DESIGN TOURISM, INDONESIAN CONVIVIAL SOCIETY TOUR

KUMARA SADANA PUTRA,
S.Ds., M.A.
Lecturer in Design and Management Product University of Surabaya (DMP-UBAYA) Indonesia kumy01@yahoo.com
Graduated from Product Design Bandung Institute of Technology (ITB) Indonesia in 2006. And recently just finished Master Business Design in Domus Academy Milan Italy. Since 2009 have been active teaching in DMP-UBAYA. Currently active researching in sociology design.

ABSTRACT

Indonesia has an endless diversity of natural resources and human craftsmanship expertise. Many outstanding and timeless architectural, graphic and product designs have been produced since ages ago. These products were developed from convivial society that we called "Kampung". This project focuses on the possibility to create a new businesses based on local geniuses design and creativity. Design tourism, as new term, can be categorized as eco-tourism because it uses the principle for sustainable development, respect the environment and local culture. It's also using several key aspect in cultural tourism which containing lifestyle of people in term of art, architecture and design. Targeting international tourist and domestic, a specific niche market designs for professional designer, academician, researcher, or creative enthusiast. Visitors also can "experiencing", "participating" and "learning" in our social impact programme, give donation, join the workshop, and share knowledge through our co-creation education platform. Through this paper, author want to create a transformation in business design for social and cultural sector.

Keywords: tourism, design, convivial society, design tourism business model

INTRODUCTION

It's started by the diversity of Indonesian culture, an archipelago country which very well known because of the richness of it's culture, ethnic group, design and architecture. Bali for instance, famous because of the traditional dances, costumes, musical instruments, architectures. Mean while, in other areas in Indonesia that also has an amazing culture and design that is not less great than Bali, deserve to be proud of and displayed as tourist excursions. *Angklung* for instance, a traditional musical instrument made of bamboo from Bandung in West Java. The product that emerged from the craftsmanship skill of Indonesia's native designer which has existed since time immemorial, without any role of the designer who has a background of higher education in the field of design. The collection of artist-designer-architect is emerging in the community called convivial society[1]. A society that has an existence of sublime creativity to be proud of. Amazingly, there are thousands society like these in Indonesia, according to the culture and the diverse tribes in various islands in Indonesia.
But unfortunately, these design riches buried hundreds of years, drowned by the frenzied modernization and globalization. Idea of creativity, originality of function, quality of products produced equally by cultures from Bali, Yogyakarta, which was recorded as the highest area of cultural tourism visitor was in Indonesia. Therefore, based on the quality of convivial society, architecture, graphic product, the writer wishes to realize these design tourism business models.

1 Ivan Illich, an Austrian design sociology expert, wrote a theory in Tools for Conviviality (1973). Illich saw one other alternative to post industrial society, namely the implementation and development of technology convivial form of graphics-architecture product. Aware of a very new topic in the field of tourism, the authors recognize the needs for a comprehensive research on the destination of design tourism. Also need support from local communities as the main actor of convivial society. As well as cater and the sustainability of the society and their design. So it needs to be raised a tourism activities based on eco-tourism principle that brings education content, for local communities and for visitors, to prove the principle of traveler's philanthropy.

Design tourism is a new term that will be introduced in this paper, it is closely related to cultural tourism, which also talking about art and culture, it is also closely related to the core of creative tourism activities like experiencing, participating, learning from the object of the visit. Design tourism will be specifically collaborating actively tourist activities in a more specific subject of the culture- Will this be a sustainable business model in Indonesia? Tourism has become a popular global leisure activity. In 2010, there were over 940 mill. international tourist arrivals worldwide, representing a growth of 6.6% when compared to 2009. In Indonesia, in 2011, there are 7.65 million arrivals of International tourist, climbed 9:24% from previous year, and in 2010 there are 122 thousand arrivals of domestic tourists, climbed 2.5% from previous year. Showing how big is the market share in Indonesia tourism business. This will allow authors to create a business that has been fertile ground there, because awareness of cultural tourism which in fact is the strength of Indonesia tourism, has been formed. But of course need high efforts to market the brand of this design tourism.

FIG. BATIK CRAFTSMEN MAKING (LEFT), THE CHILDREN PLAY ANGKLUNG (RIGHT), BOTH ARE CONVIVIAL SOCIETY PRODUCT AND AWARDED AS UNESCO WORLD HERITAGE
(Source : www.agrojatim.files.wordpress.com, www.angklung-udjo.co.id)

BRIEF DESCRIPTION

Tourism

The World Tourism Organization defines tourists as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Tourism industry is a fast developing sector for the economy worldwide. Statistical data suggests that the tourism industry in the global scenario makes up 11% of GDP. There was a growth of 9% in Asia and Pacific. Tourism industry trends also suggest that as many as 200 mill. people are engaged worldwide in the tourism industry. Statistical data opine that as many as 700 mill. travelers travel to international places annually. Tourism in Indonesia is an important component of the Indonesian economy. The vast country of sprawling archipelago has much to offer, from natural beauty, historical heritage to cultural diversity. In 2011, the number of international tourists arriving in Indonesia climbed 9.24 % to 7.65 mill. arrivals from about 7 mill. in 2010. From www.mediaindonesia.com, length of stay set at 7.84 days by an average spends of US$1,118.26 / visit. We can see more detail of Indonesian tourism statistic below.

