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Learning from The Netherlands

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**MASTER'S PROGRAMME IN URBAN MANAGEMENT
AND DEVELOPMENT**

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**The Improvement of Cycle Tourism in
Kota Tua Jakarta:
Learning from The Netherlands**

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Executive Summary

Kota Tua is a tourism site in Jakarta that introduces cycle tourism as a way to get around the tourism site. At this moment, the presence of cycle tourism has generated positive responses from the tourists. However, there are limitations of supporting facilities and infrastructures, poor managerial, and also lack of policy concerning cycle tourism *Kota Tua* Jakarta, whereas those factors are important for the sustainability of the cycle tourism activities. Therefore the improvement is needed in order to enhance the potential of cycle tourism in *Kota Tua* Jakarta.

A suitable methods regarding successful implementation of cycle tourism is needed as a basis for improving the cycle tourism in *Kota Tua* Jakarta. Dutch success in implementing the cycle tourism can provide valuable lessons for *Kota Tua* Jakarta. In terms of cycle tourism systems, including infrastructure, attractiveness, policy, and promotional activities conducted by the Dutch may be a learning to be implemented in order to improve the cycle tourism in *Kota Tua* Jakarta.

The main objective of this research is to provide comprehensive and systematic knowledge for the improvement of cycle tourism as a form of sustainable tourism development in *Kota Tua* Jakarta based on case studies in the Netherlands and Indonesia. The research is a combination of descriptive and exploratory studies. The case study is done through papers, reports, news and interviews in order to demonstrate the system and the challenges in implementing cycle tourism. Meanwhile, exploratory studies is conducted to identify which improvement can be recommended for cycle tourism in *Kota Tua* Jakarta, which survey among the tourist also be applied. The analysis in this research is a combination of quantitative material (questionnaires, statistics and analyses) and qualitative material (in depth interviews, conversations and written documents).

The results of the research indicated the key success of cycle tourism in the Netherlands have been determined by the combination of good policy with good infrastructure, service sphere and promotional activities. With regards to the existing condition of *Kota Tua* cycle tourism, the key improvement that recommended for *Kota Tua* Jakarta cycle tourism are in the term of develop a policy regarding to the existence of cycle tourism; develop cycling infrastructure; service sphere provision; safety improvement; build partnership and coordination; improve promotional and marketing; and sustainable management.

Key words: cycle tourism, improvement, sustainable tourism

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Abbreviations

BMP: Bicycle Master Plan

NBTC: Netherlands Board of Tourism and Conventions

ATCB: Amsterdam Tourism and Convention Board

UPK: Unit Pelayanan Kawasan (Area Service Unit)

CROW: Dutch National Information and Technology Centre for Transport and Infrastructure

Table of Contents

Executive Summary.....	iii
Acknowledgements.....	iv
Abbreviations.....	v
Table of Contents.....	vi
List of Tables.....	viii
List of Figures.....	viii
List of Pictures.....	viii
Chapter 1: Introduction	1
1.1 Background.....	1
1.2 Problem Statement	3
1.3 Research Objectives	3
1.4 Research Question.....	3
1.5 Significant of the Study.....	4
1.6 Scope and Limitations.....	4
Chapter 2: Literature Review	Error! Bookmark not defined.
2.1 The Concepts of Tourist and Tourism.....	5
2.2 Sustainable Development.....	5
2.3 Sustainable Tourism Development	6
2.4 Cycle Tourism as Forms of Sustainable Tourism Development	9
2.5 The Concept of Cycle Tourism.....	10
2.6 Conceptual Framework	16
Chapter 3: Research Design and Methods	17
3.1 Research Approach and Techniques	17
3.2 Variables and Indicators.....	17
3.3 Data Collection Methods.....	20
3.4 Sample Size and Selection.....	21
3.5 Data Analysis Methods.....	22
3.6 Research Design.....	22
Chapter 4: Cycle Tourism in <i>Kota Tua</i> Jakarta and in The Netherlands	23
4.1 Cycle Tourism in <i>Kota Tua</i> Jakarta.....	23
4.1.1 General Overview of Cycle Tourism in <i>Kota Tua</i> Jakarta	23
4.1.2 The Characteristics of Cycle Tourist in <i>Kota Tua</i> Jakarta.....	26
4.1.3 Major Problems and Challenges of <i>Kota Tua</i> Cycle Tourism.....	28
4.2 Cycle Tourism in the Netherlands	31
4.2.1 Netherlands Cycle Policy	31
4.2.2 Netherlands Cycle Tourism.....	36
4.2.3 Netherlands Cycle Tourism Problems and Challenges	44
Chapter 5: Improvement in <i>Kota Tua</i> Jakarta Cycle Tourism	46
5.1 Learning from the Netherlands.....	46
5.1.1 Policy.....	46
5.1.2 Product.....	46
5.1.3 Elements	47
5.1.4 Critical Success Factors.....	48
5.2 Future Improvement for Cycle Tourism in <i>Kota Tua</i> Jakarta.....	49
5.2.1 Understanding <i>Kota Tua</i> Cycle Tourism Market	49
5.2.2 Potential for Growth.....	50
5.2.3 Key Improvement of <i>Kota Tua</i> Cycle Tourism.....	50

5.2.4 Implementation and Management Resources.....	59
Chapter 6: Conclusion and Recommendation	62
6.1 Answering the Research Questions.....	62
6.2 Reflection.....	64
6.3 Recommendation	65
References.....	66
Annexes.....	69

List of Tables

Table 2.1 Types and Characteristics of Cycle Tourist.....	12
Table 2.2 Cycle Tourist Market Segments, Interest and Product Requirements	13
Table 2.3 Cycling System Elements.....	15
Table 2.4 Conceptual Framework	16
Table 3.1 Research Variables and Indicators.....	18
Table 3.2 Data Collection Framework	21
Table 4.1 Willingness to Take Another Cycle Trip (crosstabulation).....	30
Table 4.2 <i>Kota Tua</i> Cycle Trio Recommendation (crosstabulation)	30
Table 5.1 Develop Infrastructure	52
Table 5.2 Service Sphere Provision	53
Table 5.3 Safety	54
Table 5.4 Build Partnership and Coordination.....	55
Table 5.5 Promotion and Marketing.....	57
Table 5.6 Sustainable Management.....	58

List of Figures

Figure 2.1 The Contents of Sustainability	6
Figure 2.2 An Overview of Tourism.....	9
Figure 3.1 Cycle Route South Amsterdam	20
Figure 3.2 Research Design.....	22
Figure 4.1 Main Travel Modes	26
Figure 4.2 Important Factors when Getting Around <i>Kota Tua</i>	27
Figure 4.3 Main Purpose of Cycling in <i>Kota Tua</i>	27
Figure 4.4 Bike Rental Service Rating	27
Figure 4.5 Comfortable Feeling	27
Figure 4.6 Problems During Trip	28
Figure 4.7 Major Improvements Needed.....	28
Figure 4.8 Willingness to Take Another Cycle Trip.....	28
Figure 4.9 <i>Kota Tua</i> Cycle Trip Recommendation.....	28
Figure 4.10 Stakeholder Hierarchical Structure.....	33
Figure 4.11 Organization Chart of Netherlands Cycle Tourism Industry	38

List of Pictures

Picture 4.1 <i>Kota Tua</i> Area	24
Picture 4.2 <i>Kota Tua</i> Onthel Bikes.....	25
Picture 4.3 Cycle Tour Routes and Networks	37
Picture 4.4 Two Way Cycle Lane with Diving Lane.....	40
Picture 4.5 Cycle Tourism Signs.....	41
Picture 4.6 Cycle Parking Facilities in Amsterdam.....	43
Picture 4.7 Number of Cycles Too Dominant and Untidy	44

Chapter 1: Introduction

1.1 Background

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. It accounts for more than 8.3% of total employment, 9% of global GDP, and total tourist trips are predicted to increase to 1.6 billion by 2020 (World Travel and Tourism Council 2011). The tourism industry generates substantial economic benefits to both host countries and tourists' home countries (UNEP/WTO 2008). As for host countries especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement.

Tourism has unique characteristics that distinguish it from other. Tourism usually includes multiple products or services, which involve the co-operation of several suppliers. Tourism is not a homogeneous market, but tourism is a heterogeneous sector, which consists of several product fields, although they have a degree of linkage. Like other industries, tourism involves both goods and services, but the service component is relatively high. Along with the increase of the market completion, tourism businesses and organizations have found that improving service quality and visitor satisfaction are key factors in increasing market share (Toureg 2009).

Sustainable tourism, the tourism that meets the needs of present tourists and host regions at the same time as protecting and enhancing opportunities for the future (World Tourism Organization, 1993), is needed to improve service quality, visitor satisfaction and the sustainability of the tourism itself. One form of sustainable tourism is the tourism that uses bicycle as the main transportation to get to the tourist attraction. The cycle in this context is therefore not just a means of transport; it is an integral part of the tourist experience (Lumsdon 2000). Apart from conserving a per-trip basis, at the social level, bicycle also encourages the distance proximity substitution and increases the efficiency of dense urban settlements over sprawling, suburbanized land-use patterns. Cycling provides the opportunity for healthy physical activity in daily life while enhancing personal autonomy vital to mental health (Komanoff 2004). Therefore, preserving and indeed expanding the role of bicycle in urban transport is increasingly viewed as a global priority for social cohesion, urban viability, oil conservation, and climate protection against greenhouse gases.

In terms of tourism, activities using bicycle as the main transportation to explore the tourism sites called cycle tourism (Lumsdon 2000). Cycle Tourism can be defined as recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit (Sustrans 2005). Cycle tourism is a growing and important niche tourism market that has the potential to provide a range of economic social and environmental benefits to regional areas and the wider community (Lumsdon 1996, 2000; Ritchie 1998). There are a lot of benefits of cycle tourism including reductions in pollution and traffic congestion, economic regeneration and better health.

Some European countries, such as the Netherlands, Germany and Denmark, stimulate the demand for cycling trips and holidays by providing cycling trail and route development (Faulks et. all 2007). However policy, product development and marketing of cycle tourism also play an important role in determining the success of cycle tourism (Faulks et. all 2007). Nijland (2010) states that attractiveness including landscape, infrastructure, cycle routes, accommodation, and product development, cycling policy, strategy and promotional activities are the key factors that contribute in making the Netherlands popular in cycle tourism. Approximately 70% of the Dutch occasionally take a bicycle for a recreational day trip, which indicates that cycling is the most important recreational day activity after walking. Bicycle in the Netherlands is used on a massive scale to reach other recreational destinations around 232 million times a year (Nijland 2010).

Cycling levels in Indonesia lags far behind those in most European countries. Even so the number of cyclists in Jakarta experienced a trend that is increasing. Moreover in the tourism destinations such as the old town of Jakarta, called *Oud Batavia* or *Kota Tua* Jakarta, bicycle has been the most popular transportation to get around the old town (Martokusumo 2008). As one of the most historic places in Jakarta, the old town of Jakarta, *Kota Tua*, consists of several unique areas, which has been being the tourism attraction. The former *stadhuis* quarter (now *Taman Fatahillah*), the fish market and the old Dutch Trading Company warehouses area (now *Bahari Museum*), the Chinese quarter (*Pecinan*) *Glodok*, the commercial strip *Kali Besar* promenade, and the traditional port *Sunda Kelapa* quarter with its more than 300 years old fortification walls are some of the tourism attractions in *Kota Tua*.

The Jakarta's *Kota Tua*, also dubbed as little Amsterdam, is morphologically influenced by the structure of typical Dutch canal cities and has a character of a grid town. The grid structure was formed by the canals and their promenades. Even, after the canals had been changed into streets in the beginning of 19th century, these unique urban elements and the whole grid-structure of the area can still be recognized today. The topography of the site is flat, caused by the development concept of Jakarta's *Kota Tua*, similar to the City of Amsterdam, Netherlands (Martokusumo 2008).

Despite the growth of bicycle sales, an increase in cycling participation and an increase in active holidays, compared to European countries, government and industry in Indonesia have been slowly to realize the potential of cycle tourism, resulting in a lack of good systems and services to the cycle tourism in *Kota Tua* Jakarta.

Cycle tourism in the Jakarta's old city does not have good services and systems. Lack of supporting infrastructure and poor managerial in running the cycle tourism causing the economic potential that arise from the cycle tourism has not been maximized. (Antariksa 2012)

As Holland has got the best cycle lane network, the most cycle friendly country in the world (Cycling in The Netherlands 2009), and the highest percentage of cycle tourism (Nijland 2010), *Kota Tua* Jakarta, which is topographically similar to some cities in Netherlands, could adapt the methods used by the Netherlands in implementing cycle tourism.

1.2 Problem Statement

Due to an increasing interest in cycle touring holidays and the potential they hold for social, economic and environmental sustainability as alluded to by Lumsdon (2000), cycle tourist infrastructure needs to be developed in order to meet the demand. Authorities can implement more direct actions to reorganize spatial structure and provide an appropriate infrastructure adapted to the needs of bicycle users, both in terms of quality and capacity (Rietveld and Daniel 2004).

At this moment, bicycle has been the most popular transportation to get around *Kota Tua* Jakarta. The presence of bicycles as tourist transportation has received a positive response from the tourists. However, at the moment, the cycle tourism system in *Kota Tua* Jakarta has not been managed optimally (Martokusumo 2008). The limitations of supporting facilities and infrastructures, poor managerial, and also lack of policy concerning cycle tourism are some of the tourism problems in Jakarta *Kota Tua*, whereas those factors are important for the sustainability of the cycle tourism activities (Lamont 2009). The improvement is needed in order to maximize the potential of cycle tourism.

A suitable methods regarding successful implementation of cycle tourism is needed as a basis for improving the cycle tourism in *Kota Tua* Jakarta. Unfortunately, there is lack of research focusing mainly on principles and concepts of cycle tourism.

Over the past three decades, Netherlands has succeeded in raising the total number of bike trips. It has proved by the levels of cycling in the Netherlands that are among the highest in the world (Cycling in The Netherlands 2009). High levels of cycle are not only a result of good cycling infrastructure or places with a good climatic conditions, but also depending on a wide range of supportive government policies to make cycling convenient and safe (Pucher and Buehler 2007).

Dutch success in implementing the cycling tourism can provide valuable lessons for cities in other areas such as Jakarta. In terms of cycle tourism systems, including infrastructure, attractiveness, policy, and promotional activities conducted by the Dutch may be a learning to be implemented in order to improve the cycle tourism in *Kota Tua* Jakarta.

The result of this work attempt to provide a comprehensive and systematic knowledge of cycle tourism in *Kota Tua* Jakarta based on the study in the Netherlands. This concept can be adapted to another context and demonstrate what can be realized in the cycle tourism industry.

1.3 Research Objectives

The objective of this research is *to provide comprehensive and systematic knowledge for the improvement of cycle tourism as a form of sustainable tourism development in Kota Tua Jakarta based on case studies in the Netherlands and Indonesia.*

1.4 Research Question

In order to achieve the research objective, one main question with three sub questions will serve as the guidelines throughout constructing this thesis. Those questions are:

Which insight and experiences can contribute to the improvement of cycle tourism in Kota Tua Jakarta?

Sub questions:

1. How does the cycle tourism system in the Netherlands work?
2. What are the major challenges in implementing cycle tourism?
3. Which improvements can be recommended for cycle tourism under the existing condition of *Kota Tua* Jakarta?

1.5 Significant of the Study

This study is significant because only few researches have focused mainly on the concept or method in implementation of cycle tourism. It also significant because of the knowledge it may generate that is salient to practitioners. The study contributes to applied knowledge in two substantial ways. Firstly, this research contributes knowledge regarding impediments to the improvement of cycle tourism in the old town of Jakarta in the context of sustainability. Appropriate policy and fiscal decision-making may thus be facilitated in ameliorating such impediments. Secondly, the research generates a comprehensive insight into the needs and preferences of cycle tourists. The understanding regarding to the tourist preferences may facilitate more effective planning, management, and marketing of initiatives designed to attract more cycle tourists.

This study may also have implications beyond the field of cycle tourism. Not only this study generate theoretical knowledge regarding cycle tourism and applied knowledge related to the planning for and management of cycle tourism initiatives, some of the knowledge generated by this study may be of relevance to other forms of mobile and/or multi-destination tourism.

1.6 Scope and Limitations

The scope of cycle tourism in this research is limited to the cycle day excursions, the trips of more than two hours duration made from home principally for leisure and recreation. The research also will be conducted only in the flat surface area instead of inclined surface with heritage resources as a main tourism attraction. Therefore most of the results of this research is only valid in the tourism sites which have similar circumstances as *Kota Tua* Jakarta and Amsterdam.

This study is also framed in focusing more on the improvement of the cycle tourism systems in terms of policy, product, elements, and arrangements. Challenges in implementing cycle tourism from the perspective of government and provider as well as tourist are also involved in the analysis to get the best practice to Indonesia particularly in *Kota Tua* Jakarta on improving cycle tourism.

Chapter 2: Cycle Tourism Concept

In this chapter, the concept of tourist and tourism, the sustainable development and sustainable tourism will be reviewed in the beginning part in order to provide general perception of sustainability in tourism. The concept of cycle tourism as a form of sustainable tourism will be reviewed next with the perspectives of creating a better insight into the definition of cycle tourism and the motives for establishing cycle tourism. Finally, the concept of the cycle tourism will be reviewed. This is done with the aim to increase the general and theoretical insights of the implementation of cycle tourism and to come up with a recommendation for the improvement of cycle tourism in *Kota Tua* Jakarta.

2.1 The Concepts of Tourist and Tourism

Tourism is a human activity, which encompasses human behavior, use of resources, and interaction with other people, economies and environments (Holden and Andrew 2000). Based on WTO definition published in 1991, the conception about tourism is a general view of tourism as: *“the activities of a person travelling to place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.”*

The other definition based on United Nations Conference on Trade and Development (UNCTAD 1999) is *“the tourism sector or the tourism industry can be broadly conceived as representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by foreign visitors or domestic tourist”*.

It can be concluded in general view that tourism is industry, which has more actors and more activities, more impact including being one system. It is related with Holden (2000), that tourism is like a system that has the link and dependencies among each other. In tourism industry there are collaborative of action such as the tourism potencies, both natural and artificial, human resources, tourist and government or stakeholder who are active in tourism business, the laws, act, as well as policies, which has the function as rules that can manage the tourism activities

2.2 Sustainable Development

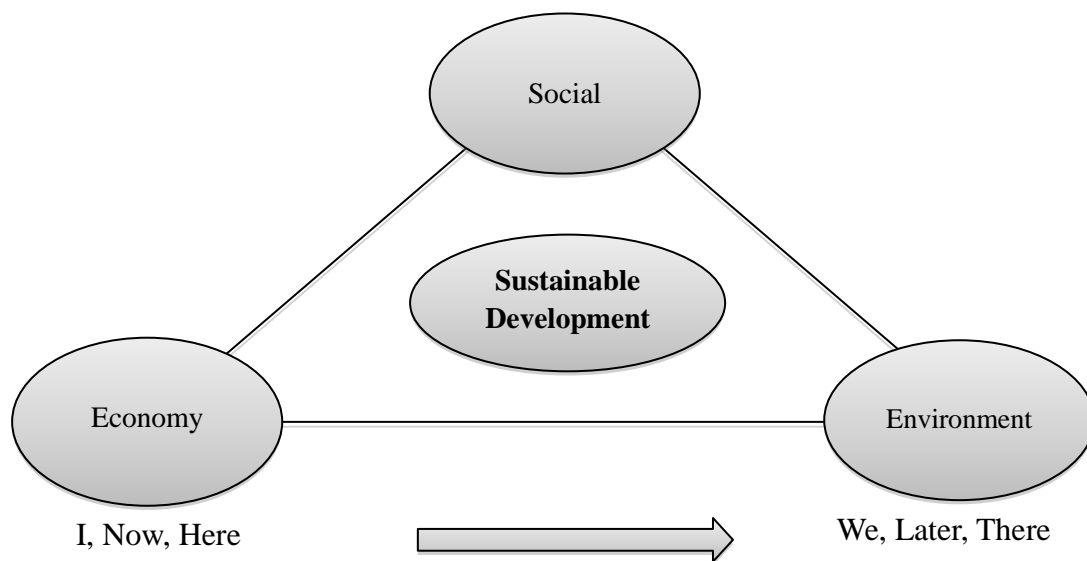
Sustainable development has the closed relation with the present (I, now, here) and future (We, there, later) activities. Three contents of sustainability consist of economy, social, and environmental. Sustainable can be explained as an approach, which considers the live ability for the long periods. It means all activities that use natural resources as the capital to create economic activities by societies must sustain and continue.

