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ANALYSIS ON URBAN TOURISM AT LINGGAWASTU AREA, BANDUNG CITY

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ABSTRACT: Linggawastu has a variety of arts or culture that have the potential to be developed by utilizing the concept of creative tourism, so that tourists who visit the village can participate in a number of local cultural events, arts or activities of the local society. The research is conducted at Linggawastu Area, Sub-District of Tamansari, Bandung Wetan, Bandung City.

The analysis on tourism potential in Linggawastu is conducted by using the observation of researchers to that village, as well as interviews to the local society, local leaders and head of RW and RT. The analysis technique used is descriptive qualitative and descriptive inductive that aims to make the description systematically, factual and accurate on facts, natures, and the relation between the investigated phenomenon, that is based on the keyword of a concept, namely tourism product that consists of tourism attraction, tourism supporting facilities and accessibility. Furthermore, by using the analysis technique of SWOT (Strength, Weakness, Opportunity and Threat) a method to explore the condition aspects that exist in an area and it is planned to outline various potentials and challenges which will be faced in the planning. The objective of this SWOT analysis is to determine the development strategies of a tourism product based on the existing potential and problems. Those factors are then scored in a table that is named as Internal Strategies Factor Analysis Summary (IFAS) and External Strategies Factor Analysis Summary (EFAS).

Keywords –Bandung City, Creative Tourism, Economic Value, Local Society, Urban Tourism

I. INTRODUCTION

The attraction of the latest tourism in Bandung City will present a creative village, which is included as one of the programs of *Bandung Juara* that is always promoted by the current Mayor of Bandung City, Ridwan Kamil. Bandung City will redevelop its creative villages, one of them is Linggawastu, where one of its creativity is centered in the local society of Linggawastu themselves by utilizing wastes that are still useful and then process them into creative goods that have a selling value. Moreover, the strong traditional arts and culture among the local society can be its own attraction to be developed and become the alternative tourism destination in Bandung City.

Linggawastu that has a variety of arts or culture has the potential to be developed by utilizing the concept of creative tourism, so that tourists who visit the village can participate in a number of local cultural events, arts or activities of the local society. This can be the own attraction itself for tourists to visit Bandung City.

Based on the existing tourism potential in Linggawastu, this would be used as the foundation to study the tourism potential in the Creative Village of Bandung City to make it as the alternative tourism destination. It is expected that by analyzing the existing tourism potentials in Linggawastu area, the village itself can be redeveloped in the near future and can be selected as the destination for tourism in Bandung City.

Based on the earlier explanation on the background of the research, the followings are the objective of the research:

1. Recognize the tourism potentials in Linggawastu at Bandung City.
2. Recognize the tourism development that corresponds the tourism condition of Linggawastu.

II. LITERATURE STUDY

According to Middleton, Fyall and Morgan (2009:12), there are five main components in a product as a whole:

1. Destination attractions and environment.
2. Destination facilities and services.
3. Accessibility of the destination.
4. Images of the destination.
5. Price to the consumer.

From those five components, we will select three components to be studied, which are:

1. Destination attractions and environment.

According to Middleton, Fyall and Morgan, attraction is a component in a destination that highly determines the motivation of a consumer in making a selection and highly influences the potential buyer.

Meanwhile, according to Inskeep (1991:38), attraction is:

Tourist attraction and facilities - All those natural, cultural, and special features and related activities of an area that attract tourists to visit it.

From the above definition, it can be seen that attraction is everything including the nature, culture and particular features, and activities related to an area that attracts tourists to visit it. According to Inskeep (1991:77), attraction is divided into three big categories, namely: Natural attractions that are based on features of the natural environment - climate, scenery, flora and fauna; special environment features (mountain, geological structure, cave); park and conservation area.

- a. Cultural attractions that are based on man's activities - archeological sites, historical sites, cultural sites, distinctive cultures, arts and handicrafts, interesting economic activities, cultural activities, and cultural festival.
- b. Special types of attractions that are artificially created - shopping, special events, entertainment, recreation and sport.

