

Heritage Tourism Development Strategy with a Wellness Concept for Old Town Post-Covid-19: A Case Study of Tangerang Old Town

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ABSTRACT

Over the past decade, the revitalization of historical urban areas such as Yogyakarta, Jakarta, and Semarang has inspired other cities in Indonesia to undertake similar projects. However, this trend often leads to a repetition of concepts that may dilute the unique identity of these places. In the aftermath of the Covid-19 pandemic, it is essential to redesign these old city areas while incorporating health protocols. Wellness tourism, a new concept in the tourism sector, presents an alternative approach to revitalize old cities post-pandemic. This concept aligns well with the "friendly city" idea, focusing on both health and community engagement. This study focuses on Tangerang Old Town, which experienced a decline in tourism due to the Covid-19 restrictions. The concept of wellness and heritage tourism draws on local strengths, especially in heritage and wellness sectors. Through a descriptive approach, the study identifies the tourism potential of Tangerang Old Town. The research then evaluates the application of wellness-heritage tourism using the Importance Performance Analysis (IPA) method, based on five key criteria and their respective indicators. The IPA method reveals the priority areas for developing tourism in Tangerang Old Town. The findings suggest that Tangerang Old Town possesses ample potential for development. Key local assets, such as traditional medicine, healing places, and cultural practices, should be rebranded and integrated into tourism strategies. Improvements in infrastructure and facilities, particularly outdoor spaces, dining areas, and gathering spots, are crucial. Enhancing green spaces, providing handwashing stations, trash bins, and ensuring proper distancing in seating arrangements are necessary to comply with health protocols. By adapting to these new requirements, Tangerang Old Town can highlight its distinctive identity and become a safer, more attractive destination for tourism. The wellness heritage tourism concept is particularly suited to create an environmentally friendly city, focusing on sustainable outdoor spaces, social participation, and health services.

Keywords: heritage, post-covid tourism, wellness

1. Introduction

Over the past decade, the revitalization of old town areas has proven successful in enhancing the city's image and attracting tourists, as seen in cities like Jakarta, Semarang, and Yogyakarta. This success has encouraged other cities, such as Malang and Sidoarjo, to start planning revitalization projects for their city centers and old town areas. However, a common challenge has emerged: many of these revitalization projects follow a similar pattern, such as restoring Dutch East Indies-era buildings, converting them into cafes or restaurants, expanding sidewalks, and replacing asphalt with cobblestone. While these efforts may improve aesthetics, they can inadvertently dilute the distinct identity of each city. In today's globalized era, it is crucial to reinforce the

unique identity of cities, both visually and spatially, to enhance their socio-cultural resilience [1]. Strengthening a city's identity can be achieved by mapping local potentials—social, cultural, and historical—which contribute to its unique visual and spatial image [2][3].

Each city carries its own historical significance, reflected in its urban planning and architectural elements. While many Indonesian cities share a similar urban layout, it is the unique aspects of local culture, geography, and history that define a city's identity and foster community attachment [4]. This process aims to create something distinctive, setting one city apart from another through its visual and spatial representation. The awareness and understanding of a city's potential by its residents can directly impact resource and energy efficiency [5][6]. This awareness also plays a significant role in social participation and the creation of a green and sustainable city. The collaborative efforts of all stakeholders, including residents, planners, and policymakers, are essential to achieving a healthy, efficient, and socially responsible urban environment [5].

Tangerang, for example, began its revitalization process around 2015 with the restoration of its Old Market and surrounding historic areas [6][7][8]. While the city's old town has attracted domestic tourists, it saw a sharp decline in tourism activities during the Covid-19 pandemic due to large-scale social distancing measures [9]. This situation led to the introduction of wellness tourism in Indonesia in 2012 by the Ministry of Tourism and Creative Economy, which identified three wellness tourism destinations, including the area around Tangerang [9].

Wellness tourism initially focused on health and fitness, particularly healing and spiritual wellness. Over time, the scope expanded to include physical and spiritual well-being [9]. Indonesia's rich tradition of herbal medicine and natural beauty offers great potential for wellness tourism. Tangerang, with its unique historical backdrop, particularly the Chinese settlement dating back to the 17th century [6][7], is well-positioned to capitalize on this potential, especially as the area has been designated as a heritage site.

