

Recreational Transformation: From Colonial Heritage to Modern Lifestyle

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Abstract. This research discusses recreation as a new lifestyle that emerged and developed in the Dutch East Indies colonial period, and its impact on social habits in the modern era. The historical method and social historical approach are used to examine how recreational activities such as picnics, vacations in the mountains, and how interactions with local communities. This colonial legacy not only created new customs, but also formed the foundation of today's modern recreational culture. This study highlights the role of interactions between colonial and indigenous communities in shaping recreational traditions and how recreation as a lifestyle has adapted to the present. This research is expected to provide a new perspective on colonial history and tourism in Indonesia.

Keywords: Lifestyle, Tourism, Colonial Era

INTRODUCTION

Currently, most people use their free time to do recreation, with the aim of refreshing the body and mind after carrying out daily activities with the aim of reducing stress, improving health, and strengthening friendships and family relationships. This activity has become the lifestyle of the community now, which was previously a secondary need has changed into a primary need. Various forms of recreational activities develop with the development of the times, this does not only reflect the lifestyle of today. But it also carries a long historical footprint, recreation provides a purpose and reason to travel for tourism. The tourism sector in Indonesia began to be developed during the colonial period by the Dutch East Indies government. In 1908, the Dutch East Indies government formed a tourism association called Vereeniging Toeristen Verkeer. This association acts as a tourist government office as well as a tour operator. Vereeniging Toeristen Verkeer in 1913 issued a guidebook on tourist areas in Java, Bali, Lombok, Sumatra, and Sulawesi to promote tourism in the Dutch East Indies. In addition, in 1923 the weekly Java Tourist Guide was published which contained about Express Train Service, News from Abroad in Brief, Who-Where- When to Hotels, Postal News. Travel agents were established in 1926 in Batavia to provide services to those who travel under the name Netherlands Indische Touristen Bureau (NITour). (Puspaningrum, 2020: 298-299) (Bungaran and Rosramadhana, 2017: 1)

This effort had a significant impact on the number of tourists who came to the Dutch East Indies, this can be seen in the Jaarverslag Vereeniging Toeristenverkeer 1922-1929 which stated that in 1919 the number of tourists visiting the Dutch East Indies was 3,521 and continued to increase to 7,764 in 1929. (Achmad Sunjayadi, 2014: 5

3). In addition to promotion, the Dutch East Indies government built various transportation infrastructure such as railways, ports, and highways to support tourism activities. Popular tourist destinations such as Parahyangan, Yogyakarta, and Bali were introduced as recreational places. In addition to recreational places, these places are a representation of the natural beauty of the Dutch East Indies. These places are developed as places to rest while enjoying the beauty of nature, culture, and for exercise.

The concept of recreation during the colonial period cannot be separated from the colonial cultural values that introduce new lifestyles to the local people such as natural recreation activities, cultural recreation, and sports recreation. Although at first this recreation was only accessible to Europeans and the indigenous elite, gradually this activity was carried out by indigenous people from various circles. After independence, tourism that had been developed during the colonial period became the foundation for modern Indonesian tourism. Nowadays, tourism and recreation are an

integral part of the lifestyle of the Indonesian people. The change in recreation from a secondary need to a primary need gives an idea that there is a socio-economic change in Indonesian society. This shows that colonial heritage in the form of infrastructure, promotion, and recreational patterns affect the dynamics of tourism today. Travel frequency according to the results of the GTIS study in 2015 shows that Indonesians have a desire to travel more often with an average of five trips in the next two years. This figure is greater than the global average of only three trips. (Heru and Grendi, 2017: 3). This phenomenon shows that recreation is not only a secondary need, but a primary need that illustrates changes in cultivation and the aspirations of the community in utilizing their time. It can be seen that the patterns and structures of today's recreation are not completely new, but are a continuation of the colonial legacy.

