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**“SELLING”
The Beauty Of Priangan In The Dutch Colonial Era**

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Abstract

During the Dutch colonial era, Priangan was one of the most famous tourist destinations in the archipelago. They came from all over the world to enjoy the beauty and coolness of Priangan's nature. The problem discussed in this paper is how tourism development efforts in the Priangan region. In order to achieve the purpose of the writing, a descriptive method is used. Data collection is done through literature study. The results showed that easy access to tourist attractions and the provision of adequate accommodation and promotion are the main capital in the development of tourism in Priangan. The success was achieved due to the support and participation of the community in the development and promotion of tourist attractions in the Priangan region.

Key word: *Priangan, Bandoeng Vooruit, Accssibility*

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INTRODUCTION

Tourism is a way of life for a long time ago, and the beauty of nature and artistic arts become a strong attraction for people to enjoy. Excursions to tourist destinations became a way to escape from daily hustle and bustle, it's also a way to experience new experiences in a new location and culture. The definition of tourism according to Cohen (in Wearing et al., 2010: 23) is the realization of one desire to come and experience new cultures and the beauty of different places of the world (Ariwibowo, 2015).

Tourism in Nusantara has been flourishing for a long ago, even since the colonial era. Many tourists and travel agents offer many different experiences and tourism destinations bring up a new way of life for the urban population. Centers for traditional cultural life such as Yogyakarta, Bali, and Lombok became prime tourist spots from Indonesia and abroad. This development encourages the local population to make their natural and cultural assets into economic commodities, as these assets had long been the

main attractions for tourists. This attraction is mainly because of the uniqueness of local culture and arts that allure and attract peoples from outside regions and cultural backgrounds (Raffestin & Butler, 2012).

One of the tourist destinations during the Dutch colonial era was Priangan. Priangan is known as a place that has many charms of natural beauty. "Priangan was created when God was smiling" or "Garden of Allah" and various other expressions of praise are forms of expression and flattery that describe the natural beauty of Priangan. This is what invites many people to come to travel to Priangan.

After the opening of the plantations, Europeans who mostly came from Batavia would usually spend their weekends in Priangan. They spent time enjoying the natural atmosphere of the mountains; enjoying the natural beauty and cool air in coffee, quinine and tea plantations; climbing mountains such as Mount Gede, Mount Papandayan, and Mount Pangrango; experiencing the life of cattle farmers in the Pengalengan area; studying various studies on volcanoes and agriculture; experiencing the urban life of European communities in Bandung; and other recreational activities (Kunto, 1986).

the exoticism of Priangan has been documented a lot by European travelers in paintings, photographs, and pictures. Representation of these beauties can be seen in paintings by Adrianus Johannes Bijk (1790-1872) which shows the painting of mountains and landscapes around Buitenzorg Palace and its Botanical Garden (Setiawan, 2019). Sketches by Franz Wilhelm Junghuhn in his books about his travels in Priangan (Setiawan, 2019). The natural beauty of Priangan recorded in various paintings and writings directly or indirectly attracts people to come and enjoy its beauty.

Access to Priangan from time to time continued to be improved, the opening of the Buitenzorg - Bandung railway line in 1864 added to the mode of transportation to the Priangan area, after previously building a postal highway during the reign of Governor General HW. Daendels. Travel time to Bandung became even faster with the opening of the Batavia - Bandung railroad route via Karawang - Purwakarta - Padalarang in 1905. The opening of the railroad encouraged increased mobility of people between Batavia and Priangan. Some of the train passengers, especially on weekends, were traveling to enjoy the natural beauty of Priangan.

In addition, the opening of the Andir Airfield in 1921 and then the KNILM opened the Bandoeng - Batavia - Amsterdam International flight line starting in 1928 further encouraged tourism activities in Priangan and made it one of the must-visit tourist destinations in the Dutch East Indies. Various tourism attractions, in addition to natural beauty, also developed in the middle of the Priangan community. Shopping tourism activities, educational tourism, sports tourism, culinary tourism, cultural tourism are tourist activities offered by Bandung and its surroundings. In order to meet accommodation needs, various accommodation facilities such as hotels and inns, as well as many restaurants were built in Bandung and other tourist destination areas, such as in Lembang and Garut.