Sustainable development has become the watchword for international aid agencies, the jargon of development planners, the theme of conferences and learned papers, and the slogan of developmental and environmental activists. (Lele 1991 cited Bell and Morse 1999)

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED 1987 cited Bell and Morse 1999)

The Figure 2.1 below explains three contents or pillars of sustainability.

Figure 2.1 The Contents of Sustainability



Source: Arts, J. et al (2005) Environmental Planning in Bell and Morse (1999)

Five basic principles of sustainability were identified in the report of WCED consisting of the idea of holistic planning and strategy making; the significance of conserving essential ecological processes; the need for protecting both biodiversity and human heritage; to develop in such way that productivity can be sustained over the long term for future generation; and achieving a better balance of fairness and opportunity between nation. Additionally, the culture and environment of local community such as the indigenous behavior, its economy, its traditional culture and lifestyle, and the pattern of local and political leadership are the important aspects. The sustainable tourism must apply their framework as the main contribution to the program being running well and local people aspiration should be involved in the planning process to get the better result.

2.3 Sustainable Tourism Development

The explanation in sustainable development part above talks about the concept of sustainable development, but what does the term sustainable tourism actually mean, both as a general principle and in the context of tourism? Coccossis (1996) has suggested that there are at least four ways to interpret tourism in the context of sustainable development: a sectoral viewpoint such as the economic sustainability of

tourism; an ecological viewpoint emphasizing the need for ecologically sustainable tourism; a viewpoint of the long-term viability of tourism, recognizing the competitiveness of destinations; and a viewpoint accepting tourism as part of a strategy for sustainable development throughout the physical and human environments.

To the tourist industry, it means that development is appropriate; to the conservationist, it means that principles articulated a century ago are once again in vogue; to the environmentalist, it provides a justification for the preservation of significant environments from development; and to the politician, it provides an opportunity to use words rather than actions. Only to the tourist does it really mean or provide nothing other than, in most cases, as Wheeler (1993) has bitingly observed, an opportunity to feel good while enjoying oneself.

Some of the definitions of sustainable tourism are mentioned below:

Tourism which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. (World Tourism Organization 1993: 7)

Sustainable tourism is tourism and associated infrastructures that: both now and in the future operate within natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities, customs and lifestyles, make to the tourism experience; accept that these people must have an equitable share in the economic benefits of local people and communities in the host areas. (Eber 1992: 3)

It must be capable of adding to the array of economic opportunities open to people without adversely affecting the structure of economic activity. Sustainable tourism ought not interfere with existing forms of social organization. Finally, sustainable tourism must respect the limits imposed by ecological communities. (Payne 1993: 154-5)

Sustainable tourism is tourism which develops as quickly as possible, taking into account of current accommodation capacity, the local population and the environment. Moreover, it is a tourism that respects the environment and as a consequence does not aid its own disappearance. This is especially important in saturated areas. (Bramwell et al. 1996: 10-11)

Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes. (Butler 1993: 29).

'Sustainable' is a widely used term with a specific meaning; it is the adjectival form of the verb 'to sustain ('to maintain or prolong'; Collins Concise Dictionary 1995: 1189). In the context of tourism, an appropriate definition of sustainable tourism is 'tourism which is in a form which can maintain its viability in an area for an indefinite period of time' (Butler 1993: 29).

Sharpley (2009) argued that the concept of sustainable development and sustainable tourism development in the reality is difficult to realize because both of them have their own characteristic. Sharpley (2009) noted that sustainability can be viewed as, simply, the capacity for continuance and the concept of sustainable development is underpinned by three fundamental principles consisting of:

- *Holistic approach*: development and environmental issues integrated within a global social. Sustainable development can be only being sustainable if it is considered within global political, socioeconomic and ecological contexts. The approach is similar to a magic pentagon by Muller (1994) that the sustainable tourism development can exist if no single factor or stakeholder predominates. But in the case of sustainable tourism development, which are fragmented, multi-sectoral, and profit-oriented nature of tourism industry, it is difficult to adopt the approach.
- *Futurity*: focus on long-term capacity for continuance of the global ecosystem. Sustainable tourism development is meeting the need for present and future. Although in the fact it is little evidence within sustainable tourism development principles of concern for the potential contribution of tourism to long-term development goal (Sharpley 2000).
- *Equity*: development that is fair and equitable and which provides opportunities for access to and use of resources for all members of all societies, both in present and future. But in reality both the flows and the structure of international tourism suggest that equitable development through tourism is unachievable (Murphy 1985, Inskeep 1991, et al in Sharpley 2006)

Based on the explanation above, sustainable development has the main characteristics, preservation and long term periods. It can be useful for present and future generations, whereas the characteristic of tourism development, which is fragmented, profit oriented, and short term goal. The tourism development tends to exploit the resources without considering the future. How to make a balance between economic oriented and nature preservation, between sustainable and tourism development? In this case it needs a good and appropriate programs and good behavior of people. Furthermore, Vidal (2002) noted that to achieve economic, social and environmental success, managers must communicate and apply the sustainable values through programs, programs, policies, and procedures. Also as Jurowski (2002) argued that these goals can only be met if the community is involved in the planning process and strategy formulation.

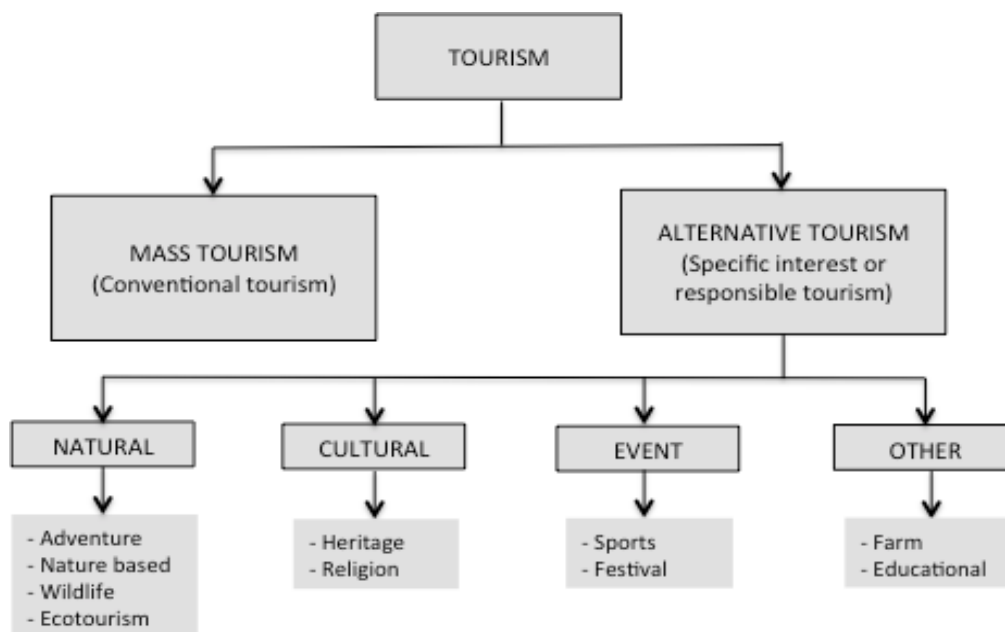
The important points are to achieve sustainability and economic prosperity must be integrated with environmental integrity. Mostly important, at the field site level, the need, the issues, the culture, and the other pattern of local communities and stakeholders are incorporated into the planning and the implementation process.

2.4 Cycle Tourism as Forms of Sustainable Tourism Development

The key problem with sustainable development in the context of tourism is not ensuring the continued introduction of small-scale, environmentally and culturally appropriate forms of tourism, but how to make existing mass tourism developments as sustainable as possible.

Newsome (2002) states that in general there are two types of tourism, mass tourism and alternatives tourism. Mass tourism is characterized by large number of people seeking replication of their own culture in institutionalized settings with little cultural or environmental interaction. On the other direction, alternative tourism is seen as placing emphasis on greater contact between hosts and guests as well as between tourist and the environment. The main characteristic of mass tourism is large number of tourists who usually visit 'staged settings'. Differ from mass tourism, alternative tourism is small number of tourists visiting authentic natural or cultural setting.

Figure 2.2 An Overview of Tourism



Source: Newsome, et. al 2002

Uncontrolled mass tourism has and continues to contribute to the degradation of many area of natural and cultural significance, generating the loss of biological and cultural diversity (Ceballos-Lascurain 1996). Hence, there is a need to a more environmentally response toward growing tension between economic objective of tourism on one side and social and environmental concern on the other side. According to Fennel (2003)

“... tourism is vulnerable to losing sustainability for four main reasons. First, tourism is not recognized as a natural resources-dependent industry. Second, the tourism industry is invisible especially in urban areas. Third, tourism is electorally weak, with little support in government. Fourth, there is distinct lack of leadership driving industry which ultimately makes tourism vulnerable to attack from other land users.”

The associated indicators of sustainable tourism are listed as follows (UNEP/WTO 2008):

- Optimal use of environmental resources
- A respect for the socio-cultural authenticity of host communities
- Social economic benefits to all stakeholders
- Informed partnership of all stakeholders
- Continuous monitoring of impacts
- High levels of consumer satisfaction

Cycling holidays and day trips by cycle are often categorised as a sustainable tourism product which meets most those indicators (Lumsdon 2000). Cycle tourism contributes significantly less to climate change compared to other forms of tourism, due to more environment-friendly transport to the destination. Simonsen and Jorgenson (1996) noted that bicycle tourists choose more environmentally friendly accommodation and were found to cause less damage through their energy consumption, water consumption, refuse and sewage, traffic, noise and visual pollution. Cycle tourism, in theory, offers the potential to switch trips from energy intensive and polluting forms of motorized transport at a destination or sub-regional level, as many trips for any given purpose are short (Hydén 1998, in Lumsdon 2000). Cycle tourism is one of the most sustainable holiday forms in Europe and therefore an option for sustainable tourism development (Eijgelaar, et al 2011).

Based on the Figure 2.2 above, cycle tourism is one part of alternative tourism. The case study in *Kota Tua* Jakarta categorized this research as the cultural heritage alternative tourism. From the explanations above, it can be concluded that cycle tourism has the potential to bring considerable economic benefits particularly to tourism. Besides that it has the advantage of being a low-carbon form of tourism, which make the cycle tourism in all the way is an option for sustainable tourism. Furthermore, as Ceballos-Lascurain (1996) stated “*tourism that is developed and managed in such a way that all tourism activity – which in some way focuses on a heritage resources (natural or cultural) – can continue indefinitely*”, prove that the improvement of cycle tourism in *Kota Tua* Jakarta, which is the heritage place, is needed to meet the sustainable tourism development.

2.5 The Concept of Cycle Tourism

In most of the European countries, cycling is just one travel mode to be compared with other available modes. Meanwhile in some countries, cycling mostly takes place as a leisure activity. In that case, cycling is not primarily a matter of derived demand, necessary in order to carry out particular activities, but it is an activity that generates pleasure as such (Pucher et al. 1999). The USA is an example of a country where cycling is mainly considered as a recreational tool.

The following are the factors that have an impact on choosing bicycle as a transport mode (Rietveld and Koetse 2003).

1. Travel time: depends on the spatial structure of municipalities; sufficiency of cycling infrastructure; whether or not detours have to be made; waiting time at crossings, etc.

2. Physical needs, comfort: this depends on the quality of infrastructure, and on physical conditions, such as weather and flatness of surface, but also on pollution levels, in some cases combined with suffocating temperatures.
3. Traffic safety: concerns the risk of being injured because of interaction with motorized transport modes.
4. Threat of cycle thievery: can be an issue specifically in big cities, and may also include the risk of vandalism. If this risk is high, one might be reluctant either to use a bicycle at all or to use a high-quality bicycle that could encourage the rider to make longer and more frequent trips.
5. Monetary cost of cycle use: includes the costs of parking bicycles and maintenance costs.
6. Personal security: relates to ease of going out at any time of the day and in any sector of a city without being anxious about one's individual safety.

Sustrans, the UK transport charity (2005), sub-divides the market for cycle tourism as follows:

- Cycling holidays involves one night or more away from home and cycling is the principal purpose of the holiday. It can be centre based or as a tour involving staying at different places. A cycling holiday can also be sub-categorised into an organised package or independent tour

- Holiday cycling involves day cycle rides from holiday accommodation or another place (such as a cycle hire at a railway station). This forms part of the holiday experience but is not necessarily the only one

- Cycle day excursions are trips of more than three hours duration made from home principally for leisure and recreation

In the European Cycle Route Network Eurovelo (2009) study, the term cycle tourism is used to “describe both cycling holidays such as cycle tours from place to place or holiday cycling, i.e. daily cycle leisure trips from one location. Cycling is a key motivational factor and is the main activity pursued throughout the holiday. Day trips by cycle from home or from a holiday base are referred to as cycle day excursions.”

Cycle tourism has also been defined by Lumsdon (1999) as “recreational cycling activities ranging from a day or part-day casual outing to a long distance touring holiday. The fundamental ingredient is that cycling is perceived by the visitor as an integral part of an excursion or holiday, i.e. a positive way of enhancing leisure time.” Lumsdon’s (1999) definition includes several different types of cycle tourism, which are set out in Table 2.1.

Lumsdon (1999) defined a recreational cyclist as:

A person involved in any recreational cycling activity or excursion, which is undertaken within a time period not longer than 24 h or one night from their home destination, and for whom cycling is seen as a positive way of using leisure time.

Table 2.1 Types and Characteristics of Cycle Tourist

Activity type	Segment types	User characteristics
Day touring	Home based Mountain biker Day events	Half day and day trips, primarily from home, families and adult groups, younger bikers
Cycle hirers	Casual Holidaymakers	Holiday based for whole or part day, experienced and inexperienced cyclists, families and youth groups, some adult groups
Pre-planned cycle touring	Independent Organized	Independent, group led tours, suit inexperienced and overseas visitors, couples, individuals and families aged 24-44
DIY touring holidays	Independent	Touring holidays, more experienced with good knowledge, aged 15-44, couples and adult groups
Centered holidays	Independent Organized	Independent, group led tours from an accommodation base, popular with mountain bikers and younger people

Source: Faulks, et. al 2007.

The cycle in this context is therefore not just a means of transport, but also it is an integral part of the tourist experience (Lumsdon 2000). The journey is as important as the destination and in some cases it is the destination. In some of European countries such as Denmark, Germany, and the Netherlands, where the level of everyday cycling is high, these countries also feature as strong cycle tourism destinations. This success is based on investment in a traffic free network as well as marketing (European Cycle Route Network Study 2009). Moreover in countries where there is not a strong tradition of every day cycling, such as Cyprus and Italy, although on a smaller scale, cycle tourism is being offered to the visitors. New facilities are being developed and those are the attraction to the market.

Simonsen and Jorgenson (1996) believe a cycle tourist can be defined as “*a person of any nationality, who at some stage or other during his or her holiday uses the bicycle as a mode of transportation, and whom cycling is an important part of their holiday.*” Cycling for holiday or recreational, therefore also involves towns and large cities, not only a rural tourism product.

A policy document developed by the South Australian Tourism Commission (2005), the *South Australian Cycle Tourism Strategy*, consider cycle tourism visits to be for the purpose of holidays, recreation, pleasure, or sport; and to include either overnight stays or day trips to other tourism regions which the visitor either involves in active cycling or is a spectator at a cycling event.

As can be drawn from the previous discussion, the characteristics of cycle tourism include:

1. takes place away from a person’s home region
2. may extend to single-day or multi-day trip durations
3. cycling is the main purpose of the journey

4. the nature of the cycling activity is non-competitive
5. bicycle tourism is a form of recreation or leisure.

Many of the great European tourist destinations are now encouraging visitors to cycle and walk their cities rather than use cars, like in Amsterdam, Barcelona, Berlin, Budapest, Copenhagen, Lyon, Paris and Seville that introduced cycle schemes for residents and tourists alike (European Cycle Route Network Eurovelo Study 2009). The segment of the cycle tourism market based on Sustrans (2005), are the type of cycling tourism that people are interested in, the distance they will cycle and the cycling tourism products they require. The key cycle tourist market segments identified as follows (Sustrans 2005):

a. Infrequent Leisure Cyclists

- people who rarely cycle – they are likely to have cycled as children but have lapsed as cyclists in adulthood;
- they may not own a bike, but if they do, the likelihood is that they hardly ever use it;
- this segment would also include people with young children, who are temporarily constrained by the limits of the cycling abilities of their children, or the logistics of taking babies and very young children cycling.

b. Occasional Leisure Cyclists

- people who cycle for pleasure a few times during the summer;
- they are unlikely to cycle during the winter;
- they will usually be bike owners.

c. Frequent Leisure Cyclists

- people who will go leisure cycling approximately once or twice a fortnight during the summer, and possibly at least once or twice during the winter;
- they will invariably be bike owners.

d. Cycling Enthusiasts

- people who go leisure cycling at least once a week, whatever the time of year, although perhaps less frequently during the winter;
- bike owners, and probably regular utility cyclists.

Table 2.2 below provides an assessment of the main interests and product requirements of each cycling tourist market segment, based on currently available research on the UK cycle tourism market (England’s Cycling Country Profiling Research, 1998 in Sustrans 2005):

Table 2.2 Cycle Tourist Market Segments, Interest and Product Requirements

Market Segment	Types of Cycling Tourism Activity Interested in:	Product Requirements
Infrequent leisure cyclists	<ul style="list-style-type: none"> • Traffic-free cycling • Packaged cycle touring holidays 	<ul style="list-style-type: none"> • Traffic-free cycle paths • Cycle hire • Package cycling holidays
Occasional leisure cyclists	<ul style="list-style-type: none"> • Day cycle rides (1-2 hours on quiet roads and traffic-free paths) 	<ul style="list-style-type: none"> • Circular day cycle routes with maps and information • Traffic-free cycle paths

	<ul style="list-style-type: none"> • Center-based cycling short breaks • Access to countryside from town and home 	<ul style="list-style-type: none"> • Safe places to leave the car while cycling • Ideas for cycling short breaks • Cycle friendly accommodation • Cycle parking and storage • Cycle repair/rescue
Frequent leisure cyclists	<ul style="list-style-type: none"> • Day cycle rides (3-4 hours on quiet country roads and traffic-free paths) • Center-based cycling short breaks • Access to countryside from town and home 	<ul style="list-style-type: none"> • Circular day cycle routes with maps and information • Safe places to leave the car while cycling • Cycle access by train • Ideas for cycling short breaks • Cycle friendly accommodation • Cycle parking and storage • Cycle repair/rescue
Cycling enthusiasts	<ul style="list-style-type: none"> • Day cycle rides (4-5 hours on quiet country roads and traffic-free paths) • Independent cycle touring holidays and short breaks • Access to countryside from town and home 	<ul style="list-style-type: none"> • Ideas for day cycle rides-tend to plan their own ideas, using cycle route leaflets for ideas and information • Cycle access by train • Cycle friendly accommodation • Cycle parking and storage • Cycle repair

Source: *Sustrans 2005*.