A lot of research on the history of tourism has been carried out, one of which is Achmad Sunjayadi in explaining the cultural identity in the realm of tourism. The study was titled "Culturele Identiteit en de Bevordering van het Nederlandsch-Indische Tourisme", Sunjayadi outlined the concept of cultural identity in the context of the Dutch East Indies, covering aspects such as local culture, European culture, and cultural fusion in the colonial area. Cultural identity plays an important role in shaping the image of a tourism destination. This article highlights the tourism promotion efforts made by the colonial government and related parties to attract European tourists. This promotion includes the use of language, images, and narratives that portray the Dutch East Indies as an exotic and interesting place. So that it provides insight into the relationship between cultural identity, tourism promotion, and the formation of destination images in the context of the Dutch East Indies during the colonial period. This became relevant in understanding the cultural dynamics, tourism diplomacy, and the representation of colonial territories in the tourism industry during the period. (Achmad Sunjayadi, 2013: 27-39).

The study entitled "Acculturation in Tourism in the Dutch East Indies" by Achmad Sunjayadi explains the phenomenon of aquaculture acculturation in the context of tourism in the Dutch East Indies. This article highlights how the interaction between local and foreign cultures brought by tourists or colonization affects the development of tourism as well as changes in society in the Dutch East Indies. This article is relevant to the research because it provides a concrete analysis of how cultural acculturation occurs in tourism in the Dutch East Indies. This article is relevant to the research because it provides an in-depth perspective on the dynamics of cultural acculturation in the context of tourism in the colonial period, and can help understand the complexity of the relationship between tourism, local culture, and foreign culture. (Sunjayadi, 2018:11-23)

Baskoro Suryo Banindro, Arif Agung Swasono, Rikhana Widya Ardilla in their work entitled "Socio-Historical Media Tourism Promotion Study During The Dutch East Indies Period Of 1930-1940" explained how tourism promotion in the Dutch East Indies period between 1930-1940 affected the development of tourism. This study focuses on the role of the media in promoting tourism and the socio-historical impact of such promotion. (Banindro et al., 2020: 157-169)

According to Roida Harianja, lifestyle is a characteristic of a person visibly, or a habit of a person such as appearance, food, relationships, way of speaking, how to manage finances, and so on. . Another opinion put forward by Betrix, lifestyle is a person's pattern in carrying out his life by using money and time to meet his needs and desires. According to Minor and Mowen, lifestyle is a person's attitude in using their time, so it reflects how a person's personality is when interacting with the environment. (C. Mowen, John, and Michael, 2002: 26). Lifestyle is a consumption pattern that interprets someone's choice in managing their time and money. This pattern is depicted in activities, interests, and opinions. So that lifestyle can be said to be a person's behavior pattern. . Thus, lifestyle can be defined as a person's behavior patterns and characteristics that are reflected in the way an individual uses the time, money, and resources he has to meet his needs and desires. (Roida Harianja, 2021) (Betrix, 2023) (Mmarniati, 2021)

(Johannes Baptista Halik, 2024) Leisure is leisure time used for recreational activities or entertainment in the midst of daily routines. According to Yurida (2019), leisure is the leisure time owned by each individual outside of daily activities and other additional activities. Sukadji (2000), argues that leisere or leisure time is leisure time owned by every individual, the leisure time is not used to work, earn a living, carry out obligations, or maintain life. Leisure is time that is used freely outside of daily routine activities, can be used in positive terms and is free to do the desired activities. These activities are to express themselves, relax, and feel happy, so that it can help reduce feelings of depression which is expected to improve physical, social, and cognitive health. (Imam Setiawan,

2022). Thus, leisure is free time outside of mandatory activities such as work or daily obligations, freely used for recreation, entertainment, or other desired activities. These activities have the purpose of increasing happiness, relaxation, self-expression, and others.

Re-creare is the Latin word for recreation which means "to recreate", recreation can be defined as an activity carried out for the spiritual and physical recovery of an individual. It is carried out outside of work activities expressed through tourism, sports, games, and hobbies. Recreation is generally done on weekends to fill free time. (Ahmad Yani, 2021) Recreation is an activity in leisure that includes home recreation, daily, tourism (full day), and tourism (more than 24 hours). This activity is a non-work activity, carried out voluntarily, and a holistic experience, and can be organized with the aim of benefiting personally and socially. The characteristics of recreation are that it is carried out at leisure, without coercion, creates satisfaction and happiness, can be felt psychologically, creates productive and creative results, and can be done by everyone. (Cuttings Arif, 2024:13-15) .Recreation can be interpreted as activities carried out by individuals to fill their free time, done voluntarily, and have a purpose for pleasure. There are two types of recreation, namely active recreation and passive recreation. Active recreation is a recreational activity that requires a lot of physical activity and energy such as mountain climbing, sports, and traveling. Second, passive recreation, is a recreational activity whose activities do not require much energy, or can be with relaxation such as watching movies, listening to music, and culinary tourism. (Yusuf and Errix, 2020: 39-40).

