

Urban Tourism Concepts in the Design of Kampung Tua in Batam

Yusra Aulia Sari¹, Mulia Pamadi¹

Received: 3 February 2021

Accepted: 1 March 2021

Abstract: Batam City's government has focused on exploring its tourism potential in recent years. This makes Batam the 3rd largest city in the number of tourist arrivals after Bali and Jakarta. Batam is one of the cities that is trying to develop the potential of an old village. There are at least 37 areas that have been agreed upon by the government and the community as Kampung Tua. Kampung Tua is a group of houses that function as neighborhoods of the original inhabitants of Batam City when Batam began to be built, containing historical values, local culture, or religion that were preserved. This research aims to determine the design of the concept of urban tourism in Kampung Tua Tanjungriau. The method used in this research is the qualitative approach. Data collection was performed with observation, documentation, literature study, and data from local government. The result of this research is the design of urban tourism in Kampung Tua Tanjungriau such as physical and non-physical components of the Kampung Tua Tanjungriau area which has an interesting collaborative design between urban design and urban tourism.

Keywords: Kampung Tua, Urban Tourism, Urban Design

INTRODUCTIONS

Tourism has a very important role in many countries in the world. This sector has shown a remarkable improvement. International tourism has a very big meaning and various economic potentials. This has prompted many tourist destination countries to develop the tourism sector so that it can attract more tourist arrivals to the country (Haryanto, 2020). Batam City's government has focused on exploring its tourism potential in recent years. This makes Batam the 3rd largest city in the number of tourist arrivals after Bali and Jakarta. Data from the Central Bureau of Statistics shows Bali for the period January-June 2019 tourist arrivals of 2,855,553 individuals, Riau Islands Province 1,405,283, while Jakarta 1,138,059 and 2,429,329 individuals (Statistik, 2020)

Tourism products can be in the form of urban tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism, medical tourism, religious tourism, cultural tourism, sports tourism, educational tourism, business tourism (including meetings, incentives, conferences, and events), among others (*Travel Marketing, Tourism Economics, and the Airline Product: An Introduction ... - Mark Anthony Camilleri - Google Buku, n.d.*)

Based on the 2016-2021 Batam City Regional Long Term Development Plan (RPJMD), several important targets must be achieved such as the embodiment of "Pesona Sapta" that provides comfort to tourists oversees, coordinates, ion and common perception between front liners and CIQP (Customs, Immigration, Quarantine, Port), promotion is carried out continuously, sustainably and expansion of share new market; Promotion focuses on the dominant visitor contributors (Singapore, Malaysia, and Korea) and promotion to new markets in China and the East Middle, attractions and implementation of scheduled and sustainable

¹ Civil Engineering Department, Batam International University

Correspondence: yusra@uib.ac.id

tourism events, providing increased services to foreign tourists such as the provision of transportation and intensity at the event being held (*Pemerintah Kota Kota Batam Tahun 2016, 2016*). The relationship between culture and tourism has occurred more explicitly identified as a special form of consumption: cultural tourism (Richards, 2018). The world view of culture has a significant positive influence on cultural experiences, and that self-development plays a moderating role in this relationship (Wei et al., 2020). In its development, three aspects become the focus of the Indonesian nation branding such as historical, cultural, and social. Historical aspects are concerned with the dynamics of Indonesian tourism, starting from the signing of various MoUs when they lost international trust because of the case of human rights and reform in 1998, finally dared to manage tourism independently 2015-2019. The cultural aspect pays attention to Wonderful Indonesia as a representation of the wealth of traditional values to examine domestic and international promotion as a form frame of Indonesia's self-image and reputation in the world (Simanjuntak, 2018).

One of the issues in Batam from the aspect of urban design and the architecture of the building, the physical development of Batam City has not been able to display the characteristics and image of the greatness of Malay culture as a city identity. With its location in the area of the Malay ethnic community, elements of the city of Batam must have Malay culture as the dominant element in decorating the face of the city of Batam.

