

**FOREIGN TOURIST'S BEHAVIOR
AT FATAHILLAH SQUARE
KOTA TUA, JAKARTA, INDONESIA**

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**FOREIGN TOURIST'S BEHAVIOR
AT FATAHILLAH SQUARE
KOTA TUA, JAKARTA, INDONESIA**

by

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*“A portion of the past has been saved as being good,
and this promises that the future will so save the present”*

- Kevin Lynch (1972) -

*“If we really are interested in our history,
then we may have to preserve it from the conservationists”*

- R. Hewison (1987) -

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**PERILAKU PELANCONG ASING DI TAMAN FATAHILLAH
KOTA TUA, JAKARTA, INDONESIA**

ABSTRAK

Dilema di antara pembangunan dan pemuliharaan memberikan keunikan tersendiri dalam pengurusan pelancongan warisan. Begitu juga dengan Fatahillah Square, sebuah kawasan pelancongan warisan kolonial, yang terletak di Utara Jakarta - Indonesia. Sikap dan perilaku pelancong terutamanya pelancong asing sebagai salah satu pihak berkepentingan, dipercayai mempunyai peranan penting yang menyumbang kepada keunikan pengurusan pelancongan warisan ini. Pola perilaku, yang terbentuk daripada motivasi, pemilihan persekitaran fizikal, dan aktiviti, menjadi kunci dalam perancangan dan reka bentuk kawasan. Tujuan penyelidikan ini adalah untuk mendapatkan pola perilaku pelancong asing dengan meneroka motivasi dan pilihan mereka, dan kemudian mengaitkannya dengan pola aktiviti yang dihadkan oleh persekitaran fizikal warisan kolonial. Kaji selidik telah dilakukan untuk mendapatkan motivasi dan pilihan pelancong asing menggunakan skala *likert* dan *semantic differential*. Sementara pola hubungan antara persekitaran fizikal dan aktiviti diperolehi daripada hasil pemerhatian menggunakan teknik *behavior mapping – person centered map*. Maklumat yang terkumpul kemudian diolah menggunakan pengiraan statistik seperti *factor analysis*, *ANOVA*, dan *t-Test*. Kemudian, *ASCAL (analysis of multidimensional scaling)* digunakan untuk mendapatkan pola perilaku sebagai jawapan kepada objektif penyelidikan. Lima pola perilaku, enam ciri berkaitan motivasi, serta beberapa penemuan signifikan lain menjadi output daripada penyelidikan ini yang bukan saja memberikan implikasi kepada proses pembangunan pelancongan di Fatahillah Square, namun juga memberikan cadangan untuk kajian selanjutnya yang berkaitan dengan perilaku pelancongan dan pelancongan warisan kolonial.

FOREIGN TOURIST'S BEHAVIOR AT FATAHILLAH SQUARE

KOTA TUA, JAKARTA, INDONESIA

ABSTRACT

The dilemma between development and preservation makes the heritage tourism has its own uniqueness in its management. As well as Fatahillah Square, a colonial heritage tourism enclave, located at Northern side of Jakarta – Indonesia, which is a case study in this research. Behavior of tourist as a main stakeholder, particularly foreign tourist, is believed to have an important role in it. Behavior pattern -built from motivation, preference on physical setting, and activity- becomes a key in planning and designing space. The objective of this study is to find out behavior pattern of foreign tourist by exploring their motivation and preference, and associating them with activity pattern limited by the typical physical setting of colonial heritage. The survey is conducted to gauge motivation and choice of foreign tourist using likert scale and semantic differential. While the pattern of the relationship between physical setting and activity is obtained from the result of observation using behavior mapping technique. The collected data is processed using statistical analysis such as factor analysis, ANOVA, and t-Test. Furthermore, ASCAL (analysis of multidimensional scaling) is used to portray behavior pattern as the answer of research objective. Five behavior patterns, six characteristics related to motivation, and several other significant findings become output of this study which is not only giving implication on tourism development process in Fatahillah Square, but also providing recommendations for future research related to tourism behavior and colonial heritage tourism.

CHAPTER ONE: INTRODUCTION

1.1. Background

As stated by Harrison and Hitchcock (2005), tourism is now widely regarded as one of the largest industrial sectors alongside financial services and manufacturing. However, compared with other Asian Countries, tourism industry in Indonesia is still underdeveloped (see table below), although Indonesia has a huge potencies in nature, culture, and heritage. Based on the number of international tourist arrivals in 2013, Indonesia (8.8 millions) is far below compared to other ASEAN countries such as Thailand (26.5 millions), Malaysia (25.6 millions), and Singapore (11.0 millions).

