

Asset innovation utilization of tourism village history: A case of Vietnam village, Batam, Indonesia

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2017, Vol. 9 (2) pp 1-10
© The Author(s) 2017
Reprints and permission:
UiTM Press
Submit date: 19th June 2017
Accept date: 29th Aug 2017
Publish date: 30th Sept 2017

I. Wayan Thariqy Kawakibi Pristiwasa*
Syailendra Reza Irwansyah Rezeki

Batam Tourism Polytechnic
thariqy@btp.ac.id

Proposed citation:

Pristiwasa, I.W.T.K. & Rezeki, S.R.I. (2017). Asset innovation utilization of tourism village history: A case of Vietnam village at Batam, Indonesia. *Journal of Tourism, Hospitality & Culinary Arts*, 9(2), 1-10.

Abstract

This study aims to identify innovative component asset from a utilization history of tourism in the Vietnam village at Batam, Riau Archipelago Province, Indonesia in the form of heritage refugee village that is developed as innovation asset of tourism utilization in the region. This study used qualitative descriptive research concerning the history and tourism. The population in this study is in the form of a social situation placed in the Vietnam Village, Galang Island in Riau archipelago province with participants that are inside that government, as well as local travel industry players, communities, and institutions on the island of Batam. Instruments used in this study were the observation and interviews with model coding, interpretation, and triangulation. These results indicate that a significant history and tourism for innovation and utilization of assets. Therefore, it is necessary to have inter-sectoral cooperation efforts that synergize between elements like good government, private sectors, and communities in analyzing factors such as providing information to the public related to the continuity of history and tourism in the region.

Keywords:

History, culture, tourism, government, community, Vietnam village

1 Introduction

Vietnam village is a former village which was once inhabited by a majority of Vietnamese refugees. The location of Vietnam village is on an island girder city of Batam in Riau Archipelago province of Indonesia. Although it is now an isolated 80-hectare village, the legacy of the former refugees is still preserved and used as tourist attractions. The place is a bit remote from the city of Batam. The tourism potential is the village history tour which ever occupied by Vietnam refugees. A lot of potentials which is owned still can be found today like houses, museums, places of worship, imprisonment and even the boat monument made in a memorial for the Vietnamese boat refugees that they used to go to Indonesia. There was also a memorial called "statue of Humanity." This sculpture symbolizes humanity in which according to the history, it was related to the tragedy of a fellow Vietnamese who was raped. In addition, there was a Vietnamese cemetery not far from the statue of humanity, and approximately 500 Vietnamese refugees have been buried in this place. It was told that many Vietnamese refugees were affected by a venereal disease known as Vietnam rose.

Vietnamese refugees who lived on the island of Batam embraced various religions like Buddhism, Christianity, Catholic, and Muslim, so there are a lot of former places of worship in these locations such as temples, churches and prayer houses. Before settling in Indonesia, Vietnamese people were displaced because of the civil war in the country around 1979 with a boat. Therefore, they were called as boatman. The main trigger was the collapse of South Vietnam to North Vietnam or the Vietcong. On Galang Island, with the approval of the Indonesian government, UNHCR (United Nations High Commission for Refugees) built an urban center for Vietnam refugees. These Vietnam refugees came out of their hometown after passing the South China Sea by old boats which some passengers were about 40-100 people in a boat without a clear purpose and stranded around the Cape Coast Gray, Natuna, and Riau archipelago province.

Indonesia at that time was the only country in Southeast Asia that responded and dealt with these urgent international issues. UNHCR built settlements that are equipped with facilities and infrastructure of a complete and very adequate as the regular and very good quality that connects with a small port that is used as the traffic supply for the needs of the refugees in the acreage allotment settlements on the island. Similarly, they also built wake housing for local employees of UNHCR, pagoda, rest area, campground, "Galang Memorial Hall." Images of Kampung Vietnam Batam are displayed in Figure 1.1



Source: Researcher observations in 2016

Figure 1: Kampung Vietnam Galang Island Batam Riau Archipelago

Vietnamese village on the island of Batam has about 250,000 tourist coming from various places in the Riau Islands province with the support of the international community of United Nations and UNHCR. The Indonesian government declared the residential areas of Vietnamese a conservation area and a museum open to the public as a proof to the world that Indonesia is committed to upholding the human values that are important in the history of modern civilization in Asia. Table 1 depicts the number of tourists visiting Kampung Vietnam.

