



What Could be Learned from the Netherlands, Singapore, and Philippines

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Abstract

The Netherlands changed the old windmills but tourist still could find them in tourism area. Museums are one of favorite tourism destinations. People could find mini klompen and mini windmill made by ceramic or wood in almost every spot in the Netherlands, in every supermarket also bookstore.

Singapore, the cleanness and ordered traffic make it as the most favorite tourism destination. They make everything becomes so easy and simple in smart ways. Singapore has to build new magnificent things to make international tourist want to visit. Indonesia has many beautiful nature creature, they do not have to make any new ones. International tourists are already amazed with these sites.

Philippines have one famous shop name which we could find in every area. From wood trash, they made beautiful souvenirs. They have famous cookies and dried fruits, most international tourist could find all of them in that well-known gift shop. Indonesia has plenty of special food but they are unknown internationally, which make it easy for other country to steal the patent.

From all models' values we learn, and build ourselves better.

Keywords: *heritage, culture, tourism, business, sustainable habit, profit taking*

INTRODUCTION

When people hear the word “Europe”, they will think of modern and about moving forward. They do not know that was developed, even for a country. Developing does not mean to delete all the old things, replacing the old buildings and facilities with modern ones. Soekarno, first President of Indonesia said that a big country is one which respects or appreciates the merit of the heroes, the history. Konrad Smigielski said that a city without old buildings is like a man without memory.

The majority of the housing in Europe uses old buildings, well maintained and brought up to date with modern quality of life. Meanwhile in Indonesia, they prefer to destroy the old and existing, even though they are at least a hundred years old, and change them with new ones. These new buildings last only for about ten years, due to bad quality and style. Except the infrastructure and public buildings which were made for being eternal and everlasting. Undang-undang *Benda Cagar Budaya* (Heritage



building law) has been in effect since 1992, but until now the implementation lags far behind.

Windmills have been replaced by new ones with modern and compact shapes, which are also easier in maintenance. But it does not mean the Netherlands removed all old windmills from the entire area of the Netherlands, and changed them for the new models. Based on consciousness that they are famous for the windmills, they placed several windmills in one tourist area, where tourists can find several windmills which still work and function well. Those are also still being used as dwelling place for the owner.

Of course it will be disappointing if the tourist has imagined about the old windmill and in the name of modernisation the old ones have been replaced with the new modern ones.

Klompen, wooden shoes specially from the Netherlands, are still used by some farmers although there are not many users left. Located in the same area with the old windmills, Netherlands has a Museum of Klompen that is complete with the history, variant of klompen, workshop, also shop that sell klompen souvenir with various size that complete, also mini klompen.

Mini klompen could be found in almost every place in the Netherlands, at bookshop, supermarket. Mini klompen is shaped as key chain, mobile phone accessories, magnetic accessories for refrigerator. This easiness that makes people tend to buy those. Also because are so often seen, will make people want to buy them, like the principle of reclame 2D which champion visual aspect to their prospective client.

Tulips, considering that tulips will not grow in other countries with a different climate than the Netherlands, they sell almost fully grown seeds in small plastic pots. These seeds will grow in almost any country within days. Some young flowers are put in a vacuum plastic bag, which make it not grow before the plastic is opened.

Having trips to museums is a normal thing, most families in the Netherlands visit museums on weekends or as a short holiday destination. Museum has been a fun place, not boring, not scary. Missing tour guides is not a big problem, as with map of museum in the catalogue with simple paragraphs and pictures are enough to guide the visitor by themselves. No need spectacular display, attention dragger, high technology, all of those need lots of money. There is no need for expensive things; great arrangement is not luxurious and hi-tech. Sometimes in simplicity but ordered well, people find beauty and the learning process will flow more natural.

Singapore is famous with their ease in transportation, safety, and comfort. Most Indonesian people really know that transportation is one of the biggest issue in



Indonesia. The traffic jams, unclear signs all confuse and are unfriendly for the road user. All Singapore visitors for the first time will not ever feel afraid of being lost, all signs are simple and friendly to human's brain. International tourists come to Singapore with the aim of service recreation. They create several places and build phenomenal buildings to pull the tourist from all around the world to come visit Singapore.

