

PLANNING FOR THE DEVELOPMENT OF CULTURAL TOURISM PRODUCTS ON THE NORTH COAST OF JAVA, INDONESIA

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Abstract

As one of the Chinese Traders, Cheng Ho's Naval Route serves Cirebon, Semarang, and Surabaya to have a cultural identity that could be seen today. Now, the existence of cultural heritage that spread along the Javanese North Coast serve tourist to learn about the cultural heritage that was shaped by Cheng Ho's Naval Route. On the other hand, the existence of this cultural heritage could be developed into alternative tourism that gives a new trend of tourism attraction yet supports cultural preservation. Through adopting the model of the Cultural Route that was advanced and developed in Europe, this research is titled "Planning of Cultural Tourism Product Development of Cheng Ho Naval Route along Javanese North Coast". This research utilizes the qualitative approach and descriptive method as the analyzing method. The result of the research covers the Tourism Attraction and Activities aspect as a component of tourism products that attract tourists, Transportation Facilities and Services as a component that serves the movement of tourists, and Institutional Elements as an organization that manages the network of transboundary tourism attractions. The recommendation of Planning of Cultural Tourism Product Development of Cheng Ho Naval Route along the Javanese North Coast can be the reference for the stakeholders to invest in tourism development that supports the preservation of Cultural Heritage

Keywords: Cultural Tourism, Tourism Product, Cultural Routes.

A. INTRODUCTION

Admiral Cheng Ho (Zheng He) was a eunuch during the Ming Dynasty (1368 AD-1644 AD) who had the main task of expanding the scope of Ming Dynasty trade cooperation, one of which was with the kingdoms in the archipelago (Asmanidar, 2015). In his mission, Cheng Ho used sea media as a medium for moving goods and people from China to other places. Cheng Ho's voyage took place from 1405 to 1433 which can be described as follows.

Table 1
History of Travel Cheng Ho's

Year of Travel	Cruise Destinations
1405-1407	Champa (Vietnam), Majapahit (Java, Indonesia), Sriwijaya (Sumatra, Indonesia); Malacca (Malaysia), Aceh (Sumatra, Indonesia), Sri Lanka (Kochi, Kerala, India), Calicut (Kozhikode, Kerala, India).
1407-1409	Champa, Siam (Thailand), Majapahit, Sriwijaya, Malaca, Aceh, Sri Lanka, Cochin, Calicut.
1409-1411	Champa, Malaca (Klantan, Pahang, Johor,), Majapahit, Sriwijaya, Aceh, Sri Lanka, Cochin, Calicut.

1413-1415	Champa, Kelantan, Pahang, Johor, Majapahit, Sriwijaya, Malacca, Aceh, Sri Lanka, Maldives, Cochin, Calicut, Hormuz (Iran).
1417-1419	Champa, Pahang, Johor, Majapahit, Sriwijaya, Malacca, Aceh, Sri Lanka, Cochin, Calicut, Hormuz, Muscat (Oman), Aden (Yemen), Mogadishu (Somalia), Malindi (Kenya).
1421-1422	Champa, Siam, Kelantan, Pahang, Johor, Majaphit, Sriwijaya, Malacca, Aceh, Bengal, Sri Lanka, Cochin, Calicut, Muscat, Aden, Mogadishu, Malindi.
1431-1433	Champa, Majaphit, Sriwijaya, Malacca, Aceh, Sri Lanka, Maldives, Cochin, Calicut, Mecca (Saudi Arabia), Muscat, Aden, Mogadishu, Malindi.

Source: Wikipedia

From the data describing the itinerary, it can be seen that in Admiral Cheng Ho's 7 voyages, the Majapahit Kingdom was a permanent destination on each of his voyages. Anthony Reid (Anwari, 2015) states, that as one of the kingdoms with the widest area coverage in Indonesia, the Majapahit Kingdom established trade cooperation with China with the main commodities being Maluku spices which were traded in ceramics, silk fabrics, and certain metal objects in the cities. main maritime kingdom (Demak, Jepara, Tuban, Gresik, Surabaya). The existence of these cities played an important role in the cross-national trade of goods by sea and as anchorages for Chinese traders for their respective commodity trading missions.

