

Improvement Possibilities of Rural Tourism in Kampung Nelayan Marunda North Jakarta

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Abstract—Tourism in rural areas now is not only a reality, needs and desires of tourists, but also the holder of an instrument of rural development. Rural tourism combines different forms of tourism and therefore represents an opportunity for the involvement of different segments of the local community to participate in tourism development implementation. Kampung Nelayan Marunda, which located in administration city of North Jakarta is a potential area for tourist attraction. Kampung Nelayan Marunda needs specific consideration in order to rearrange the environment, thus it might also improve the local. This potential can be used under various forms in the rural area: cultural tourism, historical tourism, religious tourism, fishing tourism, as well as other kinds of rural tourism. The aim of this paper is to demonstrate the current situation and the possibilities of improving the overall tourism offer for rural tourism in Kampung Nelayan Marunda. Furthermore, it should show the existing capacities of the tourism offer and potential activities of public. In addition, the aim is to point out the importance of legislation, which sets directions of development in this particular area and eventually to indicate the measures that will enhance the current tourism promotional activities of Kampung Nelayan Marunda.

Keywords—Rural Tourism, Historical Tourism, Tourism Development

I. INTRODUCTION

Tourism is a phenomenon that characterizes the modern society, with broad economic implications; it is the result of human evolution in response to its needs. Tourism has been defined in many ways, one of the most relevant definitions seems to be the one given by Freuler Guy according to whom tourism is a “phenomenon of our times, based on the increased need to restore health and to change the usual environment, to cultivate the for the beauty of nature as a result of trade, industry and means of transport development”. Tourism is an activity that can have a significant impact on economic, social, functional and physiognomic structure of rural areas.

Rural tourism is an important component of integrated and sustainable rural development and revitalization. Rural tourism also mentioned as the missing component in encouraging the development of local markets for agricultural and non-agricultural activities in rural areas, as well as a special stimulus to employment. Rural tourism is defined as tourism which produces a “rural environment” for visitors, by offering a combination of natural, cultural and human experiences which have typically rural character.

Related to the development of the tourism phenomenon, it is remarkable the lately attention given to the rural areas with touristic potential, to analyzing its forms, the analysis of its socio-economic benefits analysis being necessary for highlighting new opportunities for the economic development of this sector. Rural tourism has become a major point due to its economical function as through its complexity stimulates the growth of other domains, such as industry and agriculture, construction, transport, trade, etc.

Rural tourism is based on the natural environment and there is a complex relationship between them, a relationship which manifests in both directions. Natural environment and cultural and historical heritage of the villages (landscape, flora, fauna, historical and folk traditions) represent tourism basic resources; on the other hand, the tourism industry as a complex industry influences the ecological and cultural environment, changing the its listed elements. Therefore, tourism development should be enhanced based on a special concern for environmental protection measures and quality development of its resources in the touristic, also controlling the consequences of this type of activity for an optimal exploitation of the touristic potential.

“There is little consensus on the definition of rural tourism. Researchers from different countries have developed their own definitions based on their unique experiences or contexts” (Nair et al., 2014). So it is important to define a rural tourism first before talking about it. This is not easy to define as the definition of tourism itself is already quite problematic and different views exist as to its nature (Johnston et al., 2000; Darbelly and Stock, 2011).

Therefore, the nature of rural tourism has a different in many aspects from tourism in general. Rural tourism is seen as all touristic activities taking place in rural areas, or, on the other hand, restricted to very specific categories or forms of tourism, as for example farm tourism (Oppermann, 1996) or agritourism (Flannigan et al., 2014).

In general, tourism is defined as all activities of persons travelling and staying in places outside their place of work, residence or provision, for longer terms - but for not more than one consecutive year -, for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (OECD, 2002; Leser et al., 1992).

Today tourism trend is all about experiences. People are no longer just want to go see a site and monument, and then go back. They need to feel they have interacted, have been

enriched and learn something more about the society, sought of experienced first-hand. This trend is happened in some areas in Indonesia especially in Ubud, Bali that people only would like to see their culture and people. Trip Advisor also mention about 47% of travelers said they visited a destination because of the culture and people of the specific country. It means travellers like to know about new or unique culture and people.

Kampung Nelayan Marunda has a unique activity, culture and people. Travellers would like to go there to get different experience as a rural tourism. Rural tourism in Kampung Nelayan Marunda hopefully can support sustainable development of rural areas is provided through diversifying rural economy, where most importance is attributed to development of rural tourism. The attractions diversity included within rural tourism embrace (Douglas, 2001) are: Indigenous heritage sites, Aspects of culture (agriculture), Industrial tourism (farm practices), Educational tourism, Special events, Ecological attractions, Adventure tourism, and Wine tourism.