TAB. INDONESIAN TOURISM STATISTICS, BOTH INTERNATIONAL (TOP) AND DOMESTIC (BOTTOM) (SOURCE: WWW.BUDPAR.GO.ID/USERFILES/FILE/PERKEMBANGANWISMAN2007-2011.PDF)

Year	International tourist		Averag e stay (day)	Average spend ($)		Income	
	Total (mil)	Growth (%)		/ day	/ visit	Total (mil $)	Growth (%)
2007	5,505,759	13,02	9,02	107,70	970,98	5,345,98	20,19
2008	6,234,496	13,24	8,58	137,38	1,178,54	7,347,60	37,44
2009	6,323,730	1,43	7,69	129,57	995,93	6,297,99	-14,29
2010	7,002,944	10,74	8,04	135,01	1,085,75	7,603,45	20,73
2011	7,649,731	9,24	7,84	142,69	1,118,26	8,554,39	12,51

Year	Domestic tourist (thousand)	Trip (thousand)	Average trip	Average spend (thousand IDR)	Total spend (bil.IDR)
2006	114,270	204,553	1,79	431,24	88,21
2007	115,335	222,389	1,93	489,95	108,96
2008	117,213	225,041	1,92	547,33	123,17
2009	119,944	229,371	1,92	600,30	137,91
2010	122,312	2324,377	1,92	641,76	150,41
2011*)	89,112	172,917	1,94	662,68	114,59

* Until September

ECO-TOURISM

Ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990). Martha Honey, expands on the TIES definition by describing the seven characteristics of ecotourism, ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

1. Minimizes impact by avoids negative natural and cultural impacts that can damage or destroy the integrity or character of natural or cultural environments being visited.
2. Builds environmental awareness: with its cultural environment and developed in cooperation with local community
3. Provides direct financial benefits
4. Provides financial benefits and empowerment for local people & conservation
5. Respects local culture: Educates the traveler on the importance of conservation
6. Supports human rights and democratic movements, such as:
   §§ conservation cultural diversity
   §§ sharing of socio-economic benefits with local communities and indigenous peoples
   §§ local culture being the main attractions
   §§ local people benefit from this form of tourism economically

Author define the feedback from visitors by showing current trend of travellers philanthropy. So during the project author can smuggle the education and travellers philanthropy concept in business model. Travelers' Philanthropy is a growing international trend in which travelers and companies in the tourism industry give financial resources, time, and expertise to increase the well being of local communities. As defined by CREST's newly published *Travelers' Philanthropy Handbook.*

Indonesia is the world's largest archipelago, consisting of more than 17.000 islands. The diversity of flora, fauna and their ecosystems, as well as the diversity of culture, are potential attractions for the development of eco-tourism in the country. Eco-tourism and nature tourism are recognised as being particularly conducive to enriching and enhancing the standing of tourism. Eco-tourism has not been optimally developed in Indonesia, something that could be done by utilising its high potential (related to the diversity of its flora, fauna and culture). It is generally believed that less than 5% of Indonesian
tourism revenue comes from eco-tourism.[2] It is quite interesting to explore the eco-tourism concept
from an Indonesian point of view, as well as its implementation in Indonesia. There is a vision in the country that tourism will be the main source of foreign exchange within the next 10 years.

CULTURAL & CREATIVE TOURISM

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped shape their way of life, including design.[3] Creative tourism is a form of cultural tourism[4]. More specifically it is "travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture".[5]

Although creative tourism is generally perceived as a form of cultural tourism it is essentially different from the mainstream cultural tourism. While traditional cultural tourism is based on "viewing", "seeing" and "contemplating" (e.g. visiting museums, art galleries), creative tourism is based on "experiencing", "participating" and "learning". This puts creative tourism as the next generation of cultural tourism that satisfies the higher level need of self-actualization with a primary focus of active skill development.

The Indonesian archipelago harbors many ancient cultures that are rooted here. On 2 October 2009, UNESCO recognized Indonesia's "Batik" as World Intangible Cultural Heritage, adding to the earlier recognized Indonesia's "*Keris*" (the wavy blade dagger), and the "*Wayang*" shadow puppets. Further being considered as World Heritage is the "*Angklung*" bamboo musical instrument from West Java,
being uniquely Indonesian.[6]

Into the minds of writers thinking, looks for answers to the question "What is characteristic of Indonesian design?" It would be difficult to find analyzes and hypotheses of that question. It took a long research to answer them. Though Indonesia is known to have high culture of his ancestors. Since the 15th centuries Indonesia archipelago consisting of large empires such as Majapahit, Mataram,

Kutai, Tarumanegara, have established the culture of Indonesia up to now. Then cultures were grown with the arrival of colonial invaders like the Portuguese, Dutch, and Japanese to 3.5 centuries, adding and coloring the diversity of the culture and design. But whether it's hereditary culture if it can be used as a database to answer that question.