Table 1. 1 Top ten of international tourist arrivals to Asia and the Pacific 2013

Rank	Country	International Tourist Arrivals (in millions)
1	China	55.7
2	Thailand	26.5
3	Malaysia	25.7
-	Hongkong (China)	25.6
-	Macau (China)	14.2
4	South Korea	12.1
5	Singapore	11.0
6	Japan	10.3
7	Indonesia	8.8
8	Taiwan	8.0
9	Vietnam	7.5
10	India	6.8

Source: World Tourism Organization, 2014

Besides natural and cultural resources, another featured product in modern tourism is urban heritage tourism, which the historical built environment become the main attraction. According to Sugiarto, et al. (2003) tourism growth amplifies the positive effects of globalization and lessens its adverse effects. Production increases and welfare improves, while adverse effects on government deficits and the trade balance are reduced. According to Tweed and Sutherland (2007), the built environment carries important meanings from one generation to the next, and serves as a one repository of cultural meanings. Today, built heritage is an important part of the cultural heritage of towns and cities, while cultural heritage is an important part of societal and community well-being. As agreed by Bandarin and van Oers (2012), historic urban landscape is part of a broader reflection on the evolution of urbanism, as a response to the increasingly complex challenges brought by global processes. The historic city is not an island, and all global social, economic and physical transformation processes affect both it and its spaces. Where all of the aspects of urban heritage: the physical space, its natural environment, the value system, the social and economic dimensions must be fully integrated (Steinitz, 2012).

However, Johnson (1999) emphasized that heritage tourism is not just a set of commercial transactions, but also the ideological framing of history and identity. As told by Lynch (1972), city will always change and transform; planning to preserve, create, or destroy the past, to make sense out of a rapid transition, or to build a secure sense of the future are important to endure the transformation. Built heritage has been emphasized further for its great potential for promoting economic growth in cities, and particularly urban tourism development (Ashworth and Tunbridge, 1992; Amit-Cohen, 2005; Bandarin and van Oers, 2015).

Fatahillah Square at Northern Jakarta - Indonesia is one of the cases of urban heritage tourism that is potential to be developed. Dominated by heritage of the Dutch colonial government environments, this destination is the forerunner of Jakarta. However, Fatahillah Square does not yet have a good and integrated planning as a tourism destination until today. It can be seen on table below that the number of foreign tourists in this location only reaches 3.28% from the total foreign tourists who come to Jakarta, or 0.86% from the total foreign tourists who come to Indonesia.

Table 1. 2 International tourist arrivals per months to Kota Tua in 2013 compared to Jakarta and Indonesia

No.	Months	Number of tourist visit Indonesia	Number of tourist visit Jakarta	Percent	Number of tourist visit Kota Tua	Percent Within Indonesia	Percent Within Jakarta
1	January	614,328	167,392	27.25	8,625	1.40	5.15
2	February	678,415	187,429	27.63	4,669	0.69	2.49
3	March	725,316	192,108	26.49	6,437	0.89	3.35
4	April	646,117	168,986	26.15	6,235	0.96	3.69
5	May	700,708	185,485	26.47	6,484	0.93	3.50
6	June	789,594	217,309	27.52	6,865	0.87	3.16
7	July	717,784	195,073	27.18	8,018	1.12	4.11
8	August	771,009	194,204	25.19	8,077	1.05	4.16
9	September	770,878	207,723	26.95	4,513	0.59	2.17
10	October	719,903	198,066	27.51	5,518	0.77	2.79
11	November	807,422	205,468	25.45	4,892	0.61	2.38
12	December	860,655	194,549	22.60	5,629	0.65	2.89
Total		8,802,129	2,313,792	26.29	75,962	0.86	3.28

Source: Jakarta Tourism Statistic by Dinas Pariwisata Provinsi Daerah Khusus Ibukota Jakarta (Jakarta Tourism Board), 2014

The situation, as told by Tjahjono (2009), triggered by the condition that cities in Southeast Asia, including Jakarta, had experienced various layers of change along their urban history that mostly inherited from the colonial governments. As argued by Daher (2005), the practice of urban regeneration/heritage management is commonly tied to sporadic agents of power that generate shock treatments and very modest outcomes in the form of architectural cosmetics rather than an

institutionalized practice. The value which lies in tourism program is more commercially judged rather than their historically and culturally determined. Similar to those fact, tourism planning in Fatahillah Square, also was neither based on in-depth research nor well integrated.

On the other hand, as a major growth area in modern tourism strategies (Richards, 1995; Shaw and Williams, 2004), tourism development in urban heritage tourism is unique. Urban heritage tied by the past (Lynch, 1972), the elements (physical environment) come from history, patriotism, and the estates of the rich (Venturi and Rauch, 1976 in Rapoport, 1990). They encompass the unique features of a place that reflect its culture, history, or environment, and, by their experiential nature, promote the rich tapestry of cultural traditions, ethnic backgrounds, and landscapes (Copley and Robson 1996; Blackwell 1997). Tourism in a heritage enclave is like a double-edged sword that has the potential both to cause degradation of the physical and cultural environment and to contribute to heritage preservation that would benefit residents and future visitors (Hovinen, 1995; Harrison & Hitchcock, 2005; Herbert, 1995). It has brought the contradictions between preservation and development interests, and between needs of local residents and tourism benefits (Nuryanti 1996; Garrod & Fyall, 2000; Wager, 1995; Lynch, 1972; Travis, 1982; Hewison, 1987; Millar, 1989; Ashwoth, 1991; Moscardo, 2000; Mc.Kercher and Du Cros, 2002; Picard, 2006).