Batam is one of the cities that is trying to develop the potential of Kampung Tua. There are at least 37 areas that have been agreed upon by the government and the community as a Kampung Tua. One of the Kampung Tua development in Batam City is Kampung Tua Tanjungriau. The selection of Tanjungriau as a Kampung Tua to be developed is based on three factors, which are not included in protected forest areas, HPL (land management rights), PL (location determination) issued by BP Batam to other parties. Tanjungriau has been a Kampung Tua since 2004 which was established through the Mayor Batam Decree NO: KPTS. 105/HK /III/2004. Based on Regional Regulations Batam City Number 2 of 2004 "Kampung Tua is a group of houses that function as neighborhoods the original inhabitants of Batam City when Batam began to be built, containing historical values, local culture, or religion that were preserved." The area of Kampung Tua Tanjung Riau is bordered by Sekupang International Port and Senimba Bay Port which is the entrance to Batam City. Because of its position on the cape, there is much marine tourism that has the potential to be developed.

Based on the Mayor Decree Number KPTS.393/HK/XII/2017 Kampung Tua Tanjungriau was determined as an urban slump area. This determination is one of the factors Kampung Tua Tanjungriau becomes a priority location that must be improved. There are six main problems in the Kampung Tua Tanjungriau such as the house is not livable, waste facilities and infrastructure are not feasible, the road is not feasible and is a wooden platform, drainage is not maintained, lack of fire protection facilities and settlement sanitation on the water is not feasible.

METHOD

This research aims to determine the design strategy and implementation in Kampung Tua Tanjungriau. The design strategy obtained will be collaborated with the concept of urban design and urban tourism to produce a comprehensive regional design.

The method used in this research is the qualitative approach. Data collection was performed with observation, documentation, literature study, and data from the local government such as the Residential Housing and Landscape Gardening Agency of Batam City. This research that was carried out began with the issue of the Kampung Tua as an urban tourist attraction. Kampung Tua Tanjungriau settlement was divided into two stages. The first stage is the urban design approach. The urban design concept is divided into eight main elements are land use, building form and massing, circulation and parking, open space, pedestrian, activity support, signage, and conservation (*The Urban Design Process - Hamid Shirvani - Google Buku, n.d.*). The second stage is the approach to the concept of urban tourism which has 6 (six)



Figure 2. Spatial Planning of Kampung Tua Tanjungriau

The design of the land use in Kampung Tua Tanjungriau by applying the concept of urban tourism utilizing existing land use by developing several land use concepts which include the arrangement of the entrance gate, cultural studio, playground, minimarket in several points, public open space, mangrove planting, road and pedestrian, waste procurement 3R, circle platforms, house rehabilitation, tourism information centers (TIC), drainage rehabilitation, communal wwtps, waste banks, parking, waste network procurement, and public facilities.

2. Building Form and Massing

The population of Kampung Tua Tanjungriau is 1,936 people with 770 households. There are 151 units of residential buildings not by technical requirements and 108 housing units are not livable. The number of buildings is 790 units with a building density of 40 units/Ha.

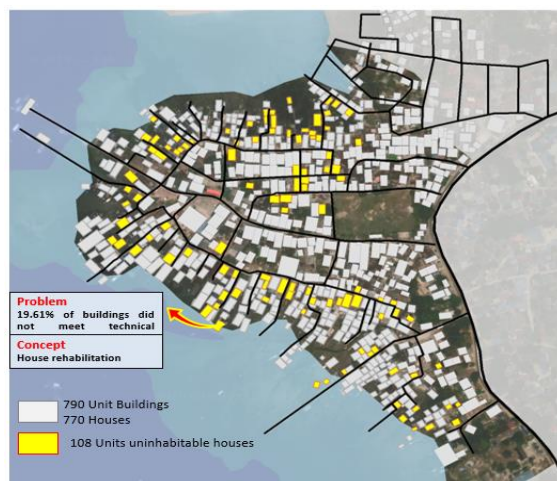


Figure 3. Map of Building Indicators

The land use design of settlement areas by applying the concept of urban tourism utilizes the typology of coastal settlements by carrying out the concept of Malay culture. The village atmosphere is the main attraction for tourists who come from neighboring countries such as

Singapore. Countries that are classified as advanced and experiencing rapid technological development so they need a different atmosphere from daily activities. Rearrangement of community settlements without leaving the local wisdom by improving several facilities such as drainage, sanitation, and solid waste to make the area clean and orderly. The use of building materials must also be sustainable one that is friendly to the coastal environment. The design of the building also considers the coastal air circulation.

