

# Application of Tourism System in Scenic Route in the Cultural and Old Tourism Areas in Pontianak

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**Keywords:** tourism, scenic route, urban tourism, cultural.

**Abstract:** The city of Pontianak as the capital of West Kalimantan Province is a city that has its own uniqueness from aspects of art, culture and ethnicity. As the City of the Equator, it has many interesting tourist attractions so tourism in Pontianak is the mascot of West Kalimantan. Pontianak as one of the tourist destinations in Indonesia and the only city crossed by the equator, but many of the tourist attractions in the city are less well known by the wider community. This may be due to a promotion that is not maximal from the local government, especially the tourism and local culture services. By looking at the potential and existing problems related to Pontianak City tourism and migrants or tourists who do not have a lot of time to enjoy Pontianak City tourism, there are problems in determining tourist routes in Pontianak City for tourists who come, with limited time to stay in Pontianak. Especially for cultural tourism and tourism in the old city with supporting tours in the form of culinary tours, riverbank village tours and riverbed tourism. The purpose of this study is to determine and plan the Pontianak city scenic route that is intended for tourists who come to visit but they have limited time. It is expected that with this short tourist route, it can help tourists who come who don't have a lot of time can enjoy and find out more about Pontianak City by exploring the cultural and tourist attractions of the old city.

## 1 INTRODUCTION

Tourism is now an industry that can provide a large input for the country's or regional foreign exchange. Not a few cities do not have natural resources at all, but are able to support the economy of the tourism sector. Empowerment of city assets through tourism is like a powerful weapon with two swords, where the first is the interest and comfort of the city community itself, especially those who live close to tourist destinations and the second is the interests and convenience of tourists. City tourism planning is not as easy as one might think, because the plan must be in line and integrated with the city planning itself. Many cities have large tourism and capital planning but are unable to carry out tourism activities due to not being well prepared.

The city of Pontianak as the City of the Equator, has many interesting tourist attractions so tourism in Pontianak is the mascot of West Kalimantan. Pontianak as one of the tourist destinations in Indonesia and the only city crossed by the equator, but many of the tourist attractions in the city are less

well known by the wider community. This is probably due to the promotion that is not maximal from the local government, especially the tourism and local culture services, for example in the official website of the tourism and culture office of Pontianak City, there is little explanation about the tourism objects and potential in the city. It is very unfortunate because the city that has tourism potential is apparently not well publicized. One of the keys to the success of a tourism industry is promotion so that tourism is more developed, so there is a need for supporting information about a tourist area to be visited, for example through a map.

From the background above, by looking at the potential and problems related to Pontianak City tourism and migrants or tourists who do not have much time to enjoy Pontianak City tourism, there are problems in determining tourist routes in Pontianak City for tourists who come, with their limited time to stay in Pontianak. Especially for cultural tourism and tourism in the old city with supporting tours in the form of culinary tours, riverbank village tours and riverbed tourism.

The city of Pontianak as a city of services and trade, currently has the potential as a business city that is visited by many immigrants from outside the city of Pontianak. With a variety of activities carried out by business people and employees / employees, most of them will definitely carry out recreational activities around the City of Pontianak. Due to the limited time available and the limited number of days, it does not allow them to carry out recreational activities with remote locations. This must be seen as a tourism potential, so that when there are not many migrants, a short tourist route must be made in Pontianak City. The tourism potential that has been owned by the City of Pontianak, allows migrants who do not have a lot of time to enjoy tourism in the city of Pontianak.

Tourism is basically a travel activity carried out by someone who starts from the place of origin of a tourist destination. Tourism activities in the present are part of a large industry that includes services and cannot be separated from the law of demand and supply. The relationship between demand and inventory of tourist activities is described by Gunn (1988) as a supply group and market group. The market group is described as a population that consumes tourism products while the supply group consists of four components, namely transportation, attractions, service facilities and information or promotion, where each component of tourism must be well integrated, interrelated with each other so that the system can run well.