This study explores how combining heritage tourism with wellness tourism could offer an alternative model for revitalizing Tangerang's Old Town. By maintaining local character while adapting to the post-pandemic tourism landscape, this model aims to preserve and elevate the unique aspects of Tangerang's history [10]. The study evaluates the potential of this combined approach using established criteria from both wellness and heritage tourism [11][12][13].

Wellness Heritage Tourism Concept: Exploring Heritage and Wellness Tourism

In modern times, wellness tourism goes beyond just physical health to include psychological, emotional, and spiritual well-being [11]. The concept encompasses seven key dimensions: social wellness, physical wellness, emotional wellness, career wellness, intellectual wellness, environmental wellness, and spiritual wellness [11][14]. According to the Ministry of Tourism and Creative Economy, wellness tourism involves planned travel activities that focus on improving fitness and enhancing quality of life, which spans physical, emotional, social, mental, environmental, and spiritual dimensions. Wellness tourism destinations are characterized by three key elements: wisdom, luxury, and modernity [11]. "Luxury" refers to offering services that incorporate cultural values, "wisdom" involves services based on traditional cultural values, and "modernity" integrates fitness activities rooted in ancestral knowledge as part of contemporary lifestyles.

Tourists engaging in wellness tourism typically seek to enhance their overall health, encompassing physical, psychological, emotional, and spiritual aspects. These tourists are divided into two groups: (1) those whose main goal is fitness and (2) those who aim to maintain or engage in fitness activities while traveling. The first group seeks peace, self-transformation, and meaning, preferring destinations that offer tranquility away from the crowds. The second group looks for destinations with wellness facilities or packages [15].

The heritage tourism concept is centered on the uniqueness of a place [10][12]. According to the International Council on Monuments and Sites (ICOMOS), heritage tourism includes not only the visual and spatial beauty of a location but also unique experiences that distinguish it from surrounding areas. Authenticity in heritage tourism is a powerful draw for both tangible and intangible cultural strengths. Cultural heritage objects must

tell a story, be supported by archaeological records, and showcase traditions that can be exhibited. These elements, along with supporting natural aspects and adequate infrastructure, play a key role in shaping an engaging travel experience [16][17]. The more distinctive and enjoyable the heritage elements, the stronger the destination's appeal [12][18][19]. A heritage tourism site must feature (1) architecturally unique buildings or areas, (2) historical significance, (3) activities linked to cultural heritage, and (4) living traditions that can be promoted as cultural attractions [12][20].

The Covid-19 pandemic significantly impacted the Indonesian tourism sector, including heritage tourism [21]. Integrating wellness tourism into a heritage site offers an alternative strategy to revive tourism post-pandemic, enhance local uniqueness, and diversify the types of activities available at tourist destinations. The focus is particularly on the second group of tourists, those seeking social, physical, and environmental wellness [15]. Wellness tourism products in this context often include healthy food, traditional medical practices, herbal remedies, and natural beauty. Wellness-heritage tourism, therefore, blends cultural heritage with wellness facilities to improve fitness, creating a holistic travel experience. The criteria for wellness-heritage tourism are derived from the combination of wellness tourism and heritage tourism standards: (1) cultural heritage objects with high architectural value ; (2) attractions featuring traditional arts, with facilities adhering to health protocol standards ; (3) special culinary offerings, traditional medicinal practices, herbal ingredients (such as jamu or traditional medicines), and/or traditional fitness facilities ; (4) social spaces that highlight heritage aspects, with compliance to health protocol standards ; (5) effective environmental management, ensuring cleanliness, organization, and aesthetics to provide a comfortable experience for tourists.

2. Method

The research was carried out in two distinct stages: (1) identifying and describing the Tangerang Old Town area, and (2) performing an evaluation based on wellness-heritage tourism criteria. The first stage involved a descriptive analysis, while the second stage employed an evaluative approach. The evaluation was based on indicators derived from the wellness-heritage tourism criteria. These indicators encompass historical value, uniqueness, character, traditional values, adaptation to modern lifestyles, and contributions to health and well-being.