Table 1: Number of tourists visiting Kampung Vietnam Batam

Year	2012	2013	2014	2015	2016
Arrivals	44,003	40,403	48,064	55,228	67,178

When you consider the above matters, Vietnamese village on the island of Batam should be utilized as a tourism asset. According to the tourism laws of Republic Indonesia (Law No. 10 of 2009 and Law No. 5 of 1992), historic buildings are considered to have value for history, science and culture and it is possible to be utilized as a tourism asset, with the intact condition of traditional values and history. According to Lubis (1993), in utilizing the innovation of tourism assets in the history of the Village of Batam Island, the authority should pay attention to the following:

- i. The age and unique nature

“...People are attracted to old building for much the same combination of sentimental, aesthetic and commercial solidly as they are attracted to old furniture, old books, old porcelain and other antiques. Reverence for age is one of the prime forces behind the development of the preservationist movement...”
- ii. Linkage to events and famous people in the past

“...some people would argue, is not so much its age as its associations with famous events or people...”

- iii. Documents aspects of life (way of life, custom, process, function) that is important for a community in the past.

"...that it throws light on an important aspect of the lives of people in the past. It is not just as an antique, nor as a shire, but as a document, as a piece of vital evidence about the past society that created and used it, that building deserves to be as historical ... "

To take advantage of the historic building elements, some efforts can be taken such as communicating historical, cultural, or acknowledge of a process of the history of the area. Even though, it is possible that the historical buildings and the surrounding environment have experienced many physical and non-physical changes in tradition, culture, and arts or building ornament which is attached to the history. Figure 2 displays the historical asset available in Tourism Kampung Vietnam Batam.



Source: Researcher observations in 2016

Figure 2: Asset history Tourism Kampung Vietnam Batam

Tourism asset utilization includes the following steps: i) conservation by the actual conditions; ii) interpretation; and iii) presentation. These historical relics is not associated directly with the tourism aspect but by the development of new thinking in the modern era, given the changes are needed to harness and leverage these assets not only as a monument of historical value but also for the sake of tourism. Environment and buildings with a variety of typical architecture is a precious asset in the field of tourism. In addition, historical heritage both traditional and colonial relic is a historical record in a visual form which implies continuity of the people's life from time to time. At a time of rapid change, the environment and history of the building is a distinctive atmosphere in a unique, fresh, familiar and can make landmarks for orientation in life. Future generations need a sense of security and pride to be obtained through the opportunity to see touch and feel the physical evidence of history and cultural richness of his ancestors.

Specifically, utilization of the phenomenon of historic buildings means the management of the historic building itself. Burkhardt and Medlik (1975) argued, "Good heritage management with a primary focus on heritage interpretation and preservation ensures that one complements the other."

2 Literature Review

Tourism is the departure of people to destinations outside their residence and their activities temporarily (Pendit, 2006: p. 30). It can be interpreted that tourism is the whole activity related to the entry, residence and movement of foreign residents inside or outside a particular country, city or region. The definition of tourism is "Tourism is the temporary movement of people to their destinations." From these insights, it can be understood that tourism is a brief experience, held from one place to another, but solely to enjoy the journey for recreation.

In term of tourist attractions, Nuryanti (1997) defines interpretation as follows: "the helping of a visitor to feel something that the interpreter feels, sensitivity to the beauty, complexity, variety and interrelated of the environment, a sense of wonder, a desire to know. It should help visitors develop perception". The core of the interpretation is to build the perception of tourists about the object that you visit so that visitors can understand fully what is conveyed by the interpreter (for historic building managers concerned). In addition, Soekadijo (1996: 64) stated that tourist attractions could be achieved by adjusting the perspective of space, time and social culture. He further explained that:

- i. Set the space perspective - is concerned with environmental elements, either attached to the object and its surroundings. Structuring the environment around the attractions influence directly or indirectly on the motivation of the visitor.
- ii. Set a time perspective - talk about the historical background of the object presented to visitors, either orally, in writing or visualization.
- iii. Set the socio-cultural perspective - about the placement and position of objects in the public realm.