In developed countries, the development of a scenic route has received a significant priority position both for policy makers at national and local levels. The development of scenic routes is able to fulfill two interests, namely the interests of growth and development of economic growth and the importance of preservation of historic aspects, environmental sustainability and natural beauty, as well as cultural preservation (historical, scenic, cultural aspects). To develop and realize the scenic route program, there are several stages in general that include:

1. Inventory and identification
  - (1) Characteristics of road infrastructure and transportation facilities along existing and future tourism routes.
  - (2) Availability of transportation facilities that serve or that will serve (concerning the number, mode and carrying capacity).
  - (3) Location of tourism that exists or will be developed.

- (4) Travel traffic and non-tourism traffic
2. Analysis
  - (a) Analysis of the characteristics of travel, especially tourists.
  - (b) Analysis of the needs of transport facilities for trips to and from tourism locations, trips within tourism areas.
  - (c) Analysis of 8 elements of city design
3. Preparation of Plans, Programs and Designs
  - (1) Develop development plans and scenic route development programs for short and medium term and long term, including financial allocation plans, according to priority criteria.
  - (2) Develop a more detailed design, especially concerning the design of the road network that leads to the location of tourism.
  - (3) Arrange tourist bags as location destinations for tourists who will visit

## 2 METHOD

The study approach used by the researcher is a qualitative approach which describes the study of the characteristics and potential of tourism in an area both in terms of physical structure area, design element approach, and non-physical in the form of activity systems in the region. This qualitative study approach uses a qualitative descriptive method which is then used as a method in the analysis process. Considering the purpose of each research phase is different, then the research method in this case is also adjusted for each of these stages, the research design is arranged to follow the flow in the picture on the next page.

1) Literature Studies, Literature studies are conducted to obtain theories or concepts, models and components that are relevant to research problems and their methodology. An important literature study related to this study is about the factors that must be considered in developing tourist destinations.

2) Identification of Research Variables, Based on theories and concepts that are relevant to the problem under study and from the preliminary studies carried out, the variables needed in this study can be identified. Variable identification is intended to convert complex terms into simpler attributes or factors, and to clarify the factors to be analyzed, these

factors are translated again into elements which are then transformed into question units in questionnaire or interview.

### 3 RESULT AND DISCUSSION

The tourism industry activities are synonymous with tourist activities. By definition, tourism is a temporary shift of place and those who travel receive services from companies engaged in the tourism industry (Buchi in Musanef, 1966 in Fiatiano). The development of tourism in the city of Pontianak has begun to grow and develop along with improvements in all aspects of the city, especially city infrastructure that supports urban tourism. The tourism trend in Pontianak City has the potential for heritage areas and the banks of the Kapuas River, which have a unique socio-culture and provide positive values to support the tourism potential of its river banks. Tourists visiting unknown destinations are increasingly dependent on cellular city guides to search for tourist services and take informative content about nearby points of interest (Point Of Interest or POI). Some mobile guides have supported the provision of personalized tour recommendations to help tourists make appropriate plans and visit the most attractive POIs in the time available. However, existing tourist tour planners only consider available attractions as sites that have no physical dimensions (eg POIs are treated as 'points'). This limits the POI modeling as a tourist object that may be included / excluded from a particular location (eg the main entrance door). Although this is enough to schedule a visit in a museum, gallery, or park with a single entry point. Tourists generally appreciate walking pedestrian zones, market areas or urban areas that have architectural, cultural and beautiful value not only visiting restricted access sites or taking the fastest route to move city landmarks. Visits to museums, galleries, religious sites and archeology are of course part of routine tourists in urban areas. However, field research reveals that tourists try to maximize the time spent wandering around urban space, involving all of their body's senses to carry out movements enjoying space. Unlike commuters or permanent city dwellers, most tourists will trade time-saving shortcuts or transit transfers in favor of more indirect, beautiful or walking routes that offer more opportunities for exploration of form and discovery. In addition to offering a glimpse of daily life activities, this walking route allows trains to appreciate the beautiful value and cultural elements and architecture of the historic district.

