

PROBLEMS AND TARGET CHANGES IN THE OLD TOWN AREA DEVELOPMENT SUSTAINABLE TOURISM

ABSTRACT

Tourism has the potential to boost the economy and status region or country in the eyes of the international. But the tourism sector also includes one activity that is very susceptible to various changes, pressures and conditions of safety and comfort. Thus, to optimize the positive impact of the tourism sector, the need for the management of serious and covers various aspects (holistic). The old town as the area that has historical value and uniqueness of the founding of the city as well as the variety of activities that create harmony in the region, providing sales value as a tourist destination. To increase the sale value of the region, the need for management and sustainable development of the area as a tourist destination. Green tourism is one of the appropriate approach to the old town as a tourist destination amid the urban areas, to be sustainable. KWKT development built with a system approach, with elements of the study consisted of constraints and the expected changes. Analysis using the ISM (Interpretative Structural Modeling). The analysis showed that the area of governance and integrated full power to be the key to development in berkelanjutan. Pariwisata KWKT has the potential to boost the economy and status region or country in the eyes of the international. But the tourism sector also includes one activity that is very susceptible to various changes, pressures and conditions of safety and comfort. Thus, to optimize the positive impact of the tourism sector, the need for the management of serious and covers different aspects (holistic). The old town as the area that has historical value and uniqueness of the founding of the city as well as the variety of activities that create harmony in the region, providing sales value as a tourist destination. To increase the sale value of the region, the need for management and sustainable development of the area as a tourist destination. Green tourism is one of the appropriate approach to the old town as a tourist destination amid the urban areas, to be sustainable. KWKT development built with a system approach, with elements of the study consisted of constraints and the expected changes. Analysis using the ISM (Interpretative Structural Modeling). The analysis showed that the area of governance and integrated full power to be the key to the development KWKT ongoing basis.

Keywords: Green tourism, Governance, travel Destinations, ISM, Sustainable.

1. INTRODUCTION

Jakarta as the capital city of the Republic of Indonesia has a variety of phenomena of business activities, the center of government and as a tourist destination cities in Indonesia, which has a variety of unique attractions such as culture, shopping, history and so on. Jakarta is also a gateway tourist arrivals from overseas and also become a tourist destination for domestic travelers. One tourist destination is the city of Jakarta Old Town. Old Town is a tourist area and conservation potential, attractive and inexpensive. Tourism Region Old Town is visited by hundreds of thousands of visitors every weekend. The tourists do activities visit museums and historical attractions, some tourists find it important to explore aspects of the history of the old city and the nation, partly to try to reminisce.

Now the Old City was under threat of destruction by the Development physical city, population density and environmental degradation. Pengabaiaan for decades led to the old town turns into a marginal area of the slums. The environmental conditions of rubbish, black rivers flow, dirty and smelly.

49 By using ISM (Interpretative Structural Modeling) designed recommendation system for
50 strategic policies to develop tourism area to the Old Town area of green tourism.

51 Development of the old city tourist activities have positive and negative effects, both in terms
52 of economic, social, environment and communities. The positive impact of the development
53 could be the increase in people's income, increase the income and foreign exchange,
54 employment and business opportunities for the local population as well as increasing public
55 awareness of the importance. The negative impact that often arise in the development of
56 tourism activities in the form of destructive acts (vandalism) against these attractions, both
57 the building and its surroundings.

58 Of ecotourism activities conducted at this raises several issues that could potentially hinder
59 the future development of environmentally sound tourism which will obstruct also improving
60 the economy of the tourism sector due to the reduction or even loss of the ability to provide
61 services in the Old City of ecotourism.

62 In order to develop the tourist area of the old town sebgai green tourism, the need for the role
63 of the city government that encourages improvement and optimization as well as utilization
64 of tourism potential in order to make improving incomes community economic and regional
65 development with due regard to the environment.

66 For that we need to do research on Tourism Area Development Strategy Old Town as the
67 Green Tourism which is able to provide benefits to all stakeholders on an ongoing basis and
68 can be used as a recommendation like Jakata city local governments in developing tourist
69 area of the old city.

70

71 The purpose of this study is:

- 72 a. Identify the obstacles in the development of KWKT as a tourist destination in a
73 sustainable manner and the changes you want.
- 74 b. Identify constraints and key changes in the development KWKT
- 75 c. Structuring constraints and desired changes in the development KWKT

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77

78 2. METHODOLOGY

79 ISM can be used to identify and analyze the interactions between the elements of a system.
80 Saxena et al in Marimin (2004) stated that the ISM is one of the descriptive techniques to
81 analyze and mentrukturkan contextual relationships between the elements are there.
82 Structuring between these elements is used to photograph the complex relationship of a
83 phenomenon that occurs.

