

RESEARCH ARTICLE



Promoting Sustainable Military Tourism in Cimahi City: Fostering Conservation, Community Engagement, and Cultural Preservation

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Abstract

The military presence in Cimahi City, West Java, serves as a testament to its historical and cultural significance, reflecting an impressive cultural-historical heritage shaped by its militarized past. This authenticity as a military city (60% of the city population) provides a unique opportunity to develop a specialized tourism model that leverages military knowledge for sustainable social and economic growth. The integration of military cultural heritage into tourism activities poses a central challenge, particularly amidst a population where military personnel constitute a significant proportion and continue to play an active role. Employing a qualitative research methodology, this study combines a comprehensive review of relevant literature, historic references, in-depth interviews with the local business community, and cross-references with tourism models from other military cities. The study's outcomes focus on integrated tourism activities and attraction planning aimed at preserving the city's military spirit in collaboration with local residents, military personnel, and their families. This collaborative effort is envisioned to contribute not only to heritage conservation but also to fostering peace education and international cooperation, advocating against the glorification of war and conflict. This research emphasized the importance of heritage conservation, community participation, and sustainable resource management in the realm of cultural heritage and tourism development.

Keywords: collaboration, historic, military cultural, tourism

1. Introduction

There are many works has been done to attract people attention to come to the city and one of these is beautification. City beautification, based on current trends, sometimes out of context and fade away from the the city identity. Whereas almost every city is built with its own character, potentially attracting people to come and visit. City identity is related to history and community that contribute to potential tourism field. The main issue is how to implement military cultural heritage into tourism activity effectively. The challenge is how to develop a city tourism concept based on its history and community to strengthen the city characteristic.

During the Dutch colonial period, Cimahi became known during the reign of Governor-General Herman Willem Daendels in 1811. At that time, a guard post was built in Cimahi's current square. Decades later, Dutch military forces planned to establish a military base in a rather remote area. They chose Cimahi because of its strategic location. Between 1874-1893, Cimahi Station was built when the Dutch constructed the Bandung-Cianjur railway line. In the same period, three battalions were already established in Cimahi, namely Infantry, Genie, and Artillery. In 1886, other military facilities such as Dustira Hospital and a military prison were also built. After the completion of the Bandung-Cianjur line in 1900, another railway line was also constructed from Batavia to Bandung, passing through Cimahi. With the opening of this line, the mobility of Dutch troops could move much faster. Besides being used as a military base, Cimahi was also built as a defense gate to protect the Military Air Base in Andir, Bandung. In 1935, Cimahi's status was that of a sub-district and in 1962, a Cimahi sub-district was formed, which included Cimahi, Padalarang, Batujajar and Cipatat sub-districts. In its development, its status was elevated from a sub-district in Bandung Regency to an

administrative city. During this period, Cimahi was led by an administrative mayor who was responsible to the Regional Head of Bandung Regency. Its status was inaugurated on 29 January 1976, then in 2001, based on Law No. 9/2001 on the Establishment of Cimahi City, Cimahi's status was raised to become an autonomous city.

The military presence in Cimahi City, West Java, reveals city authenticity through an impressive cultural-historical heritage as a consequence of militarization process. Today, in Cimahi, there are Indonesian Army Education Centers. When the Dutch established military bases, they trained civilians in Cimahi to support this process. One of the skills provided was sewing military clothes or other military equipment and cooking skills for the soldiers. To this day, the sewing skills are still evident and prominent. This can be seen from the number of Cimahi residents who are self-employed in producing and selling Army uniforms, military clothing for the field exercises, military equipment such as belts, bags, patches, hats, and even merchandise.

From the Cimahi local government website (www.cimahikota.go.id) it was stated that in 2018, Cimahi was recognized as Military City, and in 2020, the Cimahi government published a program called "Cimahi Military Heritage Tourism". However, so far, the only tourism activity evident is city tour passing through military heritage buildings built during the Dutch Colonial period. This certainly lacks the essence of heritage military tourism.

With the identity as a military city, a specialty tourism model can be developed to create a memorable place in the city that evolves socially and economically through the knowledge and skills derived from the military. The main issue is how to develop the current activities and implement military cultural heritage into tourism events and attraction, considering that the military bases makeup 60% of the city's population and still active today. The purpose of this study is to identify potential military tourism development that can be accomplished collaboratively, enabling the Cimahi Military Heritage Tourism Program to have a greater impact on the community, the army, the city and the government.

