Cultural Heritage Tourism Preservation in Kota Tua Jakarta Indonesia and Old Town Central Hong Kong: A Comparative Study

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***Abstract*—The purpose of this study is to compare the cultural heritage tourism preservation in two heritage sites between Kota Tua Jakarta in Indonesia and Old Town Central in Hong Kong. The study focused on preservation system and efforts such as funding, management, ownership, stakeholder's involvement, spatial distribution within the sites, community concerns on tourism and signage besides the physical setting of the sites. This explorative research used qualitative approach to obtain more accurate results in the context of comparisons between two cultural heritage sites. In this study, we do field and online observation techniques, documentation, notes and literature studies. To obtain the primary data, on-site observation sessions were conducted directly in the Old Town Central Hong Kong and Kota Tua Jakarta area, in-depth interviews and photo documentation was made as well. Besides, the secondary data collection for the Old Town of Jakarta was done through online literature study in the form of news, trip advisor and travel note. This paper raises suggestions to settle some ways of preserving historical heritage by making a comparative discussion on the differences in the legislation, administration and government supports in the two countries such as Hong Kong and Indonesia that can be applied in any kind of cultural heritage tourism sites performance for sustainability purposes.**

Keywords—preservation; cultural heritage sites; tourism; Kota Tua Jakarta; Old Town Central.

I. INTRODUCTION

The study of cultural tourism has been discussed in literatures [1], [2], [3]. However, there has been a great debatable discussion among researchers trying to distinguish between cultural tourism and heritage tourism. The discussion brings into several definitions on cultural tourism. As stated by Christou that the term cultural tourism which is used interchangeably with heritage tourism or ethnic tourism usually offers tourists the attraction of cultural traditions, places and values such as religious practice, folklore traditions and social custom of certain communities or ethnic [4]. This study supports the study which stated that cultural tourism is a form of tourism that relies on a destination's cultural heritage assets and forms them into products that can be consumed by tourists [5]. Referring to this definition, cultural tourism involves four elements: 1) tourism; 2) use of cultural assets; 3) consumption of experiences and products; 4) the tourists. Cultural tourism involves the traveller to learn about the history of a place and the foreign community heritage or their way of life. In addition, an involvement of any activity, or something that can offer an infinite experience [6]. Christou and Csapo argues that heritage tourism can provide a scan or a past nostalgic and reality [4], [7]. This study is aimed to explore and examines the questions of: 1) What are the similarities and differences of Kota Tua Jakarta and Old Town Central Hong Kong?; 2) How these two sites are preserved for sustainability purposes?

This study was conducted in two sites namely The Kota Tua Jakarta Indonesia and The Old Town Central Hongkong (Figure 1). These sites were selected due to their high potential as cultural heritage tourism opportunity and a great extent of tourists visiting these two places.

Fig. 1: Study area The Old Town Central Hongkong
(https://www.google.com, accessed 17 August 2017)

Old Town Central Hong Kong in Hong Kong is heritage, arts, and culture site which has historical values. Since its cession to Britain, Hong Kong has evolved into a place characterized by dramatically cultural contrasts, which first emerged in the early days of Central. Some interesting sites in area of Old town Central Hong Kong are possession street, Tai Ping Shan Street, Hong Kong Museum of Medical Sciences, Man Mo Temple, Hollywood road, the underground art Scene, and some other culinary sites. (Hong Kong Tourism Board,2017).

Fig. 2: Study area Kota Tua Jakarta
(https://www.google.com, accessed 17 August 2017)

While **Kota Tua Jakarta** in Indonesia is located in old colonial buildings that many museums can be explored. In the 1600s, Kota Tua Jakarta became the headquarters of the Dutch East Indies Company. The interesting sites that can be seen in Kota Tua Jakarta are: Fatahillah Muesum, Puppet Museum, the museum of Arts and Ceramics, The museum of Bank Indonesia, and the Bank Mandiri Museum. One of the iconic historical buildings in Kota Tua Jakarta is the Jakarta History Museum, which is popularly known as Fatahillah Museum with abundance of historical value. This neoclassic architectural building was built in 17th century. The building was used as a city hall, the house of parliament, a prison especially to hang the convict, and also a military dorm in the end of colonial period.