Tourism ethnologically comes from the Sansakerta language, namely "pari" which means many, many times, and in circles. As well as "tourism" which means travel or travel. Based on this, tourism can be defined as a trip that is made many times or in circles, from one place to another with a specific purpose and purpose. (Bungaran and Rosramadhana, 2017) .According to Law No. 10 of 2009 article 1 paragraph 3, defining tourism is all types of tourism activities that are supported by facilities and services provided by the community, entrepreneurs, governments, and local governments. Tourism can be interpreted as a travel activity of a person who lives outside his or her home area, has the purpose of traveling, doing business, or other purposes that do not intend to work in the place visited. (Puttu Eka Wirwan, 2022) .It can be understood that tourism is an activity related to travel or recreation, carried out individually or in groups with the aim of enjoying a natural or artificial tourist attraction. (Suparman, 2020)

This research not only discusses tourism promotion, but also connects the development of colonial tourism with changes in people's lifestyles from the colonial period to the present. The focus of this research is not only on culture or media, but the transformation of recreation as the primary need of society today. This research aims to identify the development of recreation during the colonial period of the Dutch East Indies, explain how recreation was introduced, developed, and integrated into the life of the people of the Dutch East Indies. In addition, it explains how it contributes to the modern tourism sector, and the relationship between recreation and changes in people's lifestyles from the colonial period to the present.

Referring to the problems that have been explained previously, the questions that can be asked in this study include:

1. How was recreation introduced and developed by the Dutch East Indies government?
2. What is the legacy of colonial infrastructure, promotion, as well as patterns of recreation that affect tourism today?
3. How does the change in the status of recreation from secondary to primary reflect the transformation of the lifestyle of the Indonesian people?

RESEARCH METHOD

This research uses the historical method, where in its implementation it is carried out by collecting sources, criticizing sources, interpreting, and presenting history. (Kuntowijoyo, 2003) .First, Heuristics is the stage of collecting research sources or data. This stage is the most important part and must be done when conducting historical research. The sources used are divided into two, namely primary sources and secondary sources. The primary sources used are archives obtained from ANRI, various newspapers and travel records obtained from Dhelper. While the secondary sources used are books, articles, and others. Second, verification is a stage of assessment or study of

sources or data that have been obtained from the point of view of the value of reality or truth. (Wasino, 2018: 12) Third, the interpretation or interpretation of historical facts that have been obtained with the aim of reducing the element of subjectivity in historical studies. Historical objects must be studied objectively and independently in order to obtain impartial knowledge. Finally, historiography is the construction stage of facts that have been discovered in simple, straightforward, and scientific language so that historical writings can be obtained.

RESULT AND ANALYSIS

1.1 Recreation of the Dutch East Indies period

Recreation is a lifestyle that is a primary need for people today, this activity cannot be separated from tourism activities. Tourism growth in the world has experienced significant growth. It was recorded that in 1995 there were 518 million international tourists and in 2022 it will increase to 842 million people. There are several factors behind the growth of tourism, namely 1) increasing people's income and mobility, 2) globalization and trade liberalization, 3) the development of transportation and communication infrastructure, 4) the awareness of how important tourism is. In line with the growth of tourism in the world, Indonesia is also experiencing tourism growth, namely in 1995 there were around 850 thousand foreign tourists to Indonesia and increased to 1.5 million tourists in 2022. This growth has a positive impact on the Indonesian economy by contributing 4.06 percent of Indonesia's GDP and 8.4 percent of employment. . (Suparman, 2020)

