



## Development of Eco-Friendly Travel Patterns based on Cultural Heritage Attractions in the City of Bandung

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### ARTICLE INFO

*Keywords:* Development of Travel Patterns, Cultural Heritage, Eco-Friendly Tourism, Bicycle Tourism

*Received:* 08 October

*Revised:* 09 November

*Accepted:* 10 December

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### ABSTRACT

Global tourism developments tend to empower the use of more environmentally friendly transportation, and tourist demand for quality tourism products is increasing. Cultural Heritage Objects are unique tourist objects, therefore, they must be managed, preserved, and utilized for the greatest prosperity of the people. The city of Bandung has a variety of fresh cultural and environmental heritage objects so that it has the potential to become an eco-friendly tourist destination. This paper aims to explain how to take advantage of cultural heritage objects as tourist attractions through the development of travel patterns using eco-friendly transportation. Data collection techniques use action research with a qualitative approach as a framework and analysis. The development of eco-friendly tourism patterns in the city of Bandung is a strategic step in the utilization of cultural heritage objects by adhering to the concept of sustainable tourism.

## **INTRODUCTION**

Cultural heritage is material cultural heritage in the form of Cultural Conservation Objects, Cultural Conservation Buildings, Cultural Conservation Structures, Cultural Conservation Sites, and Cultural Conservation Areas on land and or in water that need to be preserved because they have important values for history, science, education, religion, and or culture through the determination process (Law No. 11 of 2010 concerning cultural heritage). Furthermore, in the cultural heritage law, it is stated that the use of cultural heritage must be preserved, which means that with an integrated effort it is protected, developed, and utilized. Utilization as much as possible for the benefit of the people. The development of tourism in the future is increasingly complex due to the influence of various strategic issues, including the demand for tourists for higher quality tourism products and refers to the environment and sustainability. Many tourists travel to see, enjoy, and learn about past remains with the aim of gaining memorable experiences and knowledge. Educational Opportunity, namely the desire to see something new, learn about other people and/or other regions, or know other ethnic cultures, is the dominant driver in tourism (Pitana & Gayatri, 2005).

According to (Fandeli, 1995), the factor that attracts tourists to visit is related to the existence of tourist attractions in the area or at tourist destinations. Meanwhile, according Spillane, (1997), there are 6 factors that attract tourists to visit tourist sites, namely: 1) Natural beauty with its various variations, 2) Climatic conditions, 3) Culture and its attractions, 4) History and legend, 5) Ethnicity with its ethnic characteristics, 6) Accessibility, namely the ease of achieving it. Culture and attractions, history and legend are factors that attract tourists to come to visit. This means that Cultural Heritage has the potential to become a tourism product that has attractiveness and is unique. When talking about sustainable tourism, the surrounding community must become a unified whole with the main tourist destinations that are there.

Development and utilization of cultural heritage is a preservation tool and strategy, to empower and elevate the important values of cultural heritage. Important values of cultural heritage include important values for science, education, culture, history and economic values contained in cultural heritage. Therefore, the management of cultural transgenerational needs to be carried out on a conservation basis. In other words, preservation is the main keyword in managing cultural heritage (Ardiwidjaja, 2013). Cultural Heritage in the City of Bandung is dominated by historic colonial buildings and has been utilized for various purposes and activities. The many choices of cultural heritage objects to be visited have an impact on the travel patterns that will be used. This travel pattern will also have an impact on the choice of transportation equipment to be used. Related to the preservation of the natural environment, there are two choices of vehicles, namely vehicles that have an impact, and those that do not have an impact on environmental damage. Vehicles that do not have an impact on environmental damage are commonly referred to as environmentally friendly transportation equipment. Vehicles that cause a lot of air pollution are those that have an impact on environmental pollution. The city of Bandung is

known as an environmentally friendly city that has good air quality. The number of vehicles that contribute to the burden of air pollution will threaten the comfort and health of the people who live in it. Therefore, the development of cultural tourism that utilizes environmentally friendly vehicles is urgently needed.