---

2 Sudarto, G. 1999. *Ekowisata: wahana pelestarian alam, pengembangan ekonomi berkelanjutan, dan pemberdayaan masyarakat*. 84pp. Yayasan Kalpataru Bahari and Yayasan KEHATI: Indonesia
3 OECD (2009) The Impact of Culture on Tourism. OECD, Paris
4 Ohridska-Olson, R. (2010) The Creative Tourism Business Model. Cultural Realms *(Rossitza Ohridska-Olson's blog about the business of cultural tourism).* URL: http://www.culturalrealms.com/2010/07/the-creative-tourism-business-model.html (Accessed on 21.08.2010)
5 UNESCO (2006 – 2) What are Creative Clusters? The Global Allience for Cultural Diversity, UNESCO.Online article: URL http://www.google.bg/search?q=UNESCO+Creative+clusters&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a (Accessed 29.08.2010)
6 http://www.indonesia.travel/en/discover-indonesia/peopleculture

CONVIVIAL SOCIETY

Ivan Illich, Tools for Conviviality (1973) wrote that convivial society is a society that has freedom in running their daily life. They are built with the possibility of each of its members to run its system of social life independently without the help of others. Designs that living in such a society, must be the designs that are actually understated, easy to use, the material there is around and the community to create their own. Based on Illich sociology design is implementation and development of technology and the concept of convivial society. Science is used to simplify the design of tools to enable the cloud to be easy to use, completely unpretentious and can be made by the public.

This theory underlying the exploration from the writer to open eyes more clearly and make observations of products around us that have emerged, which still continues to use modern society. So we can more proud to use products made by our own people

Many products are functional and aesthetic have been produced a long time ago, such as *gendongan jamu*, *kentongan*, *bedug, becak*, *delman*, *angklung*, etc. Those products are appear without the participation of product designer which earned formal education in the modern era. These genius product design appear without known the history, product concept. Suddenly, the product has been attending in community since ancient times. This products came from the society in rural areas called kampung, a traditional convivial society in Indonesia. A kampung or village is a clustered human settlement or community, with the population ranging from a few hundred to a few thousand.

Convivial society in Indonesia are very unique, cultural hereditary from ancestor made each society has it's own character and identity. Often several kampung produce craft based on those skill. Kampung can be recognize by other because they create something unique that cant be made by other. Here are several kampung in Indonesia which recognize global because of their highly craftmanship skill.

Tab. Convivial society and it's comodities

NO	PROVINCE	KAMPUNG	PRODUCT/SERVICE
1.	DKI Jakarta	Kampung Setu Babakan, Jagakarsa, South Jakarta	Ondel-ondel[7] maker, betawi art & culture like tanjidor, gamelan
2.	West Java	Tasikmalaya	Kelom geulis, shoes & sandals
3.	West Java	Tasikmalaya	Payung Geulis
4.	West Java	Studio Saung Uing Bandung	Mini becak 3 cycle transportation
5.	Central Java	Desa Tlogodepok, Kecamatan Mirit, Kebumen	Wayang golek[8]
6.	Central Java	Jepara	Motorbike replika from wood
7.	Central Java	Pedamaran Johar Pecinan Semarang	Fitness tools
8.	Central Java	Blumbang, Tawangmangu, Karanganyar	Alu, rice pounder festival
9.	Yogyakarta	Desa Kasongan, Bantul, Yogyakarta	Pottery & household from clay
10.	Yogyakarta	Dusun Bobung, Desa Putat, Patuk, Gunung Kidul	Mask for Topeng dance
11.	East Java	Jl. Let. Jend.Suprapto Sukowati Ponorogo	Reog Ponorogo[9], traditional dance
12.	East Java	Kampung Jetis Sidoarjo	Batik traditional fabrigues
13.	Bali	Desa Tihinga, kecamatan Banjarangkan	Gamelan[10] music instrument
14.	Bali	Desa Tenganan, Karang Anyar	Woven fabric
15.	West Nusa Tenggara	Desa Sukarara, Sasak community, Lombok	Traditional woven for tapestry
16.	East Nusa Tenggara	Desa Oebelo, Kecamatan Kupang Tengah	Sasando[11] music instrument
17.	Papua	Kampung Asei pulau, Kabupaten Jayapura	Kombo wood craft
18.	Cetral Sulawesi	Desa Limboro, Donggala	Ulos, traditional fabrics
19.	North Sumatra	Medan	Tilapia leather

These data are important for the business model that can develop later, as a database for tourism destination. But these data also need to follow up for further research in order to start creates partnership with the local community. When the research promising good result, the society and the product need to documenting and emphasize in nice promotion package for tourism. There is so many Indonesian design can be categorized into vernacular design, it came and use locally, and create from the local natural resources.