Inskeep (1991:75) adds that attraction of a country or an area is the foundation to develop its tourism, as the attraction forms a crucial element from a tourism product. Without a big attraction, the pleasure-oriented tourism will be impossible to be developed

From the above components of attraction, we will select three components to be researched, which are:

- a. Natural attractions
- b. Cultural attractions
- c. Build attractions

2. Destination facilities and services (Facilities)

According to Middleton, Fyall and Morgan (2009:124), facilities and services are the component that lies in a destination or that is related to a destination, which enables visitors to stay, enjoy and participate in the cultural activities. Those components are:

- a. Accommodation units: hotels, holiday villages, apartments, villas, campsites, caravan parks, hostels, condominiums, farms, guest houses.
- b. Restaurants, bars and cafe's: ranging from fast-food through to luxury restaurants.
- c. Transport at the destination: taxis, coaches, car rental, cycle hire (and ski lifts in snow destinations).
- d. Sports/interest/adventure/activity: ski schools, sailing schools, golf clubs, trekking facilities, spectator stadiums; centres for pursuit of arts and crafts and nature studies.
- e. Other facilities: language schools, health clubs.
- f. Retail outlets: shops, travel agents, souvenirs, camping supplies.
- g. Other services: information services, equipment rental, tourism police.

3. Accessibility of the destination.

According to Middleton, Fyall and Morgan (2009:124), accessibility is an aspect of personal and public transportation of a product that determines the cost, speed and comfort that can be used by the tourists to leave their residence and get to the selected destination. According to Middleton, Fyall and Morgan (2009:124), there are four aspects in accessibility, which are:

- a. Infrastructure: of roads, car parking, airports, railways, seaports, inland waterways and marinas.
- b. Equipment: size, speed and range of public transport vehicles.
- c. Operational factors: routes operated, frequency of services, prices charged and road tolls levied.

d. Government regulations: the range of regulatory controls over transport operations is influencing the routes and prices charged.

III. METHODS

The research is conducted at Linggawastu Area, Sub-District of Tamansari, Bandung Wetan, Bandung City. The type of selected research is the descriptive qualitative that aims to make the description systematically, factual and accurate on facts, natures, and the relation between the investigated phenomenon (Kusmayadi, 2000). The technique of data collection is based on two types, primary and secondary data. The primary data collection is performed by interview and observation. Meanwhile, the secondary data is collected from the literature study through books that are used as the reference, as well as data that are collected from several documents in relation to the development plan of tourism in Bandung City.

Whilst to support the output in the form of survey, we conduct interviews to local figures that are considered as stakeholders in Linggawastu. In addition to that, there are also society figures who teach arts and local communities that consist of art community and the community that concerns on the environmental of Cikapundung River. Besides those society figures, the researchers also collect data from Bandung Creative City Forum (BCCF) that has a working program in providing trainings on creative classes to the local society of Linggawastu. The analysis technique used is descriptive qualitative and descriptive inductive, that is based on the keyword of a concept, namely tourism product that consists of tourism attraction, tourism supporting facilities and accessibility. Furthermore, by using the analysis technique of SWOT (Strength, Weakness, Opportunity and Threat) which is a method to explore the condition aspects that exist in an area and it is planned to outline various potentials and challenges which will be faced in the planning. The objective of this SWOT analysis is to determine the development strategies of a tourism product based on the existing potential and problems. Those factors are then scored in a table that is named as Internal Strategies Factor Analysis Summary (IFAS) and External Strategies Factor Analysis Summary (EFAS).

IV. RESULT AND DISCUSSION

The area of Linggawastu area consists of 1 Neighborhood Council (RW) where it consists of 7 Neighborhood Associations (RT). This village is bordered with Tamansari Village in the north side, Wastukencana Street in the south side, Cihampelas Street in the west side and Linggawastu Street in the east side.

A. Analysis on Urban Tourism Potential at Linggawastu

1. Analysis on Tourism Attractions

The Natural Tourism Attraction in Linggawastu is Cikapundung River. This river divides Bandung City and it flows through 9 districts that covers 13 sub-districts. Cikapundung River is a river that streams and divides Bandung City. Cikapundung River also has its potentials to be the tourism location. Among others are the traditional culture of *kukayaan*, *ban-banan* and rafting. One of annual events held in Cikapundung River is Cikapundung Festival. This event is held from 2010 to 2013. However currently, the latest condition of Cikapundung river is highly alarming. It can be seen from the turbid color of the river. It shows that there is a pollution. Moreover, the latest weather condition of Bandung city that was hit by a long drought makes the water flows to the river is very minimum.