Currently, the use of environmentally friendly vehicles that do not cause air pollution is starting to become popular with the world community. Tourism development in many countries, especially developed countries, has been motivated to empower the use of more environmentally friendly transportation. According to Gusnita, (2010), sustainable transportation or environmentally friendly transportation is a vehicle that does not have a harmful impact on human health and the environment. Cultural heritage tourism by utilizing bicycles as an environmentally friendly means of transportation is a form of combining cultural tourism and bicycle tourism. This form of tourism development naturally becomes a form of sustainable tourism which includes the preservation of culture, natural environment, improvement of people's economic welfare. The direct economic impact on society can occur because cyclists tend to shop along their tourist routes to meet their physical quality recovery needs, and to fill their free time during breaks. Travel patterns need to be prepared in advance so that effectiveness in tourism activities can be fulfilled besides that safety and security are also maintained. This paper tries to describe a form of tourism development that makes use of cultural heritage objects as its main attraction, and in its movement makes use of environmentally friendly vehicles, especially bicycles and at the same time becomes the main attraction for its supporters.

## **THEORETICAL REVIEW**

Development is a process or a way of making something advanced, good, perfect, and useful (Suwanto, 1997). Several forms of alternative tourism products that have the potential to be developed, namely: cultural tourism, ecotourism, marine tourism, adventure tourism, agro-tourism, rural tourism, gastronomy (culinary tourism), spiritual tourism, and others. According to Grady in (Suwanto, 2002), the criteria for tourism development must involve the local community and be able to provide benefits to the local community, not damage the socio-cultural values of the community, and the number of visitors does not exceed social capacity so that the negative impacts can be minimized. These criteria emphasize community-based tourism development and sustainable tourism development. The principles of sustainability refer to environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to ensure long-term sustainability (UNEP and UNWTO, 2005). Morrison & Mill, (2009) mention elements of tourism destinations with Destination Mix (DM) consisting of 1) Attractions, 2) Facilities, 3) Infrastructure, 4) Transportation, 5) Hospitality.

According to (Pendit, 1999) tourism potential is a variety of resources found in a certain area that can be developed into tourist attractions. Tourism

potential is used for economic interests while still paying attention to other aspects. The basic concept of tourism areas is divided into two types, namely pure tourism areas and open tourism areas. A pure tourism area is an area where all land is allocated for the development and construction of tourism facilities and infrastructure. Open tourism areas are areas whose main weight is for tourism development which can also be used for other activities, such as settlements, forests, plantations, agriculture, industry (Ismayanti, (2010). The World Tourism Organization (1997:34) states "meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to the management of all resources in such a way that is economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems".

Sustainable tourism is: 1) an integrated and organized effort to improve the quality of life through regulation, provision, development, utilization and maintenance of natural and cultural resources that are ecologically viable as well as economically viable, as well as ethically and socially just to the community; 2) is a tourism development that adapts to the needs of tourists while still paying attention to sustainability and providing opportunities for the utilization and development of natural resources for future generations. Cultural Tourism is a travel activity carried out by a person or group by visiting certain places for the purpose of recreation, personal development, or studying cultural attractions by utilizing the cultural potential of the places visited. Culture is the result of human work in improving the standard of living and the process of adaptation to the environment. As a system, culture needs to be seen from the embodiment of human life related to ideas, behaviours, and materials created by human creativity, initiative, and work in which there are norms, values of social relations, and behaviours that become the identity of society (Spradley, 2007).

Bicycles are a means of transportation that are environmentally friendly and can be used by various groups and age levels. According to Simonsen and Jorgenson (in Ritchie, 1998) bicycle tourists can be defined as people who are not residents, coming from various places who take advantage of their free time to use bicycles as a mode of transportation not for competition, but for sightseeing. This travel itinerary is structured by considering the 4 elements of tourism, namely attractions, amenities, accessibility, and activities.