Indonesia has lots of natural recreation places and human-made ones that are beautiful. There is no need to build spectacularly. Indonesia has large quantities of varied resources. Referring to beauty, most Europeans and Americans know that Indonesia is beautiful. However, Indonesia is lacking in the ease of transportation, safety, and comfort.

Many foreign tourists love to arrange their own travel, but some of them prefer everything is arranged for them by a travel agent. In this case, the availability of packages which guarantee everything is ready for them will be a great choice. The problem is with most Indonesian websites; sometimes they miss essential information, lack explanations, miss a place for the newest information. Nowadays the international tourist tends to trust the information he finds on the internet.

One thing that is almost being forgotten by many people, tourists come to a place, in order not to find what they could find in their own place or where they come from, they will be amazed to see what is new for them. When European or American tourists visit Singapore, they will find similar conditions with where they come from, the amazing feeling will not be the same compared to when they visit Indonesia. Indonesia has potential with the beautiful nature, also with unique and different shaped places. Singapore has built several beautiful and spectacular phenomenon buildings and areas, which make it as pull factor for the incoming tourist. Several events like concerts in international scale are being held in Singapore.

Nature and ancestors give Indonesia variety, beauty, the view, ground, water, it is all there in Indonesia. Lots of Indonesian people still do not realize the beauty of the country, because it is not famous yet. No standardized facilities and the infrastructure is the main reason for this phenomenon.

Almost the entire area of Indonesia has its own shows, ceremonial or not, which is interesting to be seen by domestic tourist and even more by foreigners. How to make these shows famous and become one of the reasons to visit Indonesia is the homework.

Singapore could not be compared with Indonesia whose area is many times larger. If we cannot use one Singapore as a model, why not think of it as Singapore here and there? Every province has different characteristics and even in one province, it



has differences in culture. Traditional houses, dresses, food. Even the hygiene is big issue here as most foreigners get stomach ill. The deficiencies of the tap water quality in washing vegetables and in cooking the food. If there is a brand of restaurants that can be trusted with high quality hygiene and becomes famous in foreigners' ears, the company could gain much.

The bright smile of Indonesian people, the friendly kindness of Indonesian people, should be completed with more fluent English.

International tourist sometimes use a guide book to get directions and images about which place of they want to visit. It would be helpful if there is one information center which explicitly tells what there is to see and which situations can happen, so they could be more careful. For example safety. The open wide fact, real fact, should be told in gaining careful.

The Philippines are not a very famous country to be a tourism destination. The traffic jams and transportation infrastructure are quite similar with what is happening in Indonesia. One negative thing that happens there is heritage buildings are not being taken care of. There are many old buildings which are not being revitalized. Those become a non-functional monument in the center of the cities, unused and not taken care of. In fact in Indonesia, they would be the investors target to destroy and replace them with shopping malls.

A great old theater building in the Philippines, in dark condition, plafond is leaking, produce flooded area in front of the stage which shape is like a small pond. There was also a beautiful building created by one Italian artist with facade of the building has more than ten female faces, but now it is not taken care of and almost damaged.

Most Philippines could speak English fluently, the parking man, road seller, taxi driver, etc. This advantage will help the foreigner with communication. However the majority of Indonesian people could just put their bright sweet smile and greet with: "Hi, Mister. Hi, Madam. How are you? Good morning. Thank you. Bye." Only those sentences they are familiar with, which does not help in further communication. Only a small number of tourist locations in Indonesia has guides with various language abilities.

One thing that could be learned as model is in the way they use wood trash become souvenir, being made into various products.

If want to buy souvenir, domestic tourist, even more international tourist, there is one brand of souvenir shop "Kultura". Kultura could be found in any place in Philippines area, it is almost a supermarket containing everything from the whole entire area of Philippines. Kultura sells various kinds of souvenirs from small things



such as key chains, refrigerator magnetic accessories, cute pencils, also sarong, T-shirt, clothes, traditional bag, backpack with traditional slippers, even more several kind of traditional food or modern ones of Philippines, from dried fruit, salty or sweet and sour, cookies, etc. In short, a mini supermarket which sells all kind of souvenirs from Philippines. A one stop shop, where tourists do not have to be confused in finding some souvenir from several different places, because almost anything that they want to get as a souvenir could be found in this place. It has branches in many locations, easy to get to, with reasonable prices. The lack in Indonesia, not many shops, tourists have difficulty if they want to get souvenirs, and they could not get all all that they want in one shop, they have to visit several shops and not every brand shop spreads around Indonesia, sometimes the price tags are not reasonable, even considering that all the international tourists who visit Indonesia are rich by Indonesian standards because they could afford the travel.