3. Circulation and Parking

Road circulation conditions for most local platforms in Kampung Tua Tanjungriau have not been connected, the settlement access road is above the width of the water channel <1.5, there are still wooden platforms, and no access to the fire department. Circulation pattern in the area of Kampung Tua Tanjungriau in the form of network: Develops in all directions, can adjust to site conditions, leads to a dominant space, does not have a central point of space, the edges cannot be formed. Based on the data from the Residential Housing and Landscape Gardening Agency of Batam City the local platforms will be built to connect between local platforms and settlement boundaries, construction of connecting lanes, and widening of the driveway (10 meters wide). Private motorized parking facilities in Kampung Tua Tanjungriau use off-street parking facilities, utilizing public open spaces as parking.

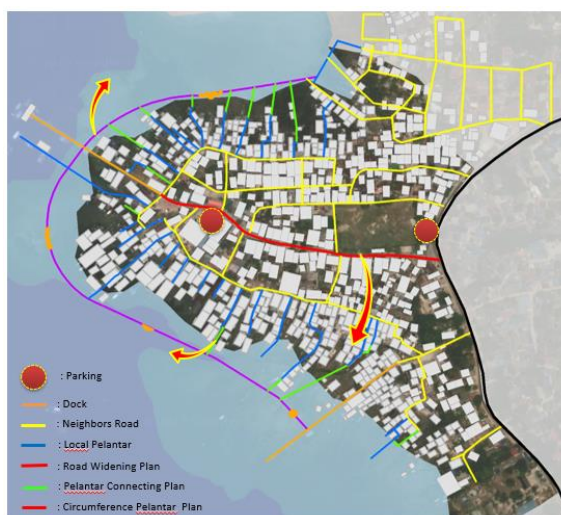


Figure 4. Circulation Patterns

Parking planning not only is focused on public spaces such as the field because the main attraction of tourism in Kampung Tua Tanjungriau is on the seafront. Road access for vehicles entering and parking distance is not too far from the core zone. 10 meters wide road widening allows for on-street parking by adding the concept of culinary tourism. In addition, the construction of wooden platforms is replaced with concrete to allow access for two-wheeled vehicles.

4. Open Space

Open space is a planned space because of the need for meeting places and joint activities in the open air. Joint interaction and human relations allow for various activities in public spaces.

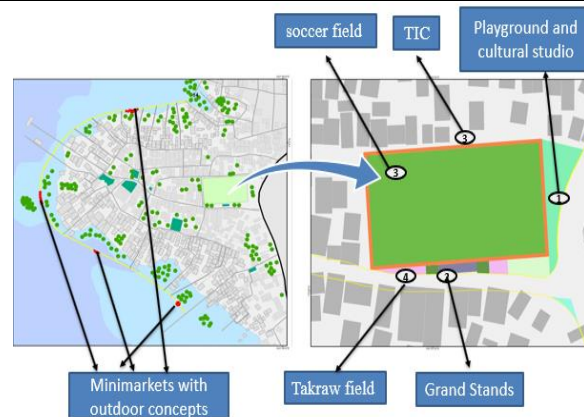


Figure 5. Map of The Public

In Kampung Tua Tanjungriau there is a field that serves the community in their daily activities. This field is often used for children's playgrounds, takraw sports, and football and is often held as a community event venue. Regular football tournament events every year from both the local community and neighboring countries Malaysia and Singapore. Community-level events up to the city level are held in Tanjungriau. The concept of urban tourism in open space is the renovation of the grandstands with a Malay-style design, a playground as well as a cultural studio for children, a soccer field, and a takraw that prioritizes the concept of green open space. Minimarkets with outdoor concepts will be built at several points managed directly by the local community and in collaboration with the government in providing facilities such as ATMs and money changers. Tourism areas also need to be installed with Closed Circuit Television at several points for tourist security.