#### 1. Attractions

As the main element in tourism activities, it must be interesting and unique. This cultural heritage tourist attraction must be equipped with Story Telling. Currently, information on cultural heritage tourist attractions in the city of Bandung can be obtained easily through online/internet media. However, a brief history of this cultural heritage building needs to be placed at the building site to make it easier for tourists to know or recall the story behind the building.

2. Amenities

Amenities are needed because tourists need supporting facilities such as places to eat and drink, accommodation as well as supporting facilities for security, safety and finance. Especially for transportation by bicycle, information is also needed related to the existence of a bicycle repair shop.

3. Accessibility

To provide a sense of security and comfort in using bicycles, information on the condition of road infrastructure is needed, such as road quality, vehicle density of road users, as well as their morphology. This is considered important because cyclists must be able to adjust between road conditions and tourists' physical abilities.

4. Activity

In packaging tourism travel products, information on activities that can be carried out by tourists is very important. This activity includes activities on the way to tourist attractions, at tourist attractions, after leaving tourist attractions, and at supporting facilities (eating and drinking). Culinary is a type of tourism that prioritizes local food, which has an important role and becomes a new experience for tourists (Syarifuddin, D, et al, p58: 2018). With the incessant effort to introduce traditional food and drink, foreign tourists have begun to adapt and like the typical food and drink from the tourist spots they visit (Prasiasa, 2013: 6, in Syarifuddin, D, et al, p58: 2018).

## METHODOLOGY

The data collection process in this paper applies action research as a framework and analysis. (Grundy, 1995) explains that Action Research is an effort to improve understanding, ways and conditions that are carried out collaboratively. Participatory action research (PAR) is grounded in a constructivist approach to creating knowledge. At its core PAR is a collective and reflective inquiry jointly undertaken by researchers and those living the topic of study (Brown & Warwick, 2019; Sankaran et al., 2017) (Carol Cutler White, 2022). The mechanism is carried out with participants (collective self-reflective) to increase understanding of conditions and or the environment related to tourism activities that use environmentally friendly transportation.

Referring to the theoretical framework of Stringler (2007), data collection activities are carried out in stages: 1) Collect relevant data and information related to cultural heritage tourism using environmentally friendly transportation; 2) Exploring and analysing the data collected, 3) Planning, implementing and evaluating actions taken with the participants/community/cycling community, and related local government agencies; and 4) Interpretation, with focused discussion to examine and review the results of observations accompanying previous actions, in order to be able to answer problems.

## RESULTS

Various sources indicate that there are at least 1,700 cultural heritage buildings in the city of Bandung, and around 200 of them fall into the category of class A cultural heritage buildings and 6 cultural heritage buildings in the city of Bandung are included in the category of national cultural heritage buildings. Some of these buildings are still being used for various purposes, both for government buildings, schools and so on, even though their function has changed from their initial use. Utilization of cultural heritage buildings like these is also beneficial in maintaining their sustainability because their use still refers to laws and regulations related to the protection of cultural heritage objects.

The Bandung City Government (Bandung City Regional Regulation, Number: 19 of 2009, Appendix.) has grouped 99 cultural heritage buildings into 6 Regions, namely: 1) Region I/Central City Area, 48 pieces; 2) Region II/Chinatown/Trade Area, 5 pieces; 3) Region III/ Military Area, 16 units; 4) Region IV/Sundanese Ethnic Region, 2 pieces; 5) Region V/Residential Villa and non-Villa Areas, 26 units; and 6) Region VI/Industrial Area, 2 pieces. Most of these cultural heritage buildings have become the main tourist destinations. The Asia-Africa area, the Jalan Braga area, and the Gedung Sate area (see table 2), are the historical areas that are most in demand because of their unique architecture, historical value, and ease of access.

