Developing Tourism/Other Economic Activities in North Jakarta

POLICY PAPER

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North Jakarta is located near to Jakarta’s international airport, and is a destination within the city that has great potential for increased tourism activity that will contribute to economic growth for the city. The 12 North Jakarta Coastal Tourism Destination plan that was launched on 26 July 2009 sets the focus for North Jakarta’s development policy. Several of the tourism sites within the plan consist of cultural and historical sites. These vicinities are home to Jakarta’s rich history, dating as far back as the Dutch colonial era. However, due to a lack of priority support at the Governor’s level, it has resulted in the temporary stop of activities and development of the area. North Jakarta therefore maintains a low-key presence for both domestic and international tourism. Politically, the lack of a Governor’s decree will cause the development to take on a slow growth.

This paper suggests that although North Jakarta’s main income is not generated from tourism, the municipality holds big potential in tourism development. It also identifies that by establishing a link between North and West Jakarta would lead to a higher tourism receipt. Tourism is recognized as having a significant impact towards Indonesia’s economy, noting that the GDP direct contribution in 2014 was IDR325,467.0bn (3.2% of total GDP). This is expected to increase to IDR581,091.0bn in 2025, about a 5.3% per annum increase annually from 2015-2025. Travel and tourism employment is also expected to support an approximate 12,217,000 jobs (8.9% of total employment) by 2025, according to the reports by the World Travel & Tourism Council. This lifeline should therefore be of interest to the relevant authorities in developing North Jakarta as a tourism destination.

The authors of this paper have therefore recommended the feasibility of a Heritage Trail in North Jakarta. Linking back closely to Sustainable Development Goal 8.9 to “devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”, the authors thereby suggest that a Heritage Trail will be able to increase community-driven tourism. The success of the trail would contribute to the economic opportunities and local employment in two ways. Firstly, by providing additional opportunities for existing businesses, and secondly, from a mid- to long-term perspective, more visitors could also result in the establishment of new, tourist specific businesses in the area.

A list of strategies to promote and market North Jakarta successfully are also recommended in this paper. Noting the influence of digital media, it is thus considered that the success rate of the policy intervention would be optimized with the right implementation through the use of Digital Marketing. This initiative could be a game changer for North Jakarta to leapfrog from the image of “not interesting enough” to a destination that must be visited.

Upon successful implementation of the initial recommendations, this project is also projected to have upscaling opportunities that can take it to the next level for greater impact. These include tapping on digital advances such as Virtual Reality technology, as well as further investment in upgrading of existing infrastructures. This will assist in aesthetically enhancing North Jakarta, thereby attracting more local and international tourists to visit. It will also play an added role in making the community feel proud of the area that they live in, thus wanting to participate and contribute more towards enlivening North Jakarta.
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PART 1: BACKGROUND

Overall Government Plan

As the capital city of Indonesia, Jakarta has become the ‘main entrance’ to Indonesia for foreign visitors. North Jakarta is located close to Jakarta’s international airport, which opens up the opportunity for greater economic activity through the tourism sector.

Review of the 12 North Jakarta Coastal Tourism Destination Plan

2. Accordingly, the municipality has developed a tourism destination plan entitled “12 North Jakarta Tourism Destination” that was launched on 26 July 2009 by the DKI Jakarta Governor. These destinations have become a focus for North Jakarta’s development policy through Mayor Decree No. 345/2011. The 12 destinations are the following (Asdhiana, 2011):

   i) Muara Angke Conservation and Education for Environment and Wildlife;
   ii) Fishing centers of Muara Angke;
   iii) Sunda Kelapa Area (VOC Shipyard, Syahbandar Tower, and Maritime Museum);
   iv) Kampung Luar Batang;
   v) Mangga Dua Shopping Center;
   vi) Ancol Dreamland;
   vii) Bahtera Ancol (Centre for Watersport Activities);
   viii) Tanjung Priok Station;
   ix) Jakarta Islamic Centre;
   x) Kampung Tugu;
   xi) Kampung Marunda; and
   xii) Shopping Center and Culinary Center of Kelapa Gading.

3. Several of the tourism sites listed above are cultural and historical sites, namely Kampung Luar Batang, Tanjong Priok Station, Sunda Kelapa Area, Kampung Tugu, and Kampung Marunda. They are home to Jakarta’s rich history, dating as far back as the Dutch colonial era. However, these areas are not well-developed and promoted, and only attract relatively few domestic and international tourists as a result.

4. The Strategic Plan of DKI Jakarta Tourism and Culture Office 2013-2017 therefore recognizes the following internal weaknesses (Dinas Pariwisata dan Kebudayaan DKI Jakarta (DKI Jakarta Tourism and Culture Office) 2013, p. 42):

   i) The human resource competencies;
   ii) Low infrastructure;
   iii) Limited offerings of culture tourism tour packages to Jakarta; and
   iv) Low publication and promotion.

5. Though development and promotion are important concerns of DKI Jakarta, it is apparent that little progress has been made so far. An interview with officials from the North Jakarta Tourism and Culture Office confirmed that the North Jakarta Coastal Tourism plan
continues as a part of their annual program. However, as the Governor has not prioritized North Jakarta for development, the development activities in the area have temporarily been put on hold. The promotion of North Jakarta therefore currently only happens through printed promotion material, such as pamphlets and flyers, which gives the impression to the public that the program has been suspended or discarded. This perception was confirmed by an interview with a local tourist guide who specializes in the Kota Tua area. The guide stated that the development program has been 'postponed' until further notice.

6. According to the official website of the North Jakarta Tourism Office, the program could not be executed successfully because there is no Governor Decree supporting the program. The Governor’s support is crucial in bringing together local government agencies to develop the tourism sites, as well as its existing infrastructure (Louise, 2015). With this in mind, we will next delve deeper into the current challenges of North Jakarta.

**Current Challenges**

*Home of the Poor*

7. In 2013, North Jakarta, a municipality in the Jakarta Special Region Province, contributed 18.86% to Jakarta’s total GDP. This is higher than West Jakarta and East Jakarta which contributed 14.86% and 16.93% respectively. North Jakarta’s GDP mostly comes from process industry (36.71%) and trade (16.64%), while the hotel and restaurant industries only contributed 4.66% (BPS DKI, 2013).

8. North Jakarta is also the municipality where most of Jakarta’s poor residents live. According to data from Statistics Indonesia, 90,900 poor people (or 5.50% of population) lived in North Jakarta in 2013 (Badan Pusat Statistik DKI Jakarta [BPS DKI], 2013). However, North Jakarta is not the poorest municipality in terms of per capita GDP.