These are the main factors encouraging tourists using bicycle for recreational (The European Cycle Route Network Eurovelo Study 2009):

1. Motivational factors

Most studies indicate that cyclists are motivated to take cycling holidays and cycle day excursions because they enjoy cycling as a form of sport or physical exercise, which is healthy and relaxing. In addition, being close to nature and the ability to explore other places and landscape are other core motivations.

Motivational factors which cycle tourists say encourage them to use cycle routes most are related to health, nature, relaxation and seeing sights as they pass by. Low-budget activity, comfort levels, the volume of information and cycle events are less important factors. Therefore, cyclists expect to have some exercise, to improve their health, to enjoy some rest and leisure and at the same time learn something about another area. Factors such as cycling being inexpensive, spectacular scenery, environment (although travel through attractive landscape is important) and comfort are not to be primary factors.

2. Route characteristics

There is a consistent amount of evidence which points to the preferred characteristics of cycle routes by leisure users. Trendscape (2008) generated some data on wants or preferences of cycle tourists that information materials, public transport access, route network density, cycle maintenance shops and infrastructure at resting places are less important than clearly safety (low traffic density), ease of use (signposting), route variety and accommodation/catering.

3. Other factors

The hire of cycles tends to be a small percentage of the cycle tourism market elsewhere but can be important in terms of city tourism and where traffic-free sections of longer distance routes are promoted specifically for day excursions.

Lamont (2009) stated that it is worth to create an integrated and comprehensive system of services in order to fully exploit the potential of cycling. Based on Germany National Cycling Plan 2002-2012, the elements of the “cycling system” are as described in Table 2.3 below:

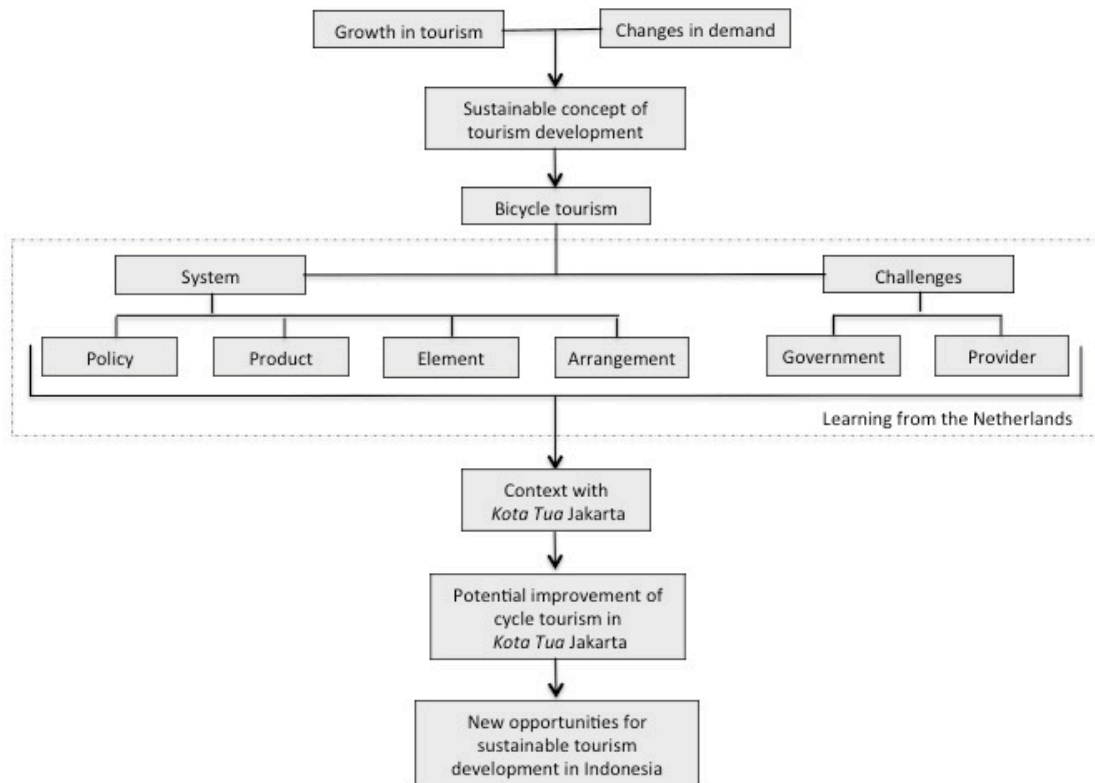
Table 2.3 Cycling System Elements

Elements	Descriptions
Infrastructure ('hardware' of the system)	The infrastructure should be development in accordance with the plan for the entire cycling track, in order to ensure the safety and comfort of the cycling journey, as well as to promote the cycling activity. The cycling route has to be planned by taking into consideration traffic regulations, and information boards about the public transport network and other cycling routes, as well as parking facilities have to be made available along the route.
Service sphere ('peripheral equipment')	The service sector is directed towards providing cyclists with maintenance facilities, such as bicycle stations, bicycle repair and washing shops, and luggage storage. The local authorities are responsible for providing these facilities by subcontracting private businesses.
Promotional activities ('software' of the system)	Promotional activities have an effect on the degree to which the cycling infrastructure is implemented to transform the attitudes towards transport. The promotional activities are strategically geared towards increasing the social popularity of cycling by highlighting its various benefits. This is of great significance for transforming the perception of people towards transport and mobility.

Source: Germany National Cycling Plan 2002-2012

2.6 Conceptual Framework

Table 2.4 Conceptual Framework



The conceptual framework in this research as showed in the Figure 2.4 above started in sustainable concept of tourism development that derived from the growth in tourism and changes in demand. Regarding to the literature, one of the sustainable concept of tourism development is bicycle tourism, which will be the main focus on this research. The bicycle tourism system and the challenges in the Netherlands combined with the *Kota Tua* Jakarta existing condition to get the potential improvement of cycle tourism in *Kota Tua* Jakarta. In the end, the improvement proposed in this research expected to be one of the opportunities for sustainable tourism development in Indonesia.

Chapter 3: Research Design and Methods

This chapter presents an overview of the research design and methods utilized in this study. It highlights the research approach and techniques, variables and indicators, sample size and selection related to this research, data collection and analysis methods as well as the limitations of this study.

3.1 Research Approach and Techniques

The research is a combination of descriptive and exploratory studies based on a single case study. The case study is done through papers, reports, news and interviews in order to demonstrate the system and the challenges in implementing cycle tourism. Meanwhile, exploratory studies would be conducted to identify which improvement can be recommended for cycle tourism in *Kota Tua* Jakarta, which survey among the tourist would also be applied.

3.2 Variables and Indicators

Based on the literature review, a table of variables and indicators is made and presented in Table 3.1.

Table 3.1 Research Variables and Indicators

Research Questions	Variables		Indicators	Sources
1. How does the cycle tourism system in the Netherlands work?	Policy		<ul style="list-style-type: none"> • Planning of cycle tourism policy • Real, practical actions • Monitoring and evaluation 	<ul style="list-style-type: none"> ▪ In-depth interview with NBTC, ATCB, Stichting Landelijk Fietsplatform and Macbike Amsterdam ▪ Desk work ▪ Observation
	Product		<ul style="list-style-type: none"> • Landscapes • Attractions • Sights 	
	Elements	Infrastructure	<ul style="list-style-type: none"> • Cycle lanes • Signposting and information board • Public transport connection • Cycle parking facilities • Resting points 	
		Service sphere	<ul style="list-style-type: none"> • Cycle stations • Quick repair workshops • Cycle dealers/rentals 	
		Promotional campaign	<ul style="list-style-type: none"> • Promotional approaches 	
	Arrangements	Institutional	<ul style="list-style-type: none"> • Selection of operation and fund provider 	
		Financial	<ul style="list-style-type: none"> • Revenue generation methods • Fee system design • Expenditure 	
		Operational	<ul style="list-style-type: none"> • System design • Service point design • Capital and human resources • Maintenance 	

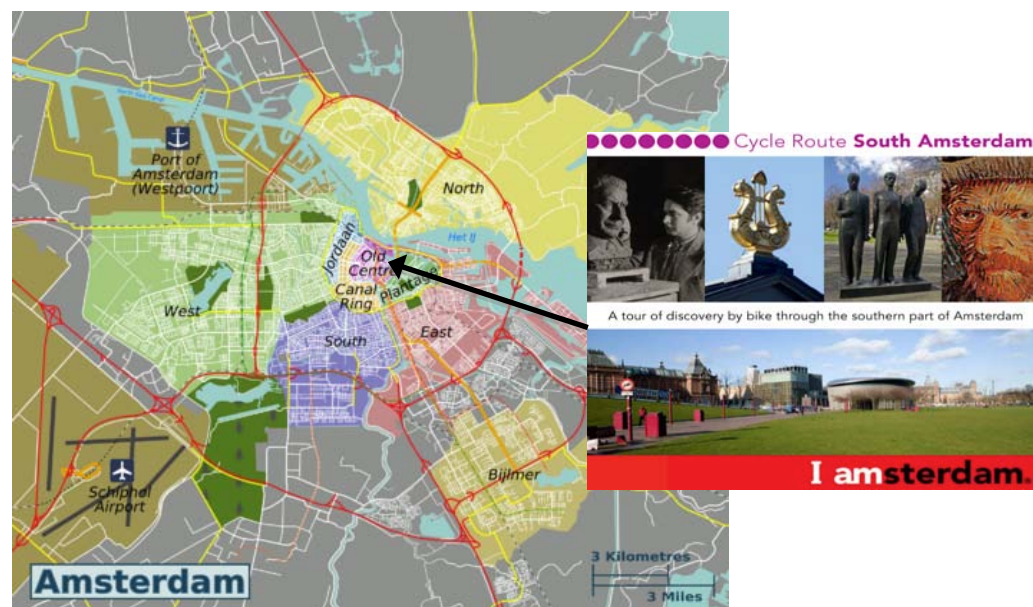
2. What are the major challenges in implementing cycle tourism?	Challenges	Authority	<ul style="list-style-type: none"> • Operation • Maintenance • Biking safety • Sufficient infrastructure and facilities • Quality of the services • Attractions 	<ul style="list-style-type: none"> ▪ In-depth interview with NBTC, ATCB, Stichting Landelijk Fietsplatform and Macbike Amsterdam ▪ In-depth interview with UPK <i>Kota Tua</i> Jakarta ▪ In-depth interview with cycle tour provider, <i>Kota Tua</i> Onthe! Cycle Community ▪ Interview with cycle tourists ▪ Questionnaires to the cycle tourists
		Provider		
		Tourists		
3. Which improvements can be recommended for cycle tourism on existing condition of <i>Kota Tua</i> Jakarta?	Precondition		<ul style="list-style-type: none"> • Policies • Products • Service sphere • Promotional campaign 	<ul style="list-style-type: none"> ▪ Observation ▪ In-depth interview with UPK <i>Kota Tua</i> Jakarta; West Jakarta Municipality, tourism section ▪ In-depth interview with cycle tour provider, <i>Kota Tua</i> Onthe! Cycle Community
	Basic information		• Number of cycle tourist	
	Arrangements	Institutional	• Selection of operation and fund provider	
		Financial	<ul style="list-style-type: none"> • Revenue generation methods • Fee system design • Expenditure 	
		Operational	<ul style="list-style-type: none"> • System design • Capital and human resources • Maintenance 	
Promotional		• Promotional approaches		

3.3 Data Collection Methods

This research will mainly use literature about the cycle tourism concepts. Literature study is also used to set the criteria of cycle tourism infrastructure, one of several criteria of successful cycle tourism. As the complimentary to the literature study, a case study will also be conducted in relation to cycle tourism implementation in order to support tourism in the Netherlands. This case study is important to enhance the perspective toward the implementation of cycle tourism in the Netherlands.

Generally, this study emphasize on the cycle tourism through out the Netherlands. However Amsterdam, as the capital city of the Netherlands and as a main tourist destination, mainly in the historical sites, will be the focuses of this study. The proposed site to be observed is a tour of discovery by bike in the central of Amsterdam called “Cycle Route South Amsterdam”. The main reason to choose this site is because Amsterdam has a similar condition with *Kota Tua* Jakarta as the old town of Jakarta. Amsterdam Central has a monumental in layout and picturesque which introduces the tourist to the eventful history of Amsterdam’s stylish *Museumkwartier*, *Apollofurt* and *Willempark* quarters. The route of South Amsterdam can be completed in around 2 hours by bike, more or less the same as time needed to cycle around *Kota Tua* Jakarta.

Figure 3.1 Cycle Route South Amsterdam



Besides conducting field observation, small numbers of people are interviewed in this research. These people represent the stakeholders of tourism sector in the Netherlands and Indonesia.

For more detail, the data collection methods of this study are as follows:

➤ **Primary data**

1. Observation of the sites both Amsterdam and *Kota Tua* Jakarta
2. Data collected from in-depth interview with cycle tourism corporation manager from *Stichting Landelijk Fietsplatform*, MacBike Amsterdam,

Netherlands Board of Tourism and Conventions and Amsterdam Tourism and Convention Board. The in-depth interview also for *Kota Tua* managing body called UPK *Kota Tua*, West Jakarta Municipality, and the cycle tour provider called *Komunitas Sepeda Onthel Kota Tua (Kota Tua Onthel Cycle Community)*.

3. Survey among the cycle tourists in *Kota Tua* Jakarta

➤ **Secondary data**

1. Written documents and government papers about the cycle tourism in both countries.
2. Case study reviews, news and reports related to the cycle tourism both in the Netherlands and Indonesia

3.4 Sample Size and Selection

The stakeholders of tourism sector both in Netherland and Indonesia, as representative samples, will be interviewed to obtain the information about the system as well as challenges being faced. Those are including government official and the provider official. They are consisting of:

- a. Netherlands Board of Tourism and Conventions (NBTC)
- b. *Stichting Landelijk Fietsplatform* Netherland
- c. MacBike Amsterdam
- d. Amsterdam Tourism and Convention Board (ATCB)
- e. UPK *Kota Tua* Jakarta
- f. West Jakarta Municipality, tourism section
- g. *Onthel Bike Community Kota Tua* Jakarta

In order to illustrate the challenges and the possible improvement for *Kota Tua* Jakarta cycle tourism, a survey among the cycle tourist will also be carried out based on random sampling, which avoid bias regards to ages, gender, income level and other aspects which snowball sampling might have.

Although the exact statistical data on the number of tourists visiting *Kota Tua* Jakarta has not been obtained, according to several newspaper, the average tourist in a week reach 6000 visitors with around 350 visitors are foreign tourists. More than 50% of the visitors are cycle tourists, so it can be assumed around 3060 (51%) of visitors are cycle tourist. Five percent samples are taken including 80 local cycle tourist and 80 foreign cycle tourist respondents, so that the total respondents to be surveyed by questionnaire are 160 tourists.

Table 3.2 Data Collection Framework

Category of Respondents	Sample Size	Sampling Technique	Data Type	Research Instruments
Government official	6 (3 in the Netherlands and 3 in Indonesia)	Representative Sampling	Primary Data	In-depth interview
Cycle provider official	2 (1 in the Netherlands)	Representative Sampling	Primary Data	In-depth interview

	and 1 in Indonesia)			
Cycle tourist	10	Purposive Sampling	Primary Data	Interview
Cycle tourist	160	Random Sampling	Primary Data	Questionnaire

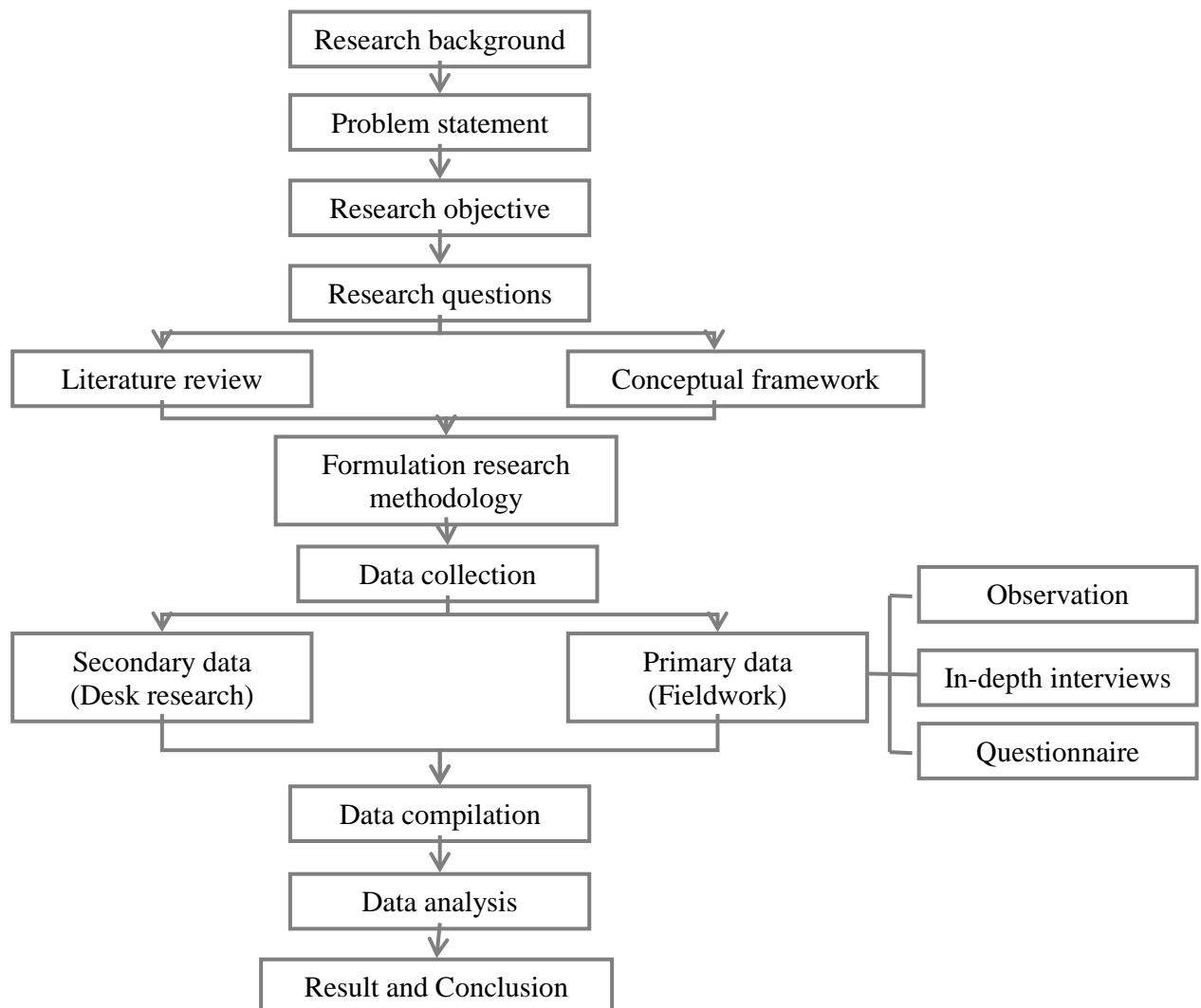
3.5 Data Analysis Methods

This analysis is a combination of quantitative material (questionnaires, statistics and analyses) and qualitative material (in depth interviews, conversations and written documents). The combination of several types of sources has proved most appropriate to show the variations in the description of the cycling tourists and cycling tourism within the mentioned problematic areas.

