Developing tourist attraction simulation in *Jayengan Kampoeng Permata* for stimulating economic friendly city

Winny Astuti[1], Qomarun[2], Alfa Febela[2], Rufia A Putri[1] and H Mukaromah[1]
[1] Study Program of Urban and Regional Planning, Universitas Sebelas Maret, Surakarta Indonesia
[2] Department of Architecture, Universitas Muhammadiyah, Surakarta, Indonesia

E-mail: winnyast64@gmail.com

Abstract. Concept of friendly city mentions about better employment options and more opportunities of the local communities. Tourism development and creative industry effectively enhance regional economic development and community welfare. *Kampoeng* Jayengan is located in Serengan District, Surakarta, which the local community was originally come from Banjar in 1746; with the main economic activity was Jewels Trader. Jayengan Jewels *Kampoeng* (JKP) will support development of Surakarta as a creative city integrated with other creative tourism *Kampoengs*. In fact, JKP has been launched by the Secretary of Surakarta Government in 2015 indicated the Government's attention and support to development of the area. This research aims for Developing Attraction Simulation based on the local economic activities of the communities in order to stimulate Economic friendly city. The methods used mixed methods combining quantitative through field observation and qualitative approach through interview and FGD. The results developed two directions of Tourism Attraction destination, the West and the East Direction. The sequence process of the jewels craft making is challenging for creating the path of tourism attraction in JKP. This implies for increasing tourist visits, enhancing regional economic development and community welfare.

Keywords: tourism development, creative city, friendly city, *kampoeng*, tourist attraction

1. Introduction

Future city faces the problems of poor planning, which leads to sprawling urban area, congestion, pollution and the conflicting use of land, water and energy exacerbating climate change (World Urban Campaign, 2016). However, exclusionary approaches to urban development causing the emergence of slums and informal settlements lacking of access of public goods and services. Whereas, some cities face the missing urban identity, where demolition of cultural heritage together with social and cultural diversity in cities leading to exclusion, segregation and the fragmentation of communities.

Sustainable development (SD) is defined as increasing better quality of life (Choi and Ahn, 2013a,b in Hassan and Lee, 2015) as one of the topic related to SD recently relevant is Economic urban development (Hassan and Lee, 2015). Friendly city refers to the city, where can fullfill the need and the right of the citizens for homogeinity, for the differences. City also needs conditions of economically exclusive to all of the people, socially inclusive, strongly sense of place and walkable and transit friendly (World Urban Campaign, 2016)

Adam Blake, 2006 stated how tourism reduces poverty in the context of its impacts on an economy and on particular sectors within it. Tourism leads for increasing demand of Tourist visiting the area,

Content from this work may be used under the terms of the Creative Commons Attribution 3.0 licence. Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.
Published under licence by IOP Publishing Ltd

which effects to economy, enhancing Income of the tourism actors; reducing unemployment. Adam Blake, et al, 2006 stated that the lowest-income households are the main beneficiaries of tourism development. As households with low income will get advantages more from the earnings and price channeling effects of tourism development. Authentically tourism experiences become an important aspect to develop tourist destination areas reducing the poverty, while keeping economic friendly city as well as urban identity. Tourist always finds attractions, which are different to other tourist attraction in any places. Selwyn (1996a) in Wang, 1999, stated that the issue of authenticity in tourism includes two issues of tourist authentic *experiences* and *toured objects*. Therefore, simulation of tourist attraction tried to explore authentically of the attraction in the new developed area of tourist destination.

Jewels *Kampoeng* of Jayengan (*Jayengan Kampoeng Permata* : JKP) Surakarta is a settlements area , which is mostly occupied by Banjarnese community, who has proffesion as jewels traders. They came to Kampoeng Jayengan in 1746 and were firstly built Darussalam Mosque as a center of Banjarnese moslem community. Inspite of the main economic activity as jewels craft traders, religion and cultural aactivities support *Kampoeng* Jayengan Darussalam Mosque becomes the center of these activities such as *Bubur Banjar* (Banjar Porridge), hadrah moslem dance (Astuti, W, et al 2015, 2016). With the variety of potencies, *Kampoeng* Jayengan in the future is predicted to be one of tourist destination based on the creative industry in Surakarta. Aims of the study is to develop simulation attraction in the development of new area of kampoeng-tourism based on the creative industry of jewels in JKP. Methods used in this research was mixed methodology research of qualitative and quantitative techniques, quantitative research was conducted by field observation to the existing authentic attractions in terms of activities as well as toured object