This condition has demanded the development of suitable and adaptive design solutions that require the full consideration of the spatial continuity, its physical and social peculiarities, and user needs. Mistakes in urban heritage planning (including tourism planning) may lead to disaster and degradation of urban physical

and social environment. The harmony and interaction between tourism and other economic activities, in terms of space use, strongly depend on the way in which the heritage clusters are physically and functionally integrated into the urban system (Jansen-Verbeke, M. and Lievois, E., 1999).

However, as told by Orbasli (2000), tourism is potentially an important catalyst for the safeguarding of historic fabric and the initiation of conservation on an urban scale. Furthermore, As argued by Waitt (2000), overall tourists perceive this representation of history as authentic. Although locals, domestic visitors, and foreigners tend to view as ‘authentic’ and its cultural content as ‘local’, Richards (2007) found significant differences that locals and domestic visitor tend to have a constructive view of authenticity linked to cultural and social references, whereas foreign visitor employ a more existential view of authenticity related to their enjoyment of the event and experience of difference. As mentioned by Gunn (1994), the relationship between tourists and their environment becomes an important factor on planning urban heritage tourism. Foreign tourists are key stakeholders in the development of urban heritage tourism that have an important role as a central actor on a tourism study. Foreigners have more spontaneous motivations and preferences compared to domestic visitors that have cultural similarities and emotional bonding on the environment. Thus, studying the correlation between foreign tourist’s behavior and the environment is very important within a planning of tourism development.

1.2. Statement of the Problem

Globalization and the rapid development in almost all cities in the world make urban tourism become popular (Scarpaci, 2005). According to Sugiyarto, et. al.

(2003) urban tourism is one of the main factors which can reduce government deficits and the trade balance. But however, the development of heritage tourism often produces unsatisfactory results since the main issue requires to reconciling the interests of heritage conservation and tourism promotion or an emphasis on the protection of heritage sites versus the utilization of these same sites for economic development purposes (Shepherd and Yu, 2013) often ignored in the development process (Ruijgrok, 2006). Thus what experienced by Fatahillah Square – Old Batavia, Jakarta, Indonesia.

The balance between the two (conservation and economic development) can be achieved by understanding tourist's behavior - as user and main stakeholders in a tourism destination. As stated by Swarbrooke and Horner (1999), tourist's behavior is key to the foundation of tourism development. It is the way to understand tourist's needs, which is not only carried out to develop, but also promote and sell tourism products. Moreover, by the present of built heritage that tied by the past as element of conservation (Lynch, 1972), thus foreign tourist's behavior in Fatahillah Square is not only affected by their social activities but also physical setting.

1.3. Research Questions

As mentioned above, understanding tourist's behavior is a key in accomplishing the development of urban heritage tourism at Fatahillah Square – Old Batavia, Jakarta, Indonesia. Tourist's behavior in heritage area, as further mentioned in chapter two, is affected by social activities and physical setting, shaped by motivation, preference, and activities. Motivation takes effect on the pre-action stages, preference on physical setting arise on early stages of implementation, while activities

mapped on the action stages (as further mentioned in chapter two). Thus, the main question on this research is: What is the pattern of foreign tourist behavior at Fatahillah Square – Old Batavia, Jakarta, Indonesia?

However, in order to answer this, firstly it is highly necessary to understand:

- What are their motivations to visit Fatahillah Square?
- What are their preferences on physical setting during their visit Fatahillah Square?
- What are their activities at Fatahillah Square?

1.4. Significance of the Study

The success of tourism destinations thus depends on their regional tourist competitiveness in terms of the attractiveness characteristics that make up the tourist strength of a certain area (Cracolicia and Nijkampb, 2009). Thus, as mentioned by Dwyer et al. (2000), the potential for any country's tourism industry to develop will depend substantially on its ability to maintain competitive advantage in its delivery of goods and services to visitors. Ideally, tourism policy makers would be proactive about the growth and preservation of their industry.

The relationship between human and their environment has an important role on planning of urban heritage tourism. As a medium of activities, urban spaces and buildings shaped by both locals and tourists activities and behavior correlations (McKercher & du Cros, 2002; Li et. al., 2007; Dutta and Husain, 2003; Russo, 2002). According to LaMondia et al. (2009), knowing what kinds of travelers choose to

holiday in their country and why travelers made this choice can help planners solidify demand for their current tourism services as well as expand and adapt services to attract new types of tourists. They argued that policy makers, planners, and industrial practitioners should have responded to the challenge by attempting to develop more insightful models of tourism behavior and seek to understand how and why these decisions are made. Thus, a good and integrated planning in Fatahillah Square as a potential urban heritage tourism destination can be reach by studying tourists' behavior. As argued by Peter, et al. (2015), behavioral patterns are effective ways of enhancing service offerings that defy accepted notions of variation as an ever-changing compromise between costs and customer satisfaction.

