

## DEVELOPMENT OF THE TANJUNG PANDAN OLD TOWN AREA AS A HERITAGE AND GASTRONOMY TOURIST ATTRACTION

Yunisti Pratiwi <sup>a,1</sup>, Eka Indah Wahyuni <sup>a,2</sup>

<sup>1</sup>yunistipratiwi@gmail.com

<sup>1</sup>Program Diploma Empat, Usaha Perjalanan Wisata, Politeknik Belitung

<sup>2</sup>Program Diploma Tiga, Manajemen Informatika, Politeknik Belitung

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### Abstract

The purpose of this study is to understand the history, philosophy, and cultural traditions, including cultural heritage and traditional food, as well as to identify development strategies to enhance the appeal of heritage and gastronomy tourism in Tanjung Pandan City. This qualitative research aims to describe the history, philosophy, and development strategies implemented with the hope that these efforts can make the area an attractive tourist destination, particularly for heritage and gastronomy tourism.

**Keywords:** Old Town, Heritage, Gastronomy

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### INTRODUCTION

According to the Law of the Republic of Indonesia Number 10 of 2009, tourism encompasses all activities related to tourism and is multidimensional and multidisciplinary, arising from the needs of every individual and country, as well as the interactions between tourists and local communities, fellow tourists, the government, local governments, and businesses. Simply put, tourism involves activities by individuals or groups seeking entertainment or experiences in a flexible timeframe. These experiences can be found depending on the interests or attractions offered. Tourist attractions can include natural beauty, uniqueness, and the diversity of natural, cultural, and man-made resources. The existence of tourist objects and attractions is a crucial link in tourism activities, as the main factor that attracts visitors to a tourist destination is the potential and appeal of the tourist object itself.

Indonesia has diverse tourist attractions, one of which is cultural diversity. Indonesia has 1,340 ethnic groups, each bringing its own culture, spanning from Sabang to Merauke. Cultural factors can attract tourists, as they stem from ancestral heritage developed and introduced by their heirs. To introduce culture as an aspect of attracting tourists, strategies must be in place to preserve the existing culture from both heritage and competitive perspectives. Cultural tourism is currently popular among tourists. The United Nations World Tourism Organization (UNWTO) noted in 2005 that visits to cultural and historical heritage sites have become one of the fastest-growing tourism activities (Kausar, D. 2013, p. 13).

The Tanjung Pandan Old Town area is rich in history (heritage) due to its cultural diversity from the Dutch colonial era and the buildings that still stand strong today. This area was once home to Dutch, Chinese, Malay, and other European traders.

The Tanjung Pandan Old Town area has the potential to be developed due to its high historical value, which can still be enjoyed today. The historical value contained within the Tanjung Pandan Old Town area is a unique and characteristic feature. The gastronomic appeal of Tanjung Pandan City should also be considered to attract more tourists. According to Taqwani (2012:55), gastronomy is the study of the relationship between culture and food, where gastronomy examines various cultural components with food as the central element.

Tanjung Pandan, Belitung Regency, is widely known for its marine tourism. Tourists have been drawn to its beauty and sea. Belitung Regency became widely known to tourists in 2008 with the popularity of the film "Laskar Pelangi," which depicted the daily lives of the local people on Belitung Island, rich in Malay ethnic culture, and broke audience records at the time. One of the most memorable filming locations in "Laskar Pelangi" is Tanjung Tinggi Beach, which piqued the curiosity of both local and foreign tourists. Consequently, the number of tourists visiting Belitung Regency has increased annually, despite a slight decline in 2019 due to the global COVID-19 pandemic.

The presence of the Tanjung Pandan Old Town area will add variety to tourist destinations and extend tourists' stays, as there are many old buildings with historical value in the area. The numerous old buildings in the

Tanjung Pandan Old Town area have long been a dream for the Belitung Regency government to designate as cultural heritage sites and tourist attractions. Therefore, this study examines the “DEVELOPMENT OF THE TANJUNG PANDAN OLD TOWN AREA AS A HERITAGE AND GASTRONOMY TOURIST ATTRACTION.”

### Theoretical Framework Tourism

Tourism is a strategic industry globally, as countries around the world derive revenue from the tourism sector. Tourism is also a strategic activity from an economic and socio-cultural development perspective, as it creates jobs, promotes investment, increases community income, enhances community quality, and fosters national pride in cultural values (Suyitno, 2013:68).

### Tourist Attractions and Appeal

According to Sunaryo (2013: 25), tourist attractions and appeal are often classified based on their type and theme, usually divided into three types: natural attractions, cultural attractions, and special interest attractions. These various types of attractions play a crucial role in the tourism product, especially in attracting tourists to destinations.