As a rural areas have turned into tourism attraction and also will produce income, there are something to be maintained to attract visitor enjoying the village area. Unpolluted natural environment with diverse ecosystems, healthy food and preserved original style of life fostering traditional values, clean water, and others need to be improved in order to make the rural area attractive for the visitor.

The objective of this paper is to highlight the need for promoting rural tourism in view of Kampung Nelayan Marunda. The study aims at providing a strategic framework for planning and the possibilities of improving the overall tourism offer to rural tourism in Kampung Nelayan Marunda.

II. METHOD

Kampung Nelayan Marunda, which located in Administrative City of North Jakarta is a potential area for tourist attraction, that might be able to promote a number of human resources. By its geographical location, the rural area from Kampung Nelayan Marunda has a diversified tourism potential, provided by the contrasting natural environmental factors, natural areas, cultural, historical, religious sites, as well as multicultural local customs and traditions of the rural area. This potential can be used under various forms in the rural area: cultural tourism, historical tourism, religious tourism, fishing tourism, as well as other kinds of rural tourism.



Fig. 1. Kampung Nelayan Marunda. (Source: Documentation, 2015)

This situation and the possibilities of improving the overall tourism offer to rural tourism in Kampung Nelayan Marunda should shows the existing capacities of the tourism offer, the existing and potential activities of public and private sectors, their mutual cooperation and collaboration with local communities carrying the objective of sustainable tourism development of area.

The research is based on secondary information from different sources such as books, journals and internet. Discussions with experts helped the analysis and interpretation of the problem selected. The study will be useful to improve the development of Kampung Nelayan Marunda, academicians and researchers on the subject. Based on Medic *et al.* (2012), rural tourism improvement must include these main aspects, which are Natural tourism resources and Cultural tourism resources.

Using the qualitative study, this research shows that Kampung Nelayan Marunda has possibility of improvement using 2 variables that identify as rural tourism indicator: (1) Natural Tourism Resources; (2) Culture Tourism Resources.

III. RESULT

Current situation of Kampung Nelayan Marunda is being used as a tourism activity of local or foreign tourist. They did some activity such as: fishing, swimming, boating, culinary tour, visit si pitung house and old mosque Al-Alam, enjoying sunset, interact with children and people there, riding *becak* around housing area, and other activities.

For foreign tourist usually love to do something different and more to interact with local people. It is different with local tourist that usually only do culinary tour and refreshing activity. The interaction that foreign love are playing games with children, to see local people activities (collecting shell, fish), riding *becak* around housing, etc. Basically they would love to see what they don't see in their country. They love to do hidden city tour. Based on Trip Advisor, Jakarta Hidden City Tour also shown as a favorite tour in Jakarta.

There are numerous opportunities to enrich the tourist offer through various recreational and sports activities such as:

hunting, fishing, riding, mountain climbing, and other related activities. Traditional rural architecture, products of old crafts and hand made products have great cultural value also can be attractive items. Kampung Nelayan Marunda has those various recreational already. They only need improvement. As mentioned in the beginning, it need to be more clean to attract tourist to come, also rural tourism improvement must include aspects of Natural tourism resources and Cultural tourism resources.

Kampung Nelayan Marunda is part of administration city of North Jakarta is an area that potentially become a central area of industry and tourist attraction, that might be able to promote a number of human resources. They have beach, river, sea, fish/seafood market, etc.

People can do some activities; while doing fishing or swimming, they can enjoy sunset. They can enjoy the sea for a minutes by riding local boat. They also can do culinary tour by enjoying seafood, as a local product get from local people work as a fisherman. Everything can be done there for enjoying the nature of kampung Nelayan Marunda.

There are also activities to plant mangrove done by some groups but only little people doing this activities. It need to be promoted as well as the effect is very good for nature.

Kampung Nelayan Marunda offers a quiet atmosphere, away from the crowd of Jakarta. Besides that, it has been disgusting for many years for its pollution. Kampung Nelayan Marunda still attracts tourists from outside Jakarta despite their heavily polluted water. Jakarta's coastal area has rapidly deteriorated in the last few years.



Fig. 2. Activities in Kampung Nelayan Marunda. (Source: courtesy of aroeng binang project, 2015).

Jakarta bay received polluted water from some rivers every day. From the research found that Jakarta bay had a total load of pollutants NH_4 at $115,8 \times 10^9$ mmol N/month and NO_3 $46,5 \times 10^9$ mmol N/month. The biggest contributor is coming from rivers (Suteja, 2016). That's why when visiting Kampung Nelayan Marunda, there will be bad smell coming from the river and bay.

For years, Jakarta has experienced a range of issues across its coastline, including floods, tidal waves and pollution. According to the Indonesian Forum for the Environment, six of nine estuaries in Jakarta are heavily polluted and there are just 120 hectares of mangroves thickets left of the 1,300 hectares

that existed in 1960's. Although the Kampung Nelayan Marunda beach has its negatives, a good clean up could help it realize its potential.