2. Literature Review

Research suggests that, in most cases, people visit heritage places to enhance learning, satisfy curiosity and feelings of nostalgia, grow spiritually, relax, get away from home, spend time with loved ones, or "discover themselves" [1-6]. One recent study [7] classified heritage tourists into three types based upon their motivations: culture-focused, culture- attentive, and culture-appreciative. Research suggests that, in most cases, people visit heritage places the enhance learning, satisfy, curiosity, and feeling of nostalgia, grow spiritually, relax, or discover themselves. With the identity as a military city, a specialty tourism model can be developed to one-of-a-kind, memorable place to the city that developed socially and economically by the skill from military knowledge.

Military tourism is an a typical and relatively new form of tourism, which is also referred to as military culture tourism, war tourism, battlefield tourism and armament tourism [8]. Generally, one can define "military tourism" as a typical recreational and tourist program of visual, cultural and material consumption [9]. Historic preservation may help achieve sustainable economic growth. With the new historic appearance of the city, along with cultural activities and attractions, the city can attract tourists, expand its services sector, provide facilities such as parking, and help maintain roads, security, and public transportation [10].

The article "Organizational and Economic Aspect of Military Heritage Tourism in Primorsky Krai" [11], describes the scientific basis for the development of cultural tourism, including military heritage tourism. The scientific foundation is based on the notion of "cultural-historical types" introduced by N. I. Danilevsky, which was subsequently expanded upon in the ideas of "local civilizations" and the "civilizational approach" by historians such as O. Spengler and A. Toynbee [11]. The article also highlights that this phenomenon is closely associated with the concept of patriotism. Further, [11] stated that the field of military heritage tourism examines the works of several authors, namely D. A. Troitsky, V. P. Golovanov, A. A. Bakhvalova, V. I. Omelchenko, and A. A. Ostapets, who are actively involved

in promoting patriotic education through tourism. Extensive discussions on military heritage tourism as a phenomena have been conducted by S. K. Volkov, D. Y. Shulyakov, E. A. Ryzhivolova, E. L. Dracheva, and K. S. Mishkina. These studies emphasise the primary patterns in the advancement of this type of tourism, establish its connection to cultural educational tourism, and recognise its impact in promoting patriotic ideals among the younger population.

3. Materials and Methods

In response to the limited research on Cimahi military tourism development, this study sets out to identify potential opportunities within the region through a methodical research approach. This discussion is also referring to previous research regarding military tourism in South Africa that has abundance military sites in an effort to determine the potential of heritage military tourism in South Africa context. With a different context, the development of military tourism in Cimahi can be made by analysing each potential, explaining the importance of the potential so that the potentials can support each other [12].

The methodology employed is qualitative, emphasizing a thorough breakdown of research steps to ensure transparency and reproducibility. The research process commences with an extensive literature review, delving into historic references, and examining existing tourism models in other military cities worldwide. By following this structured sequence of activities, the study aims to build a robust foundation for the subsequent analyses. Through qualitative method, it will embrace something new in term of activities, experience, and exploration not only from tourist part but also from local community, local government, and the military side itself.

In terms of data collection methods, in-depth interviews (structured and non-structured interview) were conducted to gather insights from the local business community, providing valuable perspectives on the region's tourism potential. The number of participants, interview questions, and selection criteria were meticulously documented, enhancing the rigor and reliability of the study. Additionally, the exploration of potential military sites in other regions involved a systematic approach (site visit, classify accordingly, analytic literature review including primary and secondary primary source) to ensure a comprehensive understanding of best practices and successful models in military tourism.

Data analysis was approached through a holistic lens, incorporating findings from literature, interviews, and field observations. This comprehensive approach explored the potential for developing military tourism by analyzing the various communities connected to it. By conducting a detailed examination of the data, it was possible to draw well-informed conclusions about Cimahi's prospects in military tourism. Qualitative analysis techniques were leveraged to distil valuable insights from the diverse sources of information, enriching the depth and breadth of the study.

The observation process in the field played a pivotal role in identifying potential tourist attractions within active military sites. By meticulously observing and documenting key aspects, potential attractions were discerned and mapped out to facilitate collaborative efforts in enhancing the local tourism landscape. The mapping process of heritage military sites, heritage military activities, and military industry community based were guided by specific criteria for suitability assessment, ensuring that identified attractions aligned with the broader objectives of developing Cimahi military tourism.

Observation in the field was carried out to see the potential that exist to be developed into a tourist attraction even though these places are still operating as military basis. From the observation, a mapping was made to make a suitable approach to the concept of tourism that can be done collaboratively, to empower the community in developing expertise that has been passed down from generation to generation. Structured interviewed was conducted to find out how a place of clothing production can become a tourist destination that involve tourists to experience the historical values contained in this formation.

Structured interviews were a key component of the data collection process, particularly in exploring the transformation of a clothing production site into a tourist destination. The interviews were

structured to cover pertinent themes (cultural preservation and community engagement) and gather insights into the historical significance of the site, paving the way for a deeper understanding of the region's heritage values and tourism potential.