5. Pedestrian

The main pedestrian path must consider the overall pedestrian system, accessibility to the pedestrian sub-system in the environment, and accessibility to the surrounding environment. Pedestrian development is in line with the concept of closed drainage, which is planned for canals in high-density areas by regulating drainage until it is closed on the left and right of the road. Structuring the pedestrian must meet the requirements of sustainability, clarity, comfort, and safety. The concept of urban tourism in pedestrians of Kampung Tua Tanjungriau is divided into two, the first pedestrian in the form of a sidewalk using a paving block and a platform that directly connects tourists to people's homes on the seafront. Along the platforms are added hanging ornamental plants to create a green regional image.

6. Activity Support

In urban design, supporting activities mean elements of the city that support two or more public activity centers located in the city center that have a sizable concentration of service between one public activity center and one other activity center have an important relationship, so elements of the city emerge. The things that need to be considered in the implementation of design support activities are coordination between activities and the built environment, the diversity of activities presented in a particular space, the form of activities taking into account contextual aspects, the provision of environmental facilities, and something that is measurable, concerning the size, shape, and location as facilities that accommodate regional activities.

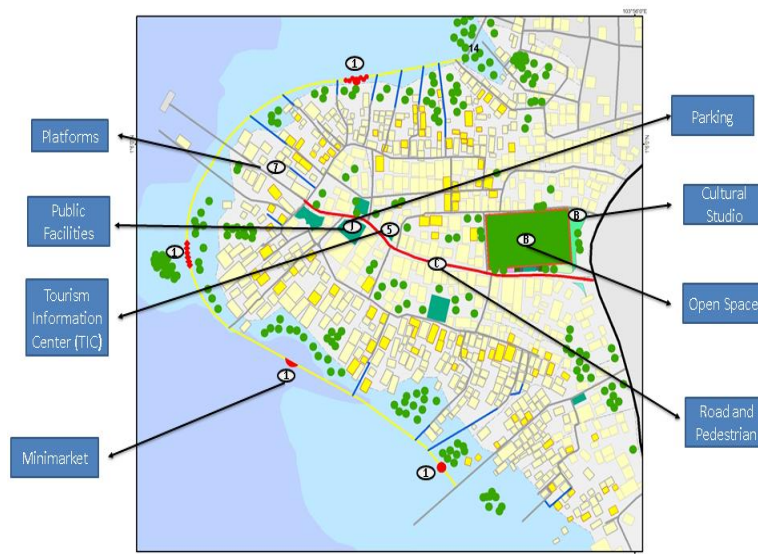


Figure 6. Placement of Infrastructure as Supporting Activities

The concept of urban tourism applied to the location of Kampung Tua Tanjungriau is the construction of several supporting activities for tourism activities such as public facilities, tourism information centers, minimarkets, parking lots, cultural studios, open spaces, and pedestrians.

7. Signage

Signage is a series of graphical and symbolic visual representations, to be a medium of interaction between humans and public space. Signage is a tourist information media that visits can have its image. The picture we have in our mind about something is an image. The image is the accumulation of knowledge, experience, and exposure to objects in the form of people, objects, events, or places. Places that are not known for small places, limited appeal, or are not advertised, produce a weak image (Salamah & Yananda, 2019). In the Kampung Tua Tanjungriau area, the concept of signage is the gate design as one of the identities of the design area by incorporating elements of Malay culture into the design.



Figure 7. Regional Signage Concept and Design

In the gate design, there is a keris as one of the traditional weapons which are not only used to provide self-protection, but also as a symbol of honor for its owner. According to their belief, the owner or user of the Keris will receive glory or honor from some who see or know it. The Malay community in Riau considers the Keris as a sharp weapon that has advice or magic

power. The corporation itself has a meaning that is having a value of honor. The longer the time to make a kris, the higher the historical value.