1.5. Research Objective

As explained above, the pattern of foreign tourist behavior is affected by their motivation, preference on physical setting, and activity. Thus the objectives of this research are:

- To find out foreign tourist motivations at Fatahillah Square;
- To find out foreign tourist preferences at Fatahillah Square;
- To describe foreign tourist activities at Fatahillah Square; and finally
- To find out the pattern of foreign tourist behavior at Fatahillah Square

1.6. Scope of Research

The scope of this research is focus on foreign tourist's behavior that shaped by their motivation, preference on physical setting, and activity that related to tourism

and conducted limited to the public space (outdoor) at Fatahillah Square – Old Batavia, Jakarta, Indonesia.

1.7. Thesis Structure

Chapter One: an overview of the thesis, which includes the background of the study, statement of the problem, research objective, significant of the study, research question, thesis structure, and also conclusion.

Chapter Two: provides literature reviews regarding urban heritage tourism, tourist's motivation, tourist's preference, relationship of physical environment and tourist's activities, tourist's behavior, theoretical framework, and conclusion.

Chapter Three: this chapter discusses the overview of Fatahillah Square – Old Batavia, Jakarta, Indonesia as the study location on this research. The discussion covers history, tourism, and tourism activities that related to this research.

Chapter Four: discusses the process of carrying out the research methodology from the beginning of the study, theoretical and methodological framework, location of study, respondents, data needs, population and sample, development of instrument, pilot test, data collection process, data analysis, and conclusion.

Chapter Five: presentation of data and the findings of this study. Start from data presentation of demography and travel pattern, then continued by tourist's

motivation, preference, activities, influences of independent variables, behavior patterns, and conclusion.

Chapter Six: discussion of significant findings related to tourist's motivation, preference, activities, and behavior patterns, conclusion, theoretical implication, and practical implication.

1.8. Conclusion

This chapter discusses the background of the study, the statement of problems, objectives, the significance of the study, and the structure of the thesis. At the background of the study, it can be shown that although tourism is now widely regarded as one of the largest industrial sectors, compared with other Asian countries, tourism industry in Indonesia is still underdeveloped.

One of the potential tourism is urban heritage tourism, that Fatahillah Square at Northern Jakarta - Indonesia is one of the case. However, dominated by heritage of the Dutch colonial government environments, this destination is not yet have a good and integrated planning. This research aims to find out the pattern of foreign tourist behavior that influenced by physical setting, motivations, and preferences on Fatahillah Square. Knowing their behavior can help planners solidify demand for their current tourism services as well as expand and adapt services to attract new types of tourists.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

As mentioned in previous chapter, the objective of this study is to find out the pattern of foreign tourist behavior that influenced by physical setting, motivations, and preferences on Fatahillah Square – Old Batavia, Jakarta, Indonesia. This chapter will explain all things related to research objective. The first part describes urban heritage tourism and its link with authenticity concept. The second and third parts describe motivation and physical setting preference. Later it describes physical setting, tourists' activities, and the relation between both. The last part talks about tourism behavior and the conclusion. Discussion structure about motivation, preference, and behavior are divided into two parts. The first part discusses about the definition, theory, concept, typology and characteristic, while the second one discusses about previous studies, which have been done before.

2.2. Urban Tourism

Currently, urban tourism has become one of the main economic sectors in modern city. According to Law (2002), tourism divided two main parts are rural settlement and urban tourism. Rural settlements were perceived as on the small scale with the majority of their inhabitant dependent on land-based activities such as agriculture, while urban settlements were considered larger and dependent on

activities such as services and possibly large-scale mining. Many sectors will serve the local resident as well as visitors. The relationship between visitors and residents which are more complex is one issue within urban tourism. Law told that tourism will be linked to the rest of the economy through a series of linkages. The city will be selling tourism value to visitor and economic activities to get correlation within urbanization.

In conceptualizing the different ways on viewing urban tourism, Asworth (1992) identifies three approaches:

- *The supply of tourism facilities in urban areas*, where the categorization and inventories of facilities by geographers has led to research on the distribution of hotels, restaurants, attractions, shopping, night-life and other tourist-related services. These approaches have also utilized the traditional approach of urban ecological models to produce regionalized descriptions of urban tourism pattern.
- *The demand for urban tourism*, where research has largely been descriptive to establish who visits urban tourist destinations, why they visit, the patterns and behavior of tourist activities, and the ways in which such destinations are perceived by visitors.
- *Policy perspectives on urban tourism*, generated by planners and the private sector, which are not widely disseminated and restricted to those organization who generate the studies or who have a vested interest in the tourism sector.

However, commonly the urban tourism management has not been handled in a good way. Blank and Petkovich (1987) argued that urban tourism is almost

certainly among the most misunderstood and underestimated of all tourism types. It suffers from underestimation-sometimes even unrecognized. They mentioned that tourism industry has one of the major challenges to attempt and balance the supply of service, products and infrastructure with actual demand for such goods. With minimum information, the planners and providers will find it difficult to make a management policy of urban tourism.