4. Results and Discussion

4.1. History of Cimahi



Figure 1. Map of Cimahi City. Source: www.cimahikota.go.id.

Cimahi is located in West Java Province and has become a developing city since becoming an autonomous city (Figure 1). The word Cimahi comes from the Sundanese word *cai mahi*, which means a source of sufficient water. This is because Cimahi was once a source of water that never ran out, even though it was used by residents for various purposes, such as drinking, bathing, washing clothes and household appliances, to watering plants in the garden and irrigating rice fields. However, even though the water source is no longer as abundant as it used to be, the name Cimahi is still attached to this city.

Cimahi was chosen as the garrison because during the invasion of various regions in the country, *Koninklijk Nederlandsch-Indisch Leger* (KNIL) soldiers fell ill and were in a weak state so they had to be evacuated to a healthier area. Cimahi was chosen because it was cool, spacious and already had a railway. The Dutch conducted a series of surveys before deciding on Cimahi as a base for their military camp during the invasion. However, the most important considerations were the climate and the existence of a railway line. In addition, the establishment of a garrison in Cimahi City was a preparation for the plan to move the capital of the Dutch East Indies to Bandung.

After the unanimous vote and Cimahi was chosen as a strong candidate, the Dutch then made designs for the construction of garrisons and buildings supporting military operations in the Dutch East Indies. Mock-ups were made to determine where to place the army headquarters, where to place the shooting range, where to place the laundry, and where to place all kinds of ammunition. Everything had been designed in such a way by the Dutch. At that time the Dutch built everything from empty land to finished buildings, so they did not occupy buildings that were already standing.

4.2. Clothing military industry in Cimahi as historical and cultural conservation

The military clothing industry began in 1990, with the establishment of just one kiosk. By mid-2015, the number had reached 20 stalls. Some of the stalls in the center are owned by the family of the owner of the first shop in the center.

Traders in Cimahi's Indonesian military clothing center prefer to empower confectionery industry houses to make various types of Indonesian military attributes. Not only can they get more profit, but they can also maintain the quality of their products. Although these confectioneries are home-based, they have been able to produce thousands of army-style shirts, trousers, jackets, T-shirts, hats and bags.

Since the 1990's, the center for army clothing and attributes in Cimahi, West Java, has been popular among soldiers, especially the Army. Since its inception, the center has been accustomed to serving buyers from among TNI soldiers. Apart from retail sales, the center for military clothing and attributes in Cimahi, West Java, also sells products in bulk. Educational institutions and military dormitories are their main customers. However, traders must have a relationship to penetrate these military institutions.

4.3. Cultural transmission and continuity in Cimahi's heritage identity

Heritage is not in themselves, rather, heritage is what goes on at these sites [13]. Heritage is not about the object itself, but an active act of passing on knowledge, skills, and culture. Object do play an important role as markers, including the context in which the site is located that describes the background, but what is more important is the people who carry out active actions in passing on and receiving cultural meaning, knowledge, and memory.

Heritage is a cultural process that engages with the present, and the sites themselves are cultural tools that can facilitate, but are not necessarily vital for this process [14]. The definition of heritage has started to broaden itself to include cultural elements like memory, music, language, dialects, oral history, tradition, dance, craft skills, and so forth [13].

The people who produce military clothing, equipment and attributes at this clothing center in Cimahi, pass on meanings and values to the younger generation through knowledge and skills. This is their way of maintaining their cultural heritage in their daily lives, as well as asserting their self-identity. Heritage provides meaning to human existence by conveying the ideas of timeless values and unbroken lineages that underpin identity [15]. Cimahi city was constructed its identity by the heritage value. From the community sills taught by the Dutch for decades and passed down through generation, the military education center established since the colonial period, as well as the military garrison that is still in operation today, define the identity of this city.

4.4. Analysing Cimahi's City Military Heritage: history, tourism, and community engagement

The concept of military heritage tourism presents a unique opportunity for the conservation and sustainable management of historical sites in Cimahi City. Military complexes, often perceived as symbolic of colonization and war, can be reimagined as complementary tourist destinations, showcasing the rich cultural and historical heritage of the region. Such transformations were observed in Fort Rotterdam Indonesia, Fort Silom Thailand, The "Wolf's Liar" Fortress in Poland, Saint Petersburg Military Tour, Dundee Diehards in South Africa, Nutria Re-enactors and Collectors Club in South Africa, and many more.

Tourist destination and military complex can be complimentary because there is a connection between potentially opposite activities or industries. Tourism is arguably by the paradigmatic of leisure while military in Cimahi is symbol of colonization and war. In line with Indonesian Tourism Law No.10 Year 2009, tourism is directed to realize the principle of development in realising social justice for all Indonesian people to encourage equal opportunities to do business and obtain benefits. This business opportunity can be done by looking at the potential of Cimahi City's heritage both materially and immaterially, although as a military city inherited from the Dutch, war and colonization memory are embedded.