The description continues by the current problem that Indonesia's had regarding to preservation of cultural diversity, and the problem to find the characteristic of Indonesian design, triggering the author the develop idea to make a tour package based on typical genuine reflection of the ancestral culture of Indonesia in design and architecture, who came from the original Indonesia's convivial society. Societies who exist by create their daily used product & architecture, with their own craftsmanship, creativity and material resources. Because of from these society emerged the original culture, design and architecture with local geniuses.

7 Ondel-ondel is a form of folk performance using a large puppets. It originated fromBetawi, Indonesia and is often performed in festivals. The word ondel-ondel refers to both the performance and the puppet.
8 Wayang golek are wooden doll puppets that are operated from below by rods connected to the hands and a central control rod that runs through the body to the head. The simple construction of the puppets belies their versatility, expressiveness and aptitude for imitating human dance. Today, wayang golek is mainly associated with Sundanese culture of West Java
9 Traditional dance form, kind of dance drama that demonstrate physical strength and extravagant lion-peafowl mask and costumes
10Gamelan is a traditional ensemble instrument from Java, Bali, featuring a variety of instruments such as metallophones, xylophones, kendang(drums) and gongs; bamboo flutes, bowed and plucked strings.
11 Sasando is a harp-like traditional music string instrument. The name "sasando" derived from Rote dialect "sasandu" means "vibrating" or "sounded instrument". The main part of sasando is a bamboo tube that served as the frame of the instrument. Surrounded the tube is several wooden pieces served as wedges where the strings are stretched from the top to the bottom

Packages with an attractive eco-tourism and oriented to develop the creativity of its people. Because the authors have early hypothesizes that if we want to protect the original design, one of them is starting to make proud of its creator, then the creator and society will continue to create new products for the future. And with tour package, will raise awareness of domestic and foreign to the typical design of Indonesia. And in the end, all will bring up the Indonesia's design character in the world's eyes.

DESIGN IN CONVIVIAL SOCIETY

In convivial society, there are several factor which appear: climate, culture, permanent dwellings, environment and materials. Based on these 4 main factors, author try to find an example of kampung in Indonesia where still exist nowadays to keeping the character and identity and preserve their culture.

Fig.Kampung in Indonesia, in Padang, Sumatra island (left), Alu padi, a rice pestle, beside function there's a cultural matter to celebrate harvest, the magnificent is they play music using mortar (right)
(Source : www.movingcities.org, www.planetmole.org)

MAPPING INDONESIAN'S CONVIVIAL SOCIETY PRODUCT-GRAPHIC-ARCHITECTURE

Vernacular product is influenced by a great range of different aspects of human behavior and environment, leading to differing product forms for almost every different context. There are hughes amount of vernacular product in Indonesia, we can track it using a classification in product design that recognized internationally. There is an industrial design classification called Locarno Agreement. Locarno Agreement concerning the International Classification for Industrial Designs, the State invited all member states of the Paris Convention for the Protection of Industrial. They classified the industrial product on to 31 categories. From the 31 categories the author try to map the Indonesian's convivial society product into it as we can see on table below. The purpose to mapping the product is to detect how wide the variant of Indonesia product and how deep each product category has a sample in Indonesia. In order to stimulate the deeper research about that product, where it produced. So when the research finish, it can give some option of design tourism destination.

TAB. CONVIVIAL SOCIETY PRODUCT BASED ON LOCARNO AGREEMENT

(Source: Putra, 2011)

Class	Category	Convivial Society product
01	Foodstuff	N/A
02	Clothing & Haberdashery	Setagen,Kopiah, Blangkon, cultural clothes every tribes
03	Travel Goods, Cases, Parasols & Personal Belongings	Kain sewek, betawi umbrella
04	Brush ware	Sapu lidi, nginang
05	Textile Piece goods, Artificial & Natural Sheet Material	Songket, batik, ulos
06	Furnishing	Amben, tikar anyaman, kasur samarinda, anyaman kelarai, gebyok, traditional tapestry
07	Household Goods	*Kapak perimbas*, washing wood, ulekan
08	Tools & Hardware	Tombak biring wadon, keris (traditional knives)
09	Packages & Containers for the Transport or Handling of Goods	cart, pikulan, pedati, rattan woven, coconut rope belt, bamboo container legen
10	Clocks & Watches & Other Measuring Instruments, Checking & Signalling Instruments	Bedug
11	Articles of Adornment	Traditional jewellry, sekaten tools, ngaben tools
12	Means of Transport or Hoisting	Andong, bamboo enau harvesting stairs, phinisi boat, becak three cycle, karapan sapi (bull race), kebo bike, tambangan boat
13	Equipment for Production, Distribution or Transformation of Electricity	Traditional windmill
14	Recording, Communication or Information Retrieval Equipment	Tin can
15	Machines	Tenun Songket maker, canting, bajak, bebegig
16	Photographic, Cinematographic & Optical Apparatus	Shadow puppet screen
17	Musical Instruments	Angklung, gamelan ,sasando, kulintang
18	Printing & Office Machinery	Sempoa
19	Stationery & Office Equipment, Artists' & Teaching Materials	Written stone
20	Sales & Advertising Equipment, Signs	Kampung gate, kampung signage, lontar leaves map
21	Games, Toys, Tents & Sports Goods	Patil lele, rubber jump ropes, bakiak, batok kelapa, traditional sport
22	Arms, Pyrotechnic Articles, Articles for Hunting, Fishing & Pest Killing	Rat trap, ketapel, tulup, traditional fishing tools, pukat harimau
23	Fluid Distribution Equipment, Sanitary, Heating, Ventilation & Air-conditioning Equipment, Solid Fuel	bonfire
24	Medical & Laboratory Equipment	Alu, herbal medicine pelvis
25	Building Units & Construction Elements	Bamboo scafholding, traditional house
26	Lighting Apparatus	Petromak, torch , semprong lamp
27	Tobacco & Smokers' Supplies	tobacco gyre tools
28	Pharmaceutical & Cosmetic Products, Toilet Articles & Apparatus	River bank toilet
29	Devices & Equipment Against Fire Hazards, for Accident Prevention & for Rescue	Kentongan
30	Articles for the Care & Handling of Animals	Bird nest, monkey mask show
31	Machines & Applicances for Preparing Food or Drink	Cup & tea pot