Law regulation in the Act on Indonesia stated that some rules are governing the usage, management, public policy and community participation involved in the history of tourism activities, namely:

- i. Use historical tour taking into account the social function and not contrary to the statutory provisions
- ii. Asset management is a historical tour of the government's responsibility
- iii. Communities, groups or individuals to participate in the history of travel management

- iv. The procedure of utilization of historical attractions and sites is established by government regulation
- v. Utilization for the benefit of religious, social, tourism, science and culture

From the statutory above, it can be interpreted that the tourism historical assets need to be taken seriously to maintain its sustainability to be inherited by the next generation (Khanna & Khajuria, 2016). Previous research by Carruthers, Huynh-Beattie and Huynh-Beattie (2011) contested the meaning of the former Indochinese refugee camp at Galang Island. The researchers identified the potential that exists in the research object that utilizes local resources. The difference of this study is that the respondent was a refugee who currently resides in several countries giving asylum. It was concluded that the motive of the trip was nostalgic and historical. The research also explored the conflict over the existence of the former camp from several interested parties. Meanwhile, research by Tetty Purnama Dewi (2003) examined the potentials and obstacles in the development of the Vietnamese Village of Galang Island as a tourist destination. The analytical techniques were based on the opinions of respondents in identifying the potential of Vietnamese Villages as Historical attractions on the island of Galang.

3 Research Methods

This research is about asset utilization history of Vietnamese Villages. The study was conducted at Batam Island of Riau archipelago. Data in the study were obtained from Batam Authority Board as the manager of the development of the region. Interview, observation, and documentation study were the methods used in data collection. Data collected was then processed by sorting and grouping the narration for deduction. The innovation of tourism asset utilization can be identified either tangible or intangible. According to Kotler (2012), service quality attributes are as follows:

- i. Reliability - Covering the area of heritage that includes capabilities in utilizing asset managers in the region.
- ii. Responsiveness - Covering responsiveness which includes managers' willingness to help visitors in providing services.
- iii. Assurance - Covering the comfort that is given to the visitors
- iv. Empathy - Covering a sense of caring and attention for visitors.

Table 3 below depicts the result of observation process asset innovation utilization of tourism village history in Vietnam Village. The main factors that are dominant on the success of the tourism assets through innovative utilization history are as follows:

- i. Regulatory aspects - formulate relevant policies and establishing cross-sectoral coordination.
- ii. Aspects of management - support the accessibility of the object in the region that includes environmental, social and economic.
- iii. Institutional Aspects - covering the land use and an increase in capacity of the institution (in this case the manager) that can arrange a variety of interests and coordination to have high efficiency through relationships with relevant stakeholders.
- iv. Aspects of human resources - mobilizing the capabilities and capacity of human resources professionals that can manage the region.
- v. Management Aspects of marketing and promotion - It is a central strategy in the tourism asset utilization innovation

Table 3: Asset innovation utilization of tourism village history

Aspects of utilization		Availability		Comprehensiveness		Physical Condition	
		Yes	No	Yes	No	Good	Bad
Vietnam Village	History	V		V		V	
	Policy		V	V			V
	Government	V		V		V	
	Regulation		V		V		V
	Responsiveness	V		V		V	
	Community	V		V		V	
	Promotion		V		V		V
Supporting facilities		V		V		V	
Supporting surrounding infrastructure		V		V		V	

Source: Researcher observations in 2016

Based on the results it can be concluded that the utilization of historical tourism of Vietnam Village can be identified: (i)History of Tourism Vietnam village; (ii)Policy; (iii)Government; (iv)Regulation; (v)Responsiveness; (vi)Community, promotion, supporting facilities and supporting surrounding infrastructure.

4 Findings

Innovation asset of utilization history in the Vietnam Village is expected to contribute positively either directly or indirectly to the local community. The social life of the local communities may increase from the arrival of tourists, as well as it will be able to preserve and maintain the historical and cultural heritage of the region. The utilization is influenced by the historical heritage of the region, including reconstruction,

interpreting way in the region. Based on the observation of the authors in the area, the analysis may be divided into IFAS (International factor strategic analysis) and EFAS (External factor strategic analysis), can determine the value of the strengths, weaknesses, opportunities, and threats of the region:

- i. Strength - Historical value such as building monasteries, monuments of humanity and authenticity of the monument; strategic location; and easy access.
- ii. Weaknesses - Lack of restoration and interpretation of the historical value.
- iii. Opportunities - The absence of asset utilization historical tourism in the region.
- iv. Threats - Threats are highest threat factors to the region which will be described in several strengths and weaknesses factors that derived from tourism asset utilization history in the village of Vietnamese city girder in Batam Island.

Tourism asset utilization history in Vietnam Village has a distinctive and unique element of the cultural heritage of “Indochina” in Riau archipelago. However, there are some problems such as:

- i. The assets do not have a comprehensive tourism icon and competitive.
- ii. Governance of tourism Destinations is still partial (in accordance with Law 10/2013).
- iii. There are inadequate facilities to support tourism.
- iv. The absence of institutional policy direction on the use of assets related to tourism in the region.
- v. Lack of empowerment of the people in the area.