The development of tourism in Indonesia cannot be separated from the development of tourism that occurs in the world. According to Pitana and Gayatri, tourism can be seen as a modern phenomenon that began when Marcopolo (1254-1324) traveled to Europe to China and then back to Venice. This was followed by the travels of Prince Henry (1394-1460), Cristoper Columbus (1451-1506), and Vasco da Gama at the end of the fifteenth century. Tourism only developed as an economic activity in the 19th century and developed as an international industry in 1869. (Abdurrahman, 2010) . Tourism is growing with the Industrial Revolution which has resulted in changes in people's lives, especially in Europe. There are changes in economic sectors, population growth, urbanization, and the emergence of businesses related to tourism, the increasing number of jobs, the shift of investment from the agricultural sector to other business sectors, and the development of international trade in Europe. These factors are the reason why the tourism sector is improving, as can be seen with transportation technology as transportation is increasing and the emergence of travel agents. The world's first travel agency was Thomas Cook and Son Ltd in England (1840). As a result of this tourism development, many accommodations such as hotels have developed in stations. In addition, many developed restaurants and bars or the like such as coffee and tea shops. (Bungaran and Rosramadhana, 2017: 11-12).

The tourism sector in Indonesia began to be developed by the Dutch East Indies government since 1908, there were negotiations between the government represented by Governor General Van Heutsz and several representatives of the private sector who worked in the private sector. The purpose of this meeting is to formulate associations engaged in the tourism sector. Then on April 13, 1908, a tourism association was formed called Vereeniging Toeristen Verkeer. (Puspaningrum, et al, 2020: 298-299). Vereeniging Toeristen Verkeer has the responsibility of being a tour operator or travel agent that prioritizes white tourists, while natives are given restrictions like in other sectors. (Putu Eka, 2022: 11-12). The tourism sector is considered one of the potential revenues for the colonial government, so several policies were enacted to support the development of this sector. The government provided financial assistance to Vereeniging Toeristen Verkeer in its first year of 25,000 guilders, then in 1908 and 1909 the government provided assistance of 20,000 guilders, and continued to provide annual financial assistance of 10,000 guilders since 1910. (Robert Cribb, 1995: 197-199) . Vereeniging Toeristen Verkeer carried out a massive promotion of tourism in the Dutch East Indies, promotion was carried out by issuing guidebooks, promotions through newspapers, and through stamps (pictures of scenery in the Dutch East Indies).

In addition, the government has also built various infrastructures to support this tourism activity, starting to build highways, railways, and ports. In addition, many hotels are also built to support tourism activities, in the guidebook written by S.A. Reitsma it is explained that usually hotels have one or two floors with rooms that have a spacious veranda to rest. In general, hotels in

the Dutch East Indies have excellent facilities, there are first-class hotels in important cities and tourist centers in Java. (S.A. Reitsma, 1930: 12-17) . Large hotels provide good service, in addition to the veranda on each room usually the room is equipped with a large bed. In addition, the mosquito net is clean with various accessories, bathtubs, electric lights, and phones that can give the impression of being comfortable like at home. (Arismunandar et al., 2020: 170-171)



Fig. 1. Grand Hotel Java in Batavia (1910)
Source: KITLV A832

Photo 1. is the Grand Hotel Java in Batavia, one of the first class modern hotels in the Dutch East Indies. In addition to being used by tourists to stay, this hotel is also used for important meeting agendas for various groups. In the newspaper *Het Nieuws Van Den Dag* in 1935 it was reported that on July 3, 1935 at 9 a.m. an extraordinary general meeting of bondholders would be held by the *Maatschappij Grand Hotel* company. ("Bond loan N. V. MIJ. GRAND HOTEL JAVA," 1935: 4). This shows that the facilities at the hotel not only support the tourism sector, but also as a center of social and economic activities that can attract interest from various groups such as politicians, officials, and elite tourists.

The Dutch East Indies region which has a tropical climate is very popular with European and American tourists, they consider this region as an exotic eastern world rich in natural beauty. Natural beauty is one of the main destinations for international tourists visiting the Dutch East Indies, Scidmore in his book entitled "Java The Garden Of The East" describes his experience visiting Java at the end of the 19th century. According to Scimore, Java is a place that has a variety of vegetation and magnificent mountains. In addition, tropical forests, tea plantations, and flowers bloom throughout the year, giving the impression of a beautiful place. According to Sunjayadi, mountainous areas that have natural beauty are often described in travel records published by tourists. Areas that are famous for their beautiful scenery include the Parahyangan, Dieng, Magelang, Ambarawa, Pasuruan, Malang, and Tosari areas. Mountainous areas are widely chosen because they have a cold climate, so they are used as resting places. (Achmad Sunjayadi, 2019). In addition to natural tourism, according to the newspaper *La Gazette de Hollande* published in 1926, another attraction owned by the Dutch East Indies is the existence of local populations, palaces, European plantations, scientific research institutions, and Hindu-Buddhist heritage temples where Borobudur and Prambanan are the main destinations. ("Tourism in the Netheriands Indies," 1926: 4)