City is potential as tourism destination, because the city is the center of all activities whether it is social, economy, or culture. Page (1997) mentioned that urbanization is a major force contributing to the development of towns and cities, where people live, work and shop. Towns and cities function as places where the population concentrates in a defined area, and economic activities locate in the same area or nearby, to provide the opportunity for the production and consumption of goods and services in capitalist societies. Consequently, towns and cities provide the context for a diverse range of social, cultural and economic activities which the population engages in, and where tourism, leisure and entertainment form major service activities (Page 1997). Urban tourism destinations need to recognize what economic, social and psychological factors are stimulating the demand for visits, and how different types of travelers' preferences are reflected in the choice of various destinations and specific activity patterns (Page and Hall, 2003).

City offers something special that other places do not have. According to Jansen-Verbeke (1988), the supply-side of urban tourism is to view the urban area as a 'leisure product'. Walmesley and Jenkins (1992) mentioned that the elements (primary, secondary, and additional) of the inner city tourism system are interrelated and the significance of the inner city as a leisure product. The *primary elements*

including: a variety of facilities, *an activity place* - thereby defining the overall supply features within the city particularly the main tourist attractions (Pearce, 1991), *a leisure setting*, this includes both the physical elements in the built environment and the socio/cultural characteristics which give a city a distinct image and 'sense of place' for visitors (Walmesley and Jenkins, 1992). According to Walmesley and Jenkins (1992) primary elements have a leisure setting that includes both the physical elements in built environment and the socio/cultural characteristics which give a city a distinct image and 'sense of place' for visitors.

Furthermore Jansen-Verbeke (1988), illustrates the leisure product linking which set to draw the ability of tourist and visitor. The physical characteristic of existing resources can be grouped together to sell the city as a cultural city to develop tourism product. Jansen-Verbeke Model is part of cultural tourism into heritage tourism that includes tangible and intangible aspects. It requires activity and facility to sell a city as tourism product. It is a primary element in the tourism product where, these elements include tangible aspect such as ancient monuments and statue, ecclesiastical buildings, harbor, historical street pattern, etc, and then intangible aspects such as cultural heritage, art, language, liveliness, friendliness, etc, which are parts of heritage tourism and cultural tourism. Integration between cultural tourism, urban tourism, Jansen-Verbeke Model and heritage tourism is needed in tourism development.

The *secondary elements* which consist of: the supporting facilities and services which tourists consume during their visit (e.g. hotel and catering outlets and shopping facilities) which shape the visitor's experience of the services available in the city. While *additional elements* that consists of: the tourism infrastructure which

conditions the visit, such as the availability of car parking, tourist transport provision and accessibility and tourist-specific service (e.g. visitor information centers and tourist sign posting).

However, the challenge is real. Developing urban tourism is not as easy as it seems. Shaw and Williams (2004) argued that while such an approach allows a systematic consideration of the supply side of urban tourism, it is not without its difficulties. For example, in many cities, the so-called secondary elements of shops and restaurants may well be the main attractions for certain groups of visitors. The right planning strategy is the main point in this case.

The consideration about that matter makes the focus of urban tourism planning is not only leading to the development of leisure product and its secondary elements. The accuracy of finding opportunity related to city potential becomes challenge for the policy makers and city planners. In a more recent work, Page (1995) suggested that a wider range of motivations for visiting urban area, such as visiting friends and relatives, business travel, conference and exhibition attendance, educational reasons, cultural and heritage tourism, religious travel (pilgrimage), hallmark events attendance, leisure shopping, and day trips.

However, city with every function in it is a complex case. Not mentioning all the diversity which can be seen by various sectors and strata that becomes the opportunity, but in other hand also challenges for urban tourism development. According to Burtenshaw *et al.* (2002), complex interrelationship between the facilities available in the city and the various types of user, and in doing so,

highlighted the difficulty in identifying a definitive categorization of visitors according to the areas of urban facilities they visit (see figure below).