Table 1. The Cultural Heritage Buildings are the Most Attractive to Visiting Tourists in the City of Bandung

No.	Area/Building Name	Interested (%)
1	Asia-Africa Street Area: Merdeka Building/ AA. Conference Museum, Homann Hotel Complex	24
2	Braga Street Area: Bank of Indonesia, Braga Landmark	22
3	Diponegoro Street Area: Satay Building, Postal Museum, Geology Museum	21
4	Merdeka Street Area, and office complex: Cathedral Church, Bandung City Hall	18
5	Other buildings	15

### *Media Short Stories about Cultural Heritage Buildings*

The media for conveying stories about cultural heritage buildings at tourist sites can be in the form of oral, print, audio-visual, and digital (internet) media. The story conveyed is usually a short story or synopsis. This story should contain elements of orientation, events, and reorientation. Oral media are usually delivered by tour guides or story tellers, and the delivery process is called storytelling. Storytelling is an activity related to telling a story to one or more listeners. Geisler (1997), states that storytelling is a storytelling activity.

Storytellers tell stories using words, sound and movement. The storyteller adjusts the rhythm of the sound to evoke a listener response. Print media is media that is written on board or paper, or the result of printing. This print media can be placed outside or inside the building in a position that is easy for visitors to see and read. Audio visual media is the delivery of short stories through the media of sound, images or both. Meanwhile, digital media or the internet are short stories that can be viewed by visitors by accessing certain web sites. This website address can be translated in written media that is outside or inside the cultural heritage building.

The following is an example of a story telling text for cultural heritage buildings in the city of Bandung. Gedung Sate has a distinctive feature in the form of a skewer ornament on its central tower. Built in 1920, today it still stands strong and functions as the central government building of West Java. During the Dutch East Indies Government it was called Gouvernements Bedrijven (GB). The laying of the first stone was carried out by Johanna Catherina Cops who is the eldest daughter of the Mayor of Bandung. Gedung Sate was originally designated for the Department of Traffic and Public Works. It even became the center of the Dutch East Indies Government after Batavia was deemed no longer eligible as a center of government because of its development, so it was used by the Bureau of Public Works. The following is the history of Gedung Sate as reported from the West Java Government website: Gedung Sate has historical value during the war for independence. On December 3, 1945, 7 youths died against their opponents, namely the Gurkha troops who came to attack. To honor his services, a memorial monument was built in front of Gedung Sate (Anastasia Anjani - detikEdu, Saturday, 20 Mar 2021). This short story is downloaded from the internet. Storytellers or tour guides can modify the delivery method according to the characteristics of visitors so that visitors can easily understand it. Visitors who use internet media will usually be able to access more complete stories and from various sources. In addition, it can be obtained before they come to visit.

#### *Mapping and Assessment of Tourist Routes*

The number of cultural heritages in the city of Bandung causes many alternative variations of tourist routes that can be made. However, if the tourist route is not determined, the tour will be less than optimal and can sometimes be confusing. Tourist travel patterns are strongly influenced by the paths and trajectories traversed by tourists. The paths and trajectories traversed by tourists on tour will form movement patterns so that there are direct route patterns, short traverse patterns, long distance traverse patterns, and loop patterns (Maulana P, Aditya, p5:2020). For tourists staying at one destination, they will generally use the return to origin/loop pattern. The development of cultural heritage tourism routes using environmentally friendly transportation uses a closed/loop travel pattern which is characterized by the same departure and return points. The purpose of making tourist routes is to make tourist trips comfortable and more effective so that the expected results on this tour will be fulfilled. Making eco-friendly tourist routes must pay attention to several

aspects, including: the diversity of tourist attractions, the availability of amenities, especially food and drink, temporary rest areas, road quality, traffic density, road morphology, the presence of supporting facilities for security, safety and worship (police offices, hospitals, mosques, and churches). The following is a closed tour route model with start and finish points from the Grand Tebu hotel on Jalan L.L.R.E Martadinata (Riau) No. 207, Bandung City, which is equipped with an assessment of the condition of each route. (See Table 2).