Related to several cultural heritage studies that present travel agendas along with historical events related to Admiral Cheng Ho's voyage to the Majapahit kingdom, some historical influences and legacies influence people's lives not only in the maritime cities of Majapahit but also in several other cities. Some of these influences can be found in various tangible historical heritages such as buildings and intangible heritage such as people's beliefs. Based on the previous studies described in the previous paragraph, in the present, these relics have become a regional historical asset that has also become an attraction for cultural tourism. (Handoko et al., 2023). The development of tangible (material) cultural tourism can introduce people to ancient historical relics so that they can understand and ultimately appreciate them.

Tourism even provides opportunities for economic development for many countries and the people living there (Restu et al., 2022). Developing tourism requires cooperation from various parties, not solely the task of the government or the tourism industry. Both the private sector and government, rely on tourism development planning that can ensure that tourism development can convey values that respect locality, create jobs, maintain environmental quality, and fulfill the visitor experience.

The model for the development of tourism products based on the potential of historical heritage which is scattered in several different regions due to the existence of a communication line with a certain function in the past has previously been developed in the European Union region where the concept of this development is called Cultural Routes. Cultural Routes is a terminology used to describe a new and innovative concept in the travel experience. This concept is a unique product that thematically connects various tourist attractions and destination points based on a common narrative that was built thanks to communication channels that existed in the past (Graf & Popescu, 2016). This opportunity was read by the European Union so that the European Union Commission (Interref Europe, 2019). yearly defined Cultural Routes as a European cultural heritage, scientific, and tourism cooperation project aimed at developing and promoting travel programs or a series of travel programs based on routes. historical, cultural, the main figure of a phenomenon with focus and importance for understanding European values.

"European Cultural Routes" are transnational routes that help tourists explore knowledge about how Europeans lived in the past and influenced one another through interactions in the European region based on the principle of shared culture, a principle based on cultural similarities that are drawn from heritage that can be found in the present. Starting from the declaration of Santiago De Compostela in 1987 as the first route to be developed, until 2018, Europe recorded 32 Cultural Routes that were utilized for the development of culture, education, and tourism. Spread across various countries in Europe and connected, the concept of cultural routes provides an opportunity for tourists to learn interesting things about European history. Having a specific theme, Cultural Routes provide an opportunity for special interest tourists to meet the need for knowledge of European history and culture by tourist interests. Some of them are Routes de Olive Tree which has a gastronomic theme, Via Regia which has a pilgrim theme and the European Route of Historic Thermal Town which connects cities that have underground geothermal potential in various parts of Europe. Currently, the European Union is the most advanced regional region in the development of Cultural Routes.

In its operations, the European Cultural Routes as cultural heritage are utilized by the Council of Europe, as the institution that oversees the utilization of Cultural Routes, to become a cultural tourism product where the constituent components can not only facilitate tourists while visiting and moving but also promote the values of sustainable development, among others Cultural Preservation, Community Development and Economic Growth in rural areas are not only in one country or region but several areas that are integrated through this development model and become an alternative for tourists to learn more about European culture through tourism activities.

Learning from the integration model of cultural destinations in Europe, the Cheng Ho Cruise Line has the potential to provide benefits to local communities in each destination through the development of the tourism industry and tourism supply chain, as well as efforts to preserve cultural heritage. The existence of cultural heritage scattered along Cheng Ho's shipping lanes also becomes an interesting potential if the cultural heritage can be made into a series of trips that are connected through the Cultural Routes model so that for tourists, this potential can become an alternative product for special interest tourists. who are interested in cultural thematic tourism based on Cheng Ho's shipping routes on the North Coast of Java. With the development of an integrated cultural tourism destination model, the majority of which are located in the European Union region, the development of Cultural Routes on the North Coast of Java is an opportunity to attract the cultural tourist market to see cultural tourism themes in the form of Non-European Cultural Routes located on the North Coast of Java.

B. RESEARCH METHOD

This study uses research with a qualitative approach with descriptive research methods. A qualitative approach was chosen because this approach is by research objectives that are oriented towards obtaining an understanding of tourism cases or phenomena in the North Coast region of Java. As for the characteristics of qualitative research according to Erikson in Stainback (Sugiyono, 2018) are:

1. It is carried out intensively or it can be said that the researcher participates in a certain period at the research site.
2. Record in detail what findings were obtained during the study
3. Carry out reflective analysis of data found in the field in the data collection process.
4. Make an in-depth research report about the entire process systematically.