*Jakarta Sea Wall Project*

9. Bounded by the Java Sea, North Jakarta is prone to flooding. To combat this problem, the Jakarta Sea Wall project was developed by the Government. However, the fishermen and many Jakarta residents are against the project as it leads to eviction, affects their livelihood, and may cause new environmental problems.

10. In our analysis, it is likely that the complex problem faced by the Government comes from an inequality gap in North Jakarta. The city needs to consider improving its economy through a more inclusive sector, thereby creating a multiplier effect to the community.

i) **Perception of North Jakarta**

Although relatively little income from tourism is currently generated in North Jakarta, the municipality has big potential, particularly in marine and cultural heritage tourism. The cultural heritage part is not well-developed, which is somewhat surprising because North Jakarta is home to many historical places that can actively attract tourists, one of which is the Sunda Kelapa area.
ii) **No real connection between North and West Jakarta**

Sunda Kelapa, as a part of Jakarta Old Town Heritage City, is separated from the main tourist sites in West Jakarta which are centered on Fatahillah Square. The satellite image and map (see Exhibit 1 below) show that both places are separated by the highway and are relatively close (roughly 1.6 km apart). However, the current traffic infrastructure and the pedestrian-unfriendly design make walking difficult, if no clear directions are given.

![Satellite image and map of North Jakarta](image)

**Exhibit 1: Satellite image and map of North Jakarta**

11. In this context, it is noteworthy that Fatahillah Square attracted some 310,506 international and domestic tourists in 2015 (Setiawan, 2015), while the Sunda Kelapa area only attracted 63,220 tourists in the same year (BPS DKI Jakarta, 2015).

12. Fatahillah Square was also peppered with street hawkers located near the square whose revenue reached up to IDR500,000/day, which was a source of income for the local community. However, they have since been relocated, which caused their daily revenue to decline sharply to around IDR50,000/day (Poskota News, 2016).

**Political Context and Stakeholders’ Interests**

13. To develop North Jakarta tourism, it is also necessary to be cognizant of the political context which affects the development plans. For instance, the lack of a Governor’s decree is one of the reasons for the slow development so far.

14. Another challenge is coordinating the different stakeholder interests. The below diagram shows the list of stakeholders involved in the Kota Tua management as described by the Head of Kota Tua Management, Mr. Norviadi S.Husodo and the Head of Section for the World Heritage Management, Ministry of Education and Culture, Mr. Anton Wibisono. See Annex A for more details on the stakeholders’ priority and focus.
15. Provinces in Indonesia are independent in running their own government. Hence, the relation between the Ministries and the Governor is one of coordination, and not a hierarchical one. However, as the Kota Tua site is classified as a provincial-level heritage, the management is led by the Governor of DKI Jakarta Province. Therefore, the units and offices under the Governor cooperate in managing Kota Tua through its hierarchical line.

PART 2: POLICY PROPOSAL

Tourism Contribution to Economy

16. One in 11 jobs worldwide arises because of the contribution of tourism. According to the World Tourism Organization (UNWTO), a United Nations agency responsible for promoting responsible, sustainable and universally accessible tourism, 10% of the world's GDP comes from tourism. A catalyst for development through foreign exchange earnings, as well as one that creates both direct and indirect employment, tourism accounts for 7% of the world's exports in services (World Tourism Organization [UNWTO] 2016).

17. In Indonesia, travel and tourism make a significant contribution to the economy. In the World Travel & Tourism Council (WTTC) Economic Impact on Indonesia in 2015, it is noted that the GDP direct contribution in 2014 by travel and tourism was IDR325,467.0bn (3.2% of total GDP). This is expected to increase to IDR581,091.0bn in 2025, about a 5.3% per annum increase annually from 2015-2025. The report also notes that
the total contribution\(^1\) of travel and tourism to employment in Indonesia is expected to support an approximate 12,217,000 jobs (8.9% of total employment) by 2025. This is up from the current total contribution of 9,814,000 jobs in 2014 (World Travel & Tourism Council [WTTC] 2015).

**Concept of Heritage Tourism**

19. United Nations Educational, Scientific and Cultural Organization (UNESCO) identifies heritage routes as the “creation of thematic routes to foster heritage-based sustainable tourism development” (United Nations Educational, Scientific and Cultural Organization [UNESCO] 2017). The market for cultural tourism is also singled out to be one of the largest and fastest-growing global tourism markets. The team therefore sees cultural tourism (specifically, heritage tourism) as one of the possible avenues for North Jakarta to tap and optimize on to boost their image as one of the most ideal tourism destination in Jakarta.

20. Given the rich cultural heritage of North Jakarta, the city could capitalize on this and create a cultural heritage experience for visitors by telling stories of the city’s past and present. We note that heritage tourism can also relate to two specific aspects: physical heritage that refers to existing structures and sites; and intangible heritage that refers to aspects such as the social practices, traditions and stories that shape and distinguishes the character of a community (Lorton Consulting, 2015).

**Heritage Trails to Lead the Way**

21. The concept of trails is largely adopted around the world. They are created for various reasons – from encouraging citizens to live healthier by walking the trails, to attracting tourists to explore more about the city, to the purpose of strengthening communities (American Trails, 2012). Trails are also commonly used as a way to commemorate the historical richness of an area.

22. In Brisbane, for example, there are some 16 suburban heritage trails that celebrates the history and stories of local suburbs. Especially with the modernization of the city, these heritage trails tell of the stories of what the city was before urban renewal took place – stories that range from the history of their grand buildings, to shops, schools, etc. More importantly, such heritage trails showcase the rich cultural landscape of the city, and defines the city’s characteristic (Brisbane City Council, 2017). Similarly, in New York, heritage trails highlight the significant history of an area, ranging from the Revolutionary War, Underground Railway, and Theodore Roosevelt. It helps visitors gain a deeper understanding of New York’s role in America’s history (New York State, 2017).

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\(^1\) Total contribution refers to the wider impacts of travel and tourism to Indonesia. It includes jobs that are supported by travel and tourism investment spending, Government’s investment spending, and domestic purchases of goods and services that have direct relation to tourism (WTTC 2015).
Trail Examples from Singapore

23. In Singapore, there are a handful of heritage trails that are created and maintained across several government agencies such as National Heritage Board (NHB), Urban Redevelopment Authority (URA) and Singapore Tourism Board (STB). Further to that, the individual trails are also supported by the communities and Citizens' Committee in each area. Typically, there are two ways to explore the trail: led by a volunteer guide who takes visitors on a planned route, or self-exploration of the trail with the help of maps, trail markers, and/or digital assistance (such as through the website or a mobile phone application).

24. The trails in Singapore highlight the distinct identity of each area. Some trails explore the culture of a particular race who was of a major influence in the area, or of the exquisite local foods. See Annex B for examples of trails in Singapore.