Table 2. Cultural Heritage Tourist Routes Using Environmentally Friendly Transportation/Bicycles with Closed Tracks

Route	Description	Roads	Morphology	altitude (m)	Mileage (km)
1	Grand Tebu Hotel (6°54'47.3"S, 107°37'44.3"E)-Junior High School 5 Bandung-Pencil Building-Museum of the Asian-African Conference.	asphalt	low wavy - flat	714	5.7
2	Museum of the Asian-African Conference-Purnama Coffee Shop-Braga Landmark.	asphalt	flat	707	1.6
3	Braga Landmark- Bandung city hall.	asphalt	low wavy	712	0.7
4	Bandung City Hall- Biofarma Museum- Barli Museum.	asphalt	uphill	721	7.3
5	Barli Museum-Karang Setra-Warung Taru	asphalt	Wavy-uphill strong	812	6.5
6	Warung Taru-Bandung Struggle Monument-Sate Building	asphalt	Down hill	875	3.4
8	Satay Building - Kupat Tahu Gempol Culinary - Grand Tebu Hotel Bandung.	asphalt	down flat	735	3.6

To provide a sense of security for tourists, on this route you can also find several health facilities, a police station, shops and bicycle repair shops, as well as places of worship. There are several additional attractions that can be enjoyed on this route, such as city parks and monuments that are no less interesting. From the results of observations at the research location, it was found that the activities that are usually carried out by tourists are taking pictures, reminiscing, reading, and hearing stories about the historical records owned by each of these cultural heritage buildings. Generally, they know that what they are visiting is a cultural heritage building, but only some understand that this cultural heritage building is a remnant of the colonial period. This shows that information on each historical story needs to be made so that they

can know and understand its historical value. Even though cycling is a supporting attraction, it becomes very important because while cycling from one attraction to another, you will get experience, knowledge and memorable memories. Road conditions and track morphology will give an adventurous impression because strength and physical quality will be tested. Eating and drinking will be very interesting because cyclists really need energy to be able to keep pedaling.

To facilitate the dissemination of information on this tourist route, data collection is also carried out by utilizing a WEB-based application. Map Navigation can be understood as a directional guide that can determine position, actual direction or a map by utilizing online-based website technology. One type of application that is commonly used by athletes, be it runners, bicycles, or just walking, is Strava. Strava is a GPS application intended for people to record sports activities (running, cycling, walking, hiking, hiking) that are carried out regularly. This application utilizes Google maps as a basic map, and has an attractive appearance with various benefits as a guide and is easy to use. This application can display some important information, namely route map, height difference, distance traveled, cycling time, and cycling speed. Cyclists can also share information with fellow users in all parts of the world because this application also functions like a social network application for athletes.

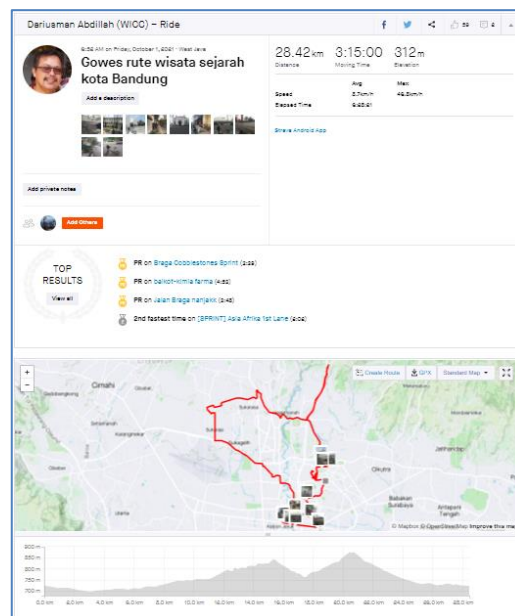


Figure 1. Digital Information Display in the Strava Application

The use of eco-friendly tourist transportation, especially bicycles on cultural heritage tourism has several benefits which include reducing pollution and traffic jams as well as better physical health. In addition, tourism development like this can stimulate environmental preservation as well as economic growth related to demand for accommodation, food and beverages and so on which have a direct impact on the people around the tourist route. Another benefit is that it can be used as a strategic component in supporting the

feasibility of developing tourism based on the use of environmentally friendly vehicles in Indonesia. Some of the benefits of eco-friendly tourism (bicycles):

1. The benefits of creating business and employment opportunities.
2. The benefits of strengthening connectivity between urban and rural areas.
3. The benefits of community revitalization.
4. Benefit multiplier effect.