Based on this, it can be seen that the development of the tourism sector not only has a positive impact on the economy, but also creates a new lifestyle among the community. Trips that used to be carried out for economic, scientific, and religious purposes have turned into motives for recreation or seeking pleasure. Tourism activities are not just a vacation, but a way of life for people

in carrying out their daily lives. This can be expressed in the recreational activities they carry out such as health recreation, adventure, cultural tourism, and so on. Lifestyle in the form of recreation gives an idea that there is a shift in values in a more open and dynamic society. This is because travel and experience are part of an individual's social identity and status.

1.2 Legacy

1.2.1 Recreation Patterns

Recreation in mountainous areas is one of the tourism activities inherited from the colonial period of the Dutch East Indies and remains popular to this day. During the Dutch East Indies rule, natural beauty was used as a place to rest as well as recreation for Europeans and the Indigenous Elite. There are many travel records and travel guides that explain the famous natural tourism in the Dutch East Indies. The area that is often visited is the mountains that offer natural beauty as well as a cool climate. The Parahyangan area in West Java is one of the famous tourist destinations during the colonial period. This area has several natural destinations that have amazing beauty such as Tangkuban Perahu, Mount Papandayan, Lembang and Dago Highlands, Bandung, The Sinagar Plantation in Sukabumi, as well as waterfalls and hot springs around it. This region is described as a beautiful region created when God is smiling. It has a cool, comfortable, beautiful, and peaceful climate so it gets the nickname *Europa in de Tropen*. (Gregorius Andika Ariwibowo, 2015: 399-414) . The interest in visiting tourist areas in this area has never disappeared until now, one of the areas in Parahyangan that until now is crowded with tourists is the peak of Bogor. This area often experiences congestion when the holiday season arrives, as a result of which congestion often occurs in this area. (Suci Amalia et al., 2024: 2365)

In addition to the mountains, the tourist destinations that were visited by many European tourists during the colonial period were coastal areas. One of the beautiful beaches on the island of Java is the South Beach. Mawardi Purbo (2024) mentioned several beaches visited in the Besuki area, namely Jember South Beach, Watu Ulo Beach, and Puger Beach. This area gives the impression of being quiet and wild so it must be visited by tourists. (Sanjoyo, 2024) . In the newspaper *Soerabaiasch-Handelsblad* in 1936 it was explained that a European tourist traveled at several points on the southern coast of Java. He was very amazed by the very beautiful scenery, Baron beach in addition to having a beautiful view also has a uniqueness, namely an underground river flowing below sea level and filling the bay with fresh water. . ("In Zuider- en Dirizendgcberge," 1936)



Fig. 2. European and Javanese dignitaries on the beach at Parangtritis near Yogyakarta (1920)
Source: KITLV 85772

The photo above is titled *Europese en Javaanse hoogwaardigheidsbekleders op het strand te Parangtritis bij Jogjakarta* which means High European and Javanese Officials at Parangtritis Beach near Yogyakarta. The photo interprets that Parangtritis Beach became one of the destinations of European travel. In addition, this activity is not only related to recreation but also reflects the lifestyle that developed at that time. The photo also shows the interaction of local and colonial communities, and can also be used as a means to promote Parangtritis beach. In modern times, interest in visiting Parang Tritis beach is still very high. Various rides offered such as delman, ATV, Jeep, Motor Cross strongly support the development of Parangtritis tourism. Until now, the government and the local community continue to strive to improve management so that it can continue to be one of the recreational destinations. (Subeni & Andi Rif, n.d.) .