The descriptive method is a way of working that describes, depicts, and summarizes various conditions, situations, or various variables observed (Subagyo, 2006). This is by the nature of this research which provides a depiction, both in terms of identification, analysis, or study, of achieving ideal conditions.

Related to the global COVID-19 pandemic situation which directly affected the data collection process, in this research journal, the data collection method was carried out using secondary data. Secondary data can be obtained from sources that can provide supporting information, such as libraries as a step to search for concepts, theories, opinions, and discoveries related to the main problem and can support the progress of the research process. In obtaining secondary data it is divided into 2, namely:

- **Library Studies**
Library Studies is a search for theories that are relevant to the phenomenon or subject matter being studied. Studying the literature in this study, the authors used the concepts of Cultural Tourism and Cultural Routes and the Tourism Destination Development Approach. The need for supporting references can be obtained from journals, previous research, books, and other written sources. The output of the literature study is the connection of references that are relevant to the formulation of the research problem.
- **Electronic media**
Electronic media in the form of data and information from the internet, for example, social networks, official online pages, and online articles regarding information or studies on research objects under study.

In qualitative research, data is obtained from various sources, using various data collection techniques (triangulation), and carried out continuously until the data is saturated (Sugiyono, 2018). This study uses data analysis of Miles and Huberman's interactive model accompanied by data paraphrasing techniques. Activities in qualitative data analysis are carried out interactively and continue continuously until completion so that the data is saturated. (Miles & Huberman, 1992), stated that activities in qualitative data analysis are carried out interactively and continue continuously until they are complete and until the data is saturated, which includes three parts, namely data reduction, data presentation, and Conclusion Drawing and Verification.

To find out the various factors that influence the stages of product development for cultural tourism of Cheng Ho's cruise line, this study also uses SWOT analysis as an analytical method that helps find strategies to initiate development. States, that SWOT analysis is the identification of various factors to find the strategy of an organization, company, institution or in this research a cultural tourism product.

SWOT analysis is carried out based on research to maximize strengths and opportunities, but at the same time minimize weaknesses and avoid threats. Data validity tests in qualitative research include credibility tests (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity) (Sugiyono, 2018).

In this research, the data validity test was carried out by testing the credibility of the data or trust in the research data. There are 2 types of credibility testing used, namely triangulation and using reference materials.

The research findings (Purnomo, 2020) show that the strategies used by the tourist guides to interpret Javanese cultural terms from the most to the least are: (1) descriptive and functional equivalent, (2) cultural equivalent, (3) naturalization, (4) neutralization and (5) compensation. The findings imply that the interpretation strategies used by the tourist guides are essential to obtain interpretation products that have equivalence to the Javanese cultural terms to be preserved in this millennial era.

C. RESULTS AND ANALYSIS

In the identification process, it can be seen that each area that is the focus of research has historical stories of Cheng Ho's journey with diverse cultural heritage which can be described as follows:

1. Tourism Attractions and Activities Based on the identification carried out, it can be seen that there are two types of cultural heritage identified, namely material (tangible) and intangible (intangible) cultural heritage which are described as follows:
 - a. Tangible cultural heritage
It can be seen that some inheritance is in the form of material artifacts that can be observed by the five senses namely:
 - 2 boat anchors at the Goddess of Mercy Temple and the Sam Poo Kong Temple
 - Ship Hull Wood at Nyai Mbah Ratu Temple
 - Sam Poo Kong Cave
 - Muhammad Cheng Ho Mosque
 - b. Apart from that, it can be seen that some of the existing intangible heritages are;
 - The narrative of Cheng Ho's journey itself.
 - The narrative of the anchoring of Admiral Cheng Ho's entourage at Muara Jati Harbor, Cirebon and Simongan Harbor, Semarang
 - The narrative of Wang Jing Hong (Ship Captain Cheng Ho) who fell ill and had to dock in Semarang.
 - Narrative of the influence of Chinese Muslims who were influenced by Cheng Ho's shipping routes in the city of Surabaya
2. Transportation Facilities and Services Based on the analysis conducted, it can be seen that the City of Cirebon, Semarang City, and Surabaya City each have their facilities and services for the movement of goods and people. However, Cirebon City, Semarang City, and Surabaya City can be connected by the following modes of transportation:
 - a. Land transportation
The existence of the Java North Coast toll road that crosses the three cities is a means of moving goods and people through Intercity and Provincial Buses with scheduled travel agendas to and from the bus terminals of each city. Apart from that, there is also a scheduled train transportation mode that crosses these three cities regularly. The existence of the Java North Coast route provides the potential for the development of tourist travel patterns by land route with the theme of Cheng Ho's journey narrative. This is an opportunity for Tour and Travel, Bus transportation service providers, and PT. Kereta Api Indonesia is a land travel service provider that connects the three cities to develop its services through offering tour packages or other offers that can trigger tourist trips along the North Coast of Java.
 - b. Water transportation
The existence of the Port of Cirebon, the Port of Tanjung Mas Semarang, and the Port of Tanjung Perak Surabaya are the entry points for sea routes in the three cities. However, there are no modes of passenger transportation that can be classified as Passenger Lines, Ferries, and Cruises that depart or go to the Port of Cirebon because the Port of Cirebon is only intended for the transportation of raw materials and goods. Meanwhile, there is a sea-lane passenger transport that connects Tanjung Mas Port, Semarang, and Tanjung Perak, Surabaya, which departs and/or arrives regularly. The existence of 3 ports located on the North Coast of Java is an opportunity for water transportation service providers, both state-owned and private, to develop travel services with the theme of the Cheng Ho shipping line.
 - c. Air transport

There are airport facilities in Cirebon City, Semarang City, and Surabaya City. However, Cirebon's Cakrabhuwana airport is not intended for scheduled commercial flights. This is different from Semarang's Achmad Yani Airport and Surabaya's Juanda Airport which are located in Sidoarjo, These two airports are two commercial airports with international airport status which also serve flights from Semarang to Surabaya or vice versa. With the existence of international airports in Semarang and Surabaya, it means that these two cities can attract a wider range of tourist markets. The existence of these two airports provides an opportunity for Semarang and Surabaya to become the main entry points for foreign tourists who wish to explore Cheng Ho's shipping lanes on the North Coast of Java.

3. Institutional Elements

Based on the identification carried out in the City of Cirebon, Semarang City, and Surabaya City, the three cities have a formally responsible body in the field of tourism in the form of the Tourism Office which is side by side with several other units such as culture and/or youth and sports. Meanwhile, the Sam Poo Kong Foundation is a private body that manages the Sam Poo Kong Semarang area both as a place of worship and as a cultural tourism area. From the identification results it is also known that there are elements of community organizations that oversee each house of worship, namely the Nyai Mbah Ratu Temple in Surabaya the Dewi Welas Asih Temple in Cirebon, and the Muhamad Cheng Ho Mosque in Surabaya.

SWOT ANALYSIS

1) STRENGTH

- a) The existence of the cultural heritage of Cheng Ho's cultural path has spread and has become a regional identity in various regions.
- b) A public discussion event regarding the study of the existence of Cheng Ho's shipping routes and destinations influenced by Cheng Ho's shipping routes was carried out in anthropological studies in 2014.
- c) 2 international airports serve international routes (Semarang and Surabaya).
- d) The existence of the Java North Coast toll road and the Java North Coast route that crosses the three cities is a means of moving goods and people through Intercity and Provincial Buses with scheduled travel agendas to and from the bus terminals of each city.
- e) Cirebon, Semarang, and Surabaya are connected via scheduled train transportation.
- f) The existence of the Port of Cirebon, the Port of Tanjung Mas Semarang, and the Port of Tanjung Perak Surabaya are the entry points for sea routes in the three cities.
- g) The Sam Poo Kong Foundation is an institution that regularly holds events with the theme of Cheng Ho's arrival in Semarang.
- h) The existence of cultural heritage managers, whether formal, private, or community, who are structured.
- i) Semarang and Surabaya are provincial capitals which are the economic and government centers of their respective provinces.
- j) Cirebon, Semarang, and Surabaya have city tour bus facilities that support traveling activities, both general tours and those with specific themes.

2) WEAKNESS

- a) There is no master plan for the development of the cultural heritage of Cheng Ho's shipping lanes on the North Coast of Java.