As we can read in the table, there are a lot of Indonesian product that came from the convivial society. These are the treasure for the design tourism business model as key resources. These resources should be research deeper in order to find the society maker, are they still exist or not. If it still exist, those society can be involve as a tourism destination. What about if they already not exist? The business model also expected to rebuilt the society by workshop and education programme, which can be develop further in next future after the tourism model has been settled. To give more detail how the convivial society and the mapping of Locarno agreement can give benefit for convivial society product in Indonesia.

FOCUS COMPANY STUDIES

POVERTY TOURISM, JAKARTA HIDDEN TOURS

From http://realjakarta.blogspot.it Jakarta Hidden Tour (JHT) on Jakarta, Indonesia, provide an unregular eco-tourism, a poverty tours. JHT will take tourists on a journey that cannot be done by inexperienced persons, not only gave an experience to participants but also knowledge, concern and awareness about humanity, environment, especially cultural dialogues. Here are some tour packages that JHT over for poverty tours; all of the packages stand in Jakarta area. There are 5 main tours, categorized by the size of participants who join, area where going to be visit and time duration. Poverty tourism or slum tourism' is a type of tourism that involves visiting impoverished areas, which has become increasingly prominent in several developing countries[12]. The concept began in poor sections of London and by 1884 had started in Manhattan.

CULTURAL TOURISM, TAMAN MINI INDONESIA INDAH

Taman Mini Indonesia Indah (TMII) is a culture-based recreational area located in East Jakarta, Indonesia. It has an area of about 250 acres (1.0 km^2). The park is a synopsis of Indonesian culture, with virtually all aspects of daily life in Indonesia's provinces encapsulated in separate pavilions with the collections of Indonesian architecture, clothing, dances and traditions are all depicted impeccably. Apart from that, there is a lake with a miniature of the archipelago in the middle of it, and other recreational facilities which make TMII one of the most popular tourist destinations in the city.

COMMUNITY BASED TOURISM, ORANGE HOUSE STUDIO

Orange House Studio (OHS) is the artist-run organization in Surabaya, Indonesia that has been established in October 2010 (Kishi, 2011). One architect/artist from Japan and three local professionals from different design field are collaborating in this team, in order to understand our living environment in contemporary city and to propose its future possibilities in diverse scale and dimension through integrated technique and intelligence of design, architecture, art and other creative activities. The research areas are focused on convivial society or Kampung in Surabaya. This urban study project has been covering living environments of kampung, an urban settlement spread throughout the city in Surabaya. The project is focusing on social structures, living environments and local daily activities of the settlement at an actual site; especially the attention is emphasized on their system of self-organization as to how the identity is sustained.

12 "Slum Tourism: A Trip into the Controversy". May 15, 2010. Retrieved 2011-07-25.

BUSINESS MODEL ANALYSIS

JHT mainly focus on tourism services, but they also have foundation to make a donation programme. They realize that using this methods will avoid them from the public judgement of voyeurism for using poverty as tourist attraction. JHT & OHS demonstrated very well the meaning of community based tourism. Mean while, TMII concentrate on cultural based, exposing Indonesian art & craft. For the business canvas model analysis here is some description

TAB. BUSINESS MODEL CANVAS CASE STUDY
(Source: Putra, 2011)

	JTT	TMII	OHS
Value preposition	Social –humanity tourism	Cultural – educational tourisn	Community-resaerch based tourism
Key activity	Poverty tourism provider, donation distributor for poor people	Cultural tourism, educational	Convivial society potential research
Key partnership	Local village community	Data source from museum, setting developer	Local village community
Key resources	Tour destination	Facility	Convivial society
Customer segments	International tourist, care about poverty, 5 – 60 y.o	Domestic & international, all age	Academician, special interest tourist
Customer relationship	Blog	Web, event, print ads	Blog, web, event
Channels	Blog, social media	Ticket box, tour agent	Social media
Costs	Tour guide, transportation, donation	Building, employee, production cost for F&B-souvenir	Research cost
Revenue streams	Tour fee, charity	Ticket fee, souvenir, F&B	Research grant

CONCLUSION

DESIGN TOURISM DEFINITION

From the several definition related to tourism above, we can have clear and deeper relation for the topic chosen that the cultural tourism concern more on the lifestyle of the people in the destination area in term of their art, architecture, design. The author belief that design is a part of culture. Design from several dictionaries can be define as To create or contrive for a particular purpose or effect; plan or convention for the construction of an object or a system; to create or execute in an artistic or highly skilled manner.

