economic Aspect, necessary to develop UMKM for local products and tourism training for the community through the CBT concept.

c) Social Aspect, there needs to be a development of a Malay Kampong as cultural tourism community, involving the community and the young generation to develop Malay Kampong tourism.

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