2. Research Methods

This research applies mixed methods approach of qualitative and quantitative. According to Johnson, Onwuegbuzie, & Turner, (2007) mixed methods is the type of research in which a researcher or team of researchers combined elements of qualitative and quantitative research approach for the broad purposes and depth understanding and corroboration. Steps of the research were as follows: Firstly, Identification of potency of Tourist attractions in JKP. According to tourist experience , this identifies several socio-cultural attractiveness of JKP. While in terms of Toured objects , several historical building artefacts and other facilities support development of the JKP; Secondly, maping distribution of attractions, mentioning location of attractions and distance from object to other objects and possibilities to access the objects or attractions. Thirdly, zoning Analysis of Tourist Attractions. Zonning of attractions consider several criterias: Sequential process of jewels craft production as industrial cluster; Agglomeration of industrial activities as an industrial cluster; Geographical Location among industries in every node; Variety of Attraction in every node; Walking Distance Accessibility; and Fourthly Developing Scenario of Tourist Package Tour. Zoning analysis demonstrates the scenario of the attraction.

3. Results and Discussion

Visitors come to study and experience the area depends on the natural attractiveness of the tourist destination area, including social and cultural attractions. Simulation of Attraction in JKP refers to visitor activity model , which focuses on the movements by visitors, for instance, as well as the number of visitors in each market segment (ain tourism, which are tourist *experiences* (or authentic *experiences*) and that of *toured objects* (Ning Wang, 1999). This research developed Attraction routes, which encourage visitors and tourists to express their interest and experince while walking along the area. This creates more friendly city, which enhances walkability neighborhood area and eco-friendly city (Lwin and Murayama , 2016) . Economically, this supports smart city , where the key economic factors are *innovative spirit, entrepreneurship, economic imageand trademarks, productivity, flexibility of labor market, and international embeddedness* (Zubizarreta1; Seravalli; and Arrizabalaga, 2016)

3.1. Tourist experience and toured objects in JKP

3.1.1.Tourist experience in JKP. The processes become an authentic and special attraction in JKP. These include jewels raw material trading ; jewels cutting; jewels/ stone's frame production; Jewels production itself and jewels display (market or showroom) .Production chain of Jewels' creative industry becomes very interesting attraction especially for foreign tourist. There are several steps for production chain: Firstly, process of cutting of raw material of jewels, which areready for jewellery production, such as rings, neck less, bangle, bronze etc. Secondly, process of repeatedly rub the jewels for getting glamorous effect of the stones/ jewels, by operating several processes of basic shaping of the jewels/ stones; stinging the jewels/ stones and plating the jewels/ stones. Thirdly, the next step is by placing the jewels/ stones to the frame of gold, silver or copper for producing the beautiful jewellery. The last step is marketing the product of jewellery.

- *Religion activity attraction.* In spite of the main authentic attraction of jewels craft industry, the supporting attraction can be found by visitor is Religion Activity Attraction. The attraction of *Bubur* Banjar Attraction event (Banjar Porridge) is very popular in *Kampoeng* Jayengan as *Bubur Banjar* event is always experienced by Muslim community in surrounding areas every Ramadan Mont (yearly vesting time). The Muslim people in surrounding area of Jayengan usually break vesting time by consuming the *Bubur Banjar* as part of tradition. Another attraction is Hadrah Moslem Traditional Instrument Parade, which usually performs in special events such as Ramadan Exhibition, Government Visit, etc.
- *Cultural activity attraction.* Other attractions in JKP area cultural activities of traditional culinary of Banjar, which has special taste , such as *Soto* Banjar, *Bingka* (Banjar Traditional Cookies); and *wadai- wadai* (traditional snacks of Banjar). The culinary arcade is located along the Gatot Subroto Street, which is the street separates Jayengan into two parts of area West Jayengan and East Jayengan.