II. LITERATURE REVIEW

The study is based on the literature reviews on several aspects of heritage and cultural tourism as follows:

A. Cultural Heritage Tourism

For many developing countries, tourism is the only way to participate in the global economy and to develop their own economies. Tourism brings people from other areas into the community. This means that the community has attractions that others are willing to travel to in order to see. Some tourist destinations such as water parks, have a generic quality to them that does not say anything special about the community where they are located. But cultural heritage attractions are a very nature specific to a community's past or present characteristics. Decisions about how to develop and manage cultural heritage attractions are decisions that help the community and present it to the outside world. Participation in these decisions helps to build community and bolster pride among residents. In addition, cultural heritage tourism is the coordinated and mutually supportive application of cultural, heritage and tourist resources for the improvement of the overall quality of community life. Travelers who are interested in cultural heritage tourism would visit or take part in any of the following: 1) Historical attractions, monuments, or landmarks; 2) Museums, art galleries, or theatres; 3) Festivals, concerts, or performances; 4) Culturally significant neighbourhoods or communities. Tourists who are interested in cultural heritage generally want to learn something about the beliefs and practices and the struggles and successes—that shaped the shared identity of a people. Some of these tourists may share a degree of ancestry with the people whose history they are interested in. Specificcally [1] elaborate the classification of cultural tourism product categories as presented in Table I:

TABLE I. CLASSIFICATION OF CULTURAL TOURISM PRODUCT CATEGORIES

No	Product Category	Example
1	Built Non touristic	Archaeological, sites, ruins
2	Touristic purpose: built or modified	Theme parks, museum, cultural centre
3	Economic	Industrial heritage attraction based on primary production (mining)
4	Transport	Canals, maritime structure
5	Cultural landscape	Historic town, seaside resort
6	Creative industries	Art performance
7	Religious	Religious sites, sacred sites
8	Diaspora ethnic	Diaspora urban ethnic, festivals and event
9	Extant ethnic	Minority cultures, handicraft
10	Intangible Heritage	Tradition. Custom, folklore, oral tradition
11	Dark	War sites, battle fields
12	Natural heritage (mixed values)	Conservation areas, botanic, garden

Source: [1]

Table I explains that there are about twelve of classification of cultural tourism products. Since each product has different characteristic, then it needs different preservation management. Kota Tua Jakarta meets the classification number 2, 3, 5, 6, 9, 10. Kota Tua Jakarta meets the classification number 2 since its tangible product is an area consisted of heritage buildings, museum, park, traditional attraction, traditional foods and drinks. It is also meets classification number 3 for economic benefit purposes as it is functioned as a place where some heritage attractions are held, especially on the weekend and as cultural landscape as well (classification number 5).

Kota Tua Jakarta is clearly presented as a historical town. The legacy of colonial Dutch is built as a European small town as seen from the style of the buildings along the street and around the museum. On the weekend, people from other part of the city may come and sell their products for the tourists. They also can perform some kind of attraction such as art performance or small show. They can sell handicraft as well. They can also perform some traditional attraction like performing traditional dance, children play or choir with government agreement. These activities meet classification number 6, 9, and 10. While in Old Town Central Hong Kong, the site meets the classification number 5. Old Town Central is a historical town where the ancient British colony came and start built a living in Hong Kong.

Furthermore, cultural heritage is the record of a people manifest in the tangible (cultural relics, handicrafts, monuments, historic towns, and villages) and intangible (literature, theatre, music, folk customs) heritage of their culture [1]. Cultural Heritage Assets can be either tangible or intangible entities. In the context of architectural heritage, these may include tangible structures such as buildings, historic areas, special heritage districts or cultural landscapes. Cultural heritage assets may include intangible assets related to the traditional lifestyle of a society. This can include daily activities, customs, beliefs, rituals, ways of life and music[8]. It is also apparently stated that tangible cultural heritage includes

all assets that have some physical embodiment of cultural values such as heritage cities, historic towns, buildings, archaeological sites, cultural landscapes, cultural objects, collections, and museums [9].