In the cultural tourism attraction, the cultural art show that normally performs here is *Jaipong Dance*, *Lengseran Traditional Ceremony* and *Heleran*. The society in Linggawastu still preserves the existing arts by holding art practices when an event like a wedding ceremony or the celebration of Indonesia Independence Day on August 17 is approaching. The society of Linggawastu also has a percussion group called *KabutSalju* that is an acronym of *Kajeun Butut AsalMaju* (Keep Moving Forward Although It's Worn). This percussion group uses secondhand goods as their musical instruments. The member of this percussion group is teenagers aged 10 to 18 years old.

In table 1, the actual condition of the culture in Linggawastu based on the criteria according to the Ecological Tourism in Europe (ETE) can be seen.

TABLE 1 THE ACTUAL CONDITION OF THE CULTURE OF LINGGAWASTU BASED ON THE CRITERIA

CRITERIA	REMARKS
The awareness level towards local values	The society of Linggawastu still has their awareness towards local values. These can be seen from the society and young generation that still perform the ancestral teachings and preserve the traditional Sundanese arts so it remains sustainable. Moreover, activities or events held in Linggawastu are self-organized and carried out together, starting from the fundraising to the execution day. The importance to preserve these local values is so that tourism would not destroy the socio-cultural characteristic of an area or causing a serious cultural transformation.
The local society is proud with their community and culture.	This can be seen from the society of Linggawastu who is proud with their Sundanese arts, where many young adults participate in the dance community and percussion group that always perform traditional songs and the Sundanese language becomes their daily language.
The change of lifestyle is common in the local society	The change of lifestyle can be seen in Linggawastu and it is because that the society of this village is effected by the technology and modern culture that exist these days. Therefore, the society of Linggawastu does not prohibit the presence of modern equipment such as electricity, television and cellular phone. The society of Linggawastu still performs their arts and cultural performances, as well as continues to hold their traditional ceremonies and dances.
Promotion/degrading of cultural activities or traditional art events	The society of Linggawastu is still preserving culturalevents or traditional art events. This can be seen from various national events such as Indonesian Independence Day on August 17 and Cikapundung Festival which is always inserted by art performances.

On the build tourism attraction, one of the existing attractive potentials in Linggawastu is the Sabilulungan Waste Bank. This waste bank is located at RT 01 of Linggawastu. Sabilulungan waste bank is managed by the local society. One of advantages is it can produce creative goods. Wastes that can still be used such as fabrics and newspapers are turned into goods that have selling value. Every Saturday, the society collects wastes and weighs it at the Waste Bank. After wastes are collected every day, the society, particularly women, gather in the afternoon and participate in making the handicrafts.

2. Facilities

There are several hotels and guest houses near Linggawastu that can be used as the accommodation facilities for tourists. Among others are Hotel California (3-stars hotel) and Sakura Guest House. Furthermore, if there is a tourist visiting Linggawastu, that tourist can stay in one of local people's house, so he can mingle with the society of Linggawastu.

For public facilities, overall, Linggawastu does not have the facilities intended to tourism activities yet. Tourists who would visit Linggawastu will use the existing public facilities such as field, local people's house, public toilet in the mosque. Various supporting facilities are not provided yet. Such limitation is due to the majority of society do not really understand about tourism. Therefore, it requires a number of facilities that can support the tourism activities that exist in Linggawastu, such as the secretariat office or TIC (Tourist Information Centre), a Souvenir shop that sells handicrafts by the society.

TABLE 2 THE ACTUAL CONDITION OF LINGGAWASTU AREA BASED ON TOURISM FACILITIES IN THE COUNTRYSIDE

INDICATOR	REMARKS
Reception/ Information Counter	Linggawastu does not have a secretariat office or TIC (Tourist Information Centre) yet, and this causes tourists with the category of lonely traveler often confuse on whom they should meet when visiting Linggawastu. Usually, in order to get information about the village, the tourists ask the small shops in the surrounding village or they just come directly to the head of RT or RW.
Parking	The condition of parking space in Linggawastu is considered to be very lacking due to the limitation of existing field. Tourists who visit the village by car or by bus will be difficult to park their vehicles in the available parking space that is