3.1.2. Toured objects. In spite of tourist experience, the tourist can visit several historical artefacts and special toured objects. The first one is *Darussalam Mosque,* as the centre of JKP, this becomes the meeting point and the centre of social and cultural activities can be experienced by tourist visited the area. The second one is *Future Museum,* which collects historical equipments and tools related to jewels production processes can be collected in the future museum. The historical building located in the main street of Gatot Subroto Street has a great potency becoming the future museum building, which can be one of the icons of JKP. The third one isJewels Market, which is designed as shopping arcade with 5 shops, which are rented to tenant. The Jewels Market purposes to display collections of jewels products in variety of prices. The fourth one is*Historical Buildings*, which are dominantly has mixed style of Javanese, Banjarnese and Chinese (called Jarwono)and the fifth one is *Culinary arcade,* which displays variety of culinary collections such as Banjar Culinary such as well as Soto Banjar, Bingka bread ; Javanese culinary and Chinese culinary. This become supporting facilities of JKP in spite of other facilities of hotel, travel

3.2. Developing Simulation Attraction of JKP

The purpose of Simulation Attraction of JKP is for deeply explore the past social-economic activities and artefact, which have been existed in the area of JKP since a long time ago and will have been lift it as potential authentic tourist attractions for supporting future development of JKP as Tourism *Kampoeng* based on Creative Industry in Surakarta. De-differentiating the experience is very important in conceptualizing the tourist experience to be the activities, which are different to daily activity (Cohen , 1972, 1979 in Nathan Uriely, 2005) The Eexperience in jewels craft production processes as the main attraction product of the area as well supporting religion –cultural attractions will become attractive events and experience for foreign as well as domestic tourist. The challenge for

creating sustainable urban future in industrialized cities is how to produce low carbon area, green friendly transportation, economic restructuring from manufacture to specific industry (Han et all, 2012)
Development of Attraction Simulation in JKP were conducted in several stages:

3.2.1. Identification of potency of tourist attraction in JKP. According to the field observation and interview survey, the active jewels' industry workers including supporting industry workers have remained 20 persons spread in the west and east area of JKP. Their existence has been constrained by fast development of Surakarta, as the area of JKP is located in the centre of the city. These include main attraction product of jewels creative industry and supporting attraction product. These all attractions become the first initiation for development of JKP as Tourism *Kampoeng* based on Creative Industry as a part of Program: Urban *Kampoeng* Tourism of Department of Tourism and Culture of Surakarta. Table 1 below shows identification of potency of Tourist Attraction in JKP.

Table 1. Identification of potency of Tourist Attraction in JKP.

No	Name	Status	Activity	commodity	Position in the production chain						**Supporting activities**
					Raw material seller	Rubbing the jewels	Frame production	Jewellery finishing	Product marketing	Historical goods collection	
1	Hj. Eni	Not active	Owner, worker , seller	Jewels/ diamond							
2	Hj. Hari Kartini (Nasrina)	Active	Showroom, production prosesses	silver	-						
3	Sony Diamond	Active	production prosesses	Gold, silver							
4	H. Badar	Not active	Raw material seller	Stones							
5	H. Ayub	Not active	Seller	Jewels							
6	H. Ajak	Active	Raw material seller	Stones							
7	Jayus	Not active	Raw material seller	Stones							
8	Abdul Rahman	Active	seller	Jewels							
9	H. Ayub 2	nn	seller	nn							
10	Yusuf	Aktif	Rubbing, seller	Stones							
11	H. Sabrik		Raw material seller	Stones							
12	Yusuf Jewellery	Active	Showroom, Production Proccess	Jewels							
13	WM H. Slamet	Active	Meeting point for transaction	Jewels							
14	Darussalam Mosque	Active	Hadrah and Bubur Samin traditional activity	Center for religion and cultural activities							
15	Jewels Market	Active	Showroom	Jewelery and, Stones							
16	Kuliner	Active	Food seller	Local cullinary							
17	Adam (Nasrina)	Active	Worker and seller	silver							
18	Nuriyah	Active	Putting stones and jewels to the frame	Jewellery							
19	H. Rosidi	Active	Separation of silver and gold	Raw material of Gold							
20	Potential Location for Jewels Museum		Museum of Jewels Industry	Equipment and tools							