3.6 Research Design

The research is summarized in Figure 3.2 below, which gives an overview of the whole research process.

Figure 3.2 Research Design



Chapter 4: Cycle Tourism in *Kota Tua* Jakarta and in The Netherlands

In this chapter, data deriving from the research among the cycle tourism in *Kota Tua* and in the Netherlands particularly Amsterdam will be analyzed and presented. Background information concerning the current situation in *Kota Tua* Jakarta and in the Netherlands particularly in Amsterdam will be described. Specific findings on what are the policy supporting cycle tourism, what are the elements, products and problems faced will be revealed. In addition, opinions from the people involved in this subject including the tourists will be highlighted.

4.1 Cycle Tourism in *Kota Tua* Jakarta

In this section, general overview of cycle tourism in *Kota Tua* Jakarta, the characteristics of cycle tourist in *Kota Tua* Jakarta and major problems faced by cycle tourism in *Kota Tua* will be analyzed and presented.

4.1.1 General Overview of Cycle Tourism in *Kota Tua* Jakarta

Kota Tua Jakarta is a city morphology that has a very long history, 485 years old. Starting from a city named Jayakarta in 1527 and located on the west side of the river Ciliwung, formerly the old city of Jakarta is divided into 4 sub zones, namely:

1. Transportation center: Sunda Kelapa
2. Government center: Fatahillah
3. Large trade center: Kali Besar
4. Downtown: Pecinan (Chinatown)

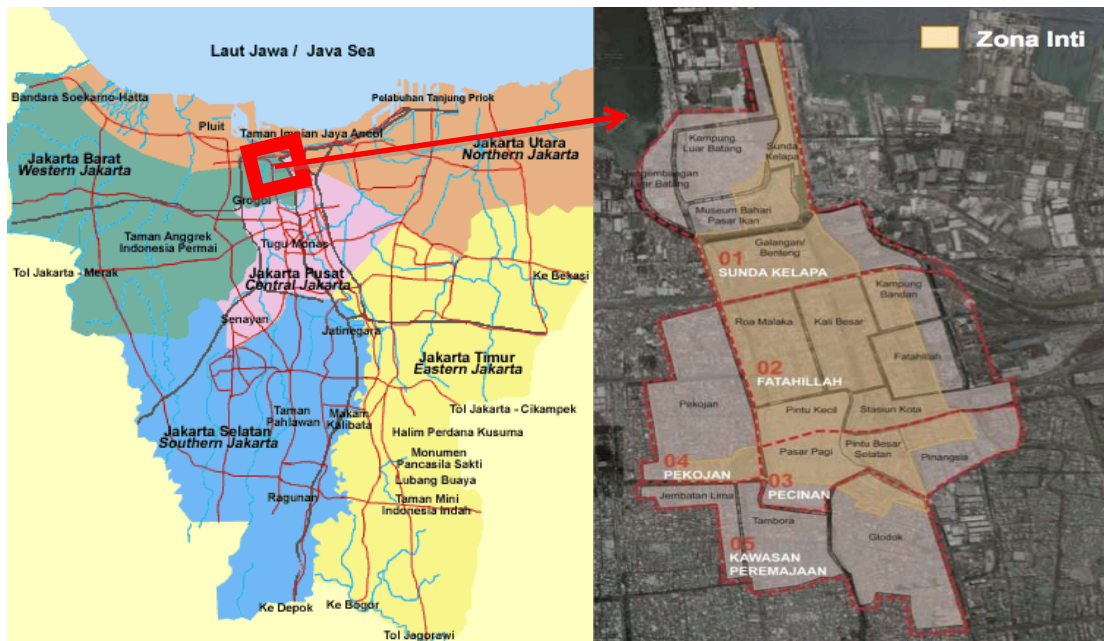
Based on the history, *Kota Tua* is a city that in a colonial period were surrounding by the fort, inhabited mostly by the Dutch. This area formerly bounded by the Ciliwung River on the east, the canal Buiten Gracht Stadt (now Krukut River) on the west, the canal south Gracht Buiten Stadt (now Roads and Road Asemka Stone Bridge), and the sea in the north (including the Sunda Kelapa port). Outside of this area, there are other settlements along the “city inside the fort” which now being a *Kota Tua* heritage area.

Kota Tua area is part of Jakarta where there are many heritage buildings having a lot of great attention both local and foreign tourists. The heritage area is an area of approximately 846 hectares located in the Municipality of North Jakarta and West Jakarta Municipality (see Picture 4.1).

Based on the Master Plan of the old city (DTK, 2007), currently *Kota Tua* Jakarta area (846 hectares) is divided into 5 zones. Those five zones are (see Figure 4.1 below):

1. Sunda Kelapa area (zone 1)
2. Fatahillah area (zone 2)
3. Pecinan (Chinatown) area (zone 3)
4. Pekojan area(zone 4)
5. Rejuvenation area (zone 5)

Picture 4.1 *Kota Tua* Area



Source: Master plan UPT Kota Tua Jakarta, 2007

From the Figure 4.1 above (right side), the area in the middle with yellow mark is called the core zone, an 87 hectares area that has more historical values. The core zone is the main tourism area which currently also a car free zone.

Jakarta, although the city nowadays has been transformed into a metropolis with skyscrapers, is still storing historical relics, ancient buildings in the form of old buildings within its customs and culture with a strong influence of the Chinese community (*Tionghoa*).

“The area of Kota Tua Jakarta has a worthy attraction for not only the rich history of the old buildings that are now used as a museum but also an old village with a strong feeling of Chinese, as Kampoeng Kramat Loear Trunk, Kampoeng Pekodjan and Kampoeng Petjinar located in the Tambora, Glodok West Jakarta.” (Gathut, the Head of UPK Kota Tua)

That side of *Kota Tua* is formed of dozens of office buildings, majority of Chinese citizens housing and old buildings from the Dutch who currently converted into a museum by the Jakarta city administration. In that settlement the tourists can enjoy the atmosphere of Jakarta in the past that is known as the services and commercial city as close to the seaports. In addition, besides having a look at a pleasing settlement of Chinese architecture, in the end of the journey, the tourist can also enjoy a unique Chinese culinary.

For both local and foreign tourists who traveled around *Kota Tua*, this area can provide its own experience as if returning to the past.

“Fun. Obvious formerly era atmosphere” (N. Situmorang, tourist)

“Very exotic. There are a lot of heritage here” (A. Sudjito, tourist)

For touring around *Kota Tua*, the tourists generally use a bicycle hired from the cycle providers. There are approximately 400 rented bicycles join in the *Kota Tua* cycle providers community called “*Komunitas Onthel Wisata Kota Tua (Kota Tua Onthel Tour Community)*” with a total membership of about 150 people. This number of rented bicycles is steadily increased since the existence in 2009. Cycle providers joined in *Kota Tua* Onthel Tour Community is basically do not have a clear organizational structure. They only create an association sheltering all existing cycle providers in order to make an easier coordination among them.

Cycle tourism in *Kota Tua* was started around three years ago and since that time, cycle tour has been being a special attraction for *Kota Tua* visitors. The reason is simply because besides enjoying the old buildings architecture while cycling, one thing making this cycle tour is more special is the style of the cycle that typically used in Dutch colonization period. The cycle, called *onthel*, has made the old time atmosphere in *Kota Tua* more obvious. The *onthels* are quite attractive with a wide range of colors available. In addition, tourists hiring the cycle also lent some accessories like a round cap used by the people in old period.

“Onthel simply adds the historical value of Kota Tua Jakarta” (A. Saputra, tourist)

“I feel like a Dutch!” (H. Andhika, tourist)

“Onthel color variations and attractive accessories available boost the interest of visitors to rent a bike” (N. Situmorang, tourist)

Picture 4.2 Kota Tua Onthel Bikes



Currently the cycle tenants provide *Kota Tua* cycle tour consisting of several routes with a ready guide explaining the histories of *Kota Tua* Jakarta. In *Kota Tua* area there are several old cultural heritage building such as Stadhuis VOC (1707) building-now History Museum Jakarta; Sunda Kelapa Harbor (1527); Bridge City of diamonds

(1628), area of the former West Side Warehouse VOC (*Westijzsche Pakhuisen*) built 1652-present Maritime Museum, as well as several other historic buildings.

Presently there is no specific rule regarding to the existence of cycle tourism in *Kota Tua*. There is only agreement between *Kota Tua* managing body (UPK *Kota Tua*) together with the *Kota Tua Onthel* Tour Community to protect and preserve the old city. Furthermore providers are welcome to rent the cycle around *Kota Tua*, with an agreement to help promoting, introducing and explaining about *Kota Tua* historical background to the visitors.

“Kota Tua visitors has been increased since the existence of onthel cycle tour. This bicycle has its own appeal that makes visitors happy for touring in Kota Tua” (G. Dwihastoro, Head of UPK Kota Tua)

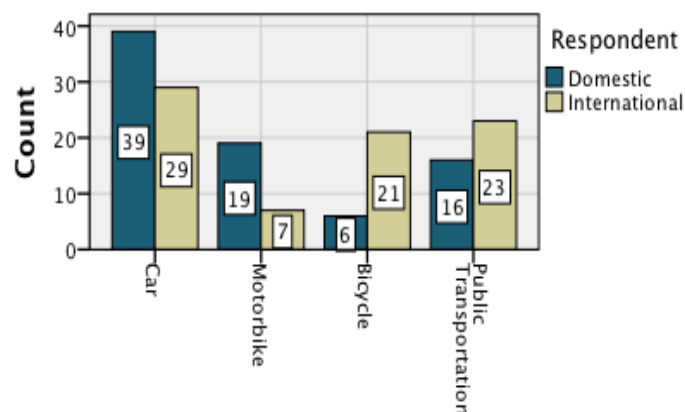
4.1.2 The Characteristics of Cycle Tourist in *Kota Tua* Jakarta

The number of cycle tourists in *Kota Tua* is difficult to calculate, as there exists no registration of the number of cycle tourists who hire the cycle as well as there is no method available for counting the cycle tourists within either UPK *Kota Tua* or the cycle provider. Nevertheless, it was estimated that there are around 450 cycle tourists in *Kota Tua* everyday.

This study takes the balance amount of tourist both the gender and the origin of tourist. Ages of respondents are generally in the range of 19-30 (46%) and 31-44 (38%) years with working as an average occupancy status.

Of the total 160 respondents, mostly car is the main travel mode. In addition, the respondents who use bicycles as their daily transportation mode are international tourists as can be seen in Figure 4.1 below.

Figure 4.1 Main Travel Modes



From the survey (Figure 4.2 and 4.3), found that sight is the most important factor chosen by the majority of respondents when getting around *Kota Tua*, while respondent main purpose of cycling in *Kota Tua* is mostly because of good atmosphere. Moreover, almost 97% tourists prefer to cycle around *Kota Tua* for 1-2 hours.

Figure 4.2 Important Factors when Getting Around Kota Tua

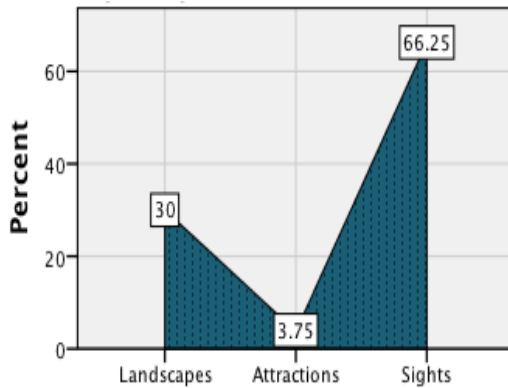
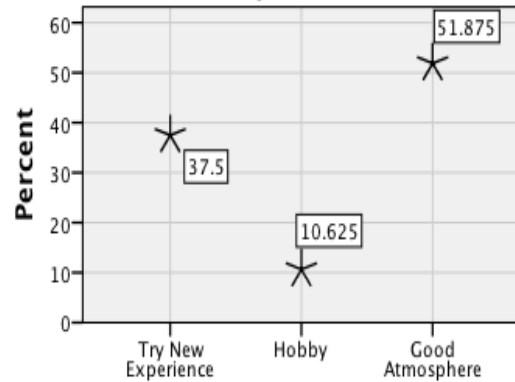
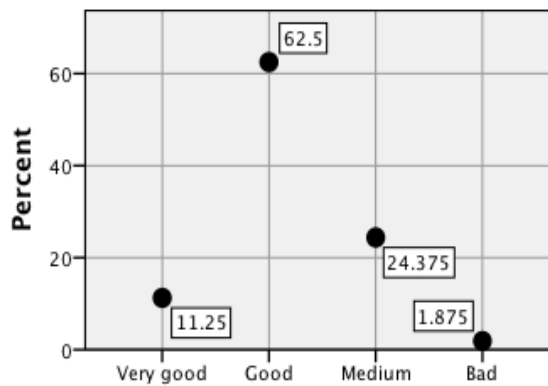


Figure 4.3 Main Purpose of Cycling in Kota Tua



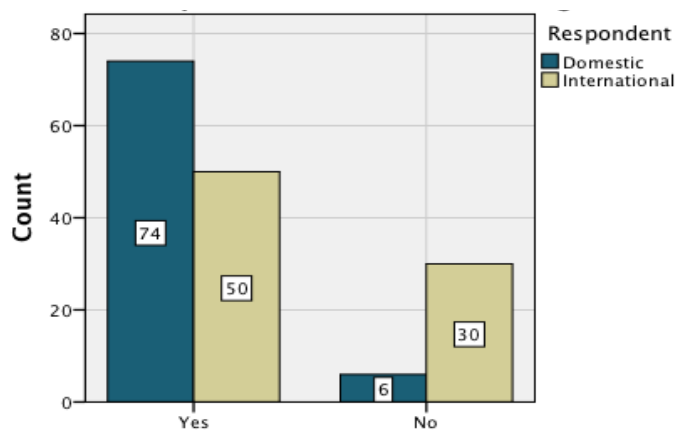
62.5% of respondents stated that the bike rental service rating is good, whereas 1.9% of respondents stated bad.

Figure 4.4 Bike Rental Service Rating



On tourist comfort feeling in terms of the safety and security, both international and domestic tourists are generally feeling comfortable for cycling around Kota Tua as can be seen in Figure 4.5.

Figure 4.5 Comfortable Feeling



As can be seen in Figure 4.8 below, most respondents' problems when doing the cycle tour in *Kota Tua* is caused by lack of infrastructure. A quite high number of tourist also stated that both infrastructure and safety are problems during the trip. This is reflected in the selection of 94% respondents that choose infrastructure as the number one major improvement needed, followed by safety.

Figure 4.6 Problems During Trip

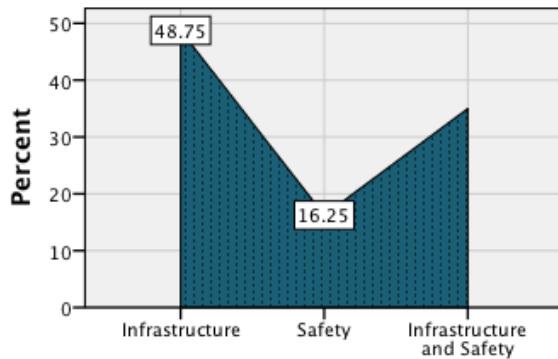
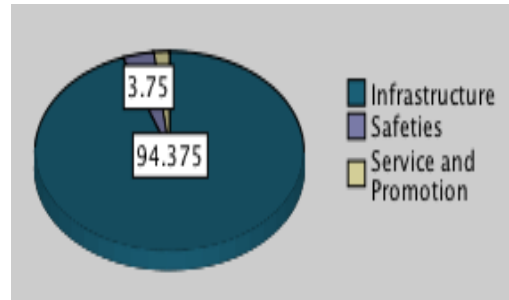


Figure 4.7 Major Improvements Needed



Relatively positive results can be seen from the Figure 4.10, which shown about 31% of respondents had a desire to do a cycle trip and around 44% of respondents would probably take the cycle trip in *Kota Tua* in any other occasions. Relatedly, in the recommendation section, about 86% of respondents will be willing to recommend *Kota Tua* cycle trip to their colleague.

Figure 4.8 Willingness to Take Another Cycle Trip

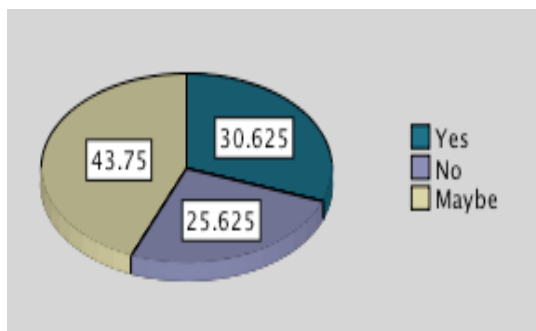
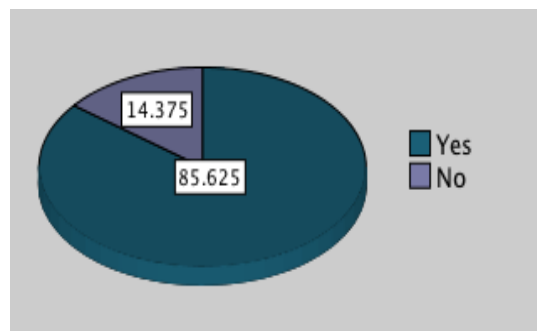


Figure 4.9 *Kota Tua* Cycle Trip Recommendation



4.1.3 Major Problems and Challenges of *Kota Tua* Cycle Tourism

Cycling is not always easy or enjoyable. Cyclists face major problems related to the lack or inadequacy of road infrastructure, which leads to the safety and security of cyclists. Jakarta does not have a good road infrastructure network for cyclists. Most cycle lanes, where they exist, are poorly maintained, dirty and not entirely safe. Cyclists are forced to share road space with other motorized vehicles or with pedestrians.

Even though cycle tourism is one factor that makes a visit to *Kota Tua* increase, unfortunately there is no concern from the authorities in improving facilities for this cycle tourism. Facilities for *Kota Tua* cycle tourism are arguably far from good. No

special cycle lanes so that cyclists must often struggling with passing vehicles in the tour lane as they go.

It is verified by the survey results showing that the main problem in *Kota Tua* Jakarta is the lack of infrastructure. No existence of a cycle lane in all the way round tour is the biggest problem faced by cycle tourism *Kota Tua*.