Limitations of Existing Heritage Trails in North Jakarta

25. There currently exists a handful of heritage in North Jakarta such as the Indonesia Heritage Trails, managed largely by independent volunteer group Komunitas Historia Indonesia. See Annex C for more details on existing heritage trails in North Jakarta.

26. However, it is noted that these trails are only offered as paid guided trails, either by foot or on bike. Minimally, these heritage trails also require a group of at least 20 participants before it is conducted. There are also no current trail markers on the ground or through digital means. This thus limits the flexibility of such heritage tours and visitors who are keen but cannot independently explore these trails due to a lack of direction and information.

27. Juxtaposing this to current heritage trails such as the ones in Singapore and Brisbane, it is noted that a key to ensure availability and readiness of the trail is by installing appropriate trail markers, either physically on the ground or through digital means (See Annex D for a sample of independently conducted heritage trails). By doing so, it would encourage visitors to explore the richness and cultural heritage of North Jakarta at their own time. Another learning point from existing trails in other countries would be to encourage more volunteer groups to offer trail guides, at least once per month, at a nominal sum. We will explore this option further in our paper after we examine the advantages of going digital with heritage, which is crucial in the successful implementation and increased outreach for a heritage trail.

Going Digital with Heritage

28. Based on Trip Advisor findings, 63% of all travel now is researched, booked, bought and sold online which interprets that “Travel and Tourism” is now online-intensive. Therefore, it is imperative for destination management organisations (DMO), and in this context, Ministry of Tourism Indonesia, to optimize their existing digital marketing base to help in promoting their tourism products and sites in a more strategic and comprehensive way. The globally accepted ideology on tourism concurs that it is a highly dependent industry on perception
and interpretation. The right framing of products and experiences that a tourist destination can offer is therefore important to be considered and optimized.

29. The 2017 Digital Yearbook (Hootsuite) states that globally, there are around 2.789 billion active social media users while 2.549 billion of them are active mobile social users. These numbers represent the mega trends and how influential digital marketing is in shaping the success story of a particular tourism product or destination where any DMO should tap on this great potential platform in order to gain multiplying benefits in the tourism sector.

30. In contextualising these numbers for Indonesia, based on the current digital demographic as at January 2017, 106 million out of 262 million population (40%) are active social media users while 92 million of them are active mobile social users. In presenting the table below, we note that both globally and in Indonesia, a trend of heavy online reliance is becoming the norm daily lifestyle. This should therefore be capitalized for maximum influence to a particular product or destination.

![Table Image]

Source: Graphic compiled by authors based on 2017 Digital Yearbook, Hootsuite

Digitally Speaking: A Singapore Heritage Example

31. In 2016, NHB launched ‘Singapore Heritage Trails’, a mobile application that is digitally home to more than 80 heritage trails in Singapore. With the aid of this application, visitors who are keen to explore the trail at their own time are able to effectively navigate themselves through the routes, as well as to curate their own trails to decide which experience would suit them best (Mak, 2016).

32. Besides the mobile application, NHB had also earlier launched a new heritage portal, www.roots.sg. Through this website, tourists are able to find more details on the trails. The
website also contains short snippets of stories behind historical sites and structures in Singapore. Beyond heritage trails, Roots.sg is updated frequently with information about Singapore's national monuments, museums and national collection.

**Proposal of Heritage Trail for Kota Tua in North Jakarta**

33. Building on the experience gained with Heritage Trails in Singapore and considering the main features of a successful trail described above, this section outlines the process followed to identify the most suitable route for the trail in North Jakarta's Kota Tua. It also outlines the requirements the route had to fulfil. Finally, it sketches a proposal for the trail and examines the digital strategy to be engaged.

34. The process of finding a suitable route started with a site visit in December 2016. The areas surveyed included Fatahillah Square and its surroundings, the Sunda Kelapa harbour, the remainder of the informal settlement around Pasar Ikan and the Luar Batang neighbourhood. In a second step, the team consulted Mr. Ary Sulistyo, a researcher and official tour guide who has a detailed knowledge of Kota Tua and its history, who contributed valuable insights towards making a [preliminary] choice.

35. Given the objective of the project, the trail needed to fulfil the following requirements to the greatest possible extent:

i) Establish a connection between the West Jakarta and North Jakarta Kota Tua sites;
ii) Be attractive enough to attract many visitors;
iii) Provide visitors with a fresh perspective on Kota Tua and guide them towards sites they would not normally find on their own;
iv) Bind the sites together with an organic overall theme or story;
v) Bring visitors to areas where their presence makes a potential contribution to the local economy and the employment and income of residents;
vi) Be free of major obstacles and physical barriers such as busy streets and fenced off areas;
vii) Be walkable with a manageable overall walking time and roughly equal distances between individual points of interest;
viii) Be suitable for a broad range of visitors of different ages and fitness levels; and
ix) Given Jakarta's tropical and humid climate, it also needs to provide some cover from the sun and places where visitors can take shelter from rain.

36. The selection process naturally involved trade-offs between these requirements. The main challenge was to develop a realistic assessment of which route had the biggest potential to entice tourists to walk to the North Jakarta sites of Kota Tua. This resulted in the following overall proposal (See Exhibit 2).
37. The green line designates the border between West Jakarta and North Jakarta. The blue line designates the preliminary proposal for the Heritage Trail and the orange lines forms an extension of the trail form the Maritime Museum towards the Luar Batang Mosque.

**Digital Marketing for North Jakarta Heritage**

38. Following the earlier discussion on digital strategy, the success rate of the policy intervention would be optimized with the right implementation through the use of Digital Marketing. It would thus include effective use of new technology in marketing that may attract new markets, and utilise social media to build customer relationships who may become third-party advocates. This initiative could be a game changer for North Jakarta to leapfrog from the image of “not interesting enough” to a destination that must be visited.

39. We also note that the Ministry of Tourism Indonesia remains committed in optimizing the role of Digital Marketing with the tagline “The more digital, the more personal, professional and global”. Based on their market research, their top online influencer in the digital economy would be Trip Advisor, Google and Wonderful Indonesia. The introduction of the Heritage Trail is thus in line with the roadmap of Ministry of Tourism Indonesia's online promotional strategy. It would also fulfill the Master Plan for National Digital Economy by Ministry of Communication and Information of Indonesia.
Strategies to Promote North Jakarta Heritage Trail Digitally

40. With the understanding of digital marketing potential in Indonesia to reach out to both local and international tourists, we have put together a list of strategies to promote and market North Jakarta successfully. The strategies are as follows (and will be elaborated further under Part 3 of this paper that discusses on implementation strategies):

i) Create an e-brochure which can be shared on various existing digital marketing platforms.

ii) Launch a special web application on the heritage trail products which could be a pioneer to many others heritage products.

iii) Collaborate closely with social media icons, bloggers and influencers in the digital domain.

iv) Introduce a photo or video competition on North Jakarta.