Sources : Field Observation, 2017

Identification of potency above was therefore be plotted in the mapping distribution of Attractions below as seen in the figure 1

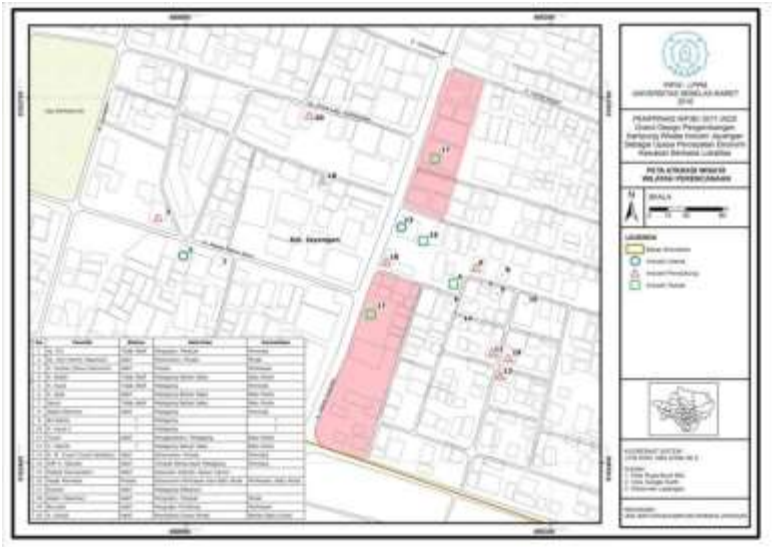


Figure 1. Mapping of attraction distribution in JKP. Source : Field observation, 2016

3.2.2. Zoning analysis of tourist attraction into two paths. West path attraction and East path attraction

3.2.3. Developing tourism package tour JKP. West Tourism Package and East Direction Turism Package. There were several basic considerations for development of path Attractionof JKP as follows: sequential process of jewels craft production as industrial cluster, agglomeration of industrial activities as an industrial cluster, geographical location among industries in every node, variety of attraction in every node, and walking Distance Accessibility.

According to the considerations above, analysis of attraction of simulation was resulted in two alternatives of tourism route in JKP, which are West Route and East Route. Two of the routes start from the Centre of Jewels Information and end in Jewels Market. From the attraction routes, the visitors can experience the sequent of jewels production process.

- *East path tour attractions.* East Path tour attraction has 420 meters length, with the sequential experiences routes as depicted in the figure 2 below. Whereas Table 2 describes the detailed tourist attractions in each of spot of attraction.

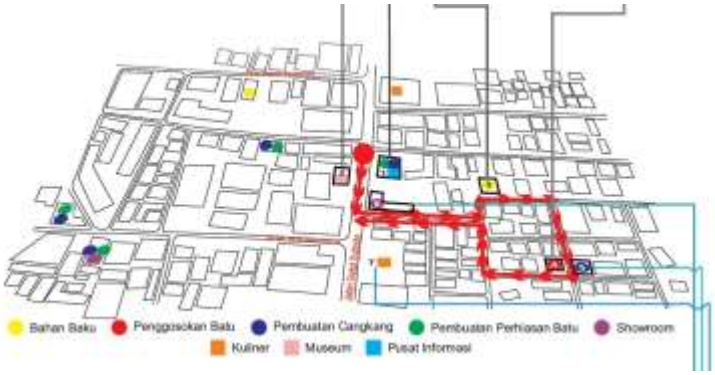
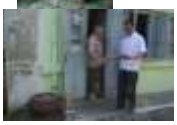


Figure 2. East path tour attractions. Sources : Analysis Astuti, W *et al*, 2017

Table 2. Tourist attractions in the East Path of JKP.