Other scholars found the evolving framework of cultural heritage management (Table 2). This helps to elaborate cultural heritage management with five phases where each of which consisted of some key features explaining the qualification of each phase's features.

TABLE II. CULTURAL HERITAGE MANAGEMENT'S EVOLVING FRAMEWORK

Phase	Key features
Inventory	1. Growing community interest 2. Documentation 3. Evolution from amateurs to professionals conducting work
Initial legislation	1. First generation legislation to guide identification and protection of heritage assets 2. Focus on tangible not intangible heritage 3. Creation of government heritage agencies 4. Little integration with other government agencies or laws.
Increased professionalism	1. Formation of heritage IGOs and NGOs 2. Formalization of codes of ethics, conservation principles in charters, etc. 3. Development of related heritage professions (public and private)
Stakeholder consultation	1. Emergence of wide array of stakeholders 2. Areas of conflict identified 3. More attention paid to community interests
Review	1. New understanding of responsibilities 2. New or revised legislation 3. More integrated planning and practice 4. Greater awareness of intangible heritage 5. Recognition of other users 6. New paradigm in place 7. Maturity

Source: [1]

Based on Table II, Kota Tua Jakarta accomplishes the phase of inventory as it is running well by the government, as well as initial legislation. This site also needs the third phase (increased professionalism) which involves the NGOs and social community. The next step is involving the stakeholder consultation from many sectors to develop the sites such as academic, business, government, community and media. On the review phase, Kota Tua Jakarta already gives new understanding of responsibilities for tourist and communities. It also raises recognition of other users. But the rest five features in this phase, have not been done yet. While in Old Town Central Hong Kong seems like they only meet the first phase. But the rest phases have not been implemented yet referring to the concept presented in table 1 that the old town central only apply in one category of cultural landscape.

B. Preservation on Heritage Cultural Tourism

Major cities in developing countries face similar issues related to high development pressure, a lack of concern for cultural heritage, and little or no public participation in the decision-making, processing urban development and conservation. But in Hong Kong, the biggest challenge to heritage conservation undoubtedly lies on the limitation of usable land, the current land policy and a growing population. This creates pressure to continuously redevelop existing urban fabrics to accommodate new structures. Development has always been given primary consideration because it is seen as a major way to promote economic growth. As a result, many of the city's historical buildings have already surrendered to the prevailing commercial imperative. In the face of these pressures, successfully undertaking conservation will require a design vision for the city that articulates the role of heritage conservation. To be successful, such a vision must explicitly recognize the social importance of conservation. It must also establish a framework that will allow for an inclusive, flexible and ongoing identification of areas of heritage value. In addition, it requires a means of prioritizing competing interests and concerns in the process of achieving this vision. Cultural heritage has an important role in forming the self-identity and share a collective history. Referring to that reason, heritage preservation is becoming a vital part in maintaining and enhancing the social capital of a city and quality of life. Preservation can be defined as the action taken to maintain the fabric of a place in its existing state and retard deterioration [8]. One of the purposes of preservation is to take care of the assets for the enjoyment of present and future generations. To be successful, cultural heritage tourism projects must attract tourists, preserve heritage spaces and places and engage community residents. Any one of these elements can get out of balance with the others and prevent a successful outcome. Additionally, preservation and conservation are common terms referring to the safeguarding and protection of cultural heritage. Usually, preservation has a narrower meaning: All actions taken to maintain an object in its existing condition, minimize the rate of change, and slow down further deterioration and/or prevent damage.