**Source:** Graphic by authors, 2017

Contribution to SDG 8 “Decent Work and Economic Growth”

41. Tourism is featured in Sustainable Development Goal (SDG) 8, 12 and 14. The proposed Heritage Trail project is closely connected to SDG 8 (“Decent Work and Economic Growth”) and is directly linked to SDG Target 8.9 to “devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”. Overall, the Heritage Trail project seeks to increase community-driven tourism so that the community will be motivated to promote tourism in North Jakarta, and take ownership of tourism projects that will result in lasting economic opportunities for the residents of the area.

42. Assuming the Heritage Trail will bring more tourists to the less-visited parts of Kota Tua situated in North Jakarta, it would contribute to economic opportunities and local employment in two ways:
i) It would provide **additional opportunities for existing businesses** in the area alongside the trail, because new visitors are a potential source of demand for goods and services. This would be particularly relevant to local businesses (e.g. cafes, restaurants and corner shops) on the North Jakarta side of the trail which currently mainly cater to residents and people working in the area. This, in turn, could result in the hiring of additional staff and employment opportunities for residents. The precondition being that these businesses can adapt to the specific needs of this new group of potential customers.

ii) From a mid- to long-term perspective, more visitors could also result in the **establishment of new, tourist specific businesses** in the area. More visitors could encourage investment in tourist accommodation, potentially ranging from hotel, to bed and breakfast and homestay offers. New souvenir shops and tourist oriented food and beverage businesses could also become economically viable because of the additional visitors. Some of the new businesses might be set-up by residents of the area or could become a source of employment for them.

43. To gauge the economic impact of the new Heritage Trail on North Jakarta, the basic formula “**Economic impact of tourism spending = number of tourists x average spending per visitor x multiplier**” can be applied (Stynes 1997, p. 18). It should be noted that the result hinges on our estimate that 30 additional tourists per day will visit the North Jakarta part of Kota Tua because of the new Heritage Trail, and that the average visitor will spend 10 USD there.

44. Using the relatively conservative multiplier of 1.25 to account for indirect and induced effects, the economic impact would be 137,000 USD per year. This spending is assumed to be additional to what an average tourist would spend while visiting the West Jakarta sites. As such, the project is not expected to divert tourist spending from West- to North Jakarta. Given the expected cost of 17,000 USD and estimated economic impact of 137,000 USD, the project could already reach a positive cost-benefit ratio during the first year, if the benefits materialise as assumed. This simple order of magnitude calculation cannot replace an economic impact assessment, but it points to a significant economic relevance and desirability of the project.

45. However, there are also some caveats to be considered. First, since visitor numbers will increase, some of business activities might be developed and contribute to some problems which might not be desired by the city’s authorities. Some of the first tourist-oriented businesses that might come to the area could be unlicensed street vendors of souvenirs and food. Jakarta’s authorities have only recently cracked down on such informal businesses and
stepped up policy activity to keep them away from Fatahillah Square and its surroundings. The main problem with street vendors was that they obstructed the traffic flow by blocking pavements and roads, and that their presence was not seen as conducive to the tourist experience.

46. In addition, unlicensed food vendors are also unlikely to comply with sanitary standards and food safety rules. The second caveat is that it might not necessarily be the residents of the area that will be best placed to fill additional job openings. Although some of the additional demand could eventually lead to formal employment opportunities, it is not clear to what extent these newly created jobs would be filled by the area’s residents. They might not have the specific skills or formal qualifications sought by employers (e.g. foreign language skills and formal retail business or hospitality industry training).

47. As to the sustainability aspect, the Heritage Trail project is a low-key intervention. As such, it is non-intrusive and unlikely to affect the life of the area’s residents in a negative way. Little to no physical infrastructure would be required and setting it up would not disrupt local communities.

48. Furthermore, the Heritage Trail is a gentle way of exposing and encourage the area’s residents to participate in tourism activities and would gradually prepare them for more involvement in the tourism industry. It would also be an opportunity for the residents to overcome any unwarranted reservations and concerns they might have. It could also prepare them for the arrival of larger numbers of tourists in line with government efforts to restore and revitalise the North Jakarta areas of Kota Tua progresses. This could become particularly relevant if UNESCO World Heritage status is given to Kota Tua in the future.

PART 3: IMPLEMENTATION

49. Based on the above recommended strategies for a Heritage Trail, this section presents ways in which the Heritage Trail can be successfully marketed by utilizing new, existing and potential platforms.

E-brochure

*Create an e-brochure which can be shared on various existing digital marketing platforms*

50. In order to market the North Jakarta Heritage Trail product effectively, an informative e-brochure is necessary. It should comprise the location background and history, the duration of the trail and expectation of what can be experienced. This information will be curated and made available online via various digital marketing platforms, such as the Wonderful Indonesia website and GO ASEAN. A comprehensive and interactive information kit to be made available on such platforms is necessary to more effectively convey the beauty and offerings of North Jakarta, thereby attracting more tourists to visit North Jakarta. See Annex E for more details on the two proposed partner websites.
Web application on Heritage Trail

Launch a special web application on the heritage trail products which could be a pioneer to many other heritage products

51. A special web app to kick-start the North Jakarta Heritage Trail would ensure that the trail has its own branding and distinctive identity, and will place itself as a pioneer in the heritage trails domain in Indonesia. This web app will also allow the trail to be explored independently, as and when the visitor chooses to explore and experience North Jakarta. See Annex F for examples of best practices for similar initiatives in Singapore and Hong Kong.

Social Media Marketing

Collaborate closely with social media icons, bloggers and influencers in the digital domain.

52. In order to enhance the visibility and marketability of the strategies above, multi-pronged approach to promote and push the platforms to a wider reach should also be considered. Besides promoting the North Jakarta heritage trail via social media platforms such as Facebook, Instagram, Blogs and other mediums, the success of an initiative like this would also depend on the human element that can influence and pull people to a particular direction.

53. Therefore, we would suggest that the Ministry of Tourism Indonesia collaborate closely with individuals which can garner support and attention to this initiative, which can be among the social media icons in Indonesia and bloggers, journalists, influencers from other regions as well.

54. For instance, social media icons who can help to promote the heritage trail could be from famous Indonesian youth celebrities such as Dian Sastrowardoyo (with 4.6 million followers in Instagram) and Afgan Syah Reza (with 2.3 million followers in Instagram). A post on the existence of the web application and/or the North Jakarta Heritage Trail could create attention to the mass market (at least 10%), and thereby encouraging more to go and experience the beauty of North Jakarta at their own time.