DIA. DESIGN TOURISM PRINCIPAL

From the diagram above author try to define design tourism as a new term, and the definition are:

Traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes to enjoy an artistic environment or highly skilled manner place, see people / designer / artist / craftsmen who plan and create a artistic object or a system.

COMPANY STUDIES CONCLUSIONS

There are several things author recorded about the company and their business model :

1. Products / services

- Give more option of tour packages, in term of transportation methods, lead time, destination
- Provide depth guide information and knowledge on each packages and destination
- Keep on develop the tour package idea
- Improve service design

2. Processes

- Build nice and easy access customer journey like : booking option – unforgetable tour experience – excellent guide tour – provide documentation
- Account transparency in donation is important, to get public trust rather than voyeurism feedback

3. Marketing and communication

- Promotion effectively on online media like social media and travel website. Should online booking accesible
- Boost customer with seasonal promotion, especially on christmast and summer holiday
- Give excellent services for media, to gain more media coverage
- Research and educational participants also contribute significantly

4. Business Model

- It's important to built key partnership with local municipality, local tourism biro, local community, transportation and accomodation provider
- Spend more on promotion expenses rather than overhead like office and manpower
- Build clear key activities like : transparency donation distribution, strong vision campaign
- Maintain the customer relationship with channels and new creative media
- Built channel link with travel agent, tourism biro
- Creative to get more revenue stream with charity methods, merchandise, or propose to big company CSR's programme

DESIGN TOURISM, INDONESIAN CONVIVIAL SOCIETY TOUR

On all convivial society tour, visitors will see the genuine Indonesian design who came from the convivial society. Visitors can traveling to and staying in places outside their usual environment to enjoy an artistic environment or highly skilled manner place, see people plan and create a artistic object or a system.
When passing through the narrow alley in kampung, visitors will undoubtedly feel the sense of community and spirit that exist the area. Villagers live with their local genious and genuine creativity and originality to create product to fullfill their needs. Their spirit of culture creates can give visitor an insightfull of our daily life challenges. Participants will leave with an enlightened sense of the purpose and determination that exist in that society. Design tourism are a genuine social-entrepreneur, some percentages of all profits is used for the activities to empowering the society and its design.

BRAND NAMING

Desa.Ind, pronunciation *desa dot ind*
Desa.Ind when it's pronounce by local they will say *desain*, Indonesia word for design. It's by purpose from author to give the meaning of brand, that Desa.Ind related with design. To give a clear meaning of the brand, it's better to interpret by each fragment. Desa are Indonesian language for traditional settlement. Desa is a smallest entities of creative people who can survive with their own problem and solution by the product that they create for daily used. Dot (.) Ind is an abbreviation of Indonesia, author also put dot (.) before Ind to give assertiveness as domain of Desa.
Brand pay off: Explore, Experience, Create Indonesian Genuine Design

TAB. BRAND EQUITY OF DESA.IND

Desa.Ind		
BRAND ESSENCE	Genuine Design	
BRAND VALUES	authentic, creative, explore, experience, learn	
TARGET	Special Interest Traveller, the experience seeker, designer, creative enthusiast	
INSIGHT	"Experiencing, Participating, Learning Indonesian design"	
THE BRAND PROMISES (FUNCTIONAL & EMOTIONAL BENEFITS)	Explore, Experience, Create Indonesian Genuine Design	
PILLARS	PROOFS	PERSONALITY
Design tourism Tours Package Workshop Indonesia convivial society	Experiencing Entertaining Updating knowledge Conservating phylanthropy	Creative, unique, authentic
COMPETITION (DIRECT & INDIRECT)	The reference vs the copycat	
PRICE	Medium	
BARRIERS	New establish brand in new tourism field	
EFFORT	Awareness of design tourism brand Penetrate in local and international market	

SOCIAL-CULTURAL IMPACT PROGRAMME

Vision
Preserve and conserve the vernacular design of Indonesia who exist in convivial society by creating sustainable development to the society as creator. Empowering the society through giving the economical benefit with eco-tourism principle.
Projects
Desa.Ind help society by:

1. Donation design programme: Visitors can give donation based society needs of further development of current Indonesian design
2. Education programme of craftmanship skill to be taught for their posterity

Get Involved: Desa.Ind create platform of Co-Creation for visitors, donors, to contribute with:
1. Give fund for selected project
2. Workshop: two way learning system about craftmanship skill, material processing.
3. Buy merchandise : made by society based on iconic product.

Transparency

Desa.Ind pledged that 50% of the profits after tax from tourism package would be donated to projects.