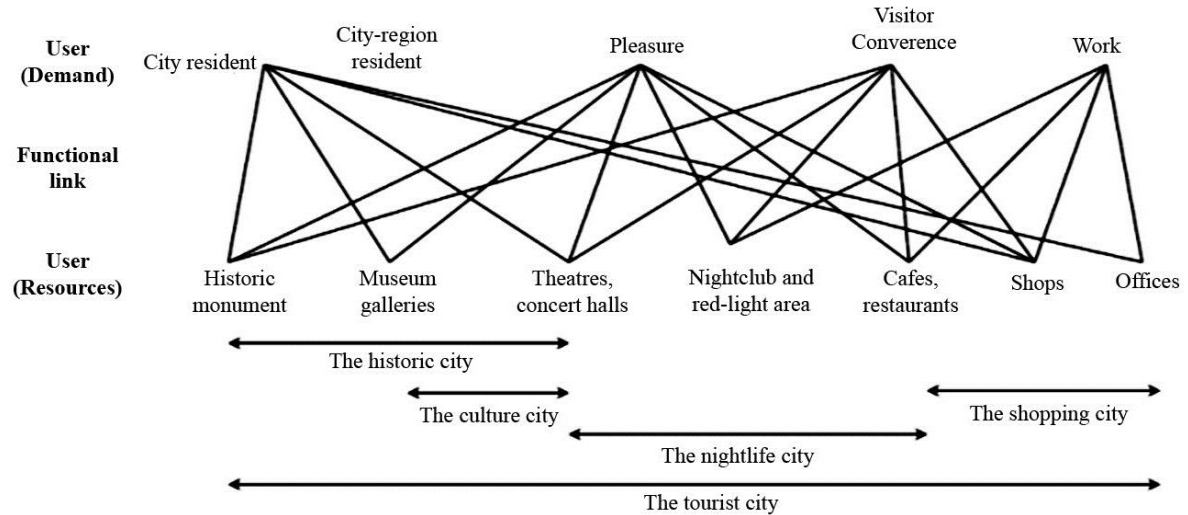


Figure 2. 1 Functional areas in the tourist city.

Source: adapted from Burtenshaw et al., 2002

2.2.1. Urban Heritage Tourism

The discussion about urban tourism becomes more interesting when it's linked with heritage and historical aspect. As one of the potential in urban tourism, urban heritage needs different management compared to other regions. Heritage is regarded as one of the more significant and fastest growing components of tourism in many developed economies (Alzue et al., 1998 and Herbert, 2001). Johnson (1999) defines heritage as a complementary or alternative way of mediating the past to popular audiences. Ashworth (1994) suggests that heritage is intrinsically a place-based activity whether or not heritage is deliberately designed to achieve pre-set spatial-political goals, place identities at various spatial scales are likely to be shaped or reinforced by heritage planning. Shields (1991) outlines the manner in which specific spatial arrangements and cultural practices become appropriate for particular

types of activities, and together constitute a place-myth which is undergirded by a suite of core place-images, both symbolic and material.

Other thing that makes urban heritage becomes more interesting is the nature of urban area which are dynamic and rapidly growing. An urban area, like Jakarta, has been through various era in its growth. According to Orbasli (2000), no living environment is the product of a single historic period and even the most puritanically planned cities have experienced change within several years of completion. In the modern era, tourism has an important role on it. First thing related to this research is urban heritage tourism. It has important role on this study as the background setting which influenced variables used in this research, like motivations, preferences, and activities.

Urban heritage tourism was considered as a major growth area and a vital opportunity for planning authorities to develop (Pothof, 2006). Apostolakis (2003) indicates that the boom of urban heritage tourism springs from the shift from a production-driven to a consumption-driven which induced a human demand for differentiation and unique experiences largely to be supplied the cities. The composition which built physical setting on urban heritage enclave became unique when it's connected with tourism where the conflict of interest happened between preservation and tourism development interest. Millar (1989) argued that heritage is about a sense of belonging and continuity that is different for each person. He orders the distinctive generic resources of heritage visitor attractions in a classification model. The model moves from the macro to the micro within three main heritage categories: built heritage, natural heritage, and living heritage.

Table 2. 1 Classification of heritage visitor attraction

Setting	Built heritage	Natural heritage	Living heritage
Nation/region	Cities	Landscape/sea	People
Area	Historic towns	National parks	Traditional food
	Seaside resorts	Heritage coastline	Festivals
	Conservation areas		Markets
Site	Museum	Town and country	Public houses/cafes
	Art galleries	parks	Craft centers
	Historic buildings	Botanic gardens	Farms
	Historic sites	Historic gardens	
	Monuments	Nature reserves	
	Heritage centers	Countryside centers	
	Heritage theme parks	Country parks	
	Transport	Forests	

Source: adapted from Millar, 1989

However, not all of the tourist who visit urban heritage destination have similar intention and interest, especially related to heritage itself. As the further discussion related to the concept of authenticity as a key concept in urban heritage tourism. According to Li et al. (2008), there are two main approaches to the study of heritage tourism. The first emphasizes that the contents of a place are linked to the phenomenon of heritage tourism due to the belief that featured history contributes to the overall visitor experience gained (e.g. Poria et al., 2006). The second and most common approach is to regard heritage tourism as simply tourism in places categorized as heritage or historic sites (e.g. Yale, 1991).

Other than authenticity concept, the environment which becomes the main resource is also interesting to be discussed related to tourism. The environmental dimension of urban heritage, as told by Al-Hagla (2010), is mainly directed towards the conservative use of heritage assets, focusing on the technical problems of maintaining the fabric of existing buildings. It caused a bit contradictory when

attached to tourism where the assets became 'selling objects'. Heritage tourism has been defined as the desire to experience diverse past and present cultural landscape, environments, places and forms (Zeppel and Hall, 1991). According to NCDOT (2000), heritage tourism is travel that is motivated by a desire to experience the authentic natural, historic and cultural resources of a community or region. Buildings, artifacts, folk stories, landscapes, languages, art and music are all expressions of heritage; they are historic and cultural resources (Pearson and Sullivan, 1995). Communities often have sentimental attachments to a place, and these attachments depend on a place's social, historic and/or aesthetic value (Beck, 1995).