If a citizen of one city in Indonesia is asked about where the tourist could buy souvenirs, they often do not know where to get souvenirs. Philippines know with the one stop shop for souvenirs with all branches all around supermarkets in Philippines. It could be great if in Indonesia, there is a one stop shop which is completed and has branches all around the country, selling mainly things from the surrounding area, but also sell items from all areas around Indonesia. Besides being a business opportunity, it will also open job opportunities, changing trash into valued items.

Wooden items, using unused trash. Indonesia is so rich with natural resources, creative human resources, and also the trash, which in the hands of creative people, could become highly valued items.

Indonesia has lots of creative people, for example the miniature maker of village people sketches of daily life, from wood trash and other unused items, also bamboo wayang, grass wayang, and the artist who makes miniature of big motorbikes, and other vehicles from trash.

The barrier is not enough mediation as a bridge between the artist and the market, especially European. This problem could be solved with one place with one brand, if it is successful, it could expand the shop with branches everywhere in Indonesia. So that the tourist do not have to find about what do they have in Indonesia. They will know they can visit one place, a one stop shopping destination if people need souvenirs.

Exhibitions do help, the phenomenon that happens in Indonesia, some times after an exhibition ends, there is no followup, no further movement. Even the exhibition itself could not be heard worldwide though. The necessity of advertisement, great accomodation website, also great testimonials from people.



Nowadays internet is one of the best media in marketing, plus people worldwide reach for the internet first to obtain any information.

A website which does not suffice and is unclear will give no contribution at all, the communication process between potential costumers and the seller will not work well. A lot of websites are just being made to claim the name, but the website itself does not work well in increasing the selling quality and quantity, especially in getting foreign costumers. Only a small amount of Indonesian company websites are successful with their website.

International exhibition, also the international marketing. Tourism is one of foreign exchange gainer with small risk. Old thoughts of development, increased economy just could be gained from standard factors, fields, could be re-think. Tourism could be seen as a growth potential and has promising aspects. With condition, several main preparations should be done, and hard work plus creativity.

Indonesia has lots of culture with each character, from traditional houses, dance, song, musical instruments, fabrics, food. Indonesia has angklung, suling, calung, kecapi, gamelan, wayang golek, wayang kulit, songket fabric, ulos fabric, various kind of batik with different pattern of each area of the country, gadang house, and teh food, *sate* (Indonesian kebab), *soto* (Indonesian soup), *nasi goreng* (fried rice), *nasi kuning* (yellow rice), *sayur asam* (sour vegetable soup), *rendang*, *pecel*, *gado-gado* (Indonesian salad), several kind of dried fruit –salty, sweet, sour, many varieties of traditional cooking from all around Indonesia.

Lots of things that could be shown in Indonesia, the characteristic of Indonesia. Each island has its own characteristic, each province has its own characteristic.

Still a lot of potential international tourists from all around the globe do not know or do not clearly know about those existing. Great and complete websites and books could help, one stop shopping could help much more.

Indonesia has the ingredients, the richness of the nature, beautiful nature and human-made locations every where. Mountains, seas, rivers, lakes, world under the sea, etc. No need to make any beautiful location, what just need to be done is repairs here and there, also the announcement here and everywhere. Indonesian hospitality, will support the tourism success. The big amount of human resources as employee in making things and for tourism, hopefully it will reduce the number of unemployed, also will drag them to be a contribution to society.

It is not hard if the plan being done one by one. It would be like driving a vehicle, only see for 5 to 10 meters in front. The goal or finish line is there, could be seen not clearly, but in the end, the mission will be accomplished, no matter from which way they started it.



Taking care of heritage, culture, through tourism as one of business field, also support the sustainable habit, changing the trash into valued items, gaining money, and profit taking. From all models' values we learn, and build ourselves better. There are two choices, waiting for the ball, or go pick up the ball.

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