No	Object/ experience	Tourist Attractions	Photos
1	Centre for Information of Jewellery (Yusuf Jewellery)	Tourists' experience starts here where they receive information related to variety of jewels with its characteristics. The tourists therefore visit jewels production activities as the main attraction in JKP	
2	Jewels Industry Museum	This museum becomes the place for collection of past equipment and facilities, for jewels production processes. With all other historical stories related to development of jewels industry in Jayengan, this could be interesting attraction to tourist	
3	H.Ajak	As the one of actors as jewels raw material seller, H Ajak has collections of variety of jewels stones, which can be performed to tourist.	
4	Yusuf	Jewels rubbing process experienced in this spot is very interesting to attract the tourist.	
5	Nuriyah	The Tourist can experience how the process of finishing the jewels craft by putting the jewels or stones to the jewellery	
6	Jewels Market	Collections of Jewels product are displayed in this market including gold material, silver as well as variety of stones in the form of needles, bangle, bronze, ring, etc,	
7	Culinary arcade	There are several kinds of Banjar traditional culinary can be tasted by tourist as well as Solo special culinary	

Sources: Astuti, W et al, 2016. Analysis of Attraction Simulation

- *West path tour atraction.* West path Tour has 670 meters length of routes. The figure 3 below describes the mapping of attractions in the west path. Whereas table 3 depicts the detailed experiences of tourist in each of attraction.

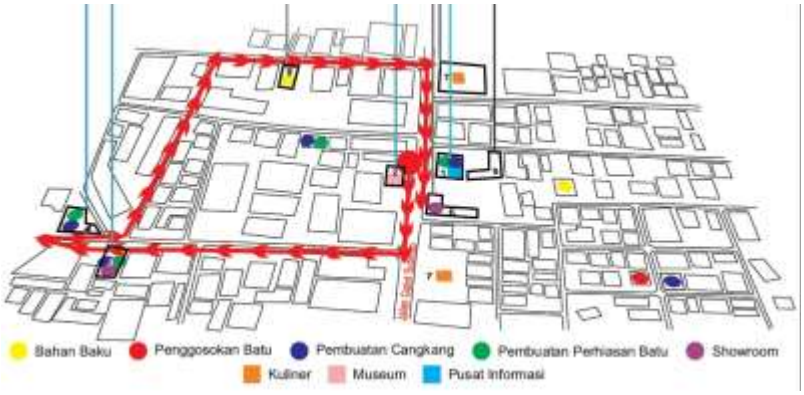
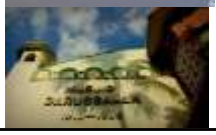


Figure 3. West path tour attractions. Sources : Analysis Astuti, W et al, 2017

Table 3. Tourist attractions in the West Path of JKP.

No	Location	Attraction	Figure
1	Centre for Information of Jewellery (Yusuf Jewellery)	Tourists' experience starts here where they receive information related to variety of jewels with its characteristics. The tourists are therefore continuing the experience by visiting jewels production activities.	
2	Jewels Industry Museum	The tourist, who choose west route also experiences jewels museum. This museum becomes the place for collection of past equipment and facilities, for jewels production processes. This also collects other historical stories related to development of jewels industry	
3	Nasrina Silver	One of the biggest showrooms in Jayengan is Nasrina silver. In spite of buying silver jewellery, the tourists also can experience jewels production processes from making frame until finishing goods.	
4	Sony Diamond	Jewels production process has been taking place in this location and this is still active recently for special or der. The tourist can experience situation of workshop for jewels production process.	
5	H.Rosidi	H. Rosidi sells raw material of Gold and silver for supporting jewels industry. The Tourists can experience the process of separation of gold and silver from the raw material	
6	Jewels Market	Experience of Tourist ends here as a place for display all collection of jewels creative industry, with the variety of prices and collections.	
7	Culibary tourism	In spite of Jewls bussiness activities originally from Banjar, there are variety of special and local traditional culinary from Banjar. Traditional Solo culinary is also available in the culinary archade there.	
8	Darussalam Mosque	As a meeting point of the area, Darussalam Mosque becomes the centre for religious and cultural activities such as *Bubur* Banjar event, hadrah etc.	