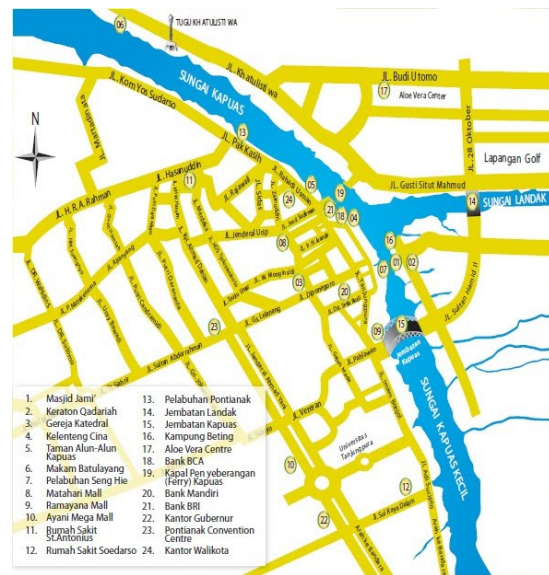


Figure 1. Tourist Location Map of Pontianak City (Source: Pontianak City Tourism Office, 2018)

Here, we propose detailed TTDP modeling that captures the practical nature of tourist visiting styles allowing it to schedule both visits to POI 'points' and walking routes through pedestrian zones, architectural or cultural areas and district values (see Figure 1). We will use the term 'POI' to refer to the point attraction and the term 'Beautiful Route' to refer to the tourist value walking path. In addition to highlighting walking routes of tourist interests, our formulations can also serve to prevent tourists from passing through the unfriendly (or really dangerous) parts parts of a city.

We have carried out user evaluation trials, held at historical tourist sites in Pontianak City (City Square, Kadriyah Palace, Jami 'Mosque, Equator Monument, Gajahmada Road) in October 2018, participants included two main assessment groups:

- Locals (permanent city residents or students)
- Tourists, most do not know the tourist destination

Some of the locals have become writers' personal contacts, while the rest are 'friends of friends'. Tourists have been recruited around the city's main tourist attractions. The questionnaire was distributed to 13 local residents (10 men, 3 women) and 6 tourists (4 men, 2 women) aged between 25-47 years responding to our request. Between evaluators only two have ever had previous experience with city guides.

From the results of identification in the field in several historical tourist locations in the city of Pontianak, we can conclude several aspects of the

analysis of problems related to urban space around tourist areas, namely:

- 1) Analysis of street vendors  
PKL analysis is determined by buying and selling behavior and tourist activities in tourist areas, the problems that occur with OKL are street vendors located on pedestrian, arcade and in front of shops that are ineffective because they cause inconvenience to road users while the PKL theory has obligations safeguarding sanitation, fragility, order and respecting other parties to realize spatial planning programs that meet environmental, economic, and social relations aspects. By examining existing problems with the theory that should be, here are the solutions that can be given, namely:
  - a) Street vendors are arranged in such a way that they do not overcrowd and accumulate in locations so that they do not jostle and cause irregularities.
  - b) The trading location is placed on one side of the sidewalk, not on both sides so that pedestrian circulation is wider.
  - c) Looking for a special area that is wide enough for street vendors placement (concentrated in one particular place, which has been established in the Equator Monument tourist area only still requires a more attractive and not slum arrangement).
- 2) Analysis of Restaurants and Cafes  
Analysis of restaurants and cafes is determined by the interior and exterior design that displays the karakket of the City of Pontianak. Existing restaurants and cafes do not represent Pontianak's culture. The existing building must have a style and style that can be interpreted as a characteristic building kumoulan, so that it can unite fragments of a city (Hamid Shirvani). So we need a design that is able to create a distinctive atmosphere, taking into account this, the solution we provide :
  - a) Add Pontianak's distinctive cultural elements to interior elements and exteriors, so it's not monotonous like a restaurant in general.
  - b) Making interior design that is appropriate and has a connection between inner space and outer space.
- 3) Analysis of Public Facilities  
Public toilets are specially designed rooms complete with clean and safe and hygienic closets, supplies and equipment where people in domestic, commercial and public places can defecate and fulfill other social and psychological needs, the problem is very clear when looking at toilets common in some tourist areas, toilets are less hygienic, the distance