The increase in traveler visits to Bandung is inseparable from the role of the Bandoeng Vooruit (Bandung Maju) Association in promoting tourism in Bandung and its surroundings. The Association of Bandoeng Vooruit is a private association founded in the 1920s and became a partner of the Bandung Gemeente government in building, organizing, and improving the city to improve the welfare of citizens with the main focus of its work in the field of tourism (Kunto, 1986).

Based on this description, the problem discussed in this paper is about the role of government and community participation in the development of tourism in the Priangan region. In order to answer these problems, the method used in this paper is descriptive. Data collection is done through literature study.

RESULT AND DISCUSSION

The opening of various plantation in the Priangan area have a direct and indirect influence on tourism development among the family of plantation owners, they used to visit the interesting location near their plantation. Information about the beautiful nature of Priangan obtained from these planter's families have a direct influence on developing tourism in Priangan. The distance from Batavia and Priangan is not that far, which encourage tourist to come to Priangan area, mostly tourists came using the Post Highway built by Governor General HW Daendels (1808-1811) (Hermawan, 2010).

Fertile soil and nearness to Batavia make the Priangan area an ideal place to build plantations, Post Highway connects Priangan with cities in Central and East Java. Moreover, it's cool climate with beautiful surroundings makes Priangan an ideal place for Europeans to stay and live, and this also makes tourists come to Priangan.



Figure 1. State railway (*Staatsspoorwegen-SS*) promotional, circa 1936 (Mooi Bandung, 1936)

Since the opening of the railways' route between Buitenzorg-Bandung-Cilacap in 1856 which shorted the time needed to travel between Batavia and Bandung make people travel from Batavia to Bandung and areas accessible by trains such as Garut, Tasikmalaya, and Ciamis more often. They travel not only for business purposes but for pleasure enjoying the beauty of Priangan area. With trains travel time which usually takes days was shortened to mere hours, this surely encourages people to take holydays trips. When

Staatsspoorwegen-SS opened a route between Karawang to Cikampek and then Purwakarta to Padalarang merging with a route from Buitenzorg to Cilacap in 1905, travel time from Batavia to Priangan was shortened even further. Travel time by train from Batavia to Bandung via Cikampek-Purwakarta-Padalarang takes about 2 hours and 45 minutes, compared to from Buitenzorg to Bandung which takes 6 hours of travel. This shortened travel time between Batavia and Bandung makes more people travel to Bandung, in the 1930s there are 4 trips trains traveling between Batavia to Bandung via Purwakarta . The increase in the number of passengers disembarking in the city of Bandung has led to an increase in passenger transportation within the city. By 1903, there were 687 wagons and sados in Bandung (Reitsma, 1912).

When Andir Airport (now Husein Sastranegara Airport) opened in 1921, travel to Priangan get easier even for foreign travelers. In 1928 Bandung to Europe was connected by KNILM with the Bandung-Batavia-Amsterdam route, after landing in Batavia KNILM resumed its flight to Bandung and vice-versa.

Bandoeng Vooruit

Initially, the Bandung Tourism Association began when Bandung hosted the Sugar Congress in 1899. The association was initiated by the Assistant Resident of Priangan, Pieter F Sijthoff. The idea was to form an institution engaged in social activities, especially pioneering tourism activities. The idea was discussed with relevant officials and other community groups, such as controllers, plantation owners, hotel entrepreneurs, shopkeepers, teachers, and native leaders. Based on this agreement, the Vereeniging Tot Nut van Bandoeng en Omstreken (Welfare Association of Bandung and its Environs) was formed in 1898. In the same year (1898), the association published the guidebook *Reisgids voor Bandoeng en Omstreken met Garoet*. This book was distributed through large shops, hotels, restaurants and train stations. The aim of the travel guide was to develop *vreemdelingenverkeer* (tourism) in the region. The guidebook contains suggestions for routes that tourists can choose to travel by using sado or delman transportation.

After the Vereeniging Tot Nut van Bandoeng en Omstreken was disbanded, activities to develop tourism in Bandung and its surroundings were continued by Bandung Vooruit society was established on February 17th, 1925, one of the founders is C. J. Nauta with support from *Middenstaandvereeniging* or The Middleclass Society. Other founders are S. A. Reitsma, Bandung Major (1921-1928), W. H. Hoogland, Engineer and Director of DENIS Bank (De Nederlandsch Indische Spaarkas), De Vroom, and Biesevel, The mission of Bandung Vooruit are “*het bevorderen van het belang van Bandoeng van het vreemdelingenverkeer*” which is “to promote the important of tourism in Bandung” (Sunjayadi, 2020). In general Bandung Vooruit tries to (1) Building and improving Bandung and surrounding tourism objects; (2) Artistically improving Bandung appearance to upgrading Bandung Infrastructures to make it a tourist destination in Netherlands Indies; (3) Attracting as many as possible tourists to come to Bandung also promotes Bandung as an “Ideal City” for European pensioners to come and live (Kunto, 1986).