### Cultural Tourism

According to Pendi (2006:38), cultural tourism involves travel to broaden one's perspective by visiting or observing other places or countries, studying the people's conditions, customs, and traditions, their way of life, culture, and arts. Such trips are often combined with opportunities to participate in cultural activities, such as art exhibitions (dance, drama, music, and sound art) or historically motivated activities. This type of cultural tourism is the most popular in our country, as evidence shows that it is the primary attraction for foreign tourists who come to learn about our culture, arts, and all aspects related to our cultural and artistic life.

### Gastronomy

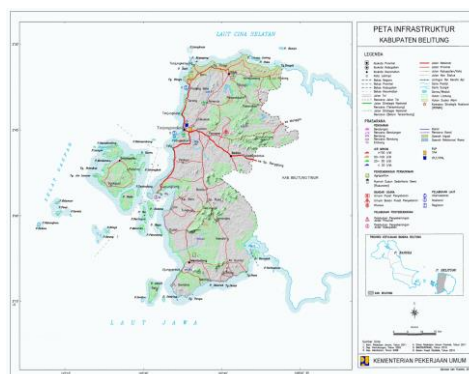
Gastronomy is the relationship between culture and food, studying cultural components with food as the central element (culinary arts). Gastronomy encompasses not only understanding food from a cultural perspective but also as an asset for the region (Nurwitasi, 2015). According to Anton Clave and Knafo (2012:4), the characteristics of gastronomic tourism are as follows:

1. Gastronomy as an element and indicator of globalization, particularly emphasizing regional competition worldwide.
2. Tourists play a role in the evolution of gastronomic tourism.
3. Tourism reveals the potential of regional or local gastronomy and contributes to developing or renewing national and subnational identities.
4. Gastronomic tourism introduces culinary products as cultural products.
5. The evolution of gastronomic tourism guides tourism development.
6. Gastronomy as a constructive element in forming a destination's image.
7. Gastronomy as a travel destination.
8. Gastronomy as a heritage element with a tourism dimension.

## RESULT AND DISCUSSION

### Belitung Regency

Belitung Regency, with its capital in Tanjung Pandan, has infrastructure such as the H.A.S Hanandjoeddin International Airport, located on Bulu Tumbang Street, Tanjung Pandan District, with a runway length of 3,000 meters, and the Laskar Pelangi Port on Pelabuhan Street, Tanjung Pandan District. The regency also has a general hospital, RSUD dr. H Marsidi Joedono, located on Jend Sudirman Street km.5, Tanjung Pandan District.



Source : petakota



Belitung Regency produces natural resources such as tin, iron ore, clay, construction sand, glass, and kaolin, which are exported for both domestic and international needs. The regency also produces high-quality export spices such as pepper and palm oil plantations, with crude palm oil exports and other agricultural products. Belitung Regency is also rich in marine resources, which are exported abroad, and has beautiful tourism sectors, especially beaches with very white sand and other natural beauty. Besides its natural beauty, Belitung Regency has rich cultural and traditional wealth, with various customs and traditional dances. The majority of the population in Belitung Regency are Malay, so the daily language used is Malay with different dialects/accents, including Urang Darat and Coastal Malay.



**Analysis of Heritage and Gastronomy Tourism Potential in the Tanjung Pandan Old Town Area Heritage Tourism Potential**

The planning of the Old Town area is an interesting discourse on history and culture in utilizing cultural heritage scattered throughout Tanjung Pandan City, creating a potential new tourist destination in Belitung rich in history and culture. There are 20 cultural heritage buildings in Belitung that have the potential to become new tourist destinations in the Tanjung Pandan Old Town area.

**Table 1. Heritage Tourism Potential**

Tourist Attraction	Address	Profile	Image
Jam Gede	Parit, Tanjung Pandan, Belitung Regency, Bangka Belitung Islands 33411	Jam Gede is located in the heart of Tanjung Pandan. It is a small part of the former headquarters of the Belitung tin company. It is called Jam Gede because the building's facade, shaped like a tower, has a large clock.	 <p>Source: belitung.tribunnews.com</p>
Eks Rumah Tuan Kuase (Wisma Bougenville)		Parit, Tanjung Pandan, Belitung Regency, Bangka Belitung Islands. The location of the former Tuan Kuase House in Belitung is very close to the Tanjung Pandan Beach tourist area. Tuan Kuase is a local term for the highest leader (Hoofdadministrateur	 <p>Source: belitung.tribunnews.com</p>
Hotel Pantai (Mess KJUB Tanjungpandan)		The building that became the precursor to this hotel is a series of structures standing on low foundations located on the beach facing the sea. It is estimated to have been established since the 1860s as lodging rooms intended for Billton Mij officials	
Tanjung Pandan Museum	Jl. Melati No.41A, Parit, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33411	The precursor to the Belitung Regency Museum was the Geology Museum initiated by Osberger in 1962. Initially, this museum was specifically for storing items related to the history of tin and geology in general. However, over time, many community members have entrusted cultural artifacts to this museum.	 <p>Source: belitung.tribunnews.com</p>