“I think infrastructure is a one thing needed the most by cycle tourism in Kota Tua” (M. Rodriguez, tourist)

In general, tourists are feeling comfortable getting around *Kota Tua*. However, if viewed from the international tourists perspective, more than half of the respondents answer uncomfortable, which may lead to the dissatisfaction. Furthermore, fairly high number of international tourist dissatisfaction in *Kota Tua* cycle tourism is also due to poor infrastructure exists in *Kota Tua*. That analysis is supported by the interview conducted into several foreign tourists stated that the perceived insecurity comes from the poor infrastructure.

“We hope the authorities can provide a cycle lane so that no more tourist complain about the dangerous traffic” (Sanif, Coordinator of Kota Tua Onthel Cycle Community)

“It scares me fighting with the motor cycle!” (N. Priki, tourist)

The absence of cycle lane is not only the infrastructure problem of *Kota Tua* cycle tourism. Lack of signage is also infrastructure problem that must be addressed by UPK *Kota Tua*. From the observation, it is quite hard to find the directions for going to the tourism places. Signs are only being around the Zone 2 (look at the figure 4.1 above). There is no sign on other zone that make tourist who do not hire the tour guide services found the difficulty to find the location.

“There is no signage providing directions for going to the museum” (M. Rodriguez, tourist)

“The management should put signage containing the directions for going to the tourist attraction so that we will easily find the destination” (P. Samudra, tourist)

The other problem faced is also the service. Some tourist complained about the lack of information in English. There are several museums provide the bilingual service, but in some locations there were no facilities in English. Even more the limitations of the cycle providers to interact in English are one of the problems mentioned by the tourist.

“In some place they don’t provide information in English” (T. Lenhart, tourist)

“Sometimes we only interact with such a body language” (M. Kelleter, tourist)

Promotional activity to promote cycle tourism is also very less. In *Kota Tua* promotional website, the content is likely to simply explain the history of *Kota Tua* Jakarta. There is no promotion associated with the cycle tourism. Even more the cycle provider never does any promotional activities at any media.

“We never promote our services. Mostly tourists know us from their colleague. Maybe we also are being promoted by our customers who are sometimes told that he had just put our services including the pictures on their blog service on the internet. (Sanif, Coordinator of Kota Tua Onthel Cycle Community)

I knew this Kota Tua only from “Lonely Planet” (M. Kelleter, tourist)

Moreover, even though there is possibility for the tourist taking another cycle trip in *Kota Tua*, from the crosstabulation analysis in Table 4.1 below can be seen that almost 50% international tourist will not take another cycle trip even if they have chances to go back to *Kota Tua* Jakarta.

Table 4.1 Willingness to Take Another Cycle Trip (crosstabulation)

		Respondent willingness taking another cycle trip			Total
		Yes	No	Maybe	
Respondent	Domestic	33	5	42	80
	International	16	36	28	80
Total		49	41	70	160

That result affect to the *Kota Tua* cycle trip recommendation, which in this part respondents were asked about their eager to recommend *Kota Tua* cycle trip to their colleagues. Although all of the domestic tourist will recommend *Kota Tua* cycle trip to their colleagues, almost 25% international tourist will not willing to do so. The crosstabulation analysis can be seen in Table 4.2.

Table 4.2 Kota Tua Cycle Trio Recommendation (crosstabulation)

		Recommend Kota Tua cycle trip to colleague		Total
		Yes	No	
Respondent	Domestic	80	0	80
	International	57	23	80
Total		137	23	160

The results are clearly showing that some of the international tourists are not willing to take cycle trip in the other occasion as well as not willing to give the recommendation to their colleague, which may lead to a decrease in international cycle tourist percentage. That condition might be challenges for the future.

“Somehow it’s better to walk than cycling” (M. Kersten, tourist)

Another challenges come from the cycle provider side about the threatened of the theft. In average, they lost one or two bikes in a month.

We have to always carefully have a look at our bikes. Once we negligent, the thieves are ready to steal our bikes (Sanif, Coordinator of Kota Tua Onthel Cycle Community)

Another challenge which not less important is about weather. Jakarta has tropical weather with high humidity and lots of rainfall. It only has two seasons, a rainy season (November to June) and a dry season (July to October). Even during the dry season there are some rainy days. Due to Jakarta’s proximity to the equator, temperatures do not vary much and receives a hot and humid tropical wet and dry climate. Daytime temperatures rise to about 35°C in the dry season and drop to nighttime lows of about 25°C in January. This weather conditions apparently a challenge to the international tourists mostly who come from the four season countries.

“This is just too hot!” (T. Lenhart, tourist)

4.2 Cycle Tourism in the Netherlands

In this section, cycle tourism in the Netherlands, particularly in Amsterdam will be described. Starting from the Netherlands as well as Amsterdam cycle policy, the whole system of the Netherlands and Amsterdam cycle tourism, then continue with the cycle tourism products and elements. In the end of this section problems and challenges faced either by Amsterdam and the Netherlands cycle tourism will be presented.

4.2.1 Netherlands Cycle Policy

It is important to encourage cycling within the community, in order to truly reap the benefits. Cycling should be fun, relaxing and safe; these are important considerations to encourage people to cycle (Cycling in the Netherlands, 2009). A good ‘cycle policy’ would be the first step to achieving these goals. The Netherlands adopts a bicycle policy that cyclists abide by, which is a key feature of these people’s lifestyle.

The Bicycle Master Plan (BMP) was a strategy that was implemented in the 1990s within The Netherlands, which aimed to shape bicycle policies in the country. The main focus of Dutch bicycle policy is to encourage people to cycle for short trips, instead of using a car. One interesting statistic is that over half of all car journeys are shorter than 7.5 kilometers, which provides an ideal opportunity for people to use bicycles as an alternative method of transportation. The Ministry of Transport outlined an objective in their Policy Document, which reads as follows: *“Promoting bicycle use while simultaneously increasing bicycle safety and appeal.”*

There are five main steps that have been outlined to achieve this goal:

- **Step 1: Dealing with the source**

It is important to control car use throughout the city in order to reap the benefits of clean and efficient transport. One method would be to reduce car congestion through towns and areas of natural beauty.

- **Step 2: Reducing and managing mobility**

This step is focused on streamlining the routes between people's homes, workplaces and recreation locations. By reducing distances between such locations, people would be more inclined the cycle instead of drive.

- **Step 3: Improving the alternatives to the car.**

This step applies to both physical improvements, such as the quality of bicycles and public transport, as well as social improvements, such as the encouragement of carpooling.

- **Step 4: Providing selective accessibility by road.**

There should be specially assigned routes that only permit certain forms of transport; there is no need for fully universal routes for all methods of transportation.

- **Step 5: Strengthening the foundations.**

There should be much investment and management of communications, legislation, government authority, law enforcement and research/development.

Bicycle policies that have been constructed in The Netherlands have been greatly decentralized. The state has provided much more authority to independent municipalities, which has helped them to construct their own policies concerning infrastructures and populations. Despite this decentralization, the state still supports much of the policy making regarding bicycle use.

The *Policy Document* observes:

“The role of the State is initially of a catalytic nature. The State aims for an integral approach in promoting bicycle traffic, stimulates innovative developments, collects and distributes knowledge, makes financial contributions, sees to legislation and the issuing of regulations and creates a broad basis for bicycle policy by the government (municipalities, transport regions, provinces, ministries, including the Ministry of Transport) and private organizations by means of public relations, model projects and consultation.”

The process of decentralization is fundamental to policy making. The state plays a role in supporting the formulation of policies and guiding the design to fit with the national approach. There are four main roles that the state has to fulfill:

1. Setting the intrinsic frameworks for the decentralized authorities
2. Coordinating intrinsic issues that are the responsibility of the nation as a whole
3. Providing financial support to decentralize the policy formulation
4. Establishment of knowledge and information to assist the cycle policy development and distribution

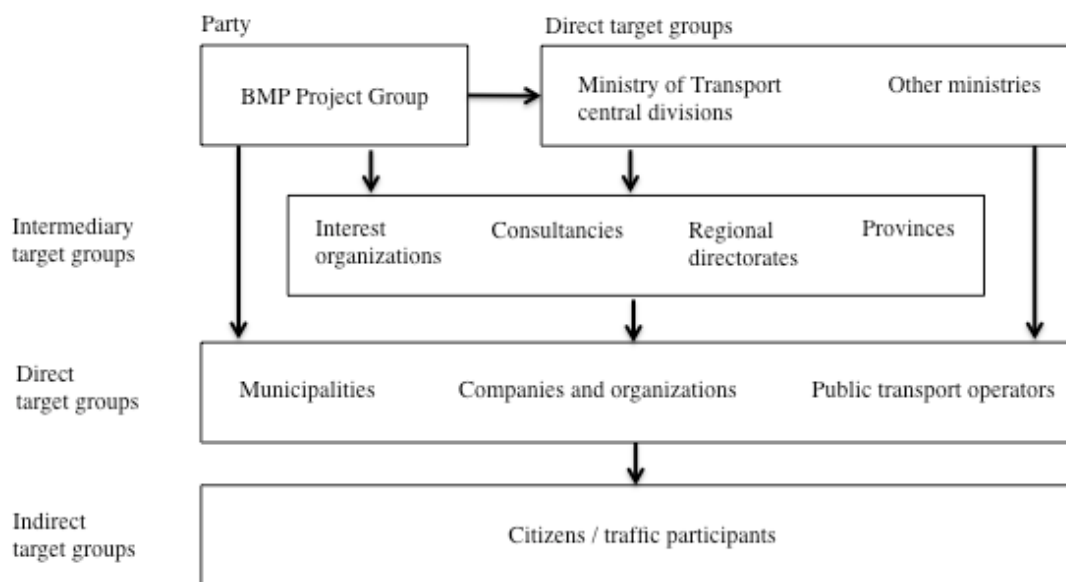
Furthermore, the government plays a major role in the general transport policy production and is responsible for the following issues:

1. Stimulation and facilitation of policy making
2. Research and development into the distribution of knowledge
3. Overseeing the process and regulating activity

4. Constructing legislation and policies that regulate activity

Clear guidelines for the policy were formulated, based on knowledge, research, arguments and methods for policy production, which could be easily understood by each target group, thus producing a large team of support for the project. Thereafter, responsibility was distributed among the individual groups in a hierarchical structure, ensuring that there was effective communication between the groups, to further promote the policy via the use of media. The Figure 4.10 illustrates the manner in which the project progressed towards achieving its objectives, in terms of communicating with various stakeholders.

Figure 4.10 Stakeholder Hierarchical Structure



Source: The Dutch Bicycle Master Plan 1999

Municipalities are the most important stakeholders involved. They have great responsibilities and much potential, which allows them to successfully support such policy-making processes. Provinces also played an integral role in the process, largely because of their liberation, which occurred as the result of decentralization. They were usually responsible for road management, yet they were now given the opportunity to expand their financing and policy-making activities. However, the stronghold of regional directorates declined throughout this process, as provinces took over much more of the responsibility. The Ministry of Transport and various other governmental departments were targeted by the BMP as policies, such as this, depended greatly on national backing and involved many large scale aspects, such as traffic coordination, spatial planning, environmental protection and recreation development.

The BMP kept its options open for evolving its ideas and shaping future objectives, by encouraging the input from consultancy firms and interest groups. Companies and organizations provided a subsidiary role within the BMP, less than that of municipalities and provinces, usually focusing their assets and skills toward transportation demand management. For example, these bodies are greatly responsible

for managing company-related passenger transport. Additionally, the role of public transport was relatively low, as it did not equate to a particularly large proportion of all traffic related issues. However, above all else, the general public was deemed to hold the least important role within the BMP strategy. Dutch bicycle policy is well developed but remains slightly fragmented. There are six major organizations at the national level, which all play a major role in the process.

1. *Fietsberaad*: This bicycle consultancy group is in strong support of the decentralization of bicycle policy, strongly backing the process of increasing authoritative control over the issue. Their main goal was to increase the presence of bicycles on the street and in policies. The body is constructed of 20 individuals, from various different municipalities, which helps to collect and distribute relevant information. Their research comes from own experiences and statistical data, which is promoted on their website and through a quarterly magazine.
2. *KpVV (Kennisplatform Verkeer en Vervoer)*: This organization, which translates as the transport and traffic knowledge platform, is also in full support of the decentralization process and provides practical useful knowledge about the topic to the public. There are five main themes to its framework, which it operates with: policy, mobility, safety, infrastructure and public transport. Much focus is given to bicycle traffic, with regards to these themes and their respective activities.
3. *CROW*: This organization is responsible for the infrastructure, transportation, traffic and public areas within the country. It provides knowledge and information to interested parties and constructs guidelines and recommendations, which are published in highly, revered publications. Additionally, there are many official publications that have been funded by this organization, such as the '*Ontwerpwijzer Fietsverkeer*' and the '*Leidraad Fietsparkeren*'.
4. *Fietsersbond*: This cycling association is a large-scale organization, consisting of 120 local departments that are all managed by one national office. It concerns the interests of cyclists within the countries. This organization helps to implement the *Fietsbalans*, which is a benchmarking project that aims to encourage cycling and bicycle policy formulation within municipalities. It collected information on the 'cycling climate', which concerns the conditions that cyclists operate within.
5. *Stichting Landelijk Fietsplatform*: This national cycling platform association is responsible for managing recreational cycling activity within the country. There is a scope of interest within the organization, ranging from independent interest groups to large-scale national departments. The *Fietsplatform* aims to provide the opportunity for Dutch citizens to cycle recreationally throughout the country. It coordinates national cycling routes and is a heavily funded department within the government, receiving support from departments such as the Ministry of Agriculture, Nature Management and Food Quality. The automobile associations (ANWB) also play a strong role within recreational activity within the country, as it shapes much of the tourist success and mobility features of the country. Additionally, it provides much information about the function of bicycle policies. For example, the ANWB finances the production of road signs and helps to guide cyclists.

6. *Senter Novem*: This organization is focused on environmental sustainability and is in full support of bicycle policy. It helps to subsidize these projects and fund programs that are responsible for bicycle-related activity. Environmental quality is a major concern to many governments and involves substantial budgets for subsidy.

In Amsterdam, it is the responsibility of *Dienst Infrastructuur Verkeer en Vervoer* (DIVV) to promote bicycle use and cycling activity within the city, as it governs the traffic and transport infrastructure. This department employs a team of bicycle policy officers, who construct policies with the help of the strategy and policy department. Much of the bicycle policy within the municipal regions of the country is coordinated and managed by the DIVV. There are 14 areas that are classed as 'city areas', which are governed by their own policies. Therefore, there is some variation in terms of the formulation and implementation of policies, which can cause some disturbance within the cycling network. Consequently, much time is spent negotiating between policy officers to find a balance for the certain areas. The following points address the topics covered by these negotiations.

- Harmonizing the opinions of individuals from different departments within the DIVV and with other city departments
- Harmonizing the opinions of individuals from different districts within the city
- Discussions concerning the '*Platform Fiets*', which are coordinated by three different groups: 1) *Dienst Ruimtelijke Ontwikkeling* (spatial development department), 2) DIVV, and 3) *Fietsersbond* (cycling association). These three bodies communicate together to aid the formation of bicycle policies and subsequent infrastructural developments.

In 2006, the main concern areas for cyclists were bicycle security related to thieves, traffic safety, bicycle-parking facilities and waiting times at signalized intersections. Following its bicycle policy plan to stimulate the use of bicycles for transportation, Amsterdam government has constructed a long-term policy plan for bicycle use *Meerjarenbeleidsplan Fiets* (MJP), which contains the following points of interest and objectives:

- 37% as a minimum of Amsterdam residents will use bicycles for each trip in 2010
- Amsterdam achieve a score of at least 7.5 out of 10 in the cyclists satisfaction survey in 2010
- 40% of the number of bicycle thieves will be reduced in 2010, with the following details that illustrated in the Long-Term Policy Plan for Bicycles (2007-2010):
 1. Increasing the number and quality of bicycle parking facilities
 2. Completing the '*Hoofdnet Fiets*' bicycle network, which has three distinct missing routes
 3. Strengthening the '*Hoofdnet Fiets*' bicycle network generally
 4. Efficiently managing and maintaining the '*Hoofdnet Fiets*' bicycle network
 5. Tackling the bicycles theft
 6. Promoting traffic safety for cyclists
 7. Encouraging more people to take up cycling
 8. Monitoring developments in bicycle use

This policy can also be found in the Amsterdam Traffic and Transport Plan (AVVP – *Amsterdamse Verkeers en Vervoerplan*), which help to highlight the objectives that the city has regarding the integration of cycling into traffic and transport policies. Additionally, it covers topics regarding physical planning space and environmental protection policy. Furthermore, many lifestyle changes are being promoted by the plan, namely:

1. Encouraging people to choose cycling as an alternative to driving
2. Encouraging people to view cycling as an efficient method of alternative transport, along with public transport
3. Improving road safety
4. Prevention of bicycle theft
5. The creation of recreational cycle routes in and around Amsterdam
6. Encouragement of bicycle use among the ethnic minorities
7. Promotion and information to increasing awareness and knowledge about cycling

In order to tackle bike thieves, Amsterdam has a comprehensive approach consisting of official bike registration, collaboration with bike stores, and strict police checks for bike ownership. As an example, engraving unique codes into the bike frame, which is free and registered by the police so that the police can detect stolen bikes during bike checks. Furthermore bicycle stores in Amsterdam implement a policy for not to repair, buy or resell any bike that could potentially be stolen (Pucher and Buehler 2007).

Since 2012, Amsterdam has also implemented a Strategic Plan for Road Traffic Safety (*Strategisch Plan Verkeersveiligheid*) and shall run until 2015. The aim of the plan, as outlined by the minister, is to reduce the number of people that experience severe injuries on the road. A target of a 25% reduction over the next 10 years has been published. However, the population is expected to increase over this time, so there is great stress on the infrastructure to manage this goal. Statistics taken from 2010 will be compared against data that will be collected in 2020. The average number of serious injuries to occur on the roads between 2007 and 2009 was 120 per 100,000 individuals. The goal is to reduce this figure to 90 per 100,000 individuals. Ideally, the consequences of this action will be clear in the forthcoming years. Amsterdam's minister is determined not to exceed 105 injuries per 100,000 individuals by 2015.

4.2.2 Netherlands Cycle Tourism

In the Netherlands, various recreational routes have been constructed for cyclists, which connect the various areas of natural beauty. These are highly appealing to cyclists as it is an enjoyable and relaxing route, allowing them to enjoy their surroundings. Cycle route usually a series of cycle paths making a medium-long cycle itinerary used for cycling tourism. There are many different routes and networks available to the cyclist (Cycling in the Netherlands, 2009):

1. National cycle routes: National cycle routes is a national network of routes that has been structured to facilitate substantial circuits. The network in total covers 6,500km, with 4,500km of that distance being signposted in both directions.
2. Round trips: There are round trip circuits within certain regions, including both long distance routes and themed routes. Additionally, there are eight

especially long routes that are signposted. These round trip circuits are less flexible in terms of their usage, as cyclists usually have to complete the entire circuit to arrive at their destination. They are ideal for day trips, such as tourists. These routes are the responsibility of municipalities, regions or provinces as well as private initiatives.

3. Regional networks: These routes are highly intricate, allowing cyclists to travel along many circuits within one region. These routes cover a total of 3,700km, usually operational in both directions. Similarly, these routes are the responsibility of their respective municipalities, regions or provinces.