Conservation encompasses preservation and involves careful management of assets for the use of future generations. Heritage preservation as a public discourse and a public agendum was a project of modernity, and its birth coincided with the birth of modern nation. Heritage preservation is seen as a modern product but does not mean that what is now known as heritage preservation did not exist in the pre-modern period. There were practices to deal with and to protect heritage, but these were not systematic policies practiced in the public domain.

III. METHODS

This explorative research used a qualitative approach to obtain deeper and more accurate results in the context of comparisons between two cultural heritage sites. In this study, we do field and online observation techniques, including photo documentation, notes taking and literature studies. To obtain the primary data, field observation was conducted directly in the Kota Tua Jakarta Indonesia and Old Town Central Hong Kong as well as in-depth interviews to tour leader and tourists visiting the area. Documentation and the photos taken were made as well. While the secondary data collection was done through online literature study in the form of news, trip advisor and travel note. In addition, data and information are classified and analyzed based on the McKercher's theory on possible relationship between tourism and cultural heritage assets as well as five types of cultural tourist.

IV. RESULTS AND DISCUSSIONS

A. Results from observation

The research was conducted by observation technique (August 2017) and Table 3 presents the result of on-site observation conducted in the Old Town Central.

TABLE III. RESULTS OF ON-SITE OBSERVATION

No	Aspects	Kota Tua Jakarta	Old Town Central HK
1	Ownership	Government intervention	Private
2	Attraction Management	Managed with purposes	Managed without purposes
3	Legacy and Legality	Protected by government law	Without protection by government law
4	Zoning	Zoning for tourism purposes	Zoneless for tourism
5	Entry fee	With entry fee	No entry fee
6	Signage	With signage	No signage
7	Concerns for tourism	High	Low
8	Settlement	Without residents	With resident

Source: Observation, August 2017

In general, Table III explains that the Old Town Central in Hong Kong has a number of additional factors that pose obstacles to the practice of heritage preservation. These including the lack of understanding of heritage preservation and its potential, the lack of long-term preservation policy, fragmented priorities and inadequate coordination of government and the resident living within the sites, the lack of mechanisms to compensate developers and property owners, the lack of public involvement in decision making. Recent efforts by the government to improve the protection of Hong Kong's cultural heritage including the establishment of the CHC in November 2000.139 The CHC is a nonexecutive body whose role is to advise the government on policy and funding priorities for culture and arts (pers.com, tour guide, 11 August 2017). For detailed analysis, the Old Town Central Hong Kong and Kota Tua Jakarta Indonesia are described as follows:

Ownership: The pattern of ownership in Kota Tua Jakarta is under the government's control. This is indicated by the existence of regional regulations in the preservation of Jakarta Old Town area. Meanwhile, based on interviews and observation in Old Town Central, the ownership is held individually. Lacking of government role is impacting the pattern of old buildings' maintenance in Hong Kong. The owners tend to sell their own buildings for sale and earn financially.

Attraction Management: In Kota Tua Jakarta, the attraction is already managed by government by involving the local community. Beside some interesting site, the community has a chance to involve actively such as selling the souvenir, renting bicycles, and guiding the city tour. The sites are designed for tourism purposes. Meanwhile, in Old Town Central Hong Kong, the sites still need more attention in terms of site's management. The visitor could not see the tour programs comprehensively. The sites are not designed for tourism purposes.

Legacy and Legality: As a cultural legacy, referring to the classification in table 1, The Old Town Central Hong Kong did not meet many categories. The site only meets one category that is cultural landscape, as a historical town. But actually, as a legacy, the Old Town Central is not protected by Government's Law in term of preservation. It had not been treated as a legacy, especially as a cultural heritage legacy. This situation can be easily seen from the tangible or physical evidence, whereas in Old Town Central the tourists would find a mix of old and modern buildings all together, side by side. So, it is hard to see Old Town Central as a Heritage legacy of ancient cultural site if the tourists do not know the history that the site was the place where the British colony came for the very first time in Hong Kong, centuries ago. While in Kota Tua Jakarta, the government plays important role to protect and preserve the legacy site by a Preservation Law. Everything is set as a heritage legacy over there.