	located in front of the gate of Linggawastu. Looking at the type of vehicle that can be parked, Linggawastu can accommodate all type of vehicles, starting from motorcycles, sedan to pickup truck.
Multipurpose area	The field located in RT 07 can be used as the multipurpose area. This can be seen from the activities held by the local society where it is used as the gathering point. Moreover, the field is the area where it held events or traditional art performances. Location of the field is precisely next to the pedestrian area near Cikapundung River.
Guide	In Linggawastu Area, there is no presence of a guide or someone who can accompany a visiting tourist.
Souvenir shop	Linggawastu does not have a souvenir shop yet, while the society of Linggawastu produces handicrafts in the form of tissue holder, tray and wooden frame. All those handicrafts are made from waste that can still be processed such as fabrics, newspaper and wood/bamboo. If there is a visitor or tourist who wants to buy the handicraft, they can buy or order directly to Sabilulungan Waste Bank.
Accommodation	The available accommodation in Linggawastu can use local people's house who has a vacant room for rented or rooms that usually used for monthly rental.
Places To Eat	In Linggawastu, there are many places to eat. Mostly in every RT, there are places to eat. The menu that they mostly offered is Sundanese food. The price they offered for a portion of meal course is ranging from Rp 10,000.00 to Rp 25,000.00 depends on the side dishes.

Source: Researcher.2014

3. Accessibility

Linggawastu is a village that is located in the downtown and the administration center of Bandung City. Access to enter this village can be reached through Jl. Cihampelas, Jl. Dr. Rum, Jl. Wastukencana and Jl. Linggawastu. The transportation that can be used by visitors to Linggawastu is public transportation (*angkot*) with route Kalapa-Ledeng, Margahayu-Ledeng, Cisitu-Tegalega, ST. Hall-Gunung Batu, ST. Hall-Dago. The condition of external road to Linggawastu is one of protocol roads in Bandung City, namely Wastukencana street. Since it is one of main roads in Bandung City, therefore the condition of this road is proper, the carriageway is covered by concrete and frequently maintained. Thus it can be concluded that the access of external road to Linggawastu is good. Meanwhile, the overall condition of internal road in Linggawastu is categorized as safe since there are not many accidents. The condition of street lights in Linggawastu can be considered as good since the access in Linggawastu is in the form of small alleys. Therefore, the gleam from people's house already brightens the road. The condition of access in the neighborhood of Linggawastu is in the form of small alleys. Thus, only two-wheelers that can go around Linggawastu. However, the signage to give a direction to Linggawastu is still minimum. The available road sign is limited to the road sign that indicates borders of the area of each RT in Linggawastu.

B. The Development of Tourism Potential at Linggawastu

In the development of tourism potential at Linggawastu, we discovered the SWOT analysis result of tourism potential at Linggawastu, which is divided into internal and external factors. The internal factors, which are considered as the Strength and Weakness, of the condition of the tourism potential at Linggawastu are:

TABLE 3 SUMMARY OF INTERNAL STRATEGY FACTOR ANALYSIS

Internal Strategic Factor	Weight	Rating	Score
Strength			
1) Characteristic of the society	0.15	3	0.45
2) Has the potential arts & cultural activities	0.15	2	0.30
3) Has a Waste Bank managed by the society	0.20	3	0.60
Weakness			
1) Lack of coordination between local apparatus of RT/RW with the administrator of the Waste Bank.	0.10	1	0.10
2) Has the natural resources, that is Cikapundung River. However, the condition is very alarming.	0.20	3	0.60

3) The availability of facilities and infrastructure in supporting the tourism that is very lacking.	0.20	3	0.60
	1.00		2.65

The internal factors, which are considered as the Opportunities and Treat, of the condition of the tourism potential at Linggawastu are:

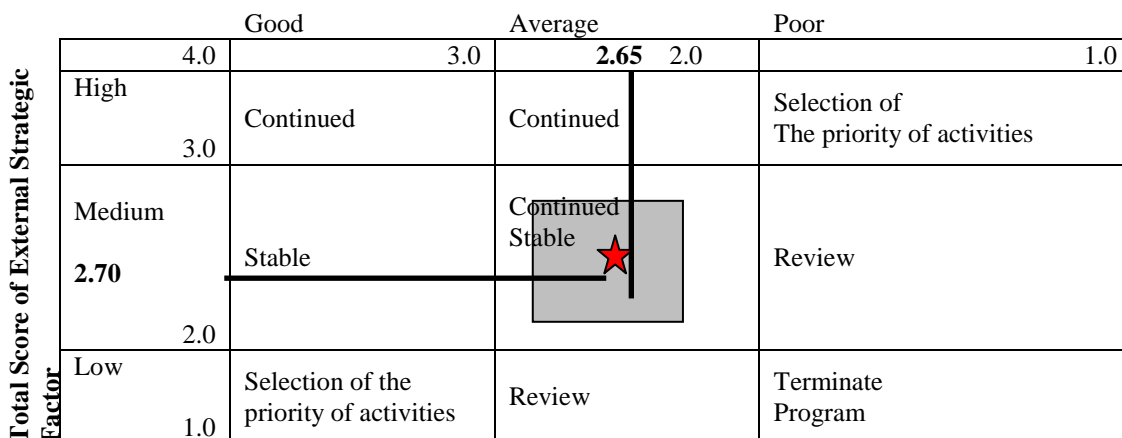
TABLE 4 SUMMARY OF EXTERNAL STRATEGY FACTOR ANALYSIS