Based on the Dutch guidelines ‘Sign Up for the Bike’ by CROW, network design criteria for a cycle route can be summarized as follows:

- Safety: a route that minimizes dangers for cyclists, pedestrians and other users, and gives a feeling of security
- Coherence: a continuous, integrated and well-planned routes
- Directness: a route that is rapid and short routes to the destination
- Attractiveness: a socially safe and attractive environment, with no noise or air pollution
- Comfort: a route that enables comfortable cycle traffic flows, ample space, good surface with little hindrance from other road users.

Picture 4.3 Cycle Tour Routes and Networks

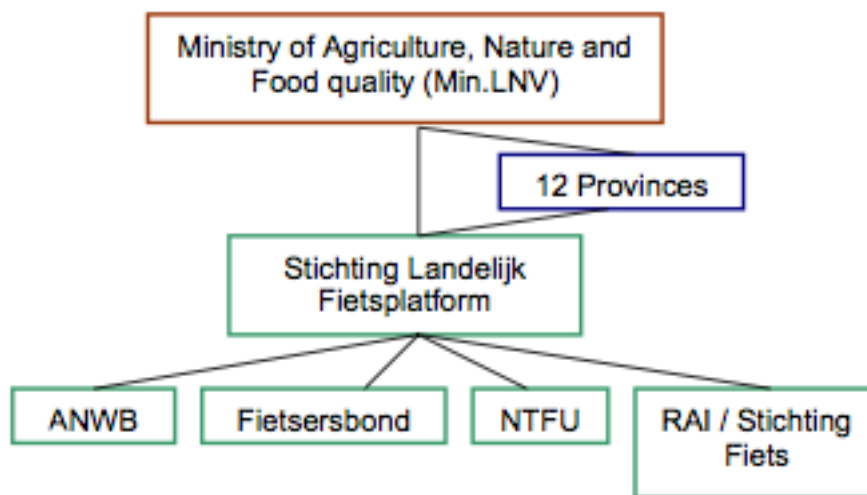


In order to form a central organisation for cycle tourism, in 1987, the Ministry of Agriculture, Nature and Food Quality (LNV) founded The Foundation *Landelijk Fietsplatform* (National Cycling Platform) that aim to improve the infrastructure for recreational cyclists and cycle tourism, as well as promoting its use. Based on the interview with E. Nijland, the director of *Stichting Landelijk Fietsplatform*, the Foundation *Landelijk Fietsplatform* fulfills two major functions, which are:

- The national expert, as well as the centre for national coordination,
- Responsibility for the national bicycle network project (LF routes). The 12 provinces are represented, together with representatives from the Ministry of LNV. In addition, the Foundation includes four other members:

- ANWB: defends the interests of its members on issues such as tourism, transport and recreation. The ANWB plays an important role for cyclists, as well as vehicle users, by offering assistance and various services, including information services, signalization and support for members. Interestingly, the ANWB was formed 125 years ago by a group of cyclists.
- *Fietsersbond*: a union of 33,000 members, who are cyclists, which lobbies for improvements in the conditions for cyclists in the Netherlands,
- NTFU: a union of cycling clubs that represents 500 clubs and around 40,000 members and is devoted to defending members' interests. The NTFU aims to ensure that cycle clubs enjoy their leisure activities or sport in the best way possible,
- RAI / *Stichting Fiets*: represents the bicycle industry.

Figure 4.11 Organization Chart of Netherlands Cycle Tourism Industry



In The Netherlands, the communication of the cycle tourism offer is divided over three organizations:

- The Netherlands Board of Tourism and Conventions (NBTC) at the international level,
- *Stichting Landelijk Fietsplatform* at the national level,
- *Vereniging Voor Vreemdelingenverkeer* (VVV), the tourism and convention board at the local level.

Starting in 2007, the signalization and the development of cycle routes are continue to be financed for 50% by the federal level and for 50% by the provincial level. The maintenance of the routes financed by the local authorities (E. Nijland, the director of Stichting Landelijk Fietsplatform).

4.2.2.1 Netherlands Cycle Tourism Product: Case Study Amsterdam

As a tourist destination, Amsterdam is recognized by a physically compact and thematically cohesive inner city. The image of Amsterdam as being dominated by the urban town design of the early modern period is one of the advantages attracting tourists. Visitors, both from Holland and from overseas, have clear objectives of *Vermeer* townscapes consisting of firmly packed canalside buildings.

The Amsterdam image of “history, heretics and whores” appears to be one of the major attractions of the city. Orientations to national and colonial histories go hand in hand with local images of the previous times, stories of the variations of ordinary people and views of lifestyle in Amsterdam. The Golden Age trading city, the sleazy port, the remnants of a proud maritime nation and affluent colonial empire, the reputation for tolerance and liberalism, the rich bourgeois culture, the radical hippie mecca of the 60s, and the red-light district which mentioned by almost all city guides composed the city attractiveness.

“We offer a good landscape, an interesting attractions, and a beautiful sight.” (M. Ligvoet, Communication Manager ATCB)

In Amsterdam, there are quite a lot recreational cycle routes managed either by Amsterdam Tourism Congress Bureau (ATCB) or the cycle tour provider itself. Various different routes could be taken by cyclists, depending on their preferences. Each providers have their own route and packages. Mostly the cycle tour provider offers cycle Amsterdam tour, historical city bike tour, Amsterdam culinary cycle tour, the architecture bike tour and the waterland cycle tour.

“In Amsterdam, the cycle tour gives you the best possible overview of the city. From the center of the old town to the canals and beyond, cycle tour provides the tourist a great overview of the city and a little taste of what it feels like to be Dutch.” (D. Gerrits, Manager PR and Communications MacBike Amsterdam)

4.2.2.2 Cycle Tourism Elements

Cycle infrastructure is the **first element** of cycle tourism. All cycle infrastructure that are constructed need to serve the needs of many different people, such as providing enjoyment to cyclists, or transporting individuals from point A to point B. Infrastructure needs to support the needs of different stakeholders and users of the routes.

“It is difficult to establish the true purpose for people undertaking cycling, whether it is recreational or for other purposes.” (J. Hendriks, Consultant Public Relations NBTC)

1. Cycle Lanes

A cycle lane provides a separate path with the on-street infrastructure, and is for the exclusive use of bicycles. Such lanes are separated from roads, parking lanes and pathways, and can be one-way or two-way, on one or both sides of a street. Cycle lanes are separated from pedestrians by pavement markings, coloring, bollards or curbs.

“One thing which very important is a cycle path. And that is very important for safeties, that you have a specific path only for bicycle, you’re not allowed to walk there and you’re not allowed to drive car on it.” (M. Ligvoet, Communication Manager ATCB)

The Dutch National Information and Technology Platform for Transport, Infrastructure and Public Space (CROW) *Design Manual for Bicycle Traffic (1993)*

promotes a standardized cycle lane width, which are generally 2.5 meters for one-way and 4m for two-way. The minimum width for the lanes is 2m and possible to be narrowed to 1.5m at certain intersections. On main cycle routes, track lanes should be based on the expected bicycle traffic, which for one-way bike lanes, 2m is fine up to 150 bph (bikes per hour, in both directions); 150-750 bph requires 3m and over that 4m. Should there be insufficient space for a cycle lane on both sides of the road, or if the cycle lane connects to another bicycle lane or path on one side of the street, a two-way cycle lane is preferable. CROW guidelines also specify that two-way cycle lanes that are 4m should include a 2.5m-painted centerline to show which direction cyclists should go (Picture 4.4 below).

Picture 4.4 Two Way Cycle Lane with Diving Lane



Motorists and cyclists in driveways and low volume side streets need to be warned that they should give way to cyclists in the cycle lane, and therefore bicycle markings should be used at crossings.

In the condition of the speed of the main street less than 45 mph, cycle lanes should turn inwards before crossing a side street (CROW 1993) in order to improve the visibility of cyclists to motorists in the main road turning right. Should the speed be greater, the cycle lane should bend away from the main road at intersections, allowing vehicles leaving the main road to gather on the cross street, between the cycle lane and the main road. Motorists should be warned of the crossing through the use of clear signage.

Cycle lanes at signalised intersections also create additional concerns, such as lack of visibility for cyclists in the cycle lane, the danger of vehicles turning right and not seeing cyclists in the cycle lane and turning through the forward movement of the bicycle, as well as problems with left-turns from the cycle lane. Cyclists are provided with a protected phase for the through movement at signalised intersections of cycle lanes; however, vehicles should be prohibited from right-turns when signals are at red.

2. Sign and information

Cycle networks in the Netherlands use various types of sign in order to guide users and ensure that they can travel safely and efficiently through the city on their bicycles.

Different signs are used for different routes and journeys. The direction and orientation of the cycle network is displayed on the signs. It is believed that this encourages people within the community to use the cycle network and create a sense of cohesion between cyclists.

A good sign system helps to create connectivity within a cycle network. It will allow cyclists to travel easily and find their destination efficiently. There are four main types of sign that can be used within a cycle network:

- Regulatory signs: These define facilities for cyclists, such as cycle lane signs, stop signs and give way signs. All road users must obey regulatory signs as they apply to everybody, not just cyclists.
- Warning signs: These warn road users of hazards in the path of the road. One example would be an area at which cyclists merge with the main road; this information is necessary for all road users.
- Guidance signs: These signs provide behavioural information that can be used by road users (both motorists and cyclists) when maneuvering through areas that are potentially hazardous. Additionally, they provide information that relates to direction or way finding throughout the infrastructure.
- Information signs: These signs have many purposes, such as providing mapping information, construction-related information, or information regarding sites of interest.

Picture 4.5 Cycle Tourism Signs



Signs that are used for tourism or recreation are different from other forms of road signage. There are three different types of sign that are used to provide directional information on tourism and recreational cycle routes:

- Intersection fingerboards: These are the main signs that are used to indicate routes for tourism and recreation, relating to certain intersections on road networks. Intersection fingerboards display information on focal points and sub-destinations, along with the respective distances. Tourist cycle route markers are used in specific situations where advanced signage or reassurance signage is necessary; this may be important to guide cyclists and provide way-finding information, as a result of difficult intersections.
- Facilities / service indicators: This signs direct cyclists to facilities and tourist attractions that they may be interested in, typically being placed nearby intersections or access roads alongside the main route. The fingerboard

contains the name of the facility/attraction as well as its respective distance. It is important to note that distances shorter than 1 kilometre are displayed in metres. These signs may include information regarding multiple facilities, such as toilets, rest stops, accommodation services, water access and points of interest, such as historic sites.

- Route markers: These signs help cyclists to navigate their way through the network and help to provide additional information to standard road signs, especially along popular routes. When markers are used away from intersections, they can be placed along trails in advance of a particular situation, to help supplement standard intersection fingerboards.

3. Public transport connection

The way which is cycled from the starting point of the journey to a public transport station, where the bike is either parked at the station or taken into the public transportation is what cycle tourists in Amsterdam can do. In Amsterdam, travellers can take their bike in the metro. This mechanism gives more advantage as it can encourage tourists from places far enough to take the public transportation and then ride the bike after catching the recreational site. This convenience might be one of the temptations for tourists to travel by bicycle.

“Good cycling system, an excellent interchange at the public transport hub with good cycling storage facilities and a way to help people to use a bicycle for the last part of the trip is important” (E. Nijland, the Director of Stichting Landelijk Fietsplatform).

4. Cycle parking facilities

The facilities for cyclists should be considered alongside parking areas linked to public transport, tourism centres, public spaces and shopping centres. The availability of convenient and safe parking is equally important for motorists and cyclists alike, yet this factor is often overlooked in the design and operation of buildings (CROW, 1993). It is important that parking for bicycles is accessible, visible, easy to use, spacious and convenient; for example, bicycle racks should support the complete bicycle and not just one wheel, which allows cyclists to lock the frame and wheels of the bicycle with a U-shaped lock or security cable. Ideally, parking for bicycles should be well lit, covered and in open view, yet without causing obstruction to vehicles and pedestrians or motor vehicles. Parking should also provide additional services for cyclists, and particularly for long-term parking, when additional security is required. Parking facilities over a long-term period are usually supported by security cameras monitoring the location.

Picture 4.6 Cycle Parking Facilities in Amsterdam



The **second element** of cycle tourism is a service sphere. Amsterdam cycle tourism provides cycle tour, cycle rent, cycle station as well as the information centre as their services. Bicycle rental shops are easily available for tourists visiting the city, and several types of bicycle are usually available. The major rental hubs are located at Central Station, Leidseplein and Dam Square, with day rates at an average of €8, with some multi-day rates available for €4 with an identity ID card or deposit. The bicycles on hire are usually sturdy, and security locks are often provided. Additional equipment, such as facilities for children are also provided. Guided tours are offered by many companies, together with recommended route maps for visits around and outside Amsterdam.

Maintenance of the bicycles and equipment is also provided. Straightforward issues, such as flat tyres can be repaired at service points. However, for bicycles that have major damage, such as damage to the frame of the bicycle, will require specialist repair at a repair centre. The maintenance of other facilities, such as service terminals and locker systems is provided by technical experts.

For the **third element**, promotional campaign, The Amsterdam Tourism and Convention Board (ATCB) has developed several multi-year campaign strategies in close collaboration with the Netherland Board of Tourism and Conventions (NBTC) to promote and market facilities for tourists. Whilst the internet is a popular way of finding out more information, the experiences of travel and guidebooks, as well as friends and acquaintances are also an important source of information for the intending tourist. Other media are rarely mentioned as sources of information, although this could be because the assessment of their influence is difficult to determine.

“Multimedia approach is the greatest approach in marketing and promoting tourism“ (M. Ligtvoet, Communication Manager ATCB)

The internet tends to be used for seeking information as a result of initial interest. Therefore, it is important to influence consumers to research certain destinations. The

wish to visit a destination is often a result of editorials and experiences of friends and acquaintances. The influencing of potential prospective visitors during the decision-making process is one of the aims of ATCB, which consists of several phases:

1. Awareness: to stimulate interest through the use of campaigns and press release,
2. Orientation and information: through brochures, friends and acquaintances,
3. Decision-making: Travel agent and Internet bookings,
4. Consumption: Services offered by tourist offices, together with hospitality,
5. Post-consumption: Customers to be ambassadors.

4.2.3 Netherlands Cycle Tourism Problems and Challenges

The problems and challenges faced in running cycle tourism are generally happen for whole cycle system in Netherlands particularly in Amsterdam. The most common problems are parking and theft. In the Netherlands there is a shortage of parking space for bicycles. With approximately 550,000 bicycles in the city, there is a high demand for good bicycle parking facilities. Especially around popular destinations such as main train stations, universities and tourism areas the number of parked bicycles is so high. Increasing mobility including cycle tourism activity is placing great pressure on public spaces.

“Cyclists struggle with full cycle parking” (M. Ligvoet, Communication Manager ATCB)

The nuisance caused by bicycles parked in public areas, including the eyesore factor, is common effect caused by parking problem. This problem also leads to the diminishing the aesthetics value of the city.

Picture 4.7 Number of Cycles Too Dominant and Untidy



Another problem that has arisen is the threat of theft. Many people within the city of Amsterdam have experienced theft.

“Theft. Nothing is as irritating as having your bicycle stolen. Unfortunately, all too many Amsterdammers have experienced that frustration.” (M. Ligvoet, Communication Manager ATCB)

Despite the fact that bicycle theft has in fact decreased in the city, as a result of the prevention policy, still approximately 10% of bicycles in the city are stolen every year, equating to about 50,000. Bicycle thieves in The Netherlands are divided into four as follows (Wesselink, 2000):

1. Incidental thieves: steals one or several general city bikes in entire lives.
2. Opportunistic thieves: steals bicycles for own personal use, and choose bikes fitting with a simple lock.
3. Professional thieves: steals expensive and stylish bikes.
4. Addicts thieves: stealing bicycles the 'profession' and greatest source of income.

Especially in terms of cycle tourism, mutual understanding between the citizens of Amsterdam with tourists is needed. Cycle tourists travel at a more relaxed and slower pace than regular cyclists. The main problems that occur between tourists with the citizen of Amsterdam is for example when the tourists slow down the speed of the cycle in order to enjoy the view and on the other side the Amsterdam citizen wanted to rush up to their destination. Moreover, there are also related problems that demand attention, such as reckless riding.

“Tourists like enjoying the sights. But for example, I need to go to work or home, so I’m in a hurry but they like (act showing a person relaxing on the bike and whistling) and you know, we clashed.” (M. Ligtoet, Communication Manager ATCB)

In addition, one of the difficulties faced by cyclists in the Netherlands is the weather condition. The Netherlands has a wet climate, which often produces strong winds, as a result of the flat topography. The best conditions for cyclists are throughout the summer months, between May and September specifically. The weather between October and April is less favourable for cyclists, as there is high precipitation and strong wind. Regardless, the Dutch population continues to cycle throughout the day in all weathers, as they have protective clothing that they can wear to keep them dry and warm.

Chapter 5: Improvement in *Kota Tua* Jakarta Cycle Tourism

This chapter contains the learning from the Netherlands and possibility of future improvement for cycle tourism in *Kota Tua* Jakarta.

5.1 Learning from the Netherlands

In this section, the policy, product, elements, as well as the problems and challenges faced in running cycle tourism in the Netherlands will be described. In addition the critical success factors will be presented.

5.1.1 Policy

Netherlands is a country with population of 16,730,632 inhabitants (Netherlands Demographic Profiles, 2012). This is a large number of people that are constantly using the country's infrastructure. The transport policy that the country uses is focused largely around non-motorized forms of transportation. Although there is a key goal to increase transportation via all modes of transport, there is special concern regarding air quality and the environment, thus the importance given to bicycles.

There are three main elements to the 'Bicycle Master Plan': 1) creating the best conditions, 2) developing instruments and arguments, and 3) promoting the use of bicycles. Large cities, such as Amsterdam, have been at the forefront of this bicycle policy and they receive much focus. There is a clear framework that was constructed to highlight the goals of the policy. The policy in particular was well received when it was published and it was expressed that the legalities of the policy should be obeyed and enforced, much like other pieces of transport policy. The encouragement of cycling was considered to be an ideal technique to dissuade people from travelling via cars, thus reducing traffic, congestion and environmental degradation. Many of the disadvantages of driving are rectified by the benefits of cycling. Transport is a highly efficient process which can be streamlined through the introduction and encouragement of cycling. Many businesses and individuals depend on effective transport in order to undertake their daily activities. Furthermore, the journey that an individual takes does not just concern the distance, but also the frequency, justification and costs of journeys.

Municipalities and provinces within the Netherlands have helped to shape the policy, by designing and financing the project and its associated facilities. Municipalities have been responsible for regulating bicycle policy within their respective regions, as they provide many of the facilities that cyclists need. Furthermore, companies that operate public transport and other related business and interest groups have been major stakeholders in the decisions regarding bicycle use within the country.

5.1.2 Product

The Netherlands cycle tourism products primary experienced with the basic facilities nature, landscape, attractions and sights. Those all been packages with the organizational tourist product including cycle routes, cycle hire, cycle service centers,

cycle accommodation, sign and information boards as well as picnic areas that has been managed by the Netherlands tourism board, local tourist offices, and tour operators.

5.1.3 Elements

Features of the transport infrastructure, such as bicycle lanes are fundamental to cyclists. The promotion of bicycle use and improving the safety on the roads is a major concern for the bicycle policy makers. With that condition, the Netherlands is a good place to do the cycle tour with the combination of good infrastructure, services and promotion as those elements work hand in hand.