55. We would also recommend that the promotion includes international bloggers who are specialists in the heritage tourism domain. By having them on board, they will get to experience the trail and consequently share their reviews and feedback to the public via their blogging. This eventually will attract viewers and heritage enthusiasts to notice the offerings in Jakarta, and more specifically, on North Jakarta.

Online Photo & Video Competition

Introduce a photo and video competition on North Jakarta

56. This proposal would be a low-cost strategy for the Ministry of Tourism Indonesia to embark, as it capitalizes on the existing social media platform that is already heavily used by
the youth and mass market. The video or photo competition campaign could be branded with a catchy hashtag such as #AyoKeKotaTua #mustvisitOldTown #NorthJakartaCharm where any social media users are encouraged to upload the most interesting, creative and engaging picture or video of their experience in North Jakarta. This initiative has proven to be a success in many parts of the world, as the destination is presented in the eyes of the visitors with more neutrality and frank reviews.

**Budget and Timeline**

**Budget**

57. Based on the allocated budget of USD 17,000 for the project, we have identified important elements to be considered for this project. This includes new or replacement trail markers, as well as web application and the training of local guides. See Annex G for the detailed breakdown of the budget.

**Timeline**

58. A proposed timeline for the project has also been put together, recommending that the city consider setting up a taskforce committee that involves all relevant stakeholders. The timeline also takes into consideration that upon the successful launch of the Heritage Trail, a review of the project after six months should be done to further enhance the Heritage Trail. See Annex H for the proposed timeline.

**PART 4: UPSCALING OF PROJECT**

59. In order to get a greater impact of this proposal, we would suggest the following ways forward to be considered as additional elements for the proposal to be successfully executed.

1) **To tap on the Virtual Reality technology since it is an emerging trend for tourism experiences**

   With the existing web application that has been introduced, we would suggest that in order to enhance the tourism experience and align the digitization plan of Ministry of Tourism Indonesia, the technology of Virtual Reality could be incorporated in the future as an added value for the web application. Since the amount to develop a Virtual Reality would be costly, this suggestion could be considered after 12-24 months of the heritage trail execution, first determining the success and feasibility to further develop the Heritage Trail. This is to ensure that the investment to add the virtual reality element would be worth considering.

2) **To revitalize and consider major upgrade of infrastructures related to the heritage trail in North Jakarta**

   Upon the successful implementation of the first part of the project, the city may wish to revisit the existing infrastructures within North Jakarta. It would be of
benefit to the area if the Government is able to set aside a dedicated budget to refurbish the heritage buildings (e.g. restoration and paint works). By taking this additional step, it will aesthetically enhance North Jakarta, thereby attracting more local and international tourists to visit. It will also play an added role in making the community feel proud of the area that they live in, thus wanting to participate and contribute more towards enlivening North Jakarta. ###
<table>
<thead>
<tr>
<th>Annex</th>
<th>Title</th>
</tr>
</thead>
<tbody>
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<td>Stakeholders Priority and Focus</td>
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<td>UNESCO World Heritage Nomination: Kota Tua</td>
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<td>Samples of existing independently conducted heritage trails in Brisbane and Singapore</td>
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<td>Annex E</td>
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</tr>
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<td>Annex G</td>
<td>Project Budget</td>
</tr>
<tr>
<td>Annex H</td>
<td>Project Timeline</td>
</tr>
</tbody>
</table>
ANNEX A

Stakeholders Priority and Focus

At the ministerial level, there are three Ministries involved in Kota Tua, all who have different roles and interests:

i) **Focus: UNESCO**

The Coordinating Ministry for Human Development and Cultural Affairs along with Ministry of Education and Culture are involved in the submission Kota Tua to the UNESCO World Heritage List. See Annex A(ii) for a brief on the UNESCO bid.

ii) **Focus: Heritage revitalization**

The Ministry of Education and Culture through Directorate General for Cultural Affairs focuses on providing technical assistance for museum revitalization, heritage building maintenance, and human resource capacity building.

iii) **Focus: Community development**

The Ministry of Tourism focuses on improving Kota Tua in becoming a national tourism region, and has developed a Destination Management Organization (DMO). As the priority is towards community development, it has thus assembled the Forum for Tourism Management Working Group which comprises local communities in Kota Tua.
ANNEX A(ii)

UNESCO World Heritage Nomination: Kota Tua

As described by the UNESCO World Heritage Committee, Kota Tua Jakarta (Jakarta Old Town Heritage) is the old town in Jakarta that was established by VOC in 1619. The area which was nominated as a candidate for the World Heritage List consisted of four major areas on the Ciliwung River sides (World Heritage Committee UNESCO 2015):

1. **West side:** Former Jayakarta and two 18th century houses
2. **North-west side:** West Warehouse, old town wall remains, Floating Warehouse, VOC shipyard, Luar Batang Mosque
3. **East side:** East Warehouse, Town Square, Town Hall
4. **South-east side:** China Town, Kalibesar Canal with traditional boats wharf. Islands: Onrust, Kelor, Cipir & Bidadari with shipyard and forts.

2. The description shows that the north-west part of Jakarta Old Town Heritage is a part of the 12 North Jakarta Coastal Tourism Destination plan, particularly the Sunda Kelapa area. It is one of the oldest harbor in Indonesia where the Dutch first landed, then went on to build the city that has become Jakarta today (Suhardy, 2015). The harbor is now owned by PT Pelindo II (Indonesia Port Corporation II), and continues to function as a harbor for shipping and cargo. The main area of the Jakarta Old Town is located in Fatahillah square in West Jakarta, situated around 2.5 km from Sunda Kelapa Harbour (See Exhibit 1 below). Though the distance between these locations are not far-off, it is noted that the road to Sunda Kelapa from Fatahillah Square are mainly passed by trucks on their way to Sunda Kelapa harbor. Tourists accessibility is therefore more desirable via car as opposed to on-foot. Kota Tua, particularly the main area in Fatahillah Square, has become the main tourist destination in Jakarta and the Old Town Heritage has also become a part of 10 main tourist destinations in Indonesia (Octaviyani, 2016).