During the descriptive phase, the analysis focused on both physical aspects (spatial and architectural features) and non-physical aspects (traditions, culture, social elements, and health) in line with wellness tourism criteria. Following the descriptive analysis, the Importance Performance Analysis (IPA) method was applied to assess the performance of wellness-heritage tourism within the research area [23][24][25]. The assessment indicators were derived from wellness-heritage tourism criteria, and each indicator was assigned a weight as follows: high priority (weight 3, quadrant 4), moderate priority (weight 2, quadrant 1), and low priority (weight 1, quadrant 3). Researchers assigned weights to the attributes of each indicator, then distributed questionnaires to 100 randomly selected respondents. The respondents, aged 17-60 years, represented diverse professional backgrounds. The participants were asked to assess the performance of each criterion, with ratings as follows: "1" indicating poor condition or absence of facilities, "2" indicating good condition or sufficient availability, and "3" indicating very good condition or full availability. These attribute values were then averaged and multiplied by their respective weights to derive a score representing the evaluation of wellness-heritage tourism application in the study area. The scoring system was as follows: (Score 1 – 3: Low Priority) If an attribute is absent, it may either be implemented or left out. If it exists, the facility requires improvements in visual quality and/or compliance with health protocols; (Score 4 – 6: Medium Priority) These attributes need to be provided or improved in terms of visual quality or adherence to health standards ; and (Score 7 – 9: High Priority) This attribute is essential and should be maintained in optimal condition and fully comply with health standards.

3. Results and Discussion

Tangerang's Old Town area features several buildings that have been recognized as cultural heritage sites by the Serang Archaeological Heritage Preservation Center (BP3S). These include prominent landmarks such as the Boen Tek Bio Temple, the Heritage Fort Museum, and the Jami' Mosque complex. The Old Market area serves as a multifunctional space, combining commerce, residential, and office functions. Key trading and

service facilities, including shops, food stalls, and offices, are concentrated along Jalan Ki Asnawi. This area has seen rapid population growth, leading to the emergence of two main commercial hubs: the Old Market and the New Market. In 2012, the government initiated a development project along Jl. Kisamaun to create a local culinary center, which now includes a bustling mix of street vendors, restaurants, and cafes.

Within the Old City block, you can also find historical sites like the Old SH (Siong Hin) Soy Sauce Factory, the Roemboer Museum, and the Khongcu Bio Litang, a Confucian temple. The area is rich in cultural traditions and local delicacies, such as Liu Lan Jin Asinan, Ko Iyo Chicken Porridge, H. Ishak Chicken Satay, and Hokie Crab Porridge and Noodles. Local cultural festivals and traditions play a key role in the community, including the Peh Cun Festival, the Cisadane Festival, the Kalipasir Prophet's Birthday Boat Carnival, the Cio-Tao Tradition, and the Gotong Toapekong Tradition, alongside various traditional performing arts unique to Tangerang.

In terms of physical wellness, the area supports activities through facilities like sports venues, green spaces, and traditional medicine practices. A notable green open space is located along the Cisadane River, where street vendors (PKL) and fishermen gather, and it is equipped with a small dock and boats. Cycling paths are also available for recreational activities. However, the area suffers from a lack of proper infrastructure in places designated for socializing, such as seating areas, which are not equipped with cleaning facilities or well-maintained gardens. Street vendors are scattered across several points, leading to a crowded and disorganized environment. Waste management is inadequate, contributing to a cluttered and unsightly appearance (Figure 1). Figure 2 shows the Kisamaun Street corridor, which is part of the vibrant trading center but also suffers from similar issues with vendor organization and cleanliness.