<p>Regina Pacis Church (Multipurpose Room)</p>	<p>Jl. Gegedek No.56, Parit, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33411</p>	<p>The precursor to this church was a chapel built in 1909 as a place of prayer for Christians.</p>	 <p>Source: belitung.tribunnews.com</p>
<p>Former Europeesche Kliniek (former Belitung Regency Hospital)</p>	<p>Parit, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33411</p>	<p>Ownership history from 1911-1924 belonged to NV. Billiton Maatschappij, 1924-1956 belonged to NV. Gemeenschappelijke Mijnbouwmaatschappij Billiton (GMB). In 1956, after the company was nationalized, it became the property of PTT Belitung, PN Timah, until UPT Belitung. This complex was owned by the company until it was restructured in 1992. The building and management of this hospital were then handed over to the Belitung Regency Government</p>	 <p>Source: belitung.tribunnews.com</p>
<p>Former Zusterhuis (Hj. Elis's House)</p>		<p>Zusterhuis was a residence (dormitory) provided for nurses working at Europeesche Kliniek and Chineesche Hospital. Built around 1911, it complemented the large hospital complex.</p>	
<p>Former Chineesche Hospital (Tourism Vocational School)</p>	<p>Jl. Rumah Sakit No.kelurahan, Parit, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33413</p>	<p>The precursor to this hospital was initiated by Dr. Alting Mess in 1865 to replace a small clinic built by Dr. Flaum near the fort in Kampong Gunong.</p>	
<p>Colonial-style House (Danlanud's Official Residence)</p>		<p>This koepel house was built in 1924, at the end of the NV Billiton Mij period. Initially, it was built as a residence for company officials/employees. During the Indonesian period, this house also became the official residence of PN Timah officials. It is now the official residence of the Danlanud HAS Hanandjoeddin Tanjungpandan.</p>	
<p>Colonial-style House (Dandin 0414's Official Residence)</p>		<p>This house was built in 1923, during the NV Billiton Mij period. Initially, it was built as a residence for company officials/employees. During the Indonesian period, this house also became the official residence</p>	

		of PN Timah officials. It is now the official residence of the Dandim 0414 Gapo Belitung.	
<b>Societeit or Toapekong Ho (Biliton Hotel and Club)</b>	Jl. Gegedek No.50, Parit, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33416	The societeit building was initially the residence of the first and longest-serving Chinese Captain in Belitung, Ho A Jun. It is estimated to have been established in the 1860s, coinciding with Ho A Jun's arrival in Belitung as the Chinese Captain.	 <p>Source: belitung.tribunnews.com</p>
<b>Captain Phang's House</b>		Located on Gegedek Street, Kota Village, Tanjungpandan District, Belitung Regency. Phang Tjong-toen was the second Chinese Captain in Belitung. His career began as a clerk for the Belitung tin mining company initiated by John Francois Loudon in 1853. Since then, Phang Tjong-toen has settled in Belitung and built his residence in the middle of the Chinese settlement in 1868.	 <p>Source: belitung.tribunnews.com</p>
<b>Hok Tek Che Temple</b>	Jl. Siburik Timur, Tj. Pandan, Belitung Regency, Bangka Belitung Islands	The precursor to Hok Tek Che Temple is believed to be related to the existence of Chinese immigrants in Belitung since 1853, brought by the Dutch to work as mining laborers in Belitung. These laborers, known as xinke, were mostly Hakka people, making this temple synonymous with the Hakka community. Source: belitung.tribunnews.com	 <p>Source: belitung.tribunnews.com</p>
<b>Kian Sien (Yaperbel 1 Vocational School)</b>		Kian Sien Foundation. Kian Sien is located in a village formerly known as Birok, near the fish market, temple, and port. The name Kian Sien means "new build," and it was the largest Chinese educational institution and cultural center in Belitung in the past. Established on May 1, 1937, to advance knowledge as a source of learning for life.	
<b>Holland Indisch School (SMP Negeri 1)</b>	Jl. Sekolah, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33411	Owned by the Dutch East Indies Government since it was built in 1916, after Indonesia's independence in 1945, it became the property of the Belitung Regency Government. It is now SMPN 1 Tanjungpandan, under the auspices of the Belitung Regency Education and Culture Office.	