The heritage tourism product can be tangible or intangible, which is also influenced by various aspects. As mentioned by Timothy and Boyd (2003), Heritage can be classified as tangible immovable resources (e.g. buildings, rivers, natural areas); intangible movable resources (e.g. objects in museum, documents in archives); or intangibles such as values, arts and cultural events. According to Kirck (1963), heritage exists within two types of environment, namely 'phenomenal' and 'behavioral'. He further mentioned that heritage tourism experience consist some aspects i.e. supply and demand, politic, interpretation, impact management, authenticity and conservation. All aspects from heritage tourism experience will also influence by some factors which come from issues outcomes, product base and heritage as commodities and physical world.

Related to heritage tourism product and other aspects, Timothy and Boyd (2003) formulate concept of heritage spectrum. According to them, heritage spectrum is an important concept to help in clarifying the existence of many types of heritage experience. Heritage spectrum has three types namely: type of landscape, type of

tourism, and type of 'heritage' attraction. Type of tourism consist ecotourism, cultural tourism, and urban tourism that all are parts from heritage tourism. Cultural tourism and urban tourism have relation and correlation; because the reality of model refers to heritage tourism as an overlapping concept. They mentioned that the common characteristics of other types of tourism i.e. ecotourism (or nature-based tourism) within the left side of the spectrum, cultural tourism across the middle and urban tourism on the right. The concept of overlapping occurs between ecotourism and cultural tourism, and cultural tourism with urban tourism. Where, overlap between cultural tourism with urban tourism occurs because culture process which influence on the societies, were an expression of anger and concern about the role of tourism. It is just one of many ways in which the contemporary world system brings about change in the societies within it.

Therefore, Timothy and Boyd (2003) mentioned that cultures are also transformed by many factors, including urbanization, industrialization and immigration within an urban. Urban tourism and cultural tourism are parts from heritage tourism (see figure below). Where, in the heritage spectrum will be influencing of change on the purposes of heritage tourism. Therefore, there is an overlap between of 'heritage tourism with cultural tourism' and 'cultural tourism and urban tourism' into solve the problem of tourism development product in an urban. However, they argued that this overlapping is part from heritage tourism, which must be taken to management plan within conservation and preservation of asset.

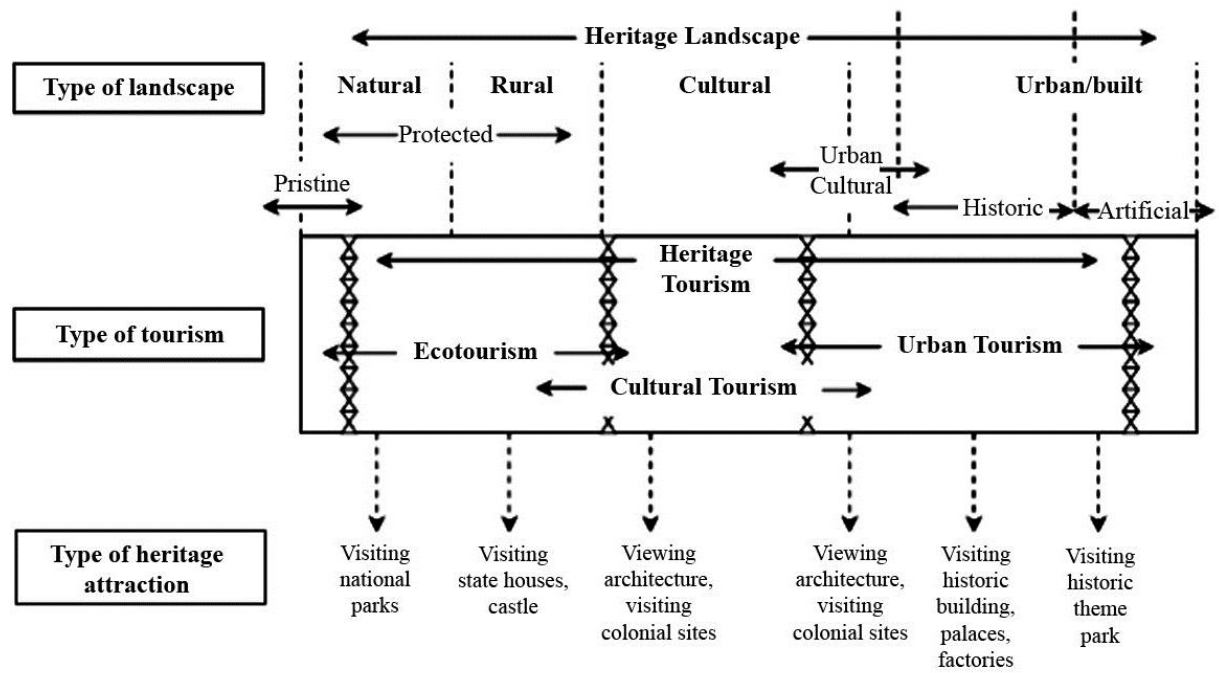


Figure 2. 2 Heritage Spectrum.