Figure 1 Tangerang old town area

(Documented by: Almaasah, 2022)

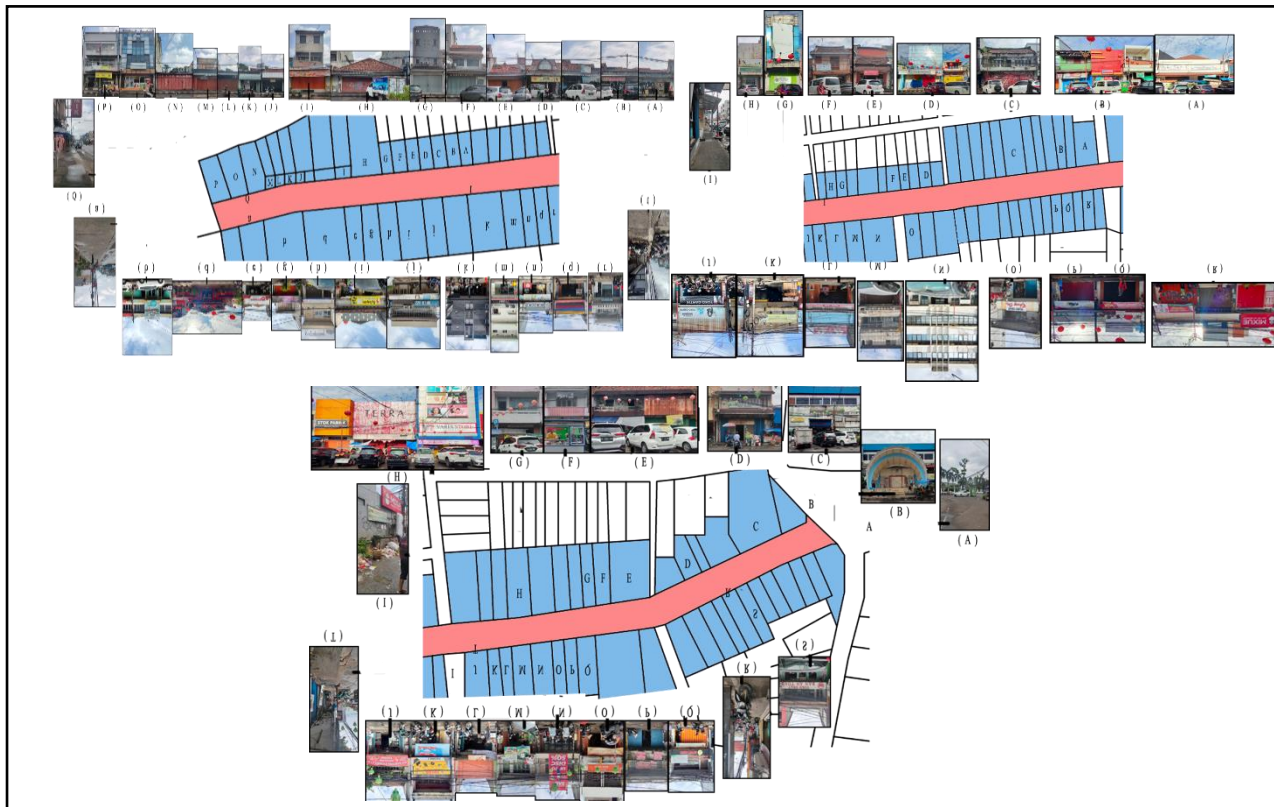


Figure 2 Kisamaun street corridor

(Documented by: Almaasah, 2022)

The following table outlines the indicators and their corresponding weightings, based on the essential criteria for wellness-heritage tourism. A weight of three indicates a high level of importance, highlighting its significant relevance to the wellness-heritage tourism concept (Table 1).

Table 1 Indicators and value weights based on wellness-heritage tourism criteria

Criteria	Code	Atribut / Indicator	Weights
Cultural heritage objects (buildings or areas) are still preserved and their heritage values can be recognized.	A1	Areas and/or buildings designated as heritage areas by the government	3
	A2	The existence of ancient buildings (over 50 years old) whose architectural characteristics (physical form) have not changed, especially on the facade	3
	A3	The ancient buildings have not changed color and are in good condition	2
The availability of gathering facilities with unique characters according to their heritage values (for socializing, taking a break, etc.) and paying attention to the comfort and safety aspects of visitors.	B4	The existence of places for social interaction (a place to eat, cafe, park to sit or exercise, etc.)	3
	B5	The facilities supports the heritage area	1
	B6	The facilities are in good condition, clean, hand washing facilities are available, hand sanitizers are available, and it is enough to keep your distance	3
	B7	The timing of the use of the room at the facility is in accordance with health standards based on the PPKM level	1
The availability of traditional entertainment activities that support heritage values and pay attention to	C8	The existence of traditional arts or distinctive cultural rituals	3
	C9	Cultural rituals / performances are held regularly	1