Sources: Astuti, W et al, 2016. Analysis of Attraction Simulation

3.3. Stimulating economic friendly city

3.3.1. Growing other economic activities generated by the local people. As the "Tourism System" (Mill and Morrison 1992 in Paul A Walker et al, 1999) consists of four components; namely: Market, travel, destination and marketing, attraction simulation in JKP is a part of marketing destination and sell destination to the market. This supports by accessibility, transportation to the area of JKP. The route passed by the tourist will automatically grow continously. The communities and actors associated with development of JKP such as jewels craft workers, who might be have been inactive for a long time would take advantages from development of JKP. It means that economic activities generated by local people will grow rapidly enhancing economic development of JKP and surrounding area as well as Surakarta as a creative city.

3.3.2. Increasing competiveness of the area as tourist destination. Increasing attractiveness of the area will increase tourist visit. As the *kampoeng* tourism based on creative industry of jewels industry

recently has only been in Jayengan, therefore tourist attractions in JKP will experiences will create difference experience to the tourists comparing to other places. Different tourism product in JKP increases competiveness of tourist destination area of JKP. As one of *kampoeng* tourism based on the creative industry as one of other previous creative industry tourism such as *Kampoeng* Laweyan and *Kampoeng* Batik Kauman the JKP has a great support to development of Surakarta as a Creative City.

4. Conclusion

Concept of friendly city mentions about better employment options and more opportunities of the local communities. Simulation of tourist attractions in JKP will explore the special and authentic socio and economy potencies of JKP for increasing tourist visit to the area. This contributes for growing other economic activities generated by the local people enhancing economic development of JKP and surrounding area as well as Surakarta as a creative city. This also implies for increasing competiveness of the area as tourist destination as the JKP is very special due to integrated attractions of jewels and other religion and cultural attractions as well as blended attractions of Banjarnese, Javanese and Chinese

Acknowledgements

The authors acknowledge the Ministry of Research, Technology and Higher Education of the Republic of Indonesia for the support of Research Grant, The Head of Board of Research and Community Services UNS and other parties.

References

[1] Astuti W *et al* 2016 *Grand Design Pengembangan "Kampoeng Wisata Industri Jayengan" Sebagai Upaya Percepatan Pembangunan Ekonomi Kawasan Berbasis Lokalitas MP3EI research Grant* Ministry of Research, Technology and Higher Education of the Republic of Indonesia
[2] Astuti W *et al* 2015 *Grand Design Pengembangan "Kampoeng Wisata Industri Jayengan" Sebagai Upaya Percepatan Pembangunan Ekonomi Kawasan Berbasis Lokalitas MP3EI research Grant* Ministry of Research, Technology and Higher Education of the Republic of Indonesia
[3] Blake A and Sinclair M Thea 2006 Tourism Productivity Evidence from the United Kingdom *Annals of Tourism Research* vol 33 no 4 pp 1099–120
[4] Hassan, AM, Lee, H 2015 Toward the sustainable development of urban areas: An overview of global trends in trials and policies *Land Use Policy* **48** (2015) 199–212
[5] Han J, *et al* 2012 Innovation for sustainability: toward a sustainable urban future in industrialized cities *Sustain Sci* (2012) **7** (Supplement 1) 91–100
[6] Johnson, R B, Onwuegbuzie, A J and Turner, L A 2007 Toward a Definition of Mixed Methods Research *Journal of Mixed Methods Research* **1** (2) 112–33
[7] Lwin, KK ⇑, Murayama Y 2016 Modelling of urban green space walkability: Eco-friendly walk score calculator *Computers, Environment and Urban Systems* **35** (2011) 408–20
[8] Uriely N 2005 The tourist Experience- Conceptual Developments *Annals of Tourist Research* vol 32 no 1199-2016
[9] Wang N 1999 Rethinking Authenticity in Tourism Experience *Annals of Tourism Research* vol 26 No 2 pp 349-70eference
[10] World Urban Champaign 2016 The City We Need 2.0 Towards A New Urban Paradigm Adopted On 16 March 2016 In Prague/Czech Republic Another reference
[11] Zubizarreta I, Seravalli A, and Arrizabalaga S 2016 Smart City Concept: What It Is and What It Should Be *Journal of Urban Planning. Development* **142** (1): 04015005