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## Identification of specific characteristic of Kampung Jayengan as community-based industrial tourism

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### Abstract

The uniqueness of an area gives a lasting impression for special-interest tourists, which accelerate economic development. Therefore, the understanding local potential become an embryo for the development of community-based tourism. Beside jewel craft, as the main potency, *Kampung Jayengan* also has strong potential in religion-based culinary and cultural traditions which are centered in Darussalam Mosque. In the future it could be a new tourism destination as part of the development of Surakarta as Creative Industrial-based City. This study aimed to identify the specific characteristics of the region as a basis for the development of community-based industrial tourism *kampung*.

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### 1. Introduction

Tourism is a movement conducted by someone or a group of people in a certain period of time (temporary) from one place to another, which is not the daily routine and not for income generating activities. Tourism covers all business in the area, creating an interaction among tourists, tourism industry, government and society, which generates the growth of other economic sectors productivity (Oka A. Yoeti, 1985; Gunn, 1994; Pendit, 1999; daughter, 2007). There are two interrelated aspects, which have implications to the development of tourism, which

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are :the demand from tourists and services given by tourismagents. Both encourage a shift in the trend development of conventional tourism into alternative tourism which is both flexible and thematic, including special interest tourism (Hall, in Sugiarti, 2005).

Special interest tourism is a trip undertaken by tourists which visits a particular place due to their special interest to certain objects or activities that can be found or carried out at the location of the tourism destination (Hall and Weiler, 1992, in Nirmalasari, 2004). The products of special-interest tourism can be local uniqueness potentials and attractions including natural physical characteristics, social cultural, and architectural buildings. Social and cultural characters have a fairly wide coverage, one of which is the uniqueness which highlights local craft products. Therefore, the region whose community has economic activity majoring as local craft product manufacturer could be one of the potentials of special interest tourism development. Approach to the development of special interest tourism planning is ideally done through community approach or community-based development (Marpaung, 2002: 92). Through this approach, it is hoped that local people can build, own and conduct good management of tourism and cultural activities as well as the management of supporting facilities, so that all of the economic profit gained can be directly obtained by the community itself. It is intended to strengthen the local and surrounding community economy and lower the occurrence of urbanization phenomenon.

Kampung Jayengan is a Banjarnese village which was formed due to the arrival of Banjarnese to Jayengan in 1746 and then they formed a Banjar community and built Darussalam Mosque. The origincommunities were mostly jeweler. Nowadays, the region grows with several potentials such as culinary, culture and arts. However, those potentialsare currently under threat of extinction due to the progress of time, so that it needs efforts of various parties including the government. An understanding on the specific character of the area becomes a huge opportunity in the development of community-based industrial tourism kampung.

**2. Methods**

This is a descriptive research using participatory action research method which puts the researcher as the research instrument. The stages of the research are as follows.

*2.1. Research Stages*

**Stage 1.** Potential exploration and participatory problem

It was conducted by FGD method held in each community, namely jewel community, culinary community, social institution community and cultural religious community includingthe related stakeholders.

**Stage 2.** Documentation of the area involving physical/ spatial, social and economy

It was conducted by interview and field observation and mapping about several aspects: policy and empowerment, basic physcial, facility-infrastructure, transportation, buildings and housing, and land utilization.

Table 1. Table of Data Required

<b>Types of data</b>	<b>Sub Data</b>	<b>Technique</b>	<b>Data source</b>
Exploration of specific characteristics industrial tourism village area development		FGD with the potential community in the area and government (kelurahan)	Community in Jayengan and relate stakeholder
Documentation of the area involving physical/ spatial, social and economy	-data of physical environment -data of economy potential -data of social-economy	Field observation	fieldwork

Sources : Analysis, 2015

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