There are many studies showings that cyclists tend to spend more time staying in an area than visitors by other vehicles (Keeling, 1999). Bicycle tourism, like other forms of travel for tourists, is a travel activity that requires physical exertion, and of course requires lodging and more food and drink. Bicycle tourism could reduce development gaps by opening connectivity which has an impact on accelerating development between regions that have potential tourist attractions. This connectivity will certainly make it easier for the area to be recognized as a tourist destination while at the same time making it easier for people to use it for the traffic of goods and services. According to Darren Alf (2014), "Bicycle touring is the act of riding a bicycle for days, weeks, months or even years on end as you travel long distances across cities, states and countries".

Bicycles could bring society back to an eco-friendly life. This is not an exaggeration, riding a bicycle through various routes can explore the identity of the people in the area visited. The existence of cycling tourists visiting the area provides opportunities for the community to develop or revitalize social life related to the services and businesses needed by tourists. Bicycle tourism is basically a multidisciplinary activity that is formed naturally by involving both cyclists and non-cyclists. Bike tourism can help find and bring together different disciplines to support and benefit from bike tourism even if they may not be cyclists themselves. The choice of bicycles as an environmentally friendly means of transportation also looks at the prospects for the development of cycling tourists. According to Midgelly (2011), over the last ten years, bicycle schemes have been developed into interesting mobility experiments in urban areas in providing public transportation options to attractions in large and complex cities such as Paris and London.

Based on the Consultancy.uk report, an online platform in the consulting industry covering more than 60 types of industries, between 2008 – 2014, on the European Continent, the number of bicycle sales reached an average of 20 million units per year. Based on data from the European Economic and Social Committee (EESC), in Germany, bicycle tour operators in 2009 reached 9 million people. A study conducted by the European Parliament in 2012, estimated that every year the number of bicycle tour trips without staying in Europe reaches 2.2 million times and bicycle tourism activities accompanied by an overnight stay are 20 million times. The economic profit earned was €44 billion. Based on the results of the European Cyclist' Federation report, a profit of € 44 billion is obtained every year. There, it is estimated that each cyclist contributes US\$39 per day to the local economy compared to a visitor using a car, which is only US\$11.90. The data shows that the use of cycling tourists in

the development of cultural heritage tourism is a strategic step because it has a positive impact on the economy.

## DISCUSSIONS

Cultural heritage is the most dominant potential as a tourist attraction in Indonesia, including in West Java. However, tourism development must pay attention to the quality and readiness of tourist attractions, amenities, accessibility and activities. The city of Bandung has a variety of cultural heritage buildings that can motivate tourists to come to visit because they have historical value and architectural uniqueness. The city of Bandung can be equated with the old city in Jakarta and the old city in Semarang. The cultural heritage that is most in demand by tourists is in the Asia-Africa Street area, Jalan Braga, Jalan Diponegoro and Jalan Merdeka. Each of these historic buildings has its own uniqueness.

At present the Cultural Heritage in the City of Bandung is a factor that attracts various types of tourists to visit, both for educational purposes to add insight and as objects of photography. Cycling tourists, take advantage of this Cultural Heritage for photography objects, and become a destination when making cycling tourism routes. However, the understanding and knowledge of the history behind this Cultural Conservation is not given enough attention. It needs attention from the management to provide information media about the historical records behind the construction of this cultural heritage so that it is conveyed to tourists.