Criteria	Code	Atribut / Indicator	Weights
the comfort and safety aspects of the audience.	C10	Cultural rituals / performances attract people's attention	2
	C11	The implementation of cultural rituals / performances is carried out according to prokes standards based on the PPKM level	3
	C12	There is information that is widely disseminated (online-offline) if cultural performances / rituals are carried out on a limited basis (due to the Covid-19 pandemic situation)	2
The availability of local culinary facilities, medical practices, herbal ingredients (jamu, traditional medicines, etc.), or other physical welfare enhancements that support the heritage value.	D13	Typical traditional food and beverage (culinary) products are available	3
	D14	Traditional culinary available that meets health standards	3
	D15	Traditional medicines/herbs available	3
	D16	There is a place to produce traditional medicines	1
	D17	There are sports facilities or other physical fitness enhancements, especially traditional ones	2
	D18	The architectural appearance of these facilities supports the identity as a heritage area	2
The environment is managed properly and wisely by considering its sustainability.	E19	Availability of garbage disposal	2
	E20	The existence of resource management so that its sustainability is guaranteed	3
	E21	There is a park or green open space as an aesthetic element and a good green area element	3
	E22	Availability of vegetation as shade	3
	E23	Availability of adequate parking space	2
	E24	There is a limit on the number of vehicles	1
	E25	There are adequate and comfortable sidewalks for pedestrians	2

The attribute assessment was conducted by respondents. The researcher calculated the average score for each attribute and multiplied it by its assigned weight to determine the overall score. The results of the assessments are presented in the following table 2:

Table 2 Score of the Tangerang Old City area based on wellness heritage tourism criteria

Criteria	Code	Weights	Values	Score
Cultural heritage objects (buildings or areas) are still preserved and their heritage values can be recognized.	A1	3	3	9
	A2	3	3	9
	A3	2	1	2
The availability of gathering facilities with unique characters according to their heritage values (for socializing, taking a break, etc.) and paying attention to the comfort and safety aspects of visitors.	B4	3	3	9
	B5	1	2	2
	B6	3	3	9
	B7	1	3	3
The availability of traditional entertainment activities that support heritage values and pay attention to the comfort and safety aspects of the audience.	C8	3	3	9
	C9	1	3	3
	C10	2	3	6
	C11	3	3	9
	C12	2	1	2

Criteria	Code	Weights	Values	Score
The availability of local culinary facilities, medical practices, herbal ingredients (jamu, traditional medicines, etc.), or other physical welfare enhancements that support the heritage value.	D13	3	3	9
	D14	3	1	3
	D15	3	3	9
	D16	1	3	3
	D17	2	1	2
	D18	2	2	4
The environment management is proper and wise by sustainability considering	E19	2	2	4
	E20	3	1	3
	E21	3	1	3
	E22	3	1	3
	E23	2	2	4
	E24	1	2	2
	E25	2	2	4

From Criterion 1, it is evident that cultural heritage buildings should be prioritized for preservation. Buildings that have not yet been officially designated as heritage structures, but possess significant architectural value, historical importance, and are over 50 years old, should also be conserved to enhance the historical significance and visual identity of the area. Criterion 2 indicates that there are existing social interaction facilities; however, improvements are needed, especially in green open spaces, parks, and recreational areas. Enhancing the visual appeal of these attributes is crucial to better support both physical and emotional well-being. This can be achieved by integrating local cultural and architectural elements, alongside the addition of vegetation to enhance aesthetic and environmental value.