External Strategic Factor	Weight	Rating	Score
Opportunity			
1) A strategic location near the downtown of Bandung City	0.20	3	0.60
2) Many tourists visit Bandung City	0.10	2	0.20
3) Get the assistance on development of the Creative Village from BCCF.	0.20	3	0.60
4) Creative village is a program from the City Government of Bandung and Linggawastu is one of villages targeted to be the creative village in Bandung City.	0.10	2	0.20
Threat			
1) Lack of role of the local government in promoting and developing villages at Bandung City.	0.10	3	0.30
2) There are many malls surround Linggawastu and other variety of tourism activities (shopping, culinary, etc.)	0.05	1	0.05
3) The ignorance of the society against the surrounding environment of the upstream of Cikapundung river and the people of Bandung City, who in general, always throw their wastes to the river that causes the river becomes dirty.	0.25	3	0.75
Total	1.00		2.70

Furthermore, this can be described in the Internal-External Matrix that indicates the potential and the carrying capacity in the development of the tourism potential of Linggawastu as the tourism attraction as follows:

**PICTURE 1
INTERNAL – EXTERNAL MATRIX**

Total Score of Internal Strategic Factor



Picture 4.16 above shows that the Internal - External Matrix is in average and high-medium position. Thus, it supports the Development of Tourism Potential at Linggawastu Area which means it can be continued as it falls in the middle box and has passed the stable limit. Therefore, the development can be continued without changing the strategic direction that is determined on the whole. In other words, the tourism potential in Linggawastu Area will be stable with the existing condition.

In order to sharpen the analysis and to be able to provide the clear explanation on the potential and the carrying capacity of the development of the old city as the tourism product, please find below the space analysis matrix.

TABLE 5
SPACE ANALYSIS MATRIX

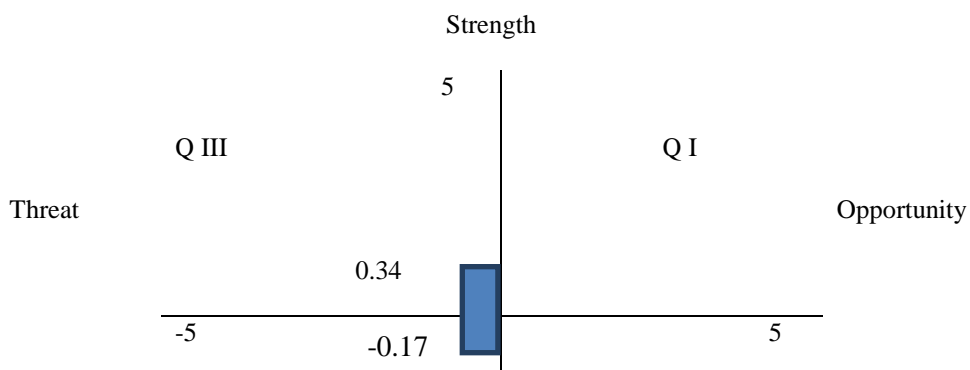
Position of Internal Strategic Factor	Rating	Position of External Strategic Factor	Rating
Strength (S) 1) Characteristic of the society 2) Has the potential arts & cultural activities 3) Has a Waste Bank managed by the society	3 2 3	Opportunity (O) 1) A strategic location near the downtown of Bandung City. 2) Many tourists visit Bandung City. 3) Get the assistance on development of the Creative Village from BCCF. 4) Creative village is a program from the City Government of Bandung and Linggawastu is one of villages targeted to be the creative village in Bandung City.	3 2 3 2
Weakness (W) 1) Lack of coordination between local apparatus of RT/RW with the administrator of the Waste Bank 2) Has the natural resources, that is Cikapundung River. However, the condition is very alarming. 3) The availability of facilities and infrastructure in supporting the tourism that is very lacking.	8 -1 -3 -4	Threat (T) 1) Lack of role of the local government in promoting and developing villages at Bandung City. 2) There are many malls surround Linggawastu and other variety of tourism activities (shopping, culinary, etc.) 3) The ignorance of the society against the surrounding environment of the upstream of Cikapundung river and the people of Bandung City, who in general, always throw their wastes to the river that causes the river becomes dirty.	10 -3 -1 -3
S: $8/3 = 2.67$ W: $-8/3 = -2.67$		O: $10/4 = 2.5$ T : $-7/3 = -2.33$	
		-8	
		-7	