Zoning: In Kota Tua Jakarta, the zoning area is already fixed and the lay out of the area is firmed. According to the government's law and local government's decree, the layout of Kota Tua Jakarta has been assigned, completed with the signage. The tourists can choose which part of Kota Tua Jakarta they will go to, whether to the museum, the park, the food area, merchandise area, and so on. While in Old Town Central Hong Kong, the tourists would not find the difference among any part in the site. This happen because the site is consisted of individual properties. So, the owner allowed and has the right to do whatever they want on their properties, no zoning at all.

Entry fee: In Kota Tua Jakarta, entry fee is applied in some areas such as at the museums (Wayang Puppet Museum, Art & Ceramic Museum, Bank Indonesia Museum, Maritime Museum). For other areas there are no entry fee applied for open area like in the park or in the food area, For the entry to Syahbandar Tower there are no entry fee so tourists can choose and adjust their preference base on the their situation. In Old Town Central, as the site is an open area, and the neighborhood is private property, then there is no entry fee applied.

Signage: Kota Tua Jakarta has been completed with good signage. Tourists can easily find the direction to the area where they want to visit. While in the Old Town Central there is no signage applied, except as a name of some spot like Hollywood Road Park.

Community Concern for tourism: Community concern leads to the involvement of all stakeholders' to participate in tourism. This kind of approach has become an integral part of contemporary sustainable tourism development. This can minimize the negative impacts and maximize the positive impacts of tourism. The positive concern only can be achieved by mutualism symbiosis between all parties. For Kota Tua Jakarta, the locals directly get social and economic benefits from tourism activities within the sites while for the Old Town Central Hong Kong is the opposite. Local community is driven by business only

Settlement: Local settlement in heritage areas mostly disturbs its preservation process, because many domestic activities potentially bring many physical threats to the sites. In Kota Tua Jakarta, local settlement in the area is prohibited because of its historic colonial backgrounds, as well as the awareness of cultural preservation by the government and the community. While in Old Town Central Hong Kong, the area was set up for public settlement or residential since the colonial era.

Tabel IV presents the on-site observation results which analyzed according to possible relationship between tourism and cultural heritage assets[1].

TABLE IV. REVIEW SUMMARY OF THEORY APPLIED TO THE TWO SITES

RELATIONSHIP	DESCRIPTION	SITES	
		Old Town Central Hong kong	Kota Tua Jakarta
Full Corporation	True partnership for mutual benefit of both	-	-
	Likely imposed or heavily managed	-	-
Working Relation	Realization of common needs and interest	-	√
	Begin dialogue	-	√
	Work to ensure that both interest are satisfied		√
Peaceful Co-Existence	Sharing the same resources	√	-
	Derive mutual benefit from its use, but still largely separate and independent	√	-
	Some dialogues, but little cooperation or recognition of need to cooperate	√	-
Parallel Existence / Blissful Ignorance	Separate and independent	√	-
	Little or no contact	√	-
	Out of sight, out of mind	-	-
Mild Annoyance	Goal interference attributable to one stakeholder	-	-
	Lessened satisfaction	√	-
	One stakeholder exerts adverse effects, but little real conflict	-	-
	Lack of understanding between stakeholders	-	-
Nascent Conflict	Problem defying easy solution emerge	-	-
	Changing power relationship with emergence of one dominant stakeholders whose need are detrimental to the other established stakeholder	-	-
Full Conflict	Open conflicts	-	-

Source: [10] and [1].