<p><b>Former Assistant Resident's Office (Belitung Education and Culture Office)</b></p>	<p>Jl. Sekolah, Tj. Pandan, Belitung Regency, Bangka Belitung Islands 33411</p>	<p>Dutch East Indies Government (1860s to early Indonesian independence), now owned by the Belitung Regency Government. With a large banyan tree in front, this building has stood since the second half of the 19th century, coinciding with the Assistant Resident's Office.</p>	
<p><b>Former Assistant Resident's House (Kodim 0414 Office)</b></p>		<p>This was the first colonial building constructed on the government site, opposite Padang Miring, which served as a field/square. In the early days of Belitung's colonization, before other offices were built, all government affairs were managed from this office.</p>	
<p><b>Former District Head's House (Police Chief's Official Residence)</b></p>		<p>Owned by the Dutch East Indies Government (1860s to early Indonesian independence), and since the 1950s, it has been owned by the Belitung Regency Government. During the colonial period, Belitung Island was divided into 5 district areas led by a District Head.</p>	
<p><b>Kuehn Fort (RTVS Dinamika)</b></p>		<p>Dutch East Indies Government (1823 to early Indonesian independence), then Belitung Regency Government. This fort was built by Captain Kuehn in 1823 to replace the fort previously built in Tanjung Simba, Cerucuk, by Captain de la Motte</p>	
<p><b>Kerkhoff</b></p>		<p>A public cemetery for Dutch Christians, preserved for historical and scientific purposes under the auspices of the Belitung Regency Government. Kerkhof occupies a high area on the east side of Aik Beruta', not far from the fort. This cemetery complex is estimated to have existed since the 1850s.</p>	

**Gastronomy Tourism Potential**

The gastronomy tourism potential in the Tanjung Pandan Old Town area is an attractive tourist draw. The Old Town area is also known for various culinary tourism activities, such as the tradition of eating bedulang at Rumah Makan Belitong Timpo Duluk and enjoying coffee at Warung Kopi Kong Djie.

Warung Kopi Kong Djie is the most famous coffee shop on Belitung Island, located at Siburik Street No. 4, Tanjung Pandan, and established in 1943. The building is very simple. The coffee-making medium consists of three large kettles, one of which is almost one meter tall, with a cloth filter attached to the lid to prevent grounds from being carried over. The coffee concentrate is then poured into each glass and brewed again with boiling water. The thickness is adjusted to the visitor's preference.



Source: jalajahnusantara

Rumah Makan Belitong Timpo Duluk is a dining place with an old house concept on Belitong Island, established in 2013, located at Lettu Mad Daud Street No. 22, about 5 minutes from Batu Satam Monument. Rumah Makan Belitong Timpo Duluk offers traditional food and the tradition of eating bedulang.

Eating bedulang is a traditional dining procession involving four people sitting cross-legged and facing each other, enjoying the meal in a specific manner. The food is served on seven plates arranged on a large tray known as dulang. The dulang is round, and in the past, it was made of wood, but around 1950, dulang made of zinc was used. The tradition of eating bedulang is closely related to the arrival of Islam in Belitong. Eating bedulang is not only a traditional ceremony for events like births, circumcisions, or weddings but also serves as a means of communication among family members. Elders provide advice and teach etiquette in all matters during the bedulang meal. The dulang is covered with a type of food cover called mentudong. A set of dulang consists of typical Belitong dishes placed on small plates. Rice, fruits, and desserts are provided separately. Additionally, there is a bowl of water and a folded napkin for handwashing. Eating bedulang is a form of gratitude for the abundant harvest.



Source: travel.detik

Development Strategy for the Tanjung Pandan Old Town Area as a Heritage and Gastronomy Tourist Attraction

The mission of developing the Heritage and Gastronomy Tourism Attraction is to preserve the historical and cultural areas in Tanjung Pandan, provide national insight, enhance knowledge and understanding of history and culture, and improve community welfare and environmental sustainability. The development strategy for the Tanjung Pandan Old Town Area as a Heritage and Gastronomy Tourism Attraction includes the following approaches:

- **Historic Urban Landscape Approach:** This approach focuses not only on the preservation of the physical environment but also on the entire human environment in its non-physical form.
- **Community Involvement Approach:** This approach involves the local community in tourism development, including planning, management, and control of tourism activities.
- **Sustainable Tourism Approach:** This approach considers the economic, social, and environmental impacts of tourism, both current and future.

Concept of Tourism Packages or Activities Offered to Tourists for Enjoying Heritage and Gastronomy Tourism in the Tanjung Pandan Old Town Area

**Table 2. Concept of Tourism Packages**

Time	Description
08:30-09:00	Meeting point at Satam Monument Park
09:00-10:00	Enjoying market snacks and coffee at Warung Kopi Kong Djie
10:00-12:00	Touring heritage sites by bicycle
12:00-13:00	Rest and lunch at Rumah Timpo Duluk

**CONCLUSION**

Based on the research conducted, it can be concluded that Tanjung Pandan has an area with various cultural heritage buildings and unique culinary traditions, creating potential opportunities for new tourism, namely heritage and gastronomy tourism in the Tanjung Pandan Old Town area. It is hoped that these will remain preserved and become widely known to both local and foreign tourists.

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