8. Conservation

The last urban design concept is conservation where an individual building always be associated with the whole city. The concept of urban conservation takes into account aspects: single buildings, architectural structures, and styles, matters relating to the use, age of buildings, or the feasibility of buildings. There are several conservation categories and Kampung Tua Tanjungriau is included in the improvement category. Activities that can increase the value, appearance, comfort level, utilities that meet technical standards, and the level of efficiency both physically, socio-culturally, and the economic value of buildings and urban areas.

The improvements carried out were the renovation of settlements, platforms that were previously replaced by concrete wood, drainage improvement, sanitation, and road widening to allow firefighters to enter the area, pedestrians, waste facility, entrance gate, and public space facilities.



Figure 8. Map of handling waste

The main problem is the habit of people throwing garbage into the sea and low awareness of environmental cleanliness is a challenge for the government to educate the local community. In addition to providing waste facilities to process waste into valuable items and become souvenirs typical of Kampung Tua Tanjungriau, it is one of the solutions to the waste problem.

5. How to design urban tourism concepts in Kampung Tua Tanjungriau?

The design urban tourism concept of Kampung Tua Tanjungriau are attractions (natural, man-made, artificial, purpose-built, heritage, special events), accessibility (entire transportation system comprising of routes, terminals, and vehicles), amenities (accommodation and catering facilities, retailing, other tourist services), available packages (pre-arranged packages by intermediaries and principals), activities (all activities available at the destination and what consumers will do during their visit), ancillary services (services used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc.).

Table 1. Urban Tourism Concept in Kampung Tua Tanjungriau

Urban Tourism Concept	
1. Attractions	<ul style="list-style-type: none"> • Settlement renovation with the concept of traditional Malay house • Yearly event “Pesta Anak Pantai” • Combon Island
2. Accessibility	<ul style="list-style-type: none"> • Road and pedestrian, • PlatformsFirelinee

Urban Tourism Concept	
3.	Amenities Drainage, waste facility, sanitation, fire protection, pedestrian, open space, parking, minimarkets, places of worship, culinary places
4.	Available Packages Tanjungriau old village tour packages are available at the Tourist information center located at the area's entrance
5.	Activities <ul style="list-style-type: none"> • Marina Beach • Cable sky park • Guava Garden • Tanjung Riau Fisherism • Seafood Culinary
6.	Ancillary Services <ul style="list-style-type: none"> • ATM • Minimarkets • Money Charger • Tourist Information Center

The application of the urban tourism concept has been carried out in Sindulang Satu settlement design planning and development of Manado City especially to advance the tourism sector. The design results are based on the concept of urban design and improve the quality of this area, which is a slum turned into an area of Manado city urban tourist destination (Muntiaha et al., 2017). The Development Strategy for the Cultural Heritage Area of the Memorial of Galang (Kampung Vietnam) in Batam City as a Heritage Tourism by considering building conditions and functions, environmental area, visitor experiences and activities, folklore and artifacts, proximity to the city center, road network, availability of public transportation modes, availability of facilities, and tourism infrastructure (Nurpiena, 2020). Batam Island is an Integrated Tourism Destination Area in the Riau Islands, it is closely related to the distribution of tourism types located in the destination area. So that the division of the core and supporting areas becomes It is very important to get a well-directed and regular tourist destination (Nadjmi & Prayitno, 2013).

CONCLUSIONS

The results of this research are the design of urban tourism in Kampung Tua Tanjungriau such as physical and non-physical components of the Kampung Tua Tanjungriau area which has an interesting collaborative design between urban design and urban tourism through the concept of a collaborative urban design approach are divided into eight main elements are land use, building form and massing, circulation and parking, open space, pedestrian, activity support, signage, conservation and urban tourism which has six components are attractions, accessibility, amenities, available packages, activities, ancillary services.

The application of the concept of urban tourism in the design of Kampung Tua Tanjungriau is expected to be a recommendation for the government in planning and developing the tourism sector in the city of Batam. The design results are based on urban design concepts, so it will improve the quality of this area, which was once a slum area turned into an urban tourism destination in Batam.