A delineated space for cyclists on the roadway characterizes by sufficient width, a red color and the bicycle symbol are almost all the way around Holland. That infrastructure called cycle lanes serve to separate motor vehicles and cyclists, which enhances safety for cyclists in cycle lanes. However, this creates additional concerns at intersections that must be addressed through careful design. It is important for all road users to look and be aware of potential accidents. Cycle lanes need to be effectively designed to fulfill their purpose; a pavement cannot simply be widened to accommodate for bicycles. They should create access to areas that roads cannot normally access, as well as providing a safe and enjoyable environment for the cyclists.

Additional features of the infrastructure, such as signs and parking facilities, are exclusively available for cyclists. Cycle lots provide facilities for people to park and lock their bicycles, similar to car parks. Some lots can provide service for thousands of bicycles at one time. All railway stations and many shops in the city have associated cycle parks that help individuals secure their bicycles. There are many bicycle stands throughout the city that provide extra protection for the bicycle and the cyclist. Cyclists lock the front wheel of the bicycle into the cycle stand and secure the bicycle with the provided lock, or with their own chain.

Additionally, the cycle network and the public infrastructure operate well together within the country. The introduction of cycling into the main public transport system has helped to strengthen the infrastructure and make it more appealing for individuals and citizens. The strength of the bicycle and train combination very much depends on the facilities for storing and parking the bicycle at the station. Cyclists may choose between a free (unguarded) place and a safe, paid and guarded place. The better bicycle parking facilities meet their needs, the more often travellers will opt to use the bicycle-train combination instead of the car. Moreover, in Amsterdam, travellers can also take their bike in the metro. It is effective for moderate and long distance trips along busy areas, while cycling is effective for shorter-distance trips with multiple stops. This mechanism gives more advantage as it can encourage tourists from places far enough to take the public transportation and then ride the bike after catching the recreational site. This convenience might be one of the temptations for tourists to travel by bicycle.

Moreover, for the promotion, both NBTC and ATCB work together in developing multimedia campaigns during the **awareness phase**, with public relations and the press also involved. The greatest effort is required during this stage, because the

number of partners financing the project is relatively modest. Other techniques used to reach consumers include viral marketing and weblogs. The website, together with brochures and the advice of friends and acquaintances, is important during the **orientation and information phase**. Booking sites are important during the **decision-making phase**, as is the international travel industry. Action-oriented marketing is required during this phase and developed in collaboration with corporations and partners. During the **consumption phase**, the consumer is introduced to the product, as well as the services that are provided by the city. In the last phase, satisfied consumers can be used as ambassadors of the city in the **post-consumption phase**.

5.1.4 Critical Success Factors

Regards to the fulfillment of cycle tourism elements, in general, the criteria required to become a successful cycle tourism based on lessons from the Netherlands particularly Amsterdam are as follows:

1. Design a clear and logical local bicycle policy by:

- A grid of the most important and potential cycling routes can be designed; together with formulating criteria to make them bicycle friendly.
- The most logical and most-used routes to be focussed upon, together with research about who would be most likely to use these routes.
- Sufficient parking facilities at the most popular destinations should be provided.

2. Road safety to be made a priority for cyclists:

- All infrastructure has to conform to criteria formulated in the '*Duurzaam Veilig* (sustainable safety) programme in the Netherlands.
- The general public to be reminded to behave responsibly and safely through the use of advertising campaigns.
- Infrastructure and campaigns are not enough to encourage people to behave safely and, therefore, legal and police controls may be required. It is important to develop a sound working relationship with the police, and to collaborate with them when violations lead to undesirable situations.
- An awareness of where and why most accidents occur, and use this data to formulate policy.
- Companies to be encouraged to produce cycle planners, which outlines the safest routes. Useful data regarding accident black spots and safer routes may be provided.

3. Make cycling self-evident

Bicycle in Amsterdam is seen as the most flexible, fun and flexible way of getting around, which is embedded in the culture.

- In Amsterdam, different kinds of bicycles appeal to different kinds of people. Parents with young children select delivery bicycles, whilst urban professionals or young people prefer conventional transport or low rider bicycles that match their lifestyle.
- It is important to use good role models in promoting the use of the bicycle; for example, in the Netherlands, even the Royal family can be seen using their bicycles regularly.

- It is important to regularly communicate the benefits of cycling. These include:
 1. Fast: Amsterdam is a compact city, and so cycling is a quick way to get around.
 2. Flexible: Parking close to destinations and setting personal timetables are important factors.
 3. Cheap: An average bicycle costs approximately 175 euros, with little on-going costs when compared to an average car that costs around 2,500 – 8,500 euros a year to purchase and maintain.
 4. Healthy: Regular cycling activity can improve your health and increase fitness levels by around 13%.
4. Making other transport systems less attractive will make the bicycle more attractive:
- In Amsterdam, a parking permit system was introduced to make the city centre more accessible. The total number of permits available is limited, and owners of vehicles without a permit are required to pay to park their car, which led to the number of people choosing cycle as the mode for recreation. The effective pricing of other transport choices is an important factor in ensuring that the bicycle is the only ‘free’ way to travel some journeys.
5. Stimulate cycling tourism by making it easily accessible:
- Rental bikes at railway stations that make it easier to use bicycle.
 - The cycling community and associated bicycle industry to open workshops and stores.
6. Tourist friendly environment:
- Being friendly citizen is the best thing to attract tourist.

5.2 Future Improvement for Cycle Tourism in *Kota Tua* Jakarta

This section begins with the understanding of *Kota Tua* cycle tourism market. Continued by potential of growth and ended with the future improvement for cycle tourism in *Kota Tua* Jakarta.

5.2.1 Understanding *Kota Tua* Cycle Tourism Market

The results of the findings illustrate that the characteristics of *Kota Tua*'s cycle tourists are predominantly person between the ages of 19 to 30 years old, working and using motorized transportation as their main travel mode. The majority of respondents stated that they cycle only occasional. Moreover, the tourists' main reason of taking a cycle tour mainly because of the atmosphere of *Kota Tua*. Almost 97% tourists prefer to cycle around *Kota Tua* for 1-2 hours. In addition, cycle tourists consider sights as the main important thing when getting around *Kota Tua*.

Concerning on the characteristics of cycle tourist in *Kota Tua*, based on Sustrans 2005, that have been describe in Chapter 2, *Kota Tua* cycle tourists are into the classification of both infrequent leisure cyclist and occasional leisure cyclists. The product requirements for the this cycle tourists are:

- Traffic-free cycle lanes
- Cycle hire

- Package cycling holidays
- Circular day cycle routes with maps and information
- Safe places to leave the car while cycling
- Ideas for cycling short breaks
- Cycle friendly accommodation
- Cycle parking and storage
- Cycle repair

5.2.2 Potential for Growth

There are many opportunities to significantly improve conditions for cycle tourism in *Kota Tua* Jakarta, and to increase the number of people cycling to recreational trips. It is always a challenge for UPK *Kota Tua* as the managing body to improve the conditions by providing the good quality services to the cycle tourist. It is also a challenge to change people's attitudes towards active transportation, particularly in cities with a strong car culture and relatively high availability of free or inexpensive parking. *Kota Tua*, however, already has a high amount of cycle tourist, which led by the good surrounding atmosphere, sights and landscape.

Kota Tua Jakarta already has a strong foundation in recreational route use. The private sector is also beginning to recognize the potential of cycle tourism. Many cycle operators recognized cycle tourists as a potential new source of business that verified by the increasing number of cycle hire. Expanding upon this base by strengthening connections to every zone (*Kota Tua* is divided into 5 zones), will form the skeleton of the future cycle tourism network. The existing cycle tour route allows tourist for travel over longer distances and can be integrated with a street-based network to create a more complete, multi-purpose transportation system.

The potential growth is also coming from the image of *Kota Tua* itself. *Kota Tua* has its own identity as a city of heritage. The development of safe, convenient and attractive cycle routes is clearly the key to realizing the growth potential of cycle tourism in *Kota Tua* Jakarta. The benefits of cycle tourism will increase in line with the improvement of service quality. With the improvement of the whole system, the potential benefits of cycle tourism can be maximized. Moreover, the number of tourists in *Kota Tua* Jakarta will probably increase as the number of tourists can get around by using bicycle with good system and services will also increase.

5.2.3 Key Improvement of *Kota Tua* Cycle Tourism

Regarding to the tourism area development concept stated in *Kota Tua* master plan, which eager to develop a tourist route that is parallel to the site, existing activities and the activities of new infill, even though there is nothing clearly stated about the cycle tourism, it can be seen as an opportunities to improve the cycle tourism. With the presence of *Kota Tua* cycle tourism network, a parallel tourist network will be achieved. The possibility of *Kota Tua* cycle tourism improvement is based on the results of studies, research, observations and interviews with people in the industry as well as considering the vision of *Kota Tua* Jakarta for being "a vibrant, diverse and living cultural heritage district". It covered factors that are influenced by the parties involved or that are associated with *Kota Tua* cycle tourism.

The major key improvement for *Kota Tua* Jakarta cycle tourism is to develop a policy regarding to the existence of the cycle tourism. Based on the learning from the Netherlands, the policy should emphasize on creating the right conditions and promoting bicycle use for both cycle tourism and cycle in general. Larger infrastructural projects, construction projects, traffic strategies of spatial development projects can provide the support upon which bicycle policy is implemented. Meanwhile, infrastructure, service sphere, safety, partnership and coordination, promotion and marketing as well as sustainable management as the other main keys improvements for *Kota Tua* Jakarta cycle tourism describes in the Table 5.1 – 5.6 below.

Table 5.1 Develop Infrastructure

Improvement 1: Develop Infrastructure				
Strategies	Actions	Stakeholders	Priority L=Low M=Medium H=High	Timing S=Short term (next 3 years) M=Medium (3-10 years) L=Long term (>10 years)
1. Develop on road cycle tourism networks along zone 1- zone 5	- Build separate and safe cycle lanes	Municipalities UPK Kota Tua Government funding agencies Private	H	S
2. Develop recreational route that caters all tourism destination in Kota Tua	Provide <i>Kota Tua</i> Cycle Tourism Network	UPK Kota Tua	H	S
3. Ensure each key cycle tourism destination is supported by appropriate facilities to welcome and support cyclists	Provide signage information, maps, safety signals, resting points and cycle parking.	UPK Kota Tua Private (Consultancy company)	H	S
4. Encourage businesses sectors to provide cycle tourist friendly facilities such as short term cycle parking, secure cycle parking, areas for cycle maintenance and repairs	- Provide on-street (footpath) cycle lanes at key local business including tourist information centers, hotels, restaurants, cafes and general stores - Provide information kits and advice to local businesses about cyclist's needs and preferences	UPK Kota Tua Private	H	S
5. Enhance the existing recognized cycle tourist riding destinations and facilities to become outstanding	Provide safe and friendly cyclists environment	UPK Kota Tua Private (Cycle provider)	H	S
6. Provide integrated cycle tourism route	- Build integrated network linked to other transportation modes	Municipalities UPK Kota Tua	M	M

Table 5.2 Service Sphere Provision

Improvement 2: Service Sphere Provision				
Strategies	Actions	Stakeholders	Priority L=Low M=Medium H=High	Timing S=Short term (next 3 years) M=Medium (3-10 years) L=Long term (>10 years)
1. Provide cycle tour	- Provide several tour zones - Offer tour guide	UPK Kota Tua Private	H	S
2. Provide cycle hire	Offer rent a bike system with fix priced	Private (Cycle provider)	H	S
3. Provide information center	- Bilingual services - Provide information bulletin boards parking areas and rest points where people have a reason to stop.	UPK Kota Tua Private (Communication company)	H	S
4. Provide commercial center	Provide a commercial center e.g. souvenir shop and minimarket that easily reached by cyclist	Private (Business sectors)	M	S

Table 5.3 Safety

Improvement 3: Safety				
Strategies	Actions	Stakeholders	Priority L=Low M=Medium H=High	Timing S=Short term (next 3 years) M=Medium (3-10 years) L=Long term (>10 years)
1. Ensure sterile cycle lanes (make sure that other transportation mode will not take over the cycle lanes)	<ul style="list-style-type: none"> - Establish rules for cyclists and motorists - Provide policies for supporting cycle tourism (or cycling in general) - Spotting local police department liaison in tourism route - Police enforcement encouraging motorists to share the road and drive safety near cyclist 	Municipalities Local police department	H	S
2. Ensure the security of tourist's cycle	<ul style="list-style-type: none"> - Setting a law enforcement for preventing thieves - Inform and socialize cyclists to lock the cycle in provided cycle park, get a good lock and lock the cycle tightly. The socialization can be put on the tour guidance, or brochures. 	UPK Kota Tua	H	S

Table 5.4 Build Partnership and Coordination

Improvement 4: Build Partnership and Coordination				
Strategies	Actions	Stakeholders	Priority L=Low M=Medium H=High	Timing S=Short term (next 3 years) M=Medium (3-10 years) L=Long term (>10 years)
1. Determine and document agreed roles and responsibilities of cycle facility providers and managers	Ensure all member organisations of the improvement of <i>Kota Tua</i> cycle tourism steering committee for this improvement project endorses and accepts all designed responsibilities, timelines and indicative resources required to implement the project	UPK Kota Tua Private	H	S
2. Develop memorandums of understanding (MOUs) between key stakeholders to facilitate cycle tourism development.	Develop a MOU with the Ministry of Public Works and Ministry of Culture and Tourism for the improvement planning and provision of cycling opportunities in Kota Tua Jakarta	UPK Kota Tua Ministry of Public Works Ministry of Culture and Tourism	M	S
3. Promote the <i>Kota Tua</i> cycle tourism improvement plan for consideration and integration with relevant government and cycle industry initiatives	<p>- Monitor, participate and create opportunities to integrate this improvement project plan with related plans by Government (local, state and national) and cycling industry responsible for development, management and promotion of cycle tourism business.</p> <p>- Ensure that the improvement of <i>Kota Tua</i> cycle tourism will not conflict with any other project by coordinating with Jakarta City Government, West and North</p>	UPK Kota Tua Relevant government Private	M	S, M

	Jakarta Municipalities, Ministry of Public Works, and Ministry of Culture and Tourism as well as ensure that the <i>Kota Tua</i> cycle tourism improvement project goes hand in hand with their project.			
4. Develop strong community backing and business engagement in the provision of Kota Tua cycle tourism offerings	<ul style="list-style-type: none"> - Provide information and promotional material to business to inform, up skill and invite participation through improved understanding of initiatives and opportunities. - Engage local business through the promotion of ‘cycle friendly businesses’ through free inclusion in the ‘Kota Tua cycle tour’ guide <p>Develop partnership with cycling organisations (e.g. bike to work community) to distribute information and offerings to members of those organisations</p> <ul style="list-style-type: none"> - Ensure that existing businesses support and grow from cycle tourism activity 	UPK Kota Tua Private	H	S, M
5. Build the involvement of the community in planning, development and maintenance of cycle infrastructure	Establish a ‘Kota Tua Cycle Tourism Advisory Group’ to report on progress, feedback and revision.	UPK Kota Tua Local councils Local businesses Cycling organisations Tour operators	H	S, M

Table 5.5 Promotion and Marketing

Improvement 5: Promotion and Marketing				
Strategies	Actions	Stakeholders	Priority L=Low M=Medium H=High	Timing S=Short term (next 3 years) M=Medium (3-10 years) L=Long term (>10 years)
1. Promote the 'Kota Tua Cycle Tour' in guides, brochures and websites	<ul style="list-style-type: none"> - Prepare a cycling tour guide to provide: <ul style="list-style-type: none"> - an overview of cycling opportunities - details and maps of a series of recommended tourism sites reached by cycle - cycle shops and service centers - cycle friendly businesses - an overview of other Kota Tua attractions - Promote Kota Tua cycle tourism through Kota Tua and municipalities websites and publications 	UPK Kota Tua Private Municipalities	H	S, M
2. Host a variety of quality cycling events	<ul style="list-style-type: none"> - Secure, enhance and support existing and new events - In partnership with event organisers develop new events or expanded existing events 	UPK Kota Tua Private	M	S
3. Designation of <i>Kota Tua</i> cycle tourism ambassador	Elect the <i>Kota Tua</i> ambassador. The possibility is from the pageant finalist of West or North Jakarta municipalities that being chosen every year.	UPK Kota Tua	M	S, M

Table 5.6 Sustainable Management

Improvement 6: Sustainable Management				
Strategies	Actions	Stakeholders	Priority L=Low M=Medium H=High	Timing S=Short term (next 3 years) M=Medium (3-10 years) L=Long term (>10 years)
1. Ensure all cycle facilities are sustainable constructed and maintained	<ul style="list-style-type: none"> - Frequent maintenance - Establish a cycle tourism facilities maintenance fund and annual maintenance budgets 	UPK Kota Tua	H	M, L
2. Ensure the implementation and review of cycle tourism in Kota Tua is coordinated and effectively resourced.	<ul style="list-style-type: none"> - Provide a dedicated coordinator for the implementation of Kota Tua cycle tour improvement. - Facilitate and encourage investment and commercial sponsorship of cycling initiatives through: <ul style="list-style-type: none"> - Event sponsorship and advertising - Infrastructure provision in partnership with businesses 	UPK Kota Tua Private	M	M, L
3. Develop mechanisms to ensure Kota Tua cycle tourism is sustainable	Conduct research	UPK Kota Tua Private	L	L

5.2.4 Implementation and Management Resources

The following section provides additional information, resources, references and advice to assist the implementation of the improvement and the sustainable management of the *Kota Tua* cycling tourism. It also includes information on land access for network, risk management, cycle tour network management and funding opportunities.

1. Accessing Land for *Kota Tua* Cycle Tourism Network

In this *Kota Tua* case, given the atmosphere of the route, the tourists expect to have the feeling of the oldness when they follow the link of the cultural heritage. Therefore the route often crosses property and municipality boundaries and occasionally private land boundaries.

Consequently, the organizers have to get permission from the owners of the land and properties traversed by the cycling route. In order to negotiate with the owners and obtain their permission, it is necessary for the organizers to abide by a series of principles of negotiation and communication, which include:

- A straightforward dialogue between the concerned parties
- A detailed comprehension of the advantages and expenditure
- Mutual advantages for both parties
- Appropriate organization of different aspects required for the proper functioning of the route, such as provision, management, insurance and maintenance
- Making sure that the land, whether natural or residential, is not affected by the presence of the route

2. Risk Management

Every physical activity has associated risks, which are perceived diversely by different people. The risks that cycling involves can be structured according to the different organizational components; thus, there are risks for cycling participants, risks for event management, risk for tour companies, and risks for cycling audiences.

To ensure that the cycling activity is not impeded upon by any such risks, the organizers have to formulate an efficient strategy of risk management based on dependable structure and tools of risk management. In addition, an awareness of the legal liabilities associated with the potential risks is required.

The essential features of any risk assessment strategy are: determining potential risks and assessing the probability of them occurring; identifying the existing measures to be taken in case that a risk occurs; establishing methods of amending risk measures, limiting or eliminating the risks altogether; and inspecting the risk management procedures on a regular basis to make sure that they are up-to-date.

In the case of *Kota Tua*, UPK is in charge of the proper functioning of facilities and services and, as such, it is also in charge of risk management and all that it entails. The potential risks have to be carefully recorded in writing as proof that they have been identified and measures have been taken to minimize or eliminate them.