By using a matrix, the quadrant position can be drawn as follows:

$$S+T = 2.67 + (-2.33) = 0.34$$

$$S+T = -2.67 + (2.50) = -0.17$$

PICTURE 4.17
QUADRANT OF SPACE ANALYSIS MATRIX





From the above picture, it shows the calculation from the space analysis matrix that lies in quadrant III and IV. Quadrant III is the Comparative Advantage box where it can be interpreted that the available opportunities have been sought and it has good internal position. Therefore, that sector is considered to have a comparative advantage. Linggawastu has many advantages compares to the other creative villages, such as this village is located in the heart of Bandung city. Nevertheless, the atmosphere when visiting Linggawastu is entirely different. It feels like we are in a village that lies in a countryside.

Quadrant IV is in the Investment/Devestment box. The factor to consider this village to be a tourism destination is its facilities and infrastructures of the village. It can be seen from the lack availability of facilities and infrastructures in supporting the tourism. Therefore, the role of the city government is highly required to assist the availability of infrastructures. For instance is by providing street lights along the stream of Cikapundung river, so this street would be proper to be passed by, both for the surrounding society and the visiting tourists. The alarming condition of Cikapundung River is added by the lack of awareness of the society for not throwing wastes to the river. Perhaps, by providing waste bins in every corner of the street, where such bins are separated between organic, non-organic and dried wastes. This must be supported by the counseling held by the sanitary service of Bandung government, considering the importance of this knowledge for the sustainability of our next generations in the future. Providing the training of creative classes has actually been held by Bandung Creative City Forum (BCCF) where in this training, the society is given skills and expertise, especially things that can be done by young adults during their spare times. It is expected that by having these creative classes and training from BCCF, it can produce a product that has a selling value and attraction to the tourists.

V. CONCLUSION

Looking at the definition of a creative village from the Mayor of Bandung City, Ridwan Kamil, it can be seen that in developing a creative village, it has to cover many things. Activities of the society is not only in arts and culture sector, but it also must include the education value. There is a local uniqueness, economic value, playground, house accommodation and most particularly, a creative village has a place for aspiration and basic needs of every villager in the village.

Therefore, Linggawastu can offer the whole atmosphere that reflects the originality of the village, both from their socioeconomic life, socio-cultural, customs, daily life, the distinctive spatial structure of a village, and attracts as wells as has the potential to develop a number of tourism components. For instance, the attraction, accommodation, food and beverages, and other tourism needs.

The development of natural attractions of Linggawastuis tend to be directed to activities and the development of the supporting facilities of the natural tourism. For example, street signs, street lights and street cleaning on the way to Cikapundung River.

Linggawastu still has the preserved culture. Based on the analysis result, Linggawastu can be developed into several cultural-based tourism alternatives, such as edutourism. The meaning of edutourism is that the visiting tourist to Linggawastu can visit the village and learn the existing culture in the village.

The street to explore Linggawastu up to Pulosari Village has a very interesting route. What it meant by that is, we can see dense population from the houses between villages, and we can also see the routine activity of the villagers in their daily lives. The end of the trip is Pulosari Park that is located under the Pasupati flyover. Besides Pulosari Park, there are many parks that we can see, such as Film Park that just been launched, Skate Park and Pasupati Park (Single).

This brief paper shows the type of local knowledge of villagers of Linggawastu on the existing environmental resources which later becomes the alternative tourism. This makes it as the strength to attract tourist with special interest and education interest (the group from schools).

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