84 Analysis of the ISM has three stages, ie, identification systems, determine the contextual
85 relationship between elements, structuring among sub elements. This analysis is based on
86 expert opinion (expert judgment). In addition, the stages of the use of ISM analysis can be
87 seen in Figure 1.

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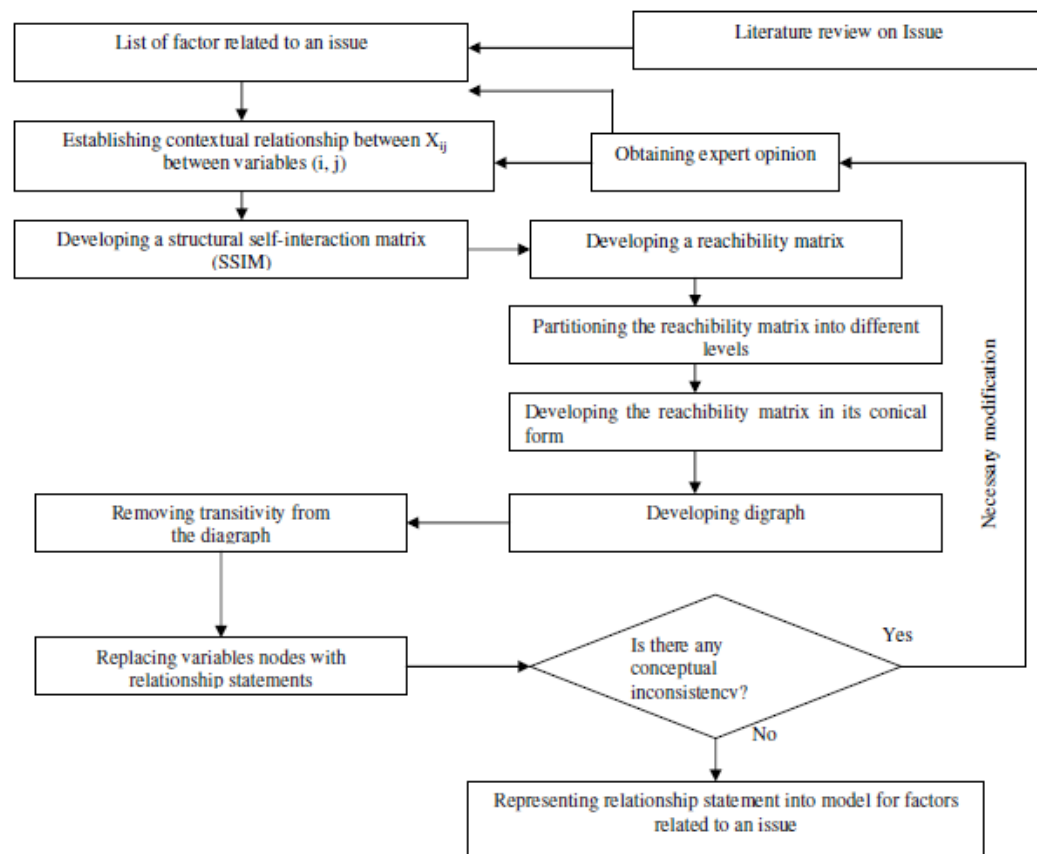


Figure 1 Stages Analysis with ISM
(Source: Rajesh Attri¹, Nikhil dev¹ and Vivek Sharma)

In this study, the element used is composed of two elements, namely the obstacles encountered, and the changes you want. Determination of sub-elements of each element based on the results of focus group of stakeholders and experts. Analysis at the end of each sub-element is classified into four classifications, namely, independent, Linkage, Autonomuos, and dependent (Sianipar M, 2012).

3. RESULTS AND DISCUSSION

KWKT development strategy as one of tourist destinations based on the history of green tourism principles drawn up taking into account the constraints faced by managers and stakeholders KWKT. Sub elements of each of the elements obtained from the results of discussions by stakeholders comprising KWKT existing managers, businesses in those areas KWKT, artists, police, responsible for tourist destinations in KWKT and tourism office in Jakarta.