Figure 2. Cycling Tourists Take Pictures Against the Backdrop of Various Cultural Heritage in Bandung City

Visiting various cultural heritage buildings by bicycle is of great interest to tourists because in addition to having an impact on body fitness it can also provide an adventurous experience. Besides that, the varied morphology of the city of Bandung and supported by good facilities and infrastructure will increase interest in traveling and can give a pleasant impression. The use of bicycles as an environmentally friendly means of transportation with the aim of visiting a diversity of cultural heritage has been carried out by some tourists, both individually and in groups. Making a model of a cultural heritage tourism route that uses eco-friendly transportation/bicycles will make it easier for individual and group tourists, as well as tour service providers to determine tourist routes that suit the wishes of tourists because information like this is still difficult to obtain. The availability of information on tourist routes to visit the diversity of cultural heritage in the city of Bandung and its supporting facilities

will have an impact on increasing the interest of tourists to visit the city of Bandung. Likewise with information about each cultural heritage he visited.

The availability of information on historical stories of cultural heritage combined with information on tourist routes that utilize environmentally friendly transportation is urgently needed. Stakeholders related to tourism activities can play an active role in providing this information. Combining cultural tourism with bicycle tourism will create a form of environmentally friendly cultural tourism that is sustainable. On the one hand, tourists will be satisfied with the uniqueness of the cultural tourism attractions they visit on the other hand, tourists will also get health and fitness benefits through cycling activities, and this tourism activity will also support the preservation of the natural and cultural environment. Economically, this pattern of tourist trips helps increase people's income, especially people who are on the tourist route.

## **CONCLUSIONS AND RECOMMENDATIONS**

The city of Bandung is a tourist destination that has a lot of cultural heritage from the colonial period that has the potential to bring tourists. Cultural tourism activities that use environmentally friendly vehicles are much better. In addition to gaining knowledge, experience, and fun, they are also healthier because they do not cause air pollution. The use of bicycles as a means of transportation is much better because it can provide fitness and an adventurous experience in the city of Bandung. The pattern of travel that utilizes environmentally friendly transportation provides an overview of responsible, quality, and sustainable forms of tourism activities. The use of bicycles in tourism activities will have an economic impact on the people who are on the tourist route as a provider of tourist logistics needs during their trip.

Currently, the use of environmentally friendly vehicles that do not cause air pollution is starting to become popular with the world community. Tourism development in many countries, especially developed countries, has been motivated to empower the use of more environmentally friendly transportation. According to Gusnita, (2010), sustainable transportation or environmentally friendly transportation is a vehicle that does not have a harmful impact on human health and the environment. Cultural heritage tourism by utilizing bicycles as an environmentally friendly means of transportation is a form of combining cultural tourism and bicycle tourism.

This form of tourism development naturally becomes a form of sustainable tourism which includes the preservation of culture, natural environment, improvement of people's economic welfare. The direct economic impact on society can occur because cyclists tend to shop along their tourist routes to meet their physical quality recovery needs, and to fill their free time during breaks. Travel patterns need to be prepared in advance so that effectiveness in tourism activities can be fulfilled besides that safety and security are also maintained. This paper tries to describe a form of tourism development that makes use of cultural heritage objects as its main attraction, and in its movement makes use of environmentally friendly vehicles, especially bicycles and at the same time becomes the main attraction for its supporters.

### **FURTHER STUDY**

Therefore, the management of cultural transgender needs to be carried out on a conservation basis. In other words, preservation is the main keyword in managing cultural heritage. Cultural Heritage in the City of Bandung is dominated by historic colonial buildings and has been utilized for various purposes and activities. The many choices of cultural heritage objects to be visited have an impact on the travel patterns that will be used. This travel pattern will also have an impact on the choice of transportation equipment to be used. The high value of Cultural Heritage in the City of Bandung requires various inputs in preparing a model for its utilization. Further research is needed to make a model of travel patterns in the utilization of cultural heritage with other environmentally friendly transportation such as electric cars or electric motorbikes. Provision of infrastructure for environmentally friendly modes of transportation requires the seriousness of various parties such as the government, the private sector, and researchers.

### **ACKNOWLEDGMENT**

Thank you to the Ministry of Tourism and Creative Economy of the Republic of Indonesia, especially the Directorate of Strategic Studies, which has supported funding in collecting field data.

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