B. *Results from documentation and self-report*

Finding and Results from self-report of summarized pictures that capture the authentic scenes and the atmosphere in the environment around the sites, are presented as follows:

Fig. 3. Authenticity value to preserve of the OTC, [10]

Figure 2 describes Hollywood Road Park and the artifact of The Association of the Hong Kong Central and Western District. This explains that the site's environment is basically the same from year to year, except the building. The owners of buildings are free to change the facade or even the building, due no Government's law on heritage preservation. It shows the first place when ancient British colony came to Hong Kong. This is how the site is called 'Central' which means the central of British colony from their first step in Hong Kong. Meanwhile, the name 'Hollywood' is nothing to do with the city Hollywood in Los Angeles, USA. It is the same name as the one in USA, but this Hollywood in Old Town came from the ancient situation where this area was a forest of Holly trees/plants [9].

Fig. 4. Coffins Shop

Figure 4 shows the harmony of living together between traditional and western colony culture. On the left side in the picture are some western coffins, and on the right side are traditional Chinese coffins.

Fig. 5. Tourist visiting the Old Town Central Hong Kong

Figure 5 explains how the traditional Chinese design, the Colonial living style (represented by the red bricks building) and modern building can be set side by side in The Old Town Central.

C. *Results from questionnare*

This research also used in-depth interviews to the tour leader and tourists visiting the areas. This is used to explain several first-hand opinion and ideas about the site.

Site management

In term of site management, the Old Town Central Hong Kong is not preserved under the government law explained as follow:

> *The Old Town Central in Hong Kong is not protected by the government's law in order to preserve the cultural heritage of original neighborhood. So everyone who own a building, -whether it is an apartment or business place like cafe, gallery, art shop, etc- is free to change or even demolish their property as they like. This actually is a threat of the existing heritage in Old Town, due the next generation might be never know how their ancestor life looks is* (Tour leader, August, 2017)

Tourist Impressions

First time travelers are asked about their first impression about Old Town Central Hongkong, which is varies in some negative comments as said:

> *The old town Hong Kong seem put the objects as they like (not by purpose), nothing special and too ordinary. To me, old central tour is just a gimmick of Hong Kong. Fabricated experience of old Kong Kong. The lack of heritage sense, explained by: After visited OTCHK, I still can found some traditional and old buildings like temple, tea shop, or shop selling materials for ritual in the temple, but they also have new modern buildings there, side by side with the old buildings. The modern building even more than the old buildings. So, I did not feel like in an old town at all. It did not meet my expectation, not too impressed totally different from the expectation* (Tourist, August 2017).

These comments in contrary with:

> *After visited OTCHK, I was impressed with the topography of the land which is very unique because it is located on a hilly land", "...attractive and very potential to be presented as tourist attraction"* (Tourist, August 2017).

Promotion and website design

From online marketing perspective, the visitor gives opinions on the promotion materials.

> *The Old Town Central Hong Kong benefits from its colorful and rich website content. Their websites gives much information about events, shops and things to do for the visitors. Meanwwhile, The Kota Tua Jakarta don't have their own website. The lack of information about the history, insight and things to do give negative impacts, it can be seen in the visitors' negative comments about the site* (Tourist, August 2017).

V. CONCLUSIONS

This research concludes that the two cultural heritage sites, The Kota Tua Jakarta in Indonesia and The Old Town Central are mostly different in terms of preservation efforts, site management, tourism concerns and government supports. The two sites have great cultural heritage potential values to be presented as tourism attraction within the area. However, The Kota Tua Jakarta gets more attention and intervened by government to preserve intentionally as regional assets for cultural heritage preservation and tourism purposes. The Kota Tua is protected and preserevd under government's law, while this is not applied to the Old Town Central Hong Kong. The Old Town Central in Hong Kong is not purposely managed as touristic site and/or preservation area. In addition, the local communities in the Old Town Central Hong Kong are living within the site with their daily activities and even with no concerns on cultural heritage tourism values, while in the Kota Tua Jakarta is prohibited under the government law and no residents are allowed to live within the site. However, from sustainable perspectives this study did not claimed that the Kota Tua Jakarta is more successful than the Old Town Central Hong Kong in terms of cultural heritage preservation due to the fact that preservation and heritage values are more likely appeared and physically performed in the sense of touristic atmosphere to be subjectively determined.

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