3. Currently the submission of Kota Tua to UNESCO is postponed due to several considerations. One of the considerations is that the proposed area is too large that makes the stakeholders involved try to narrow it down.
### Examples of trails in Singapore

**Existing Trails in Singapore**

*Source: Adapted from URA website on Walking Maps and Trail*

<table>
<thead>
<tr>
<th>Name of trail</th>
<th>About the trail</th>
<th>Agencies in-charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jubilee Walk</td>
<td>This trail was developed in celebration of Singapore’s 50th anniversary in 2015. Spanning over 8km, this trail connects Singapore’s past, present and future.</td>
<td>NHB</td>
</tr>
<tr>
<td>Rediscover the East: Katong and Joo Chiat</td>
<td>Focus on the Katong area, and the influence of Eurasian and Peranakan architecture, history, culture and food</td>
<td>URA, NHB, STB, and Joo Chiat Citizens' Consultative Committee. Also supported by South East Singapore Community Development Council</td>
</tr>
<tr>
<td>Toa Payoh</td>
<td>Focus on Singapore’s first public housing town designed and developed by the Housing and Development Board (HDB)</td>
<td>NHB</td>
</tr>
<tr>
<td>Celebrating the city: Bras Basah.Bugis</td>
<td>Focus on the Bras Basah and Bugis area that is located in the heart of Singapore, bustling with the city’s vibrant arts, culture, learning and entertainment</td>
<td>URA</td>
</tr>
<tr>
<td>Tides of Change: The Singapore River trail</td>
<td>Focus on Singapore river transformation, tracing what was once the lifeblood of Singapore's early years of development</td>
<td>NHB</td>
</tr>
</tbody>
</table>
Existing heritage trails in North Jakarta

The existing trails focus on the history of Jakarta, tracing the capital city’s humble beginnings some 500 years ago, as a small port on the river mouth of the Ciliwung River. The existing heritage trails emphasizes on the story of Jakarta and how it has grown from a small port into a buzzing international trade center.

Specifically, for North Jakarta, the trails highlight the founding of a city called Kalapa that was believed to have served as a primary port of a Hindu kingdom called Sunda (Indonesia Heritage Trails, 2016). The existing heritage trails offer different routes:

<table>
<thead>
<tr>
<th>Route 1</th>
<th>Fatahillah Square, The Groote Kanaal, Kota Intan Bridge, Kota Tua Terminal, Cipta Niaga Building &amp; Fatahillah Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route 2</td>
<td>Sunda Kelapa harbour, Syahbandar Tower, Maritime Museum (Ex. VOC Spices Warehouse), Fish Market, VOC Warehouse</td>
</tr>
</tbody>
</table>
Sample 1: Vibrant Valley Heritage Trail

Source: Brisbane City Council 2017

The Vibrant Valley Heritage Trail takes you on a journey through history that highlights important historical sites and events that have shaped Fortitude Valley over time.

The Valley has long been associated with Brisbane’s darker side, but there is more to the story. The trail reveals:

- The Valley’s rise as a commercial and retail centre in the late nineteenth century
- Important contributions by the Chinese community
- Emergence of the Valley as the centre for Brisbane’s lesbian, gay, bisexual and transgender community
- The famous Fitzgerald Inquiry era

You can download:

- Explore the Vibrant Valley brochure (PDF - 3.2Mb)
- Explore the Vibrant Valley brochure (Word - 324kb)

Some documents on this page need Adobe Reader, Microsoft Word or Microsoft Word Viewer installed on your computer to view or print them. Some documents may also have a large file size and could take some time to download.

Vibrant Valley Heritage Trail map and table

There are 20 points of interest along the Vibrant Valley Heritage Trail. The trail begins at the former Post Office on Ann Street, then passes Chinatown Mall to Centenary Place and continues down to Wickham Street. From Wickham Street, walk along the western section of Brunswick Street, back to Wickham Street and end the walk in Warner Street.

For more information, download the Vibrant Valley Heritage Trial brochure.

Use the Google map and information boxes to navigate the heritage trail, or alternatively use the heritage trail table which includes the point of interest number, name, address and description.
<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Address</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Fortitude Valley Post Office</td>
<td>740 Ann St, Fortitude Valley</td>
<td>The Fortitude Valley Post Office was built in 1887 when the Valley was prospering. The ground floor provided postal and telegraph services and the upper floor was where the postmaster and his family lived.</td>
</tr>
<tr>
<td>2.</td>
<td>Shannon’s Building and Winn Street Warehouse, Tyrrell’s Building</td>
<td>717 &amp; 697 Ann St, Fortitude Valley</td>
<td>This two-storey set of brick shops was built in 1924 when the Valley was a bustling hub of commercial activity. Behind the Shannon’s Building is the Winn Street warehouse that was constructed at the same time.</td>
</tr>
<tr>
<td>3.</td>
<td>The Beat</td>
<td>677 Ann Street, Fortitude Valley</td>
<td>In the 1980s this building was converted into a nightclub called the ‘Cockatoo Club’. The name was changed shortly after to ‘The Beat’ and became one of Brisbane’s favourite gay clubs.</td>
</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Address</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------------------</td>
<td>------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>4 &amp; 5</td>
<td>Bragg's Bakery and Apothecaries Hall</td>
<td>694 &amp; 690 Ann Street, Fortitude Valley</td>
<td>Both these buildings were built in the 1880s and replaced earlier buildings. They reflect the commercial growth in the Valley during the economic boom.</td>
</tr>
<tr>
<td>6.</td>
<td>The Empire Hotel</td>
<td>339 Brunswick Street, Fortitude Valley</td>
<td>This ornately decorated hotel was built in 1888 and designed by renowned colonial architect, Richard Gailey.</td>
</tr>
<tr>
<td>7.</td>
<td>Chinatown Mall and TC Beirne Department Store</td>
<td>28 Duncan Street, Fortitude Valley</td>
<td>Brisbane’s Chinatown was officially opened in 1987. The large, decorative building on the north side of the mall was the TC Beirne Department Store that was built in 1902 and had its frontage to Brunswick Street.</td>
</tr>
<tr>
<td>8.</td>
<td>All Hallows’ Convent and School</td>
<td>547 Ann Street, Fortitude Valley</td>
<td>This girls’ school was originally founded on this site in 1863 by the Sisters of Mercy, under the direction of Queensland’s first Catholic bishop, James Quinn.</td>
</tr>
<tr>
<td>9.</td>
<td>Holy Name Cathedral site</td>
<td>586 Ann Street, Fortitude Valley</td>
<td>The ornate wall is the only remnant left of the ill-fated Holy Name Cathedral that was intended to be the largest Catholic cathedral in the southern hemisphere. Work began in 1928 but was never finished due to the Great Depression.</td>
</tr>
<tr>
<td>10.</td>
<td>Centenary Place</td>
<td>85 Wickham Street, Fortitude Valley</td>
<td>Centenary Place was created in 1925 to commemorate Queensland’s centenary of European settlement.</td>
</tr>
<tr>
<td>11.</td>
<td>Interwar commercial precinct</td>
<td>126-144 Wickham Street, Fortitude Valley</td>
<td>This row of shops was constructed in the 1920s after the roads around Centenary Place were reconfigured.</td>
</tr>
<tr>
<td>12.</td>
<td>Swift's Building</td>
<td>201 Wickham Street, Fortitude Valley</td>
<td>Built in 1905, this building holds a prominent position on the intersection once known as the ‘Valley Corner’.</td>
</tr>
<tr>
<td>13.</td>
<td>The Prince Consort Hotel</td>
<td>230 Wickham Street, Fortitude Valley</td>
<td>When first opened in 1888, the hotel offered 28 bedrooms, 3 parlours, billiard room, dining room and a very large bar.</td>
</tr>
<tr>
<td>14.</td>
<td>Foresters’ Hall</td>
<td>211 Brunswick Street, Fortitude Valley</td>
<td>Foresters and other Friendly societies were formed in Australia in the 19th century as support societies for their mainly working-class members. This hall was built in 1889.</td>
</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Address</td>
<td>Description</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------------</td>
<td>---------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>15.</td>
<td>Valley Fiveways Building</td>
<td>187 Brunswick Street, Fortitude Valley</td>
<td>This 1928 brick building became associated with a notorious episode in Queensland’s recent history – the Fitzgerald Inquiry.</td>
</tr>
<tr>
<td>16.</td>
<td>Site of the 'Whiskey Au Go Go' bombing</td>
<td>356 St Pauls Tce, Fortitude Valley</td>
<td>This was the site of one of Australia’s worst mass murders after the club was set alight on the night of the 8 March 1973. Fifteen people were killed.</td>
</tr>
<tr>
<td>17.</td>
<td>The Maternal and Child Welfare Clinic</td>
<td>112 Alfred St, Fortitude Valley</td>
<td>Also known as the Fortitude Valley Baby Clinic and Nurse Training Centre, it was built in 1923-24.</td>
</tr>
<tr>
<td>18.</td>
<td>McWhirter’s Department Store</td>
<td>247 Wickham St, Fortitude Valley</td>
<td>This striking Art Deco landmark was originally the famous McWhirter’s Department Store that was first established 1898.</td>
</tr>
<tr>
<td>19.</td>
<td>Overell’s Department Store</td>
<td>250 Wickham St, Fortitude Valley</td>
<td>By 1910 the Overell Department Store, with frontage to Brunswick Street, boasted 20 departments. This same year Overell built a second store with Wickham Street frontage. The Wickham Street store was devoted to men’s clothing, while the Brunswick Street store sold women’s apparel and accessories.</td>
</tr>
<tr>
<td>20.</td>
<td>Valley Presbyterian Church and School</td>
<td>25 Warner St, Fortitude Valley</td>
<td>The church was designed by Richard Gailey and constructed in 1885. Beside the church is the 1906 Sunday School, where the congregation’s children were given religious education.</td>
</tr>
</tbody>
</table>
Sample 2: Celebrating the city: Kampong Glam
Source: Urban Redevelopment Authority 2017