- b) No institution or organization formally oversees the existence of the cultural heritage of Cheng Ho's shipping lanes
 - c) Cirebon Port is only intended for the transportation of raw materials and goods.
 - d) Cirebon Cakrabhuwana Airport is not intended for scheduled commercial flights.
- 3) OPPORTUNITIES
- a) Existence of cultural heritage that can be classified as a Non-European Cultural Route.
 - b) Development of cross-regional thematic cultural tourism products
 - c) Formation of a national tourism institution that does not only focus on tourism but also the creative economy.
 - d) The government's development focus is on building public infrastructure that can be built side by side with tourism infrastructure.
- 4) THREAT
- a) Transfer of functions of areas that contain traces of intangible inheritance.
 - b) Development of cultural tourism products that ignore the authenticity and integrity of cultural values.

D. CONCLUSION

The results of the analysis include aspects of Tourism Attractions and Activities that are related to attractions and activities that tourists can undertake and are developed by stakeholders, Transportation Facilities and Services that are related to tourist movement systems, and Institutional Elements that are related to cultural destination network governance bodies.

Recommendations and Suggestions:

1. Strategy for Determining Development Direction

Based on the data analysis in the previous section, the following are strategies that can be carried out in the initial stages of developing cultural tourism products on Cheng Ho's shipping lines;

a. SO (Strength Opportunities)

- 1) Organizing public discussion events that can be held every year on both a national and international scale which are carried out on a rotating basis from one city to another.
- 2) Carry out initial stage development of cultural tourism products based on land transportation connectivity.
- 3) Providing interpretation facilitation that can accommodate The Purposeful to the Incidental Cultural Tourist.
- 4) Develop tour packages that can coexist with the existence of public transportation.
- 5) Development of thematic types of trail tourism for pilgrim tourists or field trips for students

b. WO (Weakness Opportunities)

- 1) Using the adapted European Cultural Routes development model as a step in carrying out the initial stages of creating a master plan for utilizing the cultural heritage of Cheng Ho's shipping routes.

- 2) Planning a network of cultural destinations through easy transportation access as an initial stage of development
 - 3) Exchanging experts in related fields.
- c. ST (Strengths Threats)
- 1) Using a discussion forum that has been established to obtain agreement regarding the authenticity and integrity of cultural heritage values.
 - 2) Using the discussion forum that has been formed to make a follow-up plan for utilizing the cultural heritage of Cheng Ho's shipping route.
- d. WT (Weakness Threats)
- 1) Mobilize understanding about the existence of cultural heritage
2. Development Direction

In following up on the strategy that had been developed from the SWOT analysis carried out, the Cultural Routes model was adopted as the initial stage in developing cultural tourism products on Cheng Ho's cruise lines. This can be done by adopting steps according to (Berti, 2015) which can be described as follows:

a. Determining the Theme

In this research, the research focus has been determined by raising the theme of the Cheng Ho Route series on the North Coast of Java. The development theme is based on the potential records of Cheng Ho's cultural heritage which can be found in Cirebon, Semarang, and Surabaya, where each city has its development theme. The considerations for determining the theme carried out regarding the distribution of the cultural heritage of the Cheng Ho Shipping Route according to classification (ICOMOS, 2004) can be described as follows: Territory Coverage, Cultural Coverage, Objective and Function Coverage, Period Coverage, Configuration Structure, Natural Environment Structure.

b. Identifying Heritage Elements

Based on the cultural elements identified, there are 5 identified cultural heritages related to Cheng Ho's shipping routes which were selected in the initial stages of developing Cultural Routes. This can be seen from artifact evidence and travel narratives which are described as follows; (1) Material Cultural Aspects, (2) Intangible Cultural Aspects.

c. Network Creation

In the Network Creation stage in the cultural routes development model, the network creation stage focuses on the legal aspects responsible for cultural routes. This network can be an association or federation that works democratically and applies in a participatory way. This step is closely related to the Institutional Elements component discussed in the previous sub-chapter. In developing Cultural Routes, the main function of institutional elements is to accommodate destination and cultural governance. In the Institutional elements identified, divided into regional contexts, the following are the legal networks that exist in the 3 focus cities of this research, namely:

1) Cirebon City-West Java

a) Cirebon Youth, Sports, Culture and Tourism Department

- b) PT Pelabuhan Indonesia Cirebon Port Branch Office
 - c) Manager of the Goddess of Mercy Temple, Cirebon
 - d) Cirebon City Transportation Service
- 2) Semarang City-Central Java
- a) Semarang City Tourism and Culture Office
 - b) Sam Poo Kong Foundation Semarang
 - c) PT Pelabuhan Indonesia Tanjung Mas Semarang Branch Office
 - d) Semarang City Transportation Service
- 3) Surabaya City-East Java
- a) Surabaya City Tourism and Culture Office
 - b) Manager of Nyai Mbah Ratu Temple, Surabaya.
 - c) PITI East Java Regional Coordinator and the Haji Muhammad Cheng Ho Foundation
 - d) Manager of House of Sampoerna Surabaya

On a Cross-Regional Scale:

- 1) Ministry of Tourism and Creative Economy
- 2) Ministry of Transportation
- 3) Ministry of Education and Culture
- 4) Ministry of Foreign Affairs
- 5) West Java Province Tourism and Culture Office
- 6) Central Java Province Tourism and Culture Office
- 7) East Java Province Tourism and Culture Office
- 8) PT. Indonesian Railways
- 9) PT. Angkasa Pura I

By mapping the bodies that are directly involved and responsible for managing tourism attractions and activities, Transportation Facilities and Services, and Institutional Elements that are directly related to the cultural heritage of shipping routes. According to Cheng Ho, stakeholders can start forming a network of destinations in the form of public, private, or community organizations to achieve development goals.

d. Coordinating Common Action

In this step, the management in the form of an association or authority body that oversees the legacy of Cheng Ho's shipping lines can be described as follows:

1) Cooperation in research and development

This is an important step in maintaining cultural authenticity and integrity so that in its development, the Cheng Ho Shipping Line has unbiased development guidelines.

2) *Enhancement of memory, history, and heritage*

This step was taken to convey the values and messages of cultural heritage that is utilized through tourism and provide memories and in-depth knowledge to various types of cultural tourists and tourists at the same time maintaining historical heritage values so that information does not have many versions or assumptions.

Figure 1 Prototype QR code



Source: Researcher Document

The existence of a QR code must be accompanied by the existence of a software application that can be used to receive and provide information to users so that application development is an absolute requirement in procuring a QR code.

Figure 2 Software Application Prototype



Source: Researcher Document

Regarding the cultural heritage of Cheng Ho's shipping lines which are spread across various regions, steps to enhance memory, history, and heritage can also be carried out by conveying information to tourists through interpretation facilities placed either in tourist information centers or in software. Apart from providing information on the cultural spread of Cheng Ho's shipping lines, this step is also hoped to attract tourists' interest in visiting other destinations where the cultural heritage of Cheng Ho's shipping lines is located.

Figure 3 Illustration of mapping the existence of heritage



Source: Researcher Document

3) Cultural and educational exchanges

This step was taken as an effort to establish cooperation in the cultural sector so that cultural values not only develop within a certain scope but also gain new perspectives thanks to cultural and educational exchanges.

4) Contemporary cultural and artistic practice

This step was taken as an effort to maintain the value of cultural heritage but at the same time provide an overview of past practices that relate to current practices.

5) Cultural tourism and sustainable cultural development

This step was taken to ensure that the development carried out, especially in utilizing the cultural heritage value of data, still takes into account sustainable development and has an impact on the economy, society, and nature.

e. Creating Common Visibility

The last thing is to build an understanding of the value of cultural routes which are built through equal promotional values which are reflected in logos or other promotional tools so that cultural routes can be promoted at local, national, and international levels.

Figure 4 Illustration of the Cheng Ho Route Logo



Source: Researcher Document

Apart from that, creating common visibility is also a step used to make it easier for managers and tourists to understand the existence of the cultural heritage of Cheng Ho's shipping routes. This can be done through the provision of interpretation/direction facilities which are implemented at tourist destinations that contain story narratives. In its implementation, provision of interpretation/direction facilities can be done by making special signs for the Cheng Ho Route or by utilizing existing public signs with the

addition of the Cheng Ho Routes logo as a sign that at that location there is a cultural heritage of the Cheng Ho shipping route.

Figure 5 Illustration of directions



Source: Researcher Document

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