ACKNOWLEDGMENT

Thank you to Batam International University for funding this research and to the Residential Housing and Landscape Gardening Agency of Batam City to provide the data about Kampung Tua Tanjung Riau and all parties involved in writing this article.

REFERENCES

- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97–116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3).
- Haryanto, T. (2020). Editorial: Covid-19 Pandemic and International Tourism Demand. *Journal of Developing Economies*, 5(1), 1. <https://doi.org/10.20473/jde.v5i1.19767>.
- Lakshmi, S. R., & Shaji, T. L. (2016). Transformation of Coastal Settlements Due to Tourism. *Procedia Technology*, 24, 1668–1680. <https://doi.org/10.1016/j.protcy.2016.05.188>.
- Muntiaha, G. I. J., Egam, P. P., & Waani, J. O. (2017). Penerapan Konsep Urban Tourism pada Perancangan Permukiman Sindulang Satu di Manado. *Jurnal Fraktal*, Vol. 3, No. 1, Universitas Sam Ratulangi, 3(1), 41–50.
- Nadjmi, N., & Prayitno, B. (2013). Pulau Batam sebagai kawasan destinasi wisata terpadu di Kepulauan Riau. *Fakultas Teknik UGM*, 1–9. <https://eng.unhas.ac.id/arsitektur/files/587f0c6398a11.pdf>.
- Nurpiena, D. S. (2020). Strategi Pengembangan Kawasan Cagar Budaya Memorial of Galang (Kampung Vietnam) Kota Batam sebagai Heritage Tourism.
- Pemerintah Kota Kota Batam Tahun 2016. (2016).
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>.
- Salamah, U.-, & Yananda, M. R. (2019). Constructing A Smart City Brand Identity: The Case of South Tangerang. *Jurnal Komunikasi Indonesia*, 7(3), 269–277. <https://doi.org/10.7454/jki.v7i3.9776>.
- Simanjuntak, T. R. (2018). *Jurnal Cakrawala E ISSN 2655-1969 Efektivitas Nation Branding “ Wonderful Indonesia ” Sebagai Sebuah Strategi Dalam Hubungan Diplomasi Pemerintah Indonesia Tahun 2011-2018 Oleh : Efektivitas Nation Branding memanfaatkan aspek pariwisata . Hal ini didukung. 29–59.*
- Statistik, B. P. (2020). *Perkembangan Pariwisata Kota Batam Agustus 2020 - Badan Pusat Statistik Kota Batam. 09, 1–4.*
- The Urban Design Process - Hamid Shirvani - Google Buku. (n.d.). Retrieved February 23, 2021, from https://books.google.co.id/books?id=Wg1QAQAIAAJ&q=The+Urban+Design+Process.+New+York:+Van+Nostrand+Reinhold+Company.&dq=The+Urban+Design+Process.+New+York:+Van+Nostrand+Reinhold+Company.&hl=id&sa=X&ved=2ahUKEwjWx_yRvf_uAhVZ8XMBHQxtAUcQ6AEwAHoECAQAQAg.
- Travel Marketing, Tourism Economics, and the Airline Product: An Introduction ... - Mark Anthony Camilleri - Google Buku. (n.d.). Retrieved February 23, 2021, from https://books.google.co.id/books?id=13k4DwAAQBAJ&printsec=frontcover&dq=The+Tourism+Industry:+An+Overview.+n+Travel+Marketing,+Tourism+Economics+and+the+Airline+Product&hl=id&sa=X&ved=2ahUKEwiUzYDgmv_uAhUm6XMBHUe3AYcQ6AEwAHoECAyQAQ#v=onepage&q=The+Tourism+Industry%3A+An+Overview.+n+Travel+Marketing%2C+Tourism+Economics+and+the+Airline+Product&f=false.
- Wei, C., Dai, S., Xu, H., & Wang, H. (2020). Cultural worldview and cultural experience in natural tourism sites. *Journal of Hospitality and Tourism Management*, 43(April), 241–249. <https://doi.org/10.1016/j.jhtm.2020.04.011>.