Sub-element obstacle to developing KWKT as a tourist destination based green tourism are as follows: (1) Governance that are not integrated, (2) Procedure services that have not been standardized, (3) guarantee the security is not optimal, (4) Publication of the region that is not optimal , (5) the application of zoning is not optimal, (6) Infrastructure is not support. Sub program elements required to minimize the existing obstacles in realizing a tourist destination is sustainable if: (1) Revitalization management organization, (2) the implementation of zoning as a tourist area of cultural heritage, (3) Law enforcement, (4) Improvement of public

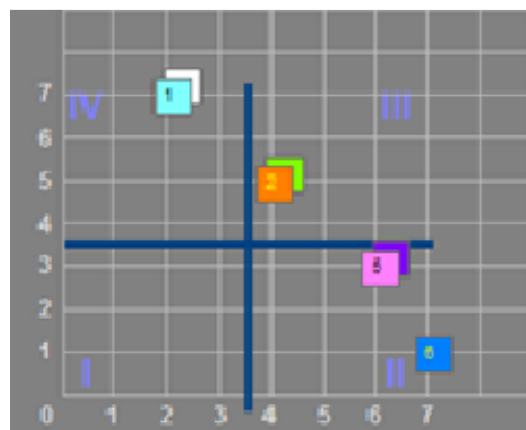
facilities, especially facilities sanitation, (5) Increased service standardized, (6) Enhanced publications department, (7) to increase the professionalism of human resources, (8) Improvement of education in the community and visitors to be able to cultivate the behavior that is friendly to the environment, (9) the increase in the variety and distinctiveness attractions KWKT based on the local culture.

3.1. Obstacles in the Development of KWKT

Based on the justification/expert opinion on existing sub elements, determined contextual relationship between the sub-elements. Results justifications, quantified for structuring and classification of sub-elements. Quantification of expert opinion through the stages of preparing Reachability Matrix (RM) in describing become a component of driver power (DP) and the dependence Reachability Matrix (RM) for the element of constraint in this study, can be seen in Table 1 and the classification of sub-elements can be seen in Figure 2 ..

Table 1. Reachability Matrix for Element Constraints

	1	2	3	4	5	6	7	DP	R		
1	1	1	1	1	1	1	1	7	1		
2	0	1	1	0	1	1	1	5	2		
3	0	1	1	0	1	1	1	5	2		
4	1	1	1	1	1	1	1	7	1		
5	0	0	0	0	1	1	1	3	3		
6	0	0	0	0	0	1	0	1	4		
7	0	0	0	0	1	1	1	3	3		
D	2	4	4	2	6	7	6				
L	4	3	3	4	2	1	2				



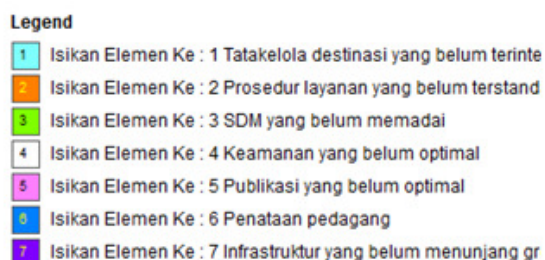


Figure 2. Classification Sub Element Constraints

Based on the calculation in the reachability matrix, which has a sub element driving power value of the largest sub element of governance that are not integrated (K-1) and the security is not optimal (K-4). The second sub-element is in the quadrant to quadrant IV or sub-element is independently. Both of these sub-elements, has a great ability to change the phenomenon. This means that if kedua these obstacles can be resolved or handled properly, then the effort to KWKT development as a tourist destination can be met in a sustainable manner. Nor vice versa, when both types of constraints are not resolved properly, the effort to be achieved will be difficult to be fulfilled. Expected governance is integrated organizations KWKT manager and has significant authority to take the policy in the development and management of KWKT. Sub elements that have not been standardized procedure (2) and inadequate human resources in terms of quality (3) is in quadrant III or quadrants linkage. Both of these sub-elements have thrust relatively strong and relatively easily affected. Both of these sub-elements, should receive the most attention. The second sub-element is very unstable but has no effect or a large effect on the phenomenon exists. When service procedures and HR completed / to be improved then KWKT development in a sustainable manner. For sub elements are not optimal publication (5), Infrastructure not yet support for green tourism (7) and implementation of zoning / traders arrangement (6) lies in quadrant II (Independent). The third sub-element has a lower thrust and not easy to be influenced. Specifically on sub elements of infrastructure and publications that are in the border area with quadrant III, this shows that if both these sub-elements in the intervention by making improvements then, these two elements can provide relatively large boost to the achievement of objectives in pengembangan KWKT. As for the implementation of the zoning / structuring trader, expressed as sub-elements of the most easily influenced. Sub elements are easily influenced because it is tied to the applicable rules and policies and preferences of tourists.

Referring to the results of the classification of sub-elements and an assessment of the driving power and the dependent, built the structure of the constraint. Constraints on the bottom is the most strategic constraints, and a key factor for Achieving the Development Goals KWKT. Structuring constraints can be entered for the Government in formulating priorities the completion of the obstacles encountered. Structural constraints in KWKT development can be seen in Figure 3.