Tourism package, base on area

Indonesia is an archipelago country, consist of 17.000 islands with total area and the largest country wholly on islands. It guide author to create a tourism model categorize by area or province. There are 33 provinces exist nowadays, lied in 5 main islands. Among that 5 main islands the most develop province are in Java Island. In term of infrastructure, education, and tourism. Main provinces in tourism sector in Indonesia are Yogyakarta, West Java, Central Java, East Java, Jakarta and Bali.

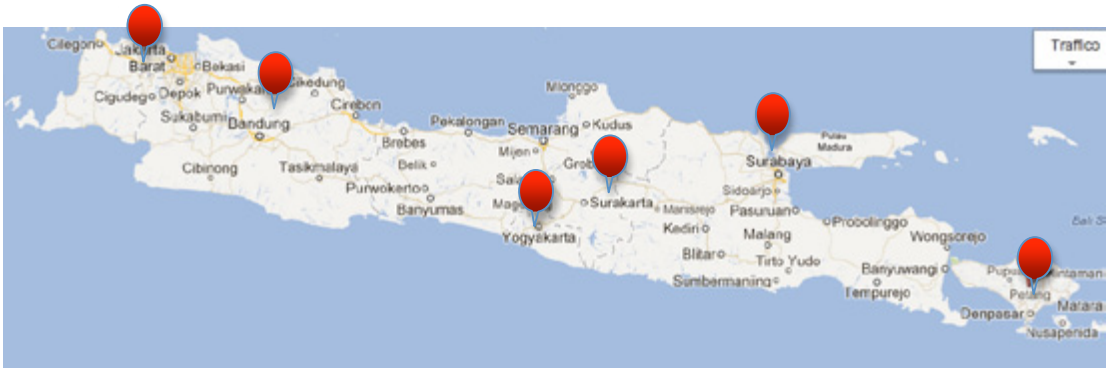

Fig. Java and Bali island's Map, the 6 provinces destination of design tourism
(Source: www.maps.google.com)

Workshop programme

Visit to Indonesia would not be complete without participating, experiencing and making the craft product. Beside the tourism package, design tourism also provide a nice educational and knowledge sharing programmed called convivial society design workshop. After participants have been attract with craftsmanship skilled in convivial society, they can learn how to make the product from the expert directly. Feel the genuine experience, learn from talented craftsmen. Design tourism pick best five destination and to share how to make their artistic and well craftsmanship product. These five main workshops can be enjoying in five main tourism package destinations. Designed for any kind of participant's background, full skill or less, talented or not. Under the patient guidance of Indonesia's skilled craftsmanship, a simple well-structured course will let the participant experience making a piece of Indonesian convivial society product. General overview about the tourism package and workshop, from the matrix below travellers can choose the package that they prefer based on their interest.

TAB. TOUR PACKAGE & WORKSHOP OVERVIEW

Tour Destination	Tour Package	Workshop
Surabaya, East Java	Short Tour: 8 hours, 1 city, 2-3 kampung. Medium Tour: 2 days 1 night, 2-3 cities, 4-6 kampung, 1 workshop, stay overnight in kampung Long Tour : 5 days 4 night, 4 cities, 7-8 kampung, 2 workshop, stay overnight in kampung	Instant house in Surabaya, East Java
Solo, Central Java		Wood carving in Jepara, Central Java
Yogyakarta		Jewellry silversmith in Kotagede Jogja
Bandung, West Java		Angklung in Bandung West Java
Jakarta		Batik in Museum textile Jakarta
Bali		Ogoh-ogoh in Denpasar

BUSINESS CANVAS MODEL

TAB. BUSINESS CANVAS MODEL OF DESA.IND

	Desa.Ind
Value preposition	• Provide design tourism package • Empowering convivial society through community based tourism business model • Builds cultural awareness and design conservation • Provides direct financial benefits for local design conservation • Educate convivial society with design in order to developt their local genuine design • Share knowledge of Indonesian convivial society to visitor
Key activity	• Convivial society research for tourism destination • Design tourism provider • Educational activities for tourism package (workshop, excurcions) • Donation programme for giving economic benefit to the society, and built account transparency of it on channels • Actively do advertising and promotion through ATL and BTL methods
Key partnership	• Community based tourism researcher • Inbound tourism operator • Local tourism and creative economy biro
Key resources	• Convivial society, a community around Indonesia, who has a craftmanship skill in design- art-architecture field, as main tourist attraction • Manpower for tour guide prospective • Linkage with academician like design university, design community
Customer segments	A niche market with several classifications like: Academician (student-lecturer-researcher), professional designer-architect-artist Travellers type: Special interest travellers, education travellers, backpackers Cultural tourism enthusiast; 15-60 years old; unisex; 50% domestic, 50% international
Customer relationship	Build communication with community, research team, and co-creation customer relationship for community development programme
Channels	Above the line -> Web & blog, social media, design expo, inbound tour operator (ITO), travel Agent, Indonesian Tourism and Creative Industry Biro, travelling programme in TV channels Below the line -> Advertising in travelling website , monthly buletin in design group design mailing list, trade show in design event/festivals, design talks or creative meeting
Costs	Tour guide, transportation, accomodation, community development programme
Revenue streams	Tour fee, donation

SCALABILITY & FUTURE DEVELOPMENTS

Author try to create sustainable development in every plans. Including company point of view and travellers - society. Author create several targets in short term since the start up on current until 1 year upon. To short term target for 5 years and 10 years long term development. Author tries to upgrading and targeting future development in every sector of field. Based on revenue and profit, products and services, the tour packages and workshop as the main services to offer.