Kampung Nelayan Marunda needs specific consideration in order to rearrange the environment, thus it might also improve the local. It is very regrettable, if a potential tourism attraction such as Kampung Nelayan Marunda is not managed properly. By its geographical location, the rural area from Kampung Nelayan Marunda has a diversified tourism potential, provided by the contrasting natural environmental factors, natural areas, and cultural, historical, religious sites, as well as multicultural local customs and traditions of the rural area. This potential can be used under various forms in the rural area: cultural tourism, historical tourism, religious tourism, fishing tourism, as well as other kinds of rural tourism.

Kampung Nelayan Marunda which not far from Marunda beach is located near to a cultural heritage, Al-Alam Marunda mosque that is known as the oldest mosque in Jakarta. The building was a legacy of Sultan Agung, when Batavia was attacked. Muslims visitors can pray at the heritage mosque Al-Alam near the beach, where many residents believe Pitung, a Betawi hero during the Dutch colonial era, used to pray. However, Marunda today is just a portrait of Jakarta displaced coastal area.



Fig. 3. Al-Alam Mosque. (Source: Documentation, 2015)

The tourism product has to be understood and planned systematically. What is size or volume of this kind of a market? Or is it that one approaches it more organically, does few things, senses that this is the way to go and expands. What was the approach? Every village has something unique, authentic and that is what we wanted to capture and that is what we try to do because at the end of the day our objective was that we had identified certain villages which were close to existing circuits and destinations. The intention was and is that you drive tourist to these villages and make these villages as part of the destination so that while tourists go to other places they must go there and thereby creating a huge multiplier effect in terms of income and employment. However, there is great cultural experience in these villages so huge amount of experience was available.

So according to Lane (1994) rural areas close to urban areas are most likely to display some urban trends, whereas peripheral rural areas while attracting lower levels of tourists may offer more opportunities for more rural-specific tourism activities (Lane, 1994, p. 15; Sharpley and Roberts, 2004, p. 119). For example, farm tourism is typically rural, while cultural tourism is often a more urban form of tourism. In contrast, wellness tourism is in between. As according to Neumeier and Pollermann (2014) and the understanding of rural tourism as expressed by Lane (1994) takes into account the different facets of rural tourism quite well, that can be actually found in the quite different non urban areas commonly addressed as rural, when talking about rural tourism in the remainder of the article we adopt Lane's (1994) definition but contrasting the definition of tourism in general widen its scope explicitly to local recreation/day tourism.

Basic problems and trends almost all rural regions share are migrations, poor diversification of economic activities, extensive agriculture, high level of unemployment, lack of employment possibilities, poor and underdeveloped infrastructure, low GDP per capita in comparison to the urban regions and unpolluted environment faced with potential threats (Medojevic *et al.*, 2011).

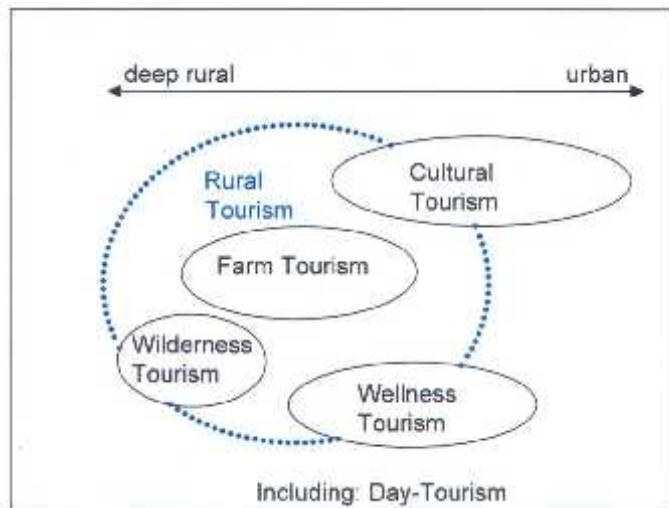


Fig. 4. Concept of Rural Tourism. (Source: Neumeier and Pollermann, 2014)

In Kampung Nelayan Marunda same problems was faced to improve the rural tourism such as, underdeveloped infrastructure, poor and polluted environment. The contribution of rural tourism to developed economies and to the economic restructuring of the weak economies is unquestionable. The activities associated with travel, tourism and recreation affect people in many different ways and have a profound impact on social, cultural and economic perspectives of life in any society.

The rural tourism industry encapsulates multiple sectors, for example hospitality, food and crafts, and can have significant benefits for local rural areas. Yet rural tourism instigates a change in employment or customer protection, health, new technology, transport and culture.