In addition to the landscape that is used as a tourist destination, the Indies has its own attraction in terms of culture. Many Europeans consider the culture of indigenous peoples to be something unique. One of the popular cultural tours during the Dutch East Indies colonial period was Bali. This area has a very stunning beauty in terms of nature, religion, and art. In the booklet issued by Koninklijke Pakertvaart Maatschappij, it is explained that the Balinese people are an artistic society where they naturally have a talent in carving, just like Westerners are used to reading and writing. The Balinese are born sculptors, this can be seen in their beautiful temples with rich ornaments and relief carvings. All mountains, forests, trees, villages, houses, palaces, crematoriums, or cemeteries have temples. The temples are open and accessible, the roofs are open sky, the flowers falling from the blooming trees accompanied by the breeze add to the comfort of the island. (P.T.O, 1939). Bali continues to be a tourist destination until now, according to I Made Suradnya, the Bali area was chosen as a tourist destination because of cultural factors. 10.35% of all variants show culture to be one of the biggest factors, in the study showed that 25% of tourists who visit Bali are only interested in the culture offered by this island. (I Made Suradnya, 2012: 7).

1.2.2 Tour Packages

7 DAYS' TRIPS IN JAVA. (From BATAVIA)

Batavia (Weltevreden), Buitenzorg, Garoet, Bandoeng, Weltevreden.

1st and 2nd DAY. Batavia (lower town) and Weltevreden (upper town) (page 53). In the afternoon of the nd day or on the

3rd DAY in the early morning to Buitenzorg (page 61). From Koningsplein station 75 minutes by fast train. Visit Botanical Gardens (page 61) in the morning. Leave Buitenzorg in the afternoon for Soekaboemi (page 78).

4 DAY. Leave Soekaboemi in themorningfor Garoet (page 70). Change carriage at Padalarang. From Padalarang to Tjibatoe through-train with dining car. At Tjibatoe change carriage for Garoet. Arrival Garoet in the afternoon. At about o'clock trip to Lake Bagendit (page 53) (by carriage). Return via Tjipanas (page 81).

5 DAY. Excursion to the crater of the volcano Papandayan (page 72), to the White Lake (Telaga Bodas) (page 81), the volcano Kawah Manoek (page 71), the Lakes of Leles (Tjangkoewan) (page 71), or to the Kawah Kamodjan (page 70).

6 DAY. Leave Garoet in the morning for Bandoeng (page 53). Change carriage at Tjibatoe. Arrival Bandoeng early in the afternoon. After lunch drive through Bandoeng.

7 DAY. Leave Bandoeng in the early morning (fast train) for Weltevreden, or drive through Bandoeng and to Tjiampelas (page 81) leaving Bandoeng early in the afternoon (through-train with dining-car). Arrival Weltevreden (Kemajoran-station) respectively in the morning or in the afternoon. No changing at Padalaran. (J. H. de BUSSY, 1910: 27)

The tour package above is one example of a package offered by the Vereeniging Toeristenverkeer Official Tourist Bureau which is designed to provide an experience of exploring

West Java for seven days. The cities visited are Jakarta, Bogor, Sukabumi, Garut, and Bandung. Each tourist destination has its own uniqueness such as natural beauty and city exploration. This guide is detailed enough by explaining the transportation routes, travel times, and the main attractions that are in it. Tour packages to this day continue to be used for tourists, this is because in general tourists who travel want the availability of facilities so that they can travel comfortably. Tourists usually buy tour packages to well-known, as well as well-promoted destinations. (Ismayanti, 2010).

The purpose of making tour packages is to offer tourists a structured trip that contains facilities such as transportation, accommodation, and activities to be carried out so that tourists do not need to bother and be confused to travel. In addition, with this tour package, tourists can save time and costs because generally tour packages are booked collectively. Tourists are also more comfortable because of the easier technical travel in the form of ticket booking and transportation schedules that have been arranged by travel agencies. Tour packages also support the increase in tourism, where travel agencies as travel agents can promote certain destinations so that they can support the local sector and increase the number of tourists.

1.2.3 Tourism Promotion

The success of the tourism sector is inseparable from the role of the parties who promote in various media. Windy Ariestanti, a travel blogger, said that various tourist attractions at home and abroad that are exposed in various media such as television and the internet will foster a person's desire to travel. (Heru Hermawan and Grendi Hendrastomo, 2017:3). One example of the use of social media as promotion is tourism in Bukit Lawang Plantation Village. Social Media is used by tourists to find information and inspiration about destinations through content shared by users, information is usually shared in the form of photos, videos, and reviews. The information shared is usually one of the considerations for tourists to make a decision to visit. In addition, the existing information can be a guide because it contains recommendations for activities and other interesting locations. The impressions shared by tourists can be in the form of stories, photos, and videos that have a great influence on other tourists and help build the image of tourist destinations. (Dewi Yanti, 2024: 1-13).