The concept of military heritage tourism can be described widely as a niche form of tourism which falls under heritage tourism which in turn is seen as part of cultural tourism. According to [16], military heritage is a subset of heritage tourism. Military heritage encompasses elements of appreciation, wonder, nostalgia and emotional attachment with which an individual can associate with through past experience, culturally or shared history. Military heritage tourism is more on experience of history, culture, and social which is an approach that is going to appeal for travellers. Experience is military activities or historical military events is a package deal for learning something new, discover themselves, and fulfil the

curiosity. A range of relationship and activities among the visitors can be used to interpret military tourism in relation to the history, culture and spiritual.

Tourism cannot be detached from entertainment. Military-themed entertainment is present within a range of tourism-oriented environment, based on the mapping in Cimahi. The mapping can be categorized in two parts, that is related to heritage buildings or architecture and that is related to community expertise. Those related to buildings, visitor will have an experience of heritage spaces and activities carried in them or around them, while those related to community expertise can be developed into military fashion style tourist destination.

Developing Military Heritage Building. As a military town built by the Dutch, Cimahi City has many Dutch heritage buildings related to military headquarters and supporting facilities for military activities. Many of these buildings are currently left empty and even abandoned, although these buildings clearly contribute to the identity of Cimahi and forming the structure of the city. These buildings can actually be utilised as tourist destinations as museums/galleries, souvenir shops, or other tourism infrastructure by doing or empowering the community or military family member to manage.

Open House of the education centre and introduce military culture to the visitor. From the many existing Army Education Centers, the local government and the military can work together to open one of the centers for special events introducing military culture such as food for soldiers, military technology, combat vehicles, military sport education, weapons exhibitions and other military facilities. Each education centers have the potential attraction to be tourist entertainment that give different kind of experience. A special event is important activity to cure the boredom from the daily routine. Military themed festivals or events are often become a place to bring together people with similar interests and do some activities together. This can be means to develop military heritage value in daily life.

To conserve military clothing home industrial and develop as a tourist destination. Industries that are pioneered by the community and are already well-known should be able to run well, and even grow. The military clothing industry in Cimahi is one of the signatures of Cimahi City that should not go backward, but should continue to advance. If so far this industry only serves the needs of soldiers and some civilians, this place has the potential to be developed into one of the tourist destinations to buy military clothing, military equipment, and military merchandise.

The conservation of historical and cultural resources through integrating community traditions, fostering local participation and entrepreneurship sustainable tourism practices, will sustain the community and city identity.

With physical activities and experience, visitors or tourists will interpret military heritage tourism differently from time to time because heritage is a process. From that process, both visitors and the community will discover a new sense of past to emphasize the existing culture. A historical value, cultural value, and spiritual value that are embedded in physical building or community expertise will develop a memorable leisure in military feelings.

Cimahi, as a city built by Dutch more than two hundred years ago, was intended to be a garrison of Dutch military, so then this particular intention creates specific urban landscape [17] expresses the urban landscape as an image of the city's socio-cultural environment. A physical space consisting of materials and forms that leads to the creation of an integrated artistic space. In this space urban landscape as a comprehensive art is inherently related to other forms of art. Thus, various forms of art play an important role in the formation of urban landscape.

The cultural part of Cimahi originated from historical-geographical base and collective memory of the residence, make tourist involved in many heritage military tourism activities. Tourist who are introduced with the history, culture, architecture, image of the host, in distinct environmental experience causes them to learn images on formation of which a variety of human, environmental, historical, cultural factors affect. Through the experiences of the tourist, who are involved in many military heritage tourism activities, there is an interaction between tourist and Cimahi urban landscape. A healthy environment will be maintained by the community to provide the best experience for their city visitors.

5. Conclusions

This study underscores the transformative potential of experience in military heritage tourism and the vital role of integrating heritage buildings, urban landscapes, and community expertise in Cimahi's tourism development. By envisioning the adaptive reuse of military heritage buildings and the conservation of community-held traditions like military clothing industries, this research seeks to not only enhance visitor engagement but also to foster the preservation of Cimahi's rich heritage.

With a focus on collaborative efforts involving local residents, military personnel, and families, the integrated tourism activities and conservation planning outlined in this study resonate with the core values of heritage conservation and sustainable resource management. Moving forward, these initiatives hold promise for promoting cultural exchange, historical education, and the responsible stewardship of heritage sites to advancing conservation practices and cultural heritage protection.

Author Contributions

SMKS: Conceptualization, Methodology, Writing - Review & Editing; **KK:** Review.

Conflicts of interest

There are no conflicts to declare.

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