Extracts of the trail guide shows leads to local shops as part of the trail experience

Treat yourself to a bit of shopping and a dash of history in the once historic seat of Malay royalty, now home to traditional trades and cultural monuments alongside quirky and eclectic shops.

Come immerse yourself in the eclectic mix of architecture, culture and history at the centre, and you will definitely be charmed. Native to students on school excursions, backpackers and tourists, and especially at festive times, with Muslim worshippers going to the mosque to listen to the Friday sermon.

Start your exploration from the former town Kampung Glam, which has been converted to Malay Heritage Centre.

1. **Play into the historic district and immerse into the Malay culture**
   *Malay Heritage Centre Kampung Glam, 45 Sultan Gala*

   There is no better place to get started than at the grand Malay Heritage Centre. The former town used to be the palace of Malay rulers. Converted into a heritage museum, it now captures the essence of Malay history, culture and heritage. It also stresses the contributions and aspirations of Singapore Malays towards nation building. See the meticulously preserved collections and displays. Sink into the activities associated with the Malay history and culture through Malay dance and music, heritage tours, with the performers and experience two-hand drum to play traditional musical instruments.

2. **Hungry for authentic Malay cuisine**
   *Gulai Supia, 35 Sultan Gala (Malay Heritage Centre)*

   You cannot miss this distinctive bungalow located just next to the Malay Heritage Centre, check out its bright yellow exterior. It is believed that the building was painted yellow to reflect its connections with Malay royalty. Hence, it is also known as the "Yellow Villa or Peranakan" building originally for the residence of Tengku Ali, the crown prince of the former Bendahara (Or Prime Minister) has now been converted into a restaurant serving authentic Malay cuisine.

_Did you know...*_

In the early 1950s and 1960s, the former Tengku Ali residence served as a venue for the public melamun (wedding ceremony) and a place to perform traditional music and dance. Now, it is a museum dedicated to the life of Tengku Ali with artefacts from his residence displayed at Sultan Palace.

3. **Step right into the religious and social heart of the area**
   *Masjid Sultan*

   Located in the heart of Kampung Glam, the grand Masjid Sultan (Sultan Mosque) covered by its golden dome is the pride of the local Muslim community. It draws Muslims from all over the island as well as tourists, especially on Fridays, Hari Raya Puasa and Aidilfitri. During Ramadan, the month of fasting, the squares in front of the mosque, as well as the nearby streets, is lined with hundreds of stalls selling various spices, cakes and snacks at dusk. Muslims break their fast in this square.

The original Masjid Sultan was built in 1824 by Sultan Hussein and served the Muslim community for almost 100 years. The present building, designed by architect Swan & Maclaren, dates from 1924. It was designed in Islamic Senawi architecture, a blend of Persian, Turkish, Moorish and Indian elements. Among the characteristic features of this architecture are onion-shaped domes and arches. It was gazetted as a National Monument by the National Heritage Board in 1975. If you wish to enter the mosque, wear deemed head coverings (long dresses for ladies) and long sleeves or pants.

Foot note here: Notice the domes of the Masjid Sultan has hundreds of domes cover the building, topped rock in the lowest the dome and base. These domes were estimated to be the largest and most magnificent of any mosque in Singapore.
John Jalan (street) your way into hawker- and craft shops

Various shops and stalls along Jalan Besar

Lying in the shadow of Majulah Singapura and well shielded by two rows of palm trees, Jalan Besar has been converted into a pedestrian zone since 1992. It is flanked by a row of shops. The old-style shopfronts on one side and, on the other, by Late style shopfronts with elaborate facade ornamentations. These shopfronts have been beautifully restored to their original charm. Today they house interesting shops and restaurants, offering a variety of products. Through the door, you only see half in Singapore, you become aware original window shutters that have been swung out into the free-flowing layout to display goods (Fig 31).

You can easily while away an afternoon admiring the array of items on display at Melaka Art Gallery (Fig 31), the impressive rows of old two, three or four storey shophouses on Jalan Besar and other collections at Grandmaster's Collection (Fig 32) and other shops offering gifts, souvenirs, handcrafts, paintings, sculptures and ceramics. For those in the mood for a little indulgence, especially after a day's walk, pamper yourself at Wynn Retreat and Beaumont Spa (Fig 33). The hungry can get filled on Arab and Malaysian fare offered at the cafes.

