Proceedings for the 4th Euro-Asia Conference on Environment and Corporate Social Responsibility: Tourism, MICE and Management Technique Session (Part I)

September 20-21, 2008 Tianjin, China

Yanling Zhang (Ed.)
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ZHANG Yanling
September 20, 2008
Tianjin China
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Horse and Andong, Traditional Transportation: Current Problems, Challenges and Potential in Supporting Tourism Development

Budi Guntoro

Abstract
This research aimed to analyze the current problems, challenges and potential of andong as traditional transportation in supporting tourism development. Using the SWOT analysis, this study was conducting in Yogyakarta province Indonesia, using the SWOT analysis. The results showed that andong was the traditional transportation faced many problems regarding its weaknesses and threats. As traditional transportation, it competed with the machinery transportation that more efficient and effective. However, Yogyakarta as one of tourism destinations in Indonesia still defended andong as attractive transportation which can be tourism products as transportation facility.

Keywords: Horse, Andong, SWOT Analysis, Indonesia

1. Introduction
Andong is the traditional transportation in Indonesia that uses horse to pull the cart and drive by cabman. Even though the transportation has advanced more efficient and effective, but andong is still defended by local government of Yogyakarta in Indonesia, as the public transportation to support tourism development. In the midst of competition in public transportation in serving passengers, andong has viewed as traditional transportation with lesser passengers using andong as public transportation. Many effort made by local government to make andong still exist in Yogyakarta. The objectives of the research were to analyze the problem, challenge and potentials of horse and andong as a traditional transportation in supporting tourism development in Yogyakarta.

2. Materials and Methods
This study was conducted in Yogyakarta Province, Indonesia. Yogyakarta is the cultural city occupied by multi-ethnics of Indonesia and tourism becomes one of the major sources of income. It is located in Southern part of Central Java. A structured interview schedule was designed and used as research instrument to elicit appropriate responses, in which also through in-depth personal interview of the key informants i.e. andong cabmen, group leaders, and head of tourism office. The interview schedule was prepared in Bahasa Indonesia and translated into Javanese language during the actual interview. Rapport before and during the interview was established by the researcher and the interviews to avoid apprehension from the respondents. Data were analyzed and presented though SWOT analysis to describe the problems, challenges, and potential strategies of andong to support tourism development in Yogyakarta.

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3. Results and Discussion

3.1 History of Horse in Indonesia

All horses are not used for working animal or favorite animal, but it is estimated that primitive tribes hunted and benefited them as food source, either meat or milk (Blakely and Bade, 1998). Nowadays, development as food source has been replaced by other animals like cow, goat, sheep, pig, and fowl. Horse is more popular as working animal to pull the load rather than other animals. Horse has some functions, for example in sport and transportation (Blakely and Bade, 1998; Parakkasi, 2006; Soeharjono 1990). Horse is generally raised in regions which still rely on horse power for transportation as four- or two-wheeled carriage drawer. In tourist resort, they are used for pulling bendi/andong and riding animal that have attractive aesthetic for tourists (Parakkasi, 2006; Soeharjono 1990).

In Indonesia, we know some kinds of horses belonging to kind of pony horse (shoulder height is about 140 cm), considered as breed of Mongolian horses (parevalsksi) and Arabian horses. Those horses are generally named according to their origin in Indonesia, that is Sandel (from Sumba), Sumbawa, Bima, Timor, Subu (from Sawu), Flores, Lombok, Bali, Batak, Celebes, Java, and Priangan. By those names, it can be seen that Nusa Tenggara plays a significant role. Probably the most popular is Sandel horse, if it is seen from its size and temperament (Shoulder height is about 1.22 mm and has brave temperament). It is good for race horse, but Priangan horse attracts horse lovers. In 1994, the club made rules on horse race. At the beginning, carriage horse can be brought to arena to enter the lists. There is not difference yet between fully-fladged and working horses for dressing eagerness. Jawatan Kehewanan (Animal Agency) and Bank Rakyat Indonesia helped process of imported horses purchasing. Nowadays, we know Pordasi (Indonesia Association of Horse Sport) founded in Bandung 1966.

<table>
<thead>
<tr>
<th>Table 1 Horse Population in Indonesia</th>
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<tr>
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<tr>
<td>West Java</td>
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<tr>
<td>Central Java</td>
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<tr>
<td>DI Yogyakarta</td>
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<tr>
<td>East Java</td>
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<td>Indonesia</td>
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Source: Livestock Statistics, 2007

Table 1 showed that horse population in Indonesia tended to not increased significantly. This is due to low interest to horse farming, because horse is still considered as traditional transportation that, in prediction, will be loosen by more modern transportation.
3.2 Horse Functions

Horse has some functions, for example in sport and transportation (Blakely and Bade, 1998; Soeharjono, 1990). Horse is generally raised in regions which still rely on horse power for transportation as four or two-wheeled carriage drawer. Farming business can be divided into four categories, that is farming as a side job, farming as a branch of business, farming as main business, and farming as an industrial business.

Results of survey by Program Development Department of Livestock Director General, showed that 57% of horse farming in Indonesia is owned by farmer, 30% horse raiser from cattle farmer works as cabman, and 13% raises horses as a side job and hobby. Draught animal is considered as a valuable capital and should be developed as transportation vehicle (two- and four-wheeled carriage drawer, etc.), draught, particularly maiz horse, is relevant to be benefited (Basuki, 2004; Nurhaidah, 