Source: adapted from Timothy and Boyd, 2003

2.2.2. Heritage Conservation and Tourism Development

The discussion about the urban heritage tourism can never be separated with the conservation effort even if both are like a double-edged sword. Urban heritage tourism should become an effort to balance development and conservation. As argued by Fethi (1993), conservation is the careful planning and management of limited and selected resources, to control and manipulate change to a minimum, and to a rate that ensures the survival of cultural heritage over a long time. Ferreira (2004) argued that using heritages sites as beacons in the formation of tourist routes is clearly the best method to simultaneously spread wealth and conserve what is precious.

The discussion above reassures us that management and planning become one of the most influence factors. Urban transformation (in both time and space) has ceased to be an incremental process, embedded as it was in meaningful cultural

patterns; and the emerging modern townscape often no longer corresponds with given human ways of emotional and sensorial perception (Bianca, 2015). How to work on traditional buildings is the most difficult problem public administrations have in historic areas. Their response ranges from attempting – and failing – to enforce strict and sometimes obscure regulations, all the way to an irresponsible *laissez-faire* attitude (Sivaro, 2015). Bandarin and van Oers (2012) argued that there is currently little integration of professions dealing with the process of heritage conservation and urban development. As argued by Hurley (2010), the economic vitality attributed to successful preservation campaigns in and around downtown has not always translated into a sense of belonging or purpose for people who live and work there. The fact that most historic cities today happen, as agreed by Bianca (2015), to be located at the centre of a growing metropolis, they suffer from the clash with adjacent, more recent central business districts or with modern urban extensions that mushroom on their peripheries.

Commonly, the development is more dominant than the conservation. Urban heritage conservation has the potential of becoming a leading process in the sustainable management of cities in the future, provided its proponents learn to address modernity and manage change, and do not lock themselves inside indefensible trenches (Bandarin and van Oers, 2015). Likewise, the manipulation of history for profit has not always fortified the social connections that alert people to their shared responsibilities. This higher quality of space and density of functions, as mentioned by Ashworth and Tunbridge (1992), tends to transform the historic city into something closer to a shopping centre or a theme park, where the original values linked to history, artistic forms, memory functions and social atmosphere are

converted into commercial opportunities for a transient population. Bandarin and van Oers (2015) argued that where cities have gained a central place in economic, environmental and social policy-making at the global scale, urban planning has declined and de facto ended as a unified management system of complex urban processes. As long as there was money to be made in preservation and as long as cities clung to the attitude that any preservation worth doing was preservation that paid, it followed that contributing structures were more likely to fall into private hands (Hurley, 2010).

Once again, a city is a dynamic complex object. It is not just architecture or a monument. It is, most of all, a living space, where the meaning of the built environment has to be understood in relation to the living society, its needs for the preservation of memory as part of its culture and life, its sense of beauty, its use of places and its changing processes (Bandarin and van Oers, 2015). The values of the city, as argued by Rosa and Weiland (2013), cannot be understood without accurate cultural mapping, without the participation of the people living, using and shaping the space. People are actors in heritage, as they continuously reshape the physical form and the environment of the city (Jigyasu, 2015). Litka (2015) argues that while sustainable tourism needs to promote indigenous rights and involvement, it should also take into account the wants and needs of visitors, tour agencies, and governmental policies who each stake a claim to the community's archaeological heritage. As argued by Hurley (2010), preservation's contribution to heritage tourism, however, often performed double duty as both an enticement to prospective homeowners and a lure for out of town visitors. Historic preservation can play a valuable and desirable role in restoring the economic vitality of inner-city districts.

Heritage tourism, for all its shortcomings, can inject badly needed revenue into struggling local economies and also generate new business activity. The lack of influence in heritage decision making by local communities, preservationists, archeologists, architects, and historians means that economic motives will continue to trump all else (Shepherd and Yu, 2013). There is no easy answer to the dilemma faced by every society that seeks to balance preserving the past with improving the material realities of its contemporary citizens.

2.2.3. Authenticity at Urban Heritage Tourism

As mentioned before, the discussion about urban heritage as a tourism destination cannot be separated with the authenticity concept. Authenticity is acknowledged as a universal value and an essential driving force that motivates tourists to travel to distant places and times (Cohen, 1988; MacCannell, 1973; Naoi, 2004). The quest for authentic experiences is considered one of the key trends in tourism (Kolar and Zabkar, 2010). Authenticity is accordingly crucially important for tourism, especially heritage tourism (Apostolakis, 2003; Tourism Trends for Europe, 2006; Yeoman et al., 2007). Because of that, the concept of authenticity is of particular interest in the marketing of cultural heritage sites. It is helpful for understanding tourist motivation and behavior as well as strategic and tactical implications concerning tourist destination management.

From the beginning of its growth, many authors and academics formulated the definition of authenticity. Authenticity is namely conceived as a value (Olsen, 2002), a motivational force (Cohen, 1988; Grayson and Martinec, 2004; Leigh et al., 2006; MacCannell, 1973; Naoi, 2004), a 'claim' (Peterson, 2005), a perception (Cohen, 1988), and the choice people make (Steiner and Reisinger, 2006). Various