Did you know...

The Besar Hall was used to be called Kampung Stool, by residents in Kampung Glam, and English settlers for bustle and excitement. It is more than a century old and is located at 21, 25 and 27, Jalan Besar.

Soak in the sights, sounds and smells of hawker-style shopping

Various stalls along Arab Street

Since Arab immigrants first came to Singapore in the early 19th century and were invited by Raffles to settle along the riverside, they have been where the buzz and action in the area are focused. Many shops will reflect the Mulsim and Arab influences, selling prayer rugs, skull caps and anything needed for making the Islamic pilgrimage, the Hajj to Mecca. One of the most prominent, pleasant Mulsim families that resided here were the Aljuraidi, Said bin Cleon Aljuraidi built the first mosque in Singapore, Masjid Aljunied, Cleon Kampung Melayu Mosque at Havelock Road, in 1816.

Check out the vibrant and bustling cluster of wholesale and retail shops selling a wide range of uniquely coloured textiles, bedware and home wares, books, songs, beads, carpets, rugs, batik scarves, spices, synthetic, green perfumes of Arabs, Indian spices, dates and confections. Many of these shops have been here for three to four generations. In the 1960s, Kampung Glam was also the literary hub for Islamic scholars in Singapore, with several printing presses and bookshops specializing in Islamic literature and Hadith (books of Hadith) at 74 Arab Street (a publishing house of M.A. Scores) testifies to the area's history.

Did you know...

Muslims are forbidden from consuming alcohol in any form, including wine of any kinded drinks. They are only allowed to drink water in certain specific situations. These include fasting during Ramadan, being pregnant or breastfeeding, and during Hajj. Alcohol consumption is strictly prohibited in public places and is a punishable offense.
To market the North Jakarta Heritage Trail product effectively, partnering existing websites that draw high visitorship are recommended. Two such platforms are the Wonderful Indonesia website and GO ASEAN. More details on both websites are appended.

**Wonderful Indonesia website**

One of the main platforms would be the existing Wonderful Indonesia campaign website [http://www.indonesia.travel/en](http://www.indonesia.travel/en) (under Ministry of Tourism Indonesia). This website is one of the most popular and most visited website for tourism recommendations for local and international tourists. It encompasses all the key and important destinations Indonesia and acts a legitimate marketing tool. Currently, there is an explanation on North Jakarta in the website but with insufficient information on the vicinity to be attractive and informative.

*Source: Campaign Website (Wonderful Indonesia)*

**GO ASEAN initiative**

In terms of a larger and wider outreach to promote North Jakarta, existing platforms like GO ASEAN ([www.goasean.com](http://www.goasean.com)) that is a collaborative initiative to market all 10 ASEAN countries as one single destination could be an effective platform to increase the heritage trail destination marketability. Launched in 2015 in conjunction with ASEAN year, GO ASEAN has a strong base to help boost the tourism sector in its member countries. To date, the website has 900,000 unique visitors from 163 countries and has 320,000 shares across all media platform.
ANNEX F

Examples as best practices for web applications featuring heritage trails in Singapore and Hong Kong

Sample 1: Singapore Heritage Trail Mobile Application
Source: www.roots.sg

Exhibit 3: Roots Singapore (www.roots.sg)
Examples as best practices for web applications featuring heritage trails in Singapore and Hong Kong

Sample 2: Discover Hong Kong Mobile Apps with Augmented Reality
Source: http://www.discoverhongkong.com/seasia/index.jsp

Discover Hong Kong AR Mobile Apps

- The Hong Kong Tourism Board has developed a large number of mobile apps, including apps using AR.
- One of these apps is called “Discover Hong Kong – AR” and was developed by the Hong Kong Tourism Board (HKTB) in conjunction with Cathay Pacific Airways. With AR, visitors can aim, tap and discover what the city has to offer with images, information and directions depending on where and what they are looking at.

Another example, if the “Discover Hong Kong – City Walks”. This App also uses AR technology and leads visitors through four themed walking trails in the urban areas of Hong Kong.

- The app provides in-depth information on each of the attractions along the trails, enriching visitors’ travel experience in Hong Kong.
- The HKTB collaborated with PCCW to provide Wi-Fi services at over 8,000 hotspots for visitors to access DiscoverHongKong.com and download the travel applications onto their smart phones at no cost. This service was aimed to help to enhance visitors’ experience during their stay in Hong Kong.

Exhibit 4: Discover Hong Kong Mobile Apps (Discover Hong Kong)
### ANNEX G

## Project Budget

Based on the allocated budget of USD 17,000 for the project, the detailed breakdown are as follows:

<table>
<thead>
<tr>
<th>NO</th>
<th>ITEM</th>
<th>COST (USD)</th>
<th>UNIT BREAKDOWN</th>
<th>COST</th>
</tr>
</thead>
</table>
| 1  | Physical Trail Markers  
Either new / replacement for existing heritage signages (10 markers)  
*We suggest that physical markers are still required as visible landmark signposts to attract walk-ins.* | 500 x 10   | 5,000          |
| 2  | Web Application for the Heritage Trail                               | 10,000     | 10,000         |
| 3  | Training of Local Guides (5 guides)  
*As a start, to train 5 local guides*                                  | 50 x 5 guides | 250         |
| 4  | Collaboration with Media Partners  
-Familiarization Trip for Social Media Icon / Bloggers                 | 175 x 10 pax | 1,750       |

**TOTAL COST**  
17,000
### Project Timeline

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up the Taskforce Committee comprises of all relevant stakeholders</td>
<td>14.08.17</td>
</tr>
<tr>
<td>Finalise the Heritage Trail route</td>
<td>28.08.17</td>
</tr>
<tr>
<td>Organise a dialogue with stakeholders</td>
<td>04.09.17</td>
</tr>
<tr>
<td>Execute minor upgrading of identified location</td>
<td>11.09.17</td>
</tr>
<tr>
<td>Create the web application</td>
<td>25.09.17</td>
</tr>
<tr>
<td>Start training local guides</td>
<td>25.09.17</td>
</tr>
<tr>
<td>Launching of the Heritage Trail</td>
<td>16.10.17</td>
</tr>
<tr>
<td>Promotion on all digital media platform</td>
<td>16.10.17</td>
</tr>
<tr>
<td>Photo and Video Competition</td>
<td>16.10.17</td>
</tr>
<tr>
<td>Announcement of Winner</td>
<td>18.12.17</td>
</tr>
<tr>
<td>Review of the project after 6 months execution</td>
<td>April 2018</td>
</tr>
<tr>
<td>Agency to share the outcome report to measure success indicator</td>
<td>May 2018</td>
</tr>
</tbody>
</table>
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