Bandung Vooruit manage to finish the construction of a 4 km road to Mount Tangkubanparahu craters from Bandung to Subang highway with a budget of 25.000 guilders, the road opened in 1928 as a toll road. Cars have to pay 2,5 guilders and motorcycles 1 guilder all the money paid goes for maintenance of the road (Kunto, 1986;

Sunjayadi, 2020). A Road was also built by the society between Mount Papandayan crater and Sedep Plantation as long as 7 km which was opened on December 28th 1935. Bandung Vooruit also built Zoo on Jubileumpark on the eastern valley of Ci Kapundung river (Katam, 2009; Kunto, 1986; Sunjayadi, 2020).

Bandung Vooruit also improves, builds, and maintains city facilities such as swimming pools around Bandung City i.e., Cimbeuluit, Cihampelas, Sentrum, Dago, and Cimindi swimming pools. To beautifies the city artistic gardens were built scattered around Bandung, not only that the society also promotes Geology Museum, Post Museum, Bosscha Observatory, Malabar Radio Station, and City Zoo as a destination



Figure 2. Tourism Brochures by Bandung Vooruit Society
(Source: Kunto, 1986)

spot. Economic activities in Priangan and Bandung in particular also contribute to the arrival of tourists, beginning 1920 every June until July each year Bandung held economic tourism called the Jaarbeurs (Yearly Exchange). At this event, there were exhibitions and markets for every industrial product, handicraft product, and agricultures product from every corner of the Netherlands Indies, this event was not only for the domestic producer but also international companies also known to participate. This event also promotes and showcases art and cultures from The Netherlands Indies as well as from around the world. One of the also interesting events in Bandung was horse racing at Tegallega every end of the year (Kunto, 1986).

Cooperation For The Advancement Of Tourism

Priangan tourism promotion was used by Bandung Vooruit through many media, one of them using Mooi Bandung Magazine means Beautiful Bandung which promotes tourism in Priangan throughout the Netherlands Indies and even abroad. The government and community support also have a role in increasing the number of tourists coming to Bandung and its surrounding. The Major of Bandung N. Beets in his article “Verkoop Bandoeng” in Mooi Bandung Magazine (May 1937) wrote “everyone in Bandung should help to improve the city, there are many ways to do that, one of them is to keep promoting the beauty of the mountains, the cool and healthy air so that people who live on the seaside

and tourist will come and enjoying the interesting and magnificent of Priangan” (Kunto, 1986).

With all the promotions for Bandung tourism to the entire country and abroad, in the years before the 2nd World War (1920-1942) Bandung become one of the most popular tourist destinations in the Netherlands Indies, this can be read from the Official Year-book of the K. P. M. (Koninklijke Paketvaart Maatschappij) 1937-1938 which said: “the traveler to the East, whether tourist or businessman, may on his voyage, or even before, have been given the advice: Don’t forget a stay at Bandoeng”. The success of Bandung Vooruit in campaigning for tourism in Bandung can be seen from the number of tourist coming to Bandung which numbered 200.000 in the year 1941 when in, that year the population of Bandung was only 226.877 peoples (Kunto, 1986). The above description shows the cooperation between all the stakeholders in the development of tourism in Bandung seceded in attracting tourists to come and stay in Bandung and its surrounding.

CONCLUSION

The natural beauty and cool air of the Priangan mountains are an attraction for tourists to come to the Priangan region. The existence of adequate transportation facilities has also contributed to the growth of tourism in Priangan. Massive promotional support both through mass media and through personal communication through correspondence and word of mouth also encourages people to come to travel. The participation of the community and leaders in the city of Bandung during the colonial period collaborated with each other with the aim of the welfare of the people of Bandung. This goal then developed to introduce Bandung to people outside Bandung in tourism activities. They also prepared several infrastructure facilities and built tourism objects for residents and tourists. Infrastructure facilities, natural atmosphere became important supporting factors in the growth of community creativity in Bandung City in the following period.

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