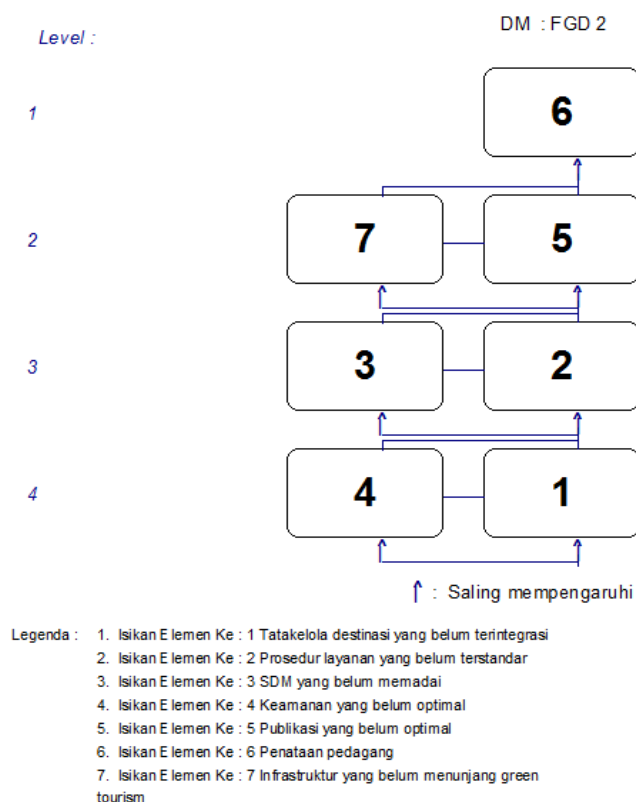


Figure 3. Structure Constraints in Development KWKT

Figure 3 shows that constraints in terms of governance and security are major constraints (key factor) in the development of KWKT. Actual conditions, the management organization KWKT UPK only level where with such position, managers find it difficult to make policy and action plan for its authority is very limited. Improvements to the system of governance in this case KWKT management organization include increased authority may provide an enormous impact on the strengthening and development of KWKT. Similarly, the security issues. Security, especially as a tourist destination, is the basic problem that must be guaranteed by the government and managers to be in demand by tourists. Improvements in terms of security guarantees can encourage people to be interested in visiting these destinations as well as the disruption of the asset can be minimized if the security of the area can be met. If both these obstacles fix that encourages more significant in the development of KWKT. Figure 3 shows that constraints in terms of governance and security are major constraints (key factor) in the development of KWKT. Actual conditions, the management organization KWKT UPK only level where with such position, managers find it difficult to make policy and action plan for its authority is very limited. Improvements to the system of governance in this case KWKT management organization include increased authority may provide an enormous impact on the strengthening and development of KWKT. Similarly, the security issues. Security, especially as a tourist destination, is the basic problem that must be guaranteed by the government and managers to be in demand by tourists. Improvements in terms of security guarantees can encourage people to be interested in visiting these destinations as well as the disruption of the asset can be minimized if the security of the area can be met. If both these obstacles fix that encourages more significant in the development of KWKT.

3.2. Expected changes with KWKT Development

Expected changes in the element in the development of KWKT based on the expert opinion had been translated into Reachability Matrix (RM) can be seen in Table 2 and Figure 4 of the image.

Table 2. Reachability Matrix Program Needed

	1	2	3	4	5	DP	R			
1	1	1	1	1	0	4	2			
2	0	1	1	1	0	3	3			
3	0	0	1	0	0	1	4			
4	0	1	1	1	0	3	3			
5	1	1	1	1	1	5	1			
D	2	4	5	4	1					
L	3	2	1	2	4					