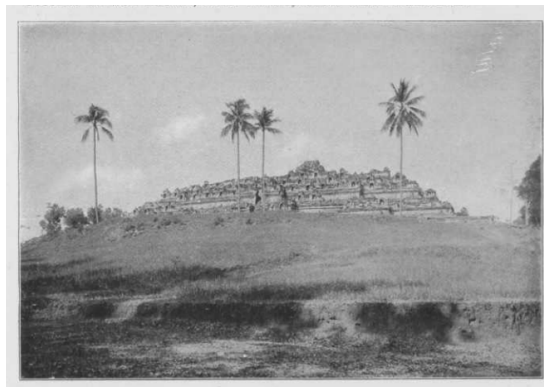


Fig. 3 The Boro Boedor (1908)
(Wijinne and Barends, 1908:66)



Fig. 4 Dancing Girl in Djocja (1908)
(Wijinne and Barends, 1908: 57)



Fig. 5 Aloon-aloon-aloon Soerabaya (1908)
(Wijinne and Barends, 1908: 77)



Fig. 6 Road to Tosari
(Wijinne and Barends, 1908: 85)

Tourism promotion activities through mass media have also been carried out at the beginning of tourism development in Indonesia. The four photos above are the photos in the guidebook issued by the Stoomvaart Maatshappij company: Nederland Royal Mail Line, used for the purpose of attracting foreign tourists to be interested in visiting the Dutch East Indies. In the guidebook, it is explained using interesting language. According to Sunjayadi, promotion during the Dutch East Indies colonial period used print media such as postcards, tourist guidebooks, and brochures. The images on postcards are usually reproductions of photographs that are the result of well-known photographers from firms such as Woodbury Page in Batavia, and Chephas in Yogyakarta. The photos taken represent daily life and achievements in the colonial country such as pictures of factories, ports, art buildings, mountains, and other beauties. In addition to postcards, photos are also exhibited in two-dimensional form showing buildings, highways, bridges, railway lines, dams, telegraph cables, and areas in the Dutch East Indies that have begun to modernize. The exoticism of the eastern world continues to be displayed such as photos of landscapes, animals, and temples in Java. (Sunjayadi, 2008: 309-311).

“Java is one magnificent garden of luxuriance, surpassing Brazil, Jamaica and Sarawak all combined, with the grandest volcanoes rising out of it. Moreover, travellers are entirely safe in Java, which is no small blessing”.
(Marianne North, in her autobiography). (J. H. de BUSSY, 1910: 1)

The quote above is an expression of one of the tourists, namely Marianne Nort who visited Java in the 19th century. This phrase is contained in a travel guidebook issued by Vereeniging Toeristenverkeer Official Tourist Bureau. Nort explained that Java is an extraordinarily fertile and beautiful park. There are many volcanoes such as Mount Bromo, Merapi, and Semmeru. According to him, Java outperforms the three tourist attractions, namely Brazil, Jamaica, and Sarawak with its wealth. In addition, Nort felt comfortable when visiting Java because it had quite good security compared to some other tropical regions, which were considered more dangerous and difficult to access by European tourists in the 19th century.

Based on what has been explained above, it can be seen that tourism promotion has an important role in increasing the attractiveness of a tourist destination, both through traditional ways in the colonial period and in the modern era today. The success of promotional activities does not only depend on the visual content, but also on the experience felt by tourists. This also shows that tourism activities in the context of recreation create a lifestyle, namely expressing experiences through various media. Where every moment created will be immortalized in the form of photos and writing, and as technology develops, it is expressed with stories, photos, and videos.

CONCLUSION

The tourism sector in Indonesia has undergone a very significant development, recreation which was previously seen as a secondary need has developed into a primary need and has become a lifestyle of the people now. Recreational activities that emerged and developed during the Dutch East Indies colonial period became the forerunner of the development of the foundation of tourism in Indonesia. Along with technological advancements, globalization, and awareness of the importance of tourism make promotion the main factor in increasing the attractiveness of destinations. By utilizing various infrastructure heritages and patterns developed during the colonial period of the Dutch East Indies, they can be integrated into innovations that are the basis for efforts to develop tourism as an economic and cultural power in Indonesia.

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