TAB. SCALABILITY & FUTURE DEVELOPMENTS

	1-2 years	Short term (5 years)	Long term (10 years)
Visitors	1000-1500	More than 5000	More than 10000
Revenue & Profit	2x from start up ($300.000) 17.1% growth	10x from start up ($1.800.000) 20% growth	15x from start up ($2.7 00.000) 25% growth
Products & Services	Tour & Workshop	Tour with wider target area and adds workshop option	Open University, Distance learning workshop, Open platform worldwide
Tour Package	Java & Bali area	Main island in Indonesia (Sumatra, Sulawesi, Kalimantan, Lesser Sunda, Papua)	South East Asia
Donation Programme	Gather proposal design development, create road map	Welfare & Infratructure: Increasing sales, provide material & tools	Education: Design school for craftmanship
Infrastucture	Rent office, office equipment, website bandwith	Rent office, car, branch office in Jakarta	Own office, branch office in ASEAN
Others	Build linkage with tourism	Publish catalogue convivial	Publish Indonesian design
	association, government	society design, video documentary	database, International conference in convivial society design

BENEFIT FOR COMPANY, TRAVELLERS, SOCIETY

Desa.Ind want to give benefit to create a transformation in business design to social and cultural sector. Author will deliver many improvement and development to society. The biggest dream are to preserve and conserve the vernacular design of Indonesia who exist in convivial society by creating sustainable development to the society as creator. Author create an open platform through design tourism in order to create public awareness that design is everywhere, design is all around us, design already exist since long time a go, even design can came from non designer person. That platform is a system to preserve authentic design in Indonesia, the key player are the society as the designer and producer, help by the travellers as reviewer to documenting, publishing and sounding to the other society. When the appreciation are appear in the society and traveller, other people will recognize and aware to that design. Then the society will confidence enough to developt their design. Desa.Ind as facilitator will connect the society and travellers to create a dialogue of mutualism. Company also creating a platform to empowering the community by education, workshop for upgrading the skill. In the end, Desa.Ind vision to preserve local geniuses design from modernity scours, by exposing the craftsmanship of society and their design through design tourism package.

FINAL CONCLUSIONS

Desa.Ind focuses on the possibility to create a new business of design-tourism, based on local geniuses design and creativity. Using principle of eco-tourism, the direction of the project will create an application model of tourism, education, donation and campaign programme. Targeting 1: 1 ratio between international tourist and domestic, a specific niche market designs for professional designer, academician, researcher, or creative enthusiast. Design tourism offers several package of tour from 8 hours, 2 days, until long tour in 5 days. Stay overnight with the society in their environment, unforgettable moment for experience seeker. Touch with local taste tour compliment by using local transportation methods and enjoy local tasteful culinary. The tour destination focus on five main tourism destination in Java and Bali island. Visitors also can “experiencing”, “participating” and “learning” in our social impact programme, give donation, join the workshop, and share knowledge through our co-creation education platform. To answer the traveler’s philanthropy, Desa.Ind pledged that 50% of the profits after tax from tourism package would be donated to projects.

REFERENCES:

Books
Illich, I., 1973, Tools for Conviviality, Marion Boyars Publishers.
Papanek, V., 2005, Design For The Real World, Academy Chicago Publishers. Rudofsky, B., 1964, Architecture Without Architects, University of Mexico Press. Sachari, A., 2002, Sosiologi Desain, Bandung : Penerbit ITB.
Stickdorn, M., 2009, Service Design in Tourism", in, Helsinki, Taik Publications.

Presentation
"Innovation in Tourism - tourism products in a changing world need service design thinking" at the business day of the first Nordic Conference on Service Design and Service Innovation in Oslo, Norway. November 24th, 2009. Video online: http://www.vimeo.com/7898679
"Practices of Service Design for Tourism" by Ivan Bursztyn, Federal University of Rio de Janeiro. Day 1 of the Service Design Network Conference, Madeira. October 26th, 2009.

Research reports and papers
Crest, 2011, Analysis of Traveler's Philanthropy Survey Osa Peninsula 2011, Osa Costarica, Fundacion Corcovado
Kishi, K., Mar 2011, Meta-Kampung, ICCI Bali Indonesia, ITS
Putra, S. Kumara, 2011, Produk Convivial Society Indonesia, Surabaya Indonesia, UBAYA

Web site www.bps.go.id www.communitybasedtourism.info www.ecotourism.org
www.fao.org www.indonesia.travel.com www.mediaindonesia.com www.realjakarta.blogspot.it www.tamanmini.com