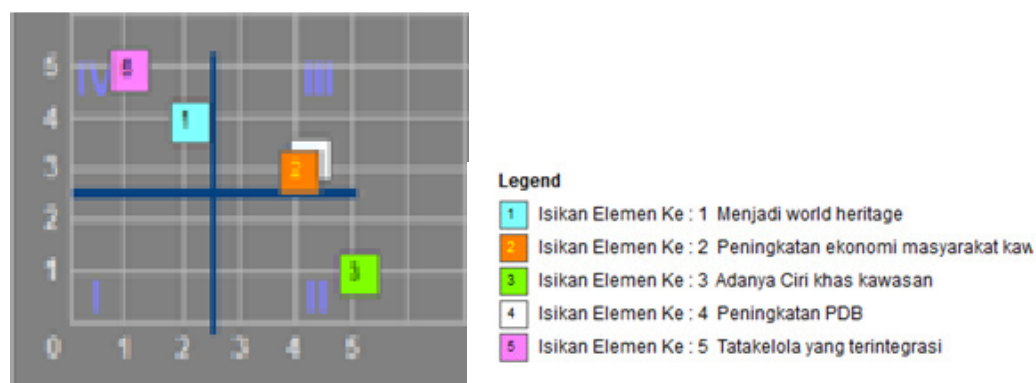


Figure 4. Classification Sub-Element Program Needed

Based on the results of reachability matrix in Table 2, the value of the driving power was greatest in sub elements integrated Governance (PR-5). Sub elements into world heritage (PR-1) are in quadrant IV which indicates that the sub-elements has thrust (the power to make an impact) high while the value of the dependent is relatively low. Both sub-elements of these changes have an impact / influence greatly to the development KWKT and sub-element is not easy to influence. This means that if the sub-element is obtained / achieved, will have a significant impact on the development KWKT. But among the two sub-elements of these capabilities thrust of the sub element is more significant governance / bigger than the sub element in the development of world heritage KWKT. Intervention against takelola in terms of strengthening the organization can encourage the development of various implementation efforts KWKT. While changes as world heritage could encourage other sectors that support the development KWKT to be sustainable. Sub elements of the economic boom (PR-2) and an increase in GDP (PR-3) is in quadrant III (Linkage). The second sub-element has a sizable thrust characterized by the value of driving power but sub-element is more volatile than the sub-elements that are in quadrant IV. Economic improvement of society and the economy of the region, one of the targets expected changes. This is related to the sustainability of a program/policy. The economic recovery may mendorng public

awareness and concern of the community/local residents to continue to support the program/policy set, so that programs / policies to be sustainable. Changes in terms of increasing the attractions and uniqueness of KWKT, located in quadrant II (Dependent). Sub elements in this quadrant have a relatively low thrust to the development of KWKT and easy to be influenced by various factors

Referring to the results of reachability metric, in the craft structure of the expected changes in the development KWKT. This structuring can define key factor in terms of the expected changes to the development KWKT. Structural changes are expected to be seen in Figure 5.

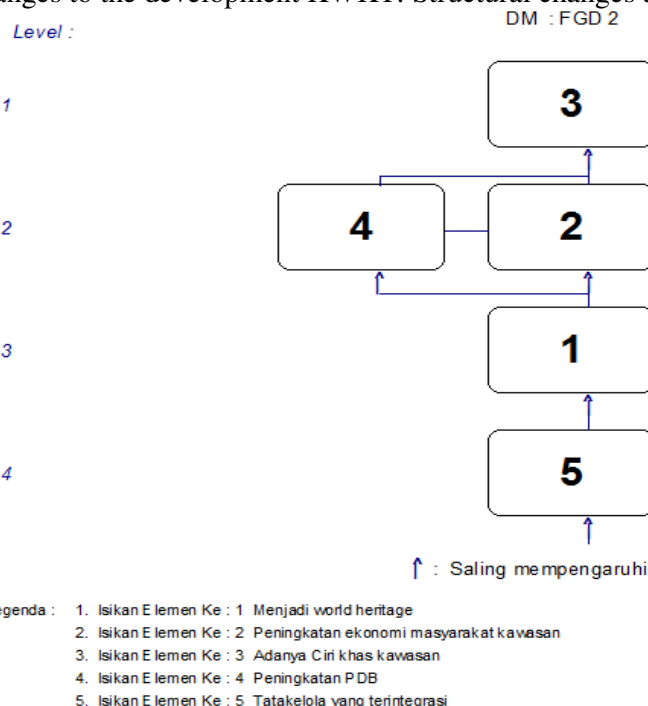


Figure 5 shows that the expected change in terms of governance is a major change expected (key factor) in the development of KWKT ongoing basis. Changes in governance are expected to strengthen the authority of the management organization both in terms of planning, implementation, evaluation and development. While the target next change that as world heritage, is expected as a lever against KWKT development efforts, especially in the economic sector, both the local economy and the region's economy. When the target was reached in efforts to change KWKT development policies and programs are expected to be sustainable.

4. CONCLUSION

KWKT development can take place in a sustainable manner by taking various efforts to resolve the main obstacles faced by managers. The main obstacle (key factor) such that (1) Revitalization KWKT governance and (2) Increased security in tourist destinations KWKT. Completion of both these constraints mean finishing constraints / problems of a base to develop tourist destinations. This is in line with the main target to be achieved is a change of governance KWKT integrated manner

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