3. Cycle Tour Network Management

The absence of an adequate management plan can have a negative influence on the cycling network, the operation of which can suffer from lack of coordination, as well as from the lack of implementation of suitable risk precautions. This can lead to misuse of funds and adversely affect the reputation and objectives of the cycling tour company. To avoid such outcomes and outlines the recommended elements of a comprehensive *Kota Tua* cycle tourism network management and provides recommended approaches that can be used to guide the delivery of cycle tourism route in *Kota Tua* Jakarta. The criteria has been expanded and adapted from the Dutch guidelines ‘Sign Up For The Bike’ by CROW as discussed in chapter 4.

- Safety

The amount and speed of road traffic dictates the level of accident risks that cyclists are exposed to. When the traffic is low, cyclists are able to safely use the road space. However, cyclists expose themselves to increasing risks, as the traffic flow becomes more intense, necessitating stricter monitoring. When planning the cycling route, organizers have to think of methods of maintaining the traffic flow within certain limits by diverting it on different routes. Otherwise, routes can be delimited specially for the use of cyclists, particularly inexperienced cyclists or family groups. Another important aspect to be born in mind is the configuration of the route; cyclists are exposed to fewer traffic risks if they turn right on a main road and left when they come off it.

The safety of pedestrians along the *Kota Tua* cycling route has to be taken into consideration as well. Detailed planning will ensure that all aspects are covered to the advantage of everyone involved in the cycling tour. The safety of the cyclists can be enhanced by the careful management of the cycling route, which should be provided with appropriate indicators and lighting, should be adequately spacious and should pass through surroundings that appeal to the participants. What is more, the informal supervision that is in place on well-known routes helps to increase the confidence of distrustful cyclists.

- Coherence

The key characteristic of a successful route is its continuity of design, of standard, of signing and most particularly at crossings. The cycle-friendly infrastructure guidelines and *Kota Tua* cycle tourism strategy is needed to give clearer guidance on cycle priority at road crossings. In order to maximize its usefulness, the *Kota Tua* cycle tourism network needs to link seamlessly to other roads used by cyclists, as well as provide good links to public transport.

- Directness and convenience

The directness of the route may be less important in cases where the route passes through recreational areas in which motor traffic is absent, or through areas with a soft terrain. Emphasis should be put on the pleasant surroundings of the cycling route, not on the utility of motor roads.

- Attractiveness

Kota Tua cycle tourism network routes persuade the tourist that cycling is a pleasurable experience, as well as a safe, convenient, attractive and healthy. To this

end it should pass interesting places, including major tourist attractions, and its route should give a variety of views and experiences.

- Comfort

The materials from which the cycling routes are made must be adequate to make sure that the routes can be used in any type of weather and in any season. The routes have to be laid in such a way as to enable drainage as well as an even cycling surface. Cyclists must be able to cross main roads and junctions without effort. Motor traffic should be absent from cycling routes that traverse inclined terrain. In addition, the segments of the cycling route that run along busy roads should be limited.

Most importantly, the management plan should indicate precisely the relegation of responsibilities. The cycle tourism system involves a number of stakeholders and it is therefore crucial that all organizations know and agree what their role and responsibility is.

4. Funding Opportunities

Funding from Department of Tourism and Culture Jakarta Province, infrastructure development section budget. The municipality will be provided with a budget that mainly allocated for constructing bicycle policy and infrastructures. However, the funds may prove to be inadequate and so funding from external sources is also used. Subsidies can also be used as a method of funding, as they derive from provinces and cities within the municipality. Meanwhile, other municipalities are directing money from private enterprises and ventures.

Chapter 6: Conclusion and Recommendation

Chapter 6 presents an overview of the research, the conclusion and recommendations. The chapter is divided into three sections. Section one provides answers to the research questions and highlights the key findings. In section two, reflection of the whole proses of the study will be explained. Finally, recommendations regarding to the cycle tourism will be presented in section three.

6.1 Answering the Research Questions

Based on the analysis carried out in the literature review and in the fieldwork, the answer to the research questions will be present. The sub research questions are answered first, later concluded by answer in the main research question. Following are the findings from the research:

1. How does the cycle tourism system in the Netherlands work?

Cycling can be used as a daily means of transport as well as for different touristic activities. In the Netherlands, cycling tourism is organized both at a national and local level by the corresponding authorities, the former establishing a general infrastructure, whilst the latter plan the cycling activities in more detail, according to the features of each city. Thus, cycle tourism depends on a combination of factors, including applied policies, efficient infrastructure, service sphere, and promotional activities.

Due to the fact that they reflect the requirements of different social groups, policies have a significant effect on the popularity of cycling as a means of transport, making it available to everyone, thus consolidating the Dutch cycling culture. Besides that, Netherlands ensure the most important approach to making cycling safe, convenient, and attractive by creating separate cycling lanes alongside main roads and junctions, as well as by limiting motor traffic. Safe and relatively stress-free cycling routes are especially important for cycle tourist.

Moreover there are many choices of products include tour packages offered by various service facility available. Promotion is also done in many different ways. Attractive cycle tourism product supported by the combination of good hardware of the system (infrastructure), peripheral equipment (service sphere) and software of the system (promotional activities) makes cycle tourism in the Netherlands run well.

2. What are the major challenges in implementing cycle tourism?

A survey carried out in *Kota Tua* has revealed that 84% of tourists faced problem regarding to the lack of infrastructure while the rest are facing problem regarding to the safeties, service and promotion. That problem obviously does not occur in Amsterdam regarding to the good cycling system. Whereas some other problems still being faced by the cyclist. One such issue is the lack of an adequate amount of bicycle parking facilities. There is a high demand for good bicycle parking facilities that have not been fulfilled by the authorities. This inadequate amount of parking facilities leads to the diminishing aesthetics value of the city. In the mean time, *Kota Tua* Jakarta is

not confronted with this problem, because the number of cyclist in *Kota Tua* Jakarta is not as large as in Amsterdam.

Bicycle theft is another issue that the Dutch have to deal with, which has existed for many years. Approximately 50.000 bicycles in Amsterdam are stolen every year. Even though *Kota Tua* Jakarta did not face the big cycle theft problem, but still there are cycle thieves even in the small number. Bicycle lack of any form of clear identification and registration so that it is difficult to determine whether or not the bicycle is stolen.

Et another challenge concerns on the weather condition, which often wet and strong headwinds that poses inconvenience to the cyclists. In the case of *Kota Tua* Jakarta, it is quite the opposite – cyclists are troubled by humidity and high temperatures.

The dissensions that occur between cycle tourists and regular cyclist represent a problem as well in the Netherlands. The slow cycling speed of the cycle tourist often interfere the regular cyclists, as they need to reach the destination as soon as possible. This problem does not occur in *Kota Tua*, as there is no regular cyclist.

In addition, with respects to the survey results, the great number of international tourists that have not been satisfied with the cycling experience is also one of the most challenging issues for *Kota Tua* Jakarta. are the possibility for international tourist to take another cycle trip in *Kota Tua* and their willingness to recommend *Kota Tua* cycle tourism to their colleagues. Almost 50% of international tourists declared that they would not want to go on another cycling trip with *Kota Tua* Jakarta – even if having chances to go back to *Kota Tua*, whilst 25% stated that they would not suggest the experience to acquaintances.

3. Which improvements can be recommended for cycle tourism under the existing condition of Kota Tua Jakarta?

Based on the learning study from the Netherlands, the first key improvement for *Kota Tua* Jakarta cycle tourism is to develop a policy regarding to the existence of the cycle tourism, which highlight on creating the right conditions and promoting cycle tourism. Meanwhile concerning to the cycle tourists preference, infrastructure is the major key needed for the improvement.

Cyclists, like other tourists are demanding more in terms of comfort and convenience. Surveys indicate that there is a substantial demand for additional bicycle facilities. Problem faced by eighty-four percent cycle tourists in *Kota Tua* is lack of infrastructure. 151 of 160 respondents said that infrastructure is the major improvement needed for *Kota Tua* cycle tourism. The primary concern of many cycling tourists is the safety of travelling on cycle lanes. One of the key opportunities is to create a safe cycling environment by developing safe cycle lanes.

In addition to safety and infrastructure, tourists also mentioned the necessity for amendment of facilities and promotional activities. These survey results support the theory that infrastructure, service sphere and promotional activities are the three major elements in running cycle tourism.

The space on roads for cyclists needs to be clearly identified unless there are very low motor vehicle traffic volumes. This includes the separation of bicycles and motor

vehicles in areas of high traffic volume and adequate lane width so that the tourists can feel safe.

The development of signage and way-finding features are needed to add to the cycle tourism experience. Signage at the beginning and along the routes or parking areas will assist in cycle tourists identifying the routes and reduce the risk of becoming lost and discouraged.

Considering the heterogeneous of cycling market, which are uniquely different and have different touring and amenity requirements, therefore in formulating tours, trip information and other components for a cycling tourism initiative, the tour packages and marketing material need to reflect various cycling market segments. In order to attract younger tourists, the information should be made easy to understand and available online. Experienced cyclists should be presented with more detailed information and maps of the area traversed by the cycling route. Other demographic groups can be reached through the distribution of printed brochures, written both in Bahasa Indonesia and English.

6.2 Reflection

Initial assumption that the author had in mind before doing the fieldwork is “Cycle Route South Amsterdam”, the site to be observed for learning, is a special cycle route made by local government for the purpose of heritage cycle tourism. Nonetheless in fact, the route is the as same as the other cycle route in Amsterdam. Cycle tourism facilities in “Cycle Route South Amsterdam” is similar to the general cycling, due to the fact that the route passes through the city and can thus be used by regular cyclists. It is unlike the cycle tourism routes that are developed at a national level, such as LF routes that have separate cycling lanes, as well as separate infrastructure and services. Therefore, in this study, for the learning case, focus on a general discussion of cycling tourism in the Netherlands, with particular emphasis on Amsterdam, and not focusing on “Cycle Route South Amsterdam”.

Furthermore, from the literature, cycle tourism has been defined as a recreational, ecological, and healthy way to become acquainted with the cultural heritage and traditions of a specific region or country. It is accurate because cycle tourism brings tourists in close contact with nature, enabling them to discover the natural scenery, historical and cultural relics. Moreover, it practices the cyclist’s body and provides challenge. Cycle tours have more advantages compared with routine tours. It is beneficial not only for the intellectual capacity of tourists, which is broadened by the cultural attraction that the tourists can visit, but also for their physical health. The use of bicycles instead of motorized vehicles also has a favorable impact on the environment by contributing to limit the level of pollution. In addition, as an industry, it generates many opportunities for jobs.

From the observation in *Kota Tua*, it is indicated that the popularity of tourism that combines ecology and cultural in unique experiences is continuously expanding. Cycling tourism appeals to people because it engages both the mind and the body in an enjoyable and relaxed manner. The lesson learned from implementation of the Dutch cycle is that an improved infrastructure can generate a substantial demand. The cycling tourism system introduced in the Netherlands is proof that an efficient

infrastructure increases the popularity of cycling, mutually influencing each other – an efficient infrastructure is required due to the high number of cyclists, and the high number of cyclists is due to the efficient infrastructure. However, implementing an efficient infrastructure, though highly important, is not enough to develop cycling tourism; policies, parking facilities, sign posts, safety matters, and promotional activities are also essential.

As assumed before conducted the research, regarding to the motives of cycle tourism, *Kota Tua* cycle tourism is essentially similar to the cycle tourism in the Netherlands particularly in Amsterdam. Both cities regard the main motive of the cycle tourism is an approach of attracting tourists. The different appear when the Netherlands also seeks to develop a sustainable form of tourism. Based on the literature, the main aspect of sustainable tourism development is not ensuring the continued introduction of small-scale, environmentally and culturally appropriate forms of tourism, but how to make existing mass tourism as sustainable as possible. According to the research undertaken, due to the fact that it has achieved all the necessary requirements, such as efficient use of natural resources, social and economic benefits, established agreements with investors, constant development, and a high level of customer satisfaction, the Netherlands cycle tourism has already developed into the form of sustainable.

On the contrary, cycle tourism running in *Kota Tua* Jakarta far behind regarding sustainability. This research for the improvement of cycle tourism in *Kota Tua*, which obtained from the combination of the theory from the literature, practical condition in the Netherlands as well as the existing condition in *Kota Tua*, is projected to make cycle tourism in *Kota Tua* becoming sustainable.

6.3 Recommendation

The key improvement can be recommended for *Kota Tua* Jakarta cycle tourism as described in chapter 5 are develop a policy regarding to the existence of cycle tourism, develop cycling infrastructure, service sphere provision, improve safety, build partnership and coordination, improve promotional and marketing, and sustainable management

Besides that, there is one new opportunity that can be developed for Amsterdam cycle tourism adapted from *Kota Tua* cycle tourism. The concept of cycle tour in *Kota Tua* is a unique concept because it recreates the atmosphere of times gone by. The bicycle is the old cycle that was used at the time of Dutch colonization complete with historical attributes such as the old hat that commonly used by the Dutch cyclists in the old period. In that way, the cycle tourist can get a unique experience that includes experiencing not only the scenery but also the culture and the real heritage feeling of the area. This concept can be implemented on Amsterdam cycle tourism as a new opportunity of making a unique and culturally authentic cycle tourism journey, in order to get a real sense of the cultural traditions of the city.

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Annexes

Annex 1: Questions for in-depth interview with government official

Basic information of cycle tourism

1. How many cycle tourists per day?
2. How is the difference between the cycle tourist in weekdays and weekends?
3. When did it take to design and set-up the system?
4. What are the objectives of cycle tourism in Amsterdam?
5. How do the government consider issues of safety, costs, ease of use and selection of points?
6. Is there any collaboration with national government/ other municipalities/ private sectors?
7. What has the government done to encourage cycling as transportation?

Policy

1. What are the policies supporting cycle tourism in Amsterdam?
2. How do the government plan for the cycle tourism policy? What are the things taken into consideration?
3. How is the implementation of that policy?
4. How do the government monitor the process of planning and implementation of that policy?

Products

1. What are the pluses of Amsterdam used as a tourist attraction? How do you maintain that?
2. What are the products offered to attract tourist especially cycle tourists?

Elements

1. How did and do you promote bike use at city level?
2. What promotional approaches are being taken to promote Amsterdam cycle tourism?
3. How does the rent-a-bike system works?

Operation Phases

1. What are according to you the barriers for people to use to choose Amsterdam Cycle Tour as their destination?
2. Are the facilities state-owned or company-owned?
3. Who is responsible for operation and maintenance?
4. Is the government is the main fund provider?
5. Financial arrangements: Investment Operation and maintenance Overheads Income
6. How was the project designed?
7. Why the current system is being chosen?
8. How was the service points selected?
9. Was and in what manner the public informed and involved about the cycle tourism?

Problems meet

1. Is cycle tourism in Amsterdam functioning well? If yes, Why and How?

2. What are the most common problems faces in implementing cycle tourism?
How do you deal with it?
3. Is there an evaluation & monitor system for the program?
4. If yes, how does it function and are user involved?
5. How do you measure user's satisfaction?
6. Is/was the public involved in designing the project?
7. What are the future plans for the cycle tourism?

Open Question

1. Do you have anything more to say about the whole system of cycle tourism in the Netherlands and the best practice that can be implemented in other country?

Annex 2: Questions for in-depth interviews with cycle providers

1. What are the initial purposes of providing this services?
2. What type of bike do you provide?
3. What are the products offered to attract cycle tourists?
4. How many routes do you provide for cycle tourists? Which route is the mostly chosen by the tourist?
5. What kind of offer do you provide for cycle tourists?
6. What promotional approaches are being taken to promote your services?
7. How does the rent-a-bike system works?
8. How do you maintain the bike?
9. Is there any complain from the cyclists after they hire your bike?
10. What are the most common problems faces? How do you deal with it?
11. How do you measure user's satisfaction?
12. In your many years of practice, is there any significant trends regarding the treatment of cycle tourists?
13. Do you have anything more to say about the whole system of cycle tourism in Amsterdam and the best practice that can be implemented in other country?

Annex 3: Questionnaire for the cycle tourist

- 1) What age group do you belong to?
12-18 19-30 31-44 45-59
 >60
- 2) Gender
Male Female
- 3) What is your current occupation?
Student Working Retired
- 4) Indicate your main travel mode:
Car Motorbike Bicycle Public
transportation
- 5) Indicate the frequency of using bicycle:
Occasionally Several times a week Daily
- 6) Indicate your main purpose of using bicycle for getting around *Kota Tua*:
Try new experience Hobby Good atmosphere
Other_____
- 7) For how long time do you prefer to bike to get around *Kota Tua*?
1-2h 2-3h >3h
- 8) What factors do you consider important when you getting around *Kota Tua*?
Landscapes Attractions Sights Other_____
- 9) What problem(s) do you face during your trip in *Kota Tua*?
(answer can be more than 1)
Infrastructure Safety Service Other_____
- 10) Do you feel comfortable cycling in *Kota Tua*?
Yes No
- 11) Do you rent a bike?
Yes (continue to the question no.12) No (go to question no.13)
- 12) How do you rate the bike rental services (rental procedures, costs, bike availability, bike condition, service quality of staff)?
Very good Good Medium Bad Very bad
- 13) What is the major improvement do you think is needed to the cycle tourism in *Kota Tua Jakarta*?
Infrastructure Safeties Service and promotion
Other_____
- 14) Will you take another cycle trip in *Kota Tua* next time?
Yes No Maybe

15) Will you recommend to your colleague to do the cycle trip in *Kota Tua*?

Yes

No

Annex 4: Questions for interview with cycle tourists

1. What is your main travel mode?
2. Why did you choose cycle to get around *Kota Tua*?
3. What problem(s) do you face during your cycle trip in *Kota Tua*?
4. What do you think about the bike rental services (rental procedures, costs, bike availability, bike condition, service quality of staff)?
5. What suggestions do you have for the improvement of cycle tourism in *Kota Tua Jakarta*?
6. Do you support cycle tourism in *Kota Tua Jakarta*?

Open Question

1. Do you have anything more to say about the whole system of cycle tourism in *Kota Tua*?

Annex 5: Respondents

1. Gathut Dwihastoro, Head of UPK Kota Tua Jakarta
2. Norviadi S. Husodo, Head of UPK Kota Tua Development Unit
3. Sanif, Cycle provider & Coordinator of Kota Tua Onthel Community
4. Wahyu Haryadi, West Jakarta Municipality, Tourism and Employment sub-section
5. Eric Nijland, Director of Stichting Landelijk Fietsplatform
6. Janneke Hendriks, Consultant Public Relation of Netherlands Board of Tourism and Conventions (NBTC)
7. Dennis Gerrits, Manager PR & Communication Macbike Amsterdam
8. Machteld Ligtoed, Communication Manager of Amsterdam Tourism and Congress Bureau (ATCB)
9. Manuel Rodriguez, Cartaya, Spain (cycle tourist)
10. Natasa Priki, Nicosia, Cyprus (cycle tourist)
11. Tomas Lenhart, Groningen, Netherlands (cycle tourist)
12. Mathieu Kelleter, Seneffe, Belgium (cycle tourist)
13. Marcel Kersten, Arnhem, Netherlands (cycle tourist)
14. Putra Samudra, Jakarta, Indonesia (cycle tourist)
15. Atik Sudjito, Tangerang, Indonesia (cycle tourist)
16. Herry Andhika, Jakarta, Indonesia (cycle tourist)
17. Anugrah Saputra, Bekasi, Indonesia (cycle tourist)
18. Nadia Situmorang, Jakarta, Indonesia (cycle tourist)