From Criterion 3, we find that local attractions and cultural performances can be better promoted and managed to appeal to modern audiences. Examples include the gambang kromong, cokek dance, liong, and lion dance. Events like the Peh Cun Festival, Gotong Toa Pekong, and the Old Market Culinary Night, which have been held regularly, should be further developed to increase their appeal. These cultural activities must comply with health protocols. Criterion 4 highlights the presence of traditional culinary offerings and beverages, which should be preserved and further developed. Additionally, health standards must be implemented in culinary establishments, particularly those operated by street vendors (PKL). Traditional medical practices and their methods should be preserved and modernized in packaging to make them more accessible to tourists. Traditional sports facilities should also be provided.

From Criterion 5, it is observed that while there are waste disposal facilities, the number should be increased and their systems improved to ensure the environment remains cleaner, tidier, and free of garbage overflow. Green open spaces are available but require beautification and more planned use with better supporting facilities. Vegetation should be added to areas lacking greenery, serving as shade and enhancing both aesthetic and environmental health. The availability of parking spaces should be expanded, and vehicle flow should be regulated to avoid congestion and its impact on air quality. The sidewalks in the Tangerang Old City Block are in decent condition; however, street vendors should be managed better to ensure a tidier, cleaner environment and smoother pedestrian and vehicle traffic flow.

Findings: Issues and Opportunities

The findings from this study reveal that the wellness heritage tourism concept can indeed be applied to the Tangerang Old Town area, as it possesses significant potential for tourism development in line with this approach. The wellness tourism concept highlights three key aspects: luxury, wisdom, and modernity [11]. While the facilities in Tangerang Old City currently lack material luxury, the uniqueness and traditions of the area, in the context of modern globalization, can be considered a form of luxury [26]. It is crucial to present and package these traditions, along with the unique aspects of the architecture, food, beverages, traditional medicine, and wellness services, to offer added value. Modern consumers increasingly value organic and herbal food and drinks [27][28][29]. These products, rooted in local wisdom, can be positioned as both organic

and herbal, thus emphasizing the area's cultural heritage. Consequently, it is essential to enhance and standardize the packaging of these offerings to align with a refreshed brand image.

A “friendly city” is not only one that offers physical comfort but also contributes positively to the mental and emotional well-being of its inhabitants, enabling both the city and its citizens to flourish. Green cities, which are characterized by sustainable practices, are a prominent feature of environmentally conscious urban areas. The eight criteria for a green city include: sustainable urban planning, green open spaces, waste management, green transportation, water conservation, renewable energy, green building designs, and a green community [30][31]. Many of these criteria align with the wellness tourism concept, particularly in terms of waste and resource management and urban planning, contributing to healthier urban environments and promoting public health. However, a friendly city is not solely defined by its green spaces; it must also foster a sense of attachment among its residents to the place. One way to strengthen this attachment is by preserving local cultural values while adapting them to changing times.

This research began with a descriptive mapping of local potentials to enhance the local identity [2][32]. The concept of wellness heritage tourism [11][15][16][33][34] emerged as the selected strategy for tourism development in response to the decline in tourism during the Covid-19 pandemic and the potential for revitalization identified at the onset. The evaluation results suggest that while there are several areas for improvement, the concept offers a promising strategy for preserving the uniqueness of Tangerang Old Town amidst a growing array of new tourist destinations. This strategy also helps the area maintain its distinct character in the face of the dynamics and modernity of the broader Tangerang city landscape.

4. Conclusion

The development of Tangerang Old City as a heritage tourism destination, incorporating the wellness heritage tourism concept, aims to foster growth based on local potential while reinforcing the area's identity. This wellness tourism concept presents a valuable alternative for post-Covid-19 tourism recovery. Applying this concept to heritage tourism areas serves as a means to preserve and further develop local cultural values and assets. This approach was proposed as a strategy to enhance the socio-cultural resilience of the community. The evaluation findings suggest that the wellness heritage tourism model can be successfully implemented in Tangerang Old City. However, the area needs to enhance traditional fitness facilities to better meet the preferences of modern society. Improvements are also needed in public spaces such as green areas, social and dining venues, street vendor areas, parking lots, and pedestrian walkways. These spaces should be equipped with essential amenities such as hand washing stations and trash bins to promote physical, emotional, and psychological well-being.

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6. Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this manuscript.

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