Based on the above problems associated with the phenomenon in the region, there are several strategic issues, namely:

- i. Preservation of historical values and local cultural heritage
- ii. Development of an integrated tourism area history between regions
- iii. Equity and welfare of the people in the surrounding area
- iv. The quality and scope of infrastructure services
- v. The quality of the environment to support tourism asset utilization history in the city of Batam.
- vi. Security and order in the region

5 Conclusion

For the asset utilization history tour to be utilized, there is a need for coordination between regional tourism through focus group discussion, tourism associations such as Asia (Association Indonesian travel agents), IHRA (Association Hotel of Indonesia) and HPI (Indonesian tourist guide association) to help create innovation in asset utilization historical attractions in the region. It is hoped that it will contribute positively to the Batam City, the government and the community in the surrounding area.

6 References

- Batam Management Agency Region. (2016). *Data Sector Business*, Kampong Batam Vietnam
- Burkhardt A. J. & Medlik S. (1975). *The Management of Tourism*, Heinemann, London
- Butler, Richard, & Tom Hinch. (2007). *Tourism and indigenous people: Issues and implication*. Butterworth-Heinemann. Amsterdam
- Carruthers, A., Huynh-Beattie, B. T., & Huynh-Beattie, B. (2011). Dark Tourism, Diasporic Memory and Disappeared History: The Contested Meaning of the Former Indochinese Refugee Camp at Pulau Galang. *The Chinese-Vietnamese Diaspora: Revisiting the Boatpeople*, 147-160.
- Cascante, D. M, Brennan, M. A., & Luloff, A. E. (2010). Community Agency and sustainable tourism development: The case la Fortuna. Costa Rica. *Journal of Sustainable Tourism*, 18(6), 735-756.
- Cooper, C., Shoprherd, R. & Westlake, J. 1996. *Educating the Educators in Tourism: A Manual of tourism and Hospitality Education*. World Tourism Organization. University of Surrey.
- Damardjati, R. S. (2002). *The World Tourism Terms, Pradnya Paramita, Jakarta Culture and Tourism Office 2016*. Potential Data, Policy and Pull power Field of Tourism Destinations Batam Riau Islands Province.
- Dodds, Rachel & Butler, Richard. Barriers. (2010). To Implementing Sustainable Tourism Policy In Mass Tourism Destination. *Tourimos: An International Journal of Tourism*, 5(1), 35-53
- Godfrey K & Clarke J 2000. *The Tourism Development Handbook: A Practical Approach To Planning And Marketing*. London continuum.
- Gunn, Clare A. (1988). *Tourism planning*, New York US
- Hadinoto, Kusudianto. 1996. *Tourism Destination Development Planning*. Jakarta: UI Press.
- Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.
- Khanna, S., & Khajuria, S. (2016). Tourism Impact and Support for Future Development: Local's Perspective at Ambaran Village. *Journal of Tourism, Hospitality & Culinary Arts*, 8(2), 10-21.
- Lubis, T. M. (1993). In search of human rights: legal-political dilemmas of Indonesia's New Order, 1966-1990. PT Gramedia Pustaka Utama.
- Mathieson, Alister and Wall, Geoffrey, 1982. *Tourism: Economic, physical, and social impacts*, Longman (London and New York)
- Nyoman S Pendit (2006). *Studies of Tourism an initial introduction*, Jakarta PT. Gramedia main library
- Pendit, N. S. (2006). *Ilmu Pariwisata: Sebuah Pengantar Perdana*. Pradnya Paramita.
- Pitana, I Gede & I Ketut Surya Diarta. (2009). *Introduction to Tourism*. Yogyakarta. Andi.
- Poerwadarminta. (2002). *General Dictionary in Indonesian*. Jakarta. Balai Pustaka.

- Soegiyono. (2009). *Quantitative Research Methods, Qualitative and Research & Development*. Alfabeta: Bandung.
- Soekadijo, R. G. (1996). *Anatomi Pariwisata*. Jakarta: PT Gramedia Pustaka Utama.
- Tetty Purnama Dewi (2003). *Tesis pengembangan pariwisata sejarah di pulau galang (studi kasus rencana strategis pengembangan wisata sejarah bekas kamp Vietnam dan pulau lainnya di pulau galang yang berwawasan lingkungan)*. Universitas Gajah Mada Yogyakarta.
- Nuryanti, W. (1997). *Interpreting heritage for tourism: Complexities and contradictions*. Yogyakarta: *Tourism and Heritage Management* UGM.
- Yoeti, Oka. A. (2008). *Tourism Planning and Development*. Bandung: PT Angkasa