As the main weaknesses of Kampung Nelayan Marunda we can state; (1) Inadequate road infrastructure; (2) Polluted beach; (3) Lack of tourist facilities; (4) Low level education of local people; (5) Insufficient protection of natural and cultural goods; (6) Lack of institutional cooperation; (7) Inconsistent and insufficient promotion of destination.

Since 2003, Kampung Nelayan Marunda has been proposed to be arranged and equipped with the adequate facilities. But until now, the condition of Kampung Nelayan Marunda especially the beach which planned to be included in 12 tourism destinations in North Jakarta is still poor. Among of its poor facilities are the two entrance pathways, which are also residential streets for RT 03/07 residents, and another entrance of bamboo bridge at RT 06/07. As for toilets, bathrooms, and kid's playground, these facilities are not available. Based on facts about Kampung Nelayan Marunda that is needs improvement in many factors.

Although the potentials of tourism as factor of regional development are well acknowledged it is up to now still often difficult to concretely measure the economic impact of rural tourism in detail (Madsen and Zhang, 2010). Furthermore, considering tourism as factor of development we should be aware that the success of tourism is strongly depending on regional conditions, that tourism is subject to seasonal changes and susceptible to risk which might in some cases relative its potentials considerably.

Altogether high destination competitiveness might contribute to attracting more visitors to a destination, but this does not automatically mean that local people benefit from tourism development (Webster, 2014). To strengthen the benefit option for locals there are approaches like a community based tourism or a local leadership, which fits to small scale rural tourism (Blackstock, 2005). So, to fully understand tourism's economical transitions the interplay of processes at least at following three different levels are relevant: micro- (local), meso- (regional) and macro- (European) level (Randelli *et al.*, 2014).

In rural regions which have undergone economic restructuring with a declining role of agriculture, great hopes are pinned on tourism as a central factor of economic development and income opportunities for the rural population (Jensen- Butler *et al.*, 2007; Cawley and Gillmor, 2008; Deller, 2009; Brandth and Haugen, 2011). Following these arguments rural tourism development often starts as an initiative of a local government (Komppula 2014, p. 364). But already Dwyer *et al.* (2004, p. 307) claimed "The importance of tourism to economies is now well recognized.

As a result, when tourism changes or policy shifts are being considered, there is an interest in determining what impact on the economy they might have. However, the approach to economic evaluation typically undertaken in the tourism context, "is both incomplete and misleading".

Another factor is requirements for touristic attractiveness. In order to successfully develop an economically viable tourism, it is necessary to develop an attractive, competitive touristic profile. That means a tourism destination must offer a variety of products and services (Haugland *et al.*, 2011; Dong

et al., 2013), which are constantly being adapted to changes in demand by the different regional stakeholders (McAreavey and McDonagh, 2010; Belletti et al., 2013). Another important aspect is that the touristic-profile is developed from within the region itself so that it will be accepted to the same degree by locals as by tourists.

Regions that cannot be competitive, and where the touristic infrastructure and supra-structure, as well as the attitude towards the tourists, fail to meet the standards expected by the tourists will not profit from tourism in the long run. Furthermore an offensive marketing and advertising campaign for the region is indispensable (Wilson et al., 2001). Connections to the wider region and other destinations are an advantage as these poses opportunities to exchange experiences (Fink and Plankl, 1998; Haugland et al., 2011). Besides prerequisites attributed to some kind of attractions as well as natural and cultural landscapes within a region, the amount and quality of the service infrastructure and touristic supra-structure, as well as the service-ethos of the local population are important factors for a successful tourism development (Wilson et al., 2001).

IV. CONCLUSION

Kampung Nelayan Marunda has potentially become as a great tourism destination in Jakarta. By improving in some infrastructure and maintain it regularly, Kampung Nelayan Marunda can be great. In addition, local people can develop ecotourism attraction by planting mangrove in some areas at Kampung Nelayan Marunda to be offered to tourist.

Most of Jakarta's mangrove forests have been cleared for fish farming, but also for building developments which green groups say have an even greater environmental impact. Around the Marunda coastal area, we could only find mangrove seedlings, propped up with bamboo stakes. Marunda residents and some organizations which claim to be concerned about environmental issues, planted these mangroves in an attempt to revitalize Jakarta's dwindling mangrove forest areas.

To make beach clean, it should make a cooperation with local government, local people, and organizations to clean beach regularly. This improvement is needed to revitalize its nature. By having nice location, Kampung Nelayan Marunda can be worth to be visited from natural tourism resources.

Kampung Nelayan Marunda also need improvement in order to develop culture. With the improvement in many aspects especially in the educational levels, rural manpower is having the true potential to plan organize and implement tourism projects successfully. When educational level increasing, they can develop many events to be shown in their cultural sites such as Betawi martial art or Betawi dance at Rumah Pitung, and others. They can also conduct culture festival, develop culinary tour.

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