between toilets is too far even though the regulation of public toilets is clearly regulated at the Indonesian Public Works Service. Based on these conditions, we provide a solution:

- i) Increase the number of public toilets
  - ii) Signing and maps to make it easy for travelers to find public toilets
  - iii) Improve cleanliness by adding trash bins in each unit
  - iv) Renovating public toilets to the standards set by the Public Works Agency.
  - v) Provides a special place to disperse and dispose of dishwashing water
  - vi) Zoning for selecting garbage bins so as not to disturb the beauty of the tourist area
- 4) Parking Analysis  
Parking is the initial cause of problems in some Pontianak historical tourist areas which are associated with pedestrian convenience, places that are no longer sufficient to make tourist areas become crowded. Provision of parking space which has the least visual effect which is a successful effort in the design of the city (Hamid Shirvani, 1986). The solutions that can be given are:
  - a) Design parking bags
  - b) Improve security by providing security posts and ticketing places for parking (such as in Taman Alun Kapuas)
- 5) Analysis of Advertising Media Layout  
Media advertising is used as a promotional medium and means of communication because advertising media is very important but what happens in tourist areas actually damages the characteristics of tourist areas, so the solutions provided are:
  - a. The distance from the billboard is adjusted to the existing regulations.
  - b. Dismantling billboards that damage the original facade of the region. Some design solutions that we can provide are as follows:
    - In the design of the new pedestrian lane, parking is free, pedestrians are also added with street furniture such as garden chairs and also the addition of shade trees as greening, so that it adds to the comfort of pedestrians on holiday tours.
    - The trash box is placed 6 m along the tourist area with 3 types of litter boxes. Red organic waste, yellow



- organic waste and green wet garbage.
- Parking area  
Parking pockets are located in an area that was used as a parking space that is still not regularly located, especially around the Keraton Kadriyah tourist area.
- Open space functions as a green area in a tourist area that can be used for all activities such as street art, photography and a place to relax.

### **Analysis of Linkage of Cultural and Historical Tourism in Pontianak City**

Gunn and Var in Patria describe several things that must be considered in planning tourist attraction, namely: (1) attraction is created and managed, meaning that an object cannot function as an attraction and cannot be promoted before it is identified, designed, established, and managed for visitors; (2) attraction can be achieved through grouping themes, both physically and through tours, for example garden tours, historic tours, architectural tours, and cruise (cruise); (3) the connection between attractiveness and important services because of its attractiveness requires support from travel services; (4) attractiveness can cover rural or urban scale because the market likes the atmosphere and rural and urban experiences. Gunn and Var divide the classification of attraction based on three groups, namely according to ownership (by ownership), according to resources (by resource), and according to length of stay (touring / long stay). The following is a table about the classification according to Gunn and Var.

In order to develop cultural values, Pontianak City Government encouraged the establishment of various kinds of cultural arts studios in the community. At present there are 165 arts and culture studios. However, due to limited resources and available resources, only 35 arts and culture studios have received guidance from the Pontianak City Government. In addition to fostering art and culture studios, Pontianak City Government conducts data collection and monitoring of objects that have historical value. Based on an assessment conducted by the Pontianak City Culture and Tourism Office in 2010, which is included in the classification of Cultural Heritage Objects found in Pontianak City are:

1. Kadriah Palace of the Sultan Palace of Pontianak Kel. In the Bugis City of Pontianak Sy. Ali Bin hamid Assegaf has been restored by the Ministry of

- Education and Culture in 1923 M Kec. East Pontianak West Kalimantan in 1992-19962.
2. Sultan Abdurahman Alkadri Mosque, Pontianak Muharam Sultanate House of Worship Kel. In the Bugis City of Pontianak Sy. Usman Mohdar Al-Idrus has been restored by Ministry of Education and Culture Prov 1237 H Kec. East Pontianak West Kalimantan in 1994-19983.
3. The Tomb of the Tomb of the Sultanate of the Sultanate of Pontianak in 1808 AD Ex. In the Bugis City of Pontianak Sy. Mohdar Alkadrie has been restored Depdikbud Prov Pontianak District East Pontianak West Kalimantan in 1984-19884.
4. Equator Monument in the Dutch Colonial monument in 1928 Ex. City of Pontianak Hamdi City of North Pontianak District
5. Masjid Baitan Nur House of Worship of the Sultanate of Pontianak 1216 Ex. In Bugis Kota Pontianak Abdul Gawi Obet 1802 M Kec. East Pontianak
6. SDN 46 (now SDN 14) Dutch Colonial School in 1928 Jl. Tamar Kel.Tengah Kota Pontianak Kec. Pontianak City
7. Temples / Bodhisatva Karaniyah Metta Monastery 1689 Houses of Worship MK Komplek Pasar Kapuas Indah Kota Kel Kel. Darat Sekip Kec. Pontianak City
8. Dutch Colonial Site / Machine Well in 1930 Office of the City Head of Pontianak, Pontianak City Jl. Prince Natakusuma
9. Port Teng Seng Hie 18-19 Century Site M Jl. Sultan Muhammad City of Pontianak, Pelabuhan Rakyat I Kel. Benua Melayu Laut Kec. South Pontianak
10. Former Complex of the 20th Century Residential Building Office Jl. Zainuddin Kel. Pontianak City Center Now Ptk City BAPPEDA. West Borneo City of Pontianak.

As a city that already has a long history, the relics of travel and cultural interaction sites can still be seen as tourism objects, including the Kadriyah Palace, Jami Mosque ', Batu Layang Tomb as a Cultural Tourism Object created by humans, then with the grace of God's creation developed Special Interest Tourism Objects on the location of the Equator Monument where the uniqueness of the solar system can be witnessed at the culmination of the sun and Taman Alun Kapuas with panoramic views of the

river Kapuas Water Front City (WFC). As a water city or river bank, the city of Pontianak also develops water tourism on the City Tour that uses boats along the Kapuas River and promotes agro tourism in cultivation and the development of Aloe vera plants (AVC) which can be processed into Pontianak's typical food. To support the development of urban areas from economic and trade aspects, shopping tourism has developed with the establishment of malls and other modern markets without leaving traditional markets, very adequate tourism facilities with star-class hospitality facilities and services, entertainment venues such as discos, karaoke, sports fields , restaurants, Money Changer and leading banks and other tourism supporting facilities.

The concept of city tourism to be implemented in the city of Pontianak, should involve the local community as economic actors in the community who immediately feel the impact of the existence of this tourism development. In addition, the balance between the needs of tourists and the public must be able to provide a mutual take-and-take relationship, so that each tourist can take advantage of both. And also do not forget the intervention of stakeholders in determining policies that will provide improvements for tourist users in making tourist attractions as a place that is feasible to visit and has an attraction. For Pontianak City tourism development based on tourism potential in the table above, the following principles can be used:

1. The attraction of tourist location destinations is the most important part of inviting tourists to visit.
2. The transportation aspect is needed for tourists to start their tour from the inn to the destination of the destination.
3. The main and supporting facilities aspects of tourist sites also need to be improved by providing amenities at each tourist location (infrastructure), such as lodging arrangements, hotels directed at suburban or suburban areas.
4. The involvement of the local community needs to be held to increase the sense of ownership of the community towards tourist sites and their areas and to improve the community economy in the tourist sites, for example by structuring the business centers of local communities which should be encouraged such as traditional souvenir markets that sell all forms typical city souvenirs, traditional food, traditional art performances,

To be able to make it as a tourism product, it is necessary to integrate the related aspects which consist of aspects of city attraction, transportation aspects, main and supporting facilities aspects, and institutional aspects in the form of attributes of human resources, systems, and other related institutions. The model of Pontianak City tourism development, especially cultural and historical tourism, was

developed involving the concept of integration between attractions, amenities, accessibility, ancillary and community.

The following is given a description of the historical cultural tourism flow which is a tourism potential as an attraction for tourists to make their sightseeing trips. This tourist route planning is based on spatial planning and circulation, which describes the historical and cultural heritage tour according to the specified theme. The purpose of this plan is for tourists to get a message (message) in the form of experience and understanding of the journey of cultural history in the City Center. To meet these objectives, a tourist route plan was made consisting of three alternative routes, namely:

- a. The path of an alternative interpretation is one (Representation of the Kingdom Period in the City Center of Pontianak), namely tourism Keraton, Masjid Jami ', Tomb of the Kings, Kampung Beting.
- b. Alternative two interpretation pathways (Representation of Colonial Period in Pontianak City Center), namely Kawsan Resident (old office), City Square, Pasar Tengah, Seng Hie Port, SD 14, Baitunnur Mosque, Gajhmada and Tanjungpura Road Areas.
- c. Alternative three tourist routes (Representation of the Independence Period in Pontianak City Center), namely the Equator Monument area.

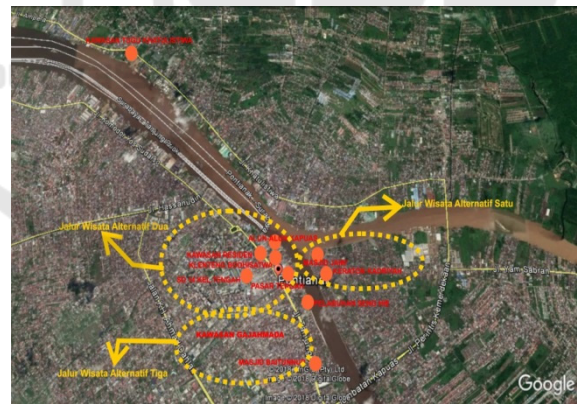


Figure Pontianak City Travel Path Plan  
Source: Analysis Results, 2018

## 4 CONCLUSIONS

Aspects of analysis of problems related to urban space around tourist areas in Pontianak City are street vendors, restaurant and cafe infrastructure, public facilities infrastructure, parking space needs, and advertising media layout. While for potential tourist attractions in Pontianak city consist of city hall tourist

attractions, road areas, city monuments, culinary, campus, malls, traditional markets, squares, city parks and city museums. And among the potential tourist attractions, there is historical cultural tourism which is an alternative tourism destination for tourists who want to know the history of Pontianak City, both royal history, colonial history and post-independence history.

3. The plan for tourist routes that can support the potential of tourist attraction can be made into three alternative routes, namely the one-way interpretation route (Kingdom Period Representation in Pontianak City Center), namely Keraton, Jami Mosque, King's Tomb, Kampung Beting, Alternative two interpretation pathways (Representation of Colonial Period in Pontianak City Center), namely Kawsan Resident (old office), City Square, Pasar Tengah, Seng Hie Port, SD 14, Baitunnur Mosque, Jalan Gajahmada and Tanjungpura Area, and three alternative tourist lanes (Representation of the Independence Period in Pontianak City Center), namely the Equator Monument

### Suggestion

For the Pontianak government, this alternative tourist route can be used as an alternative for tourists who come to visit the City of Pontianak to take a historical and cultural tour. The tourist alternatives provided as one of the support of river tourism tours that have been offered by many travel agencies and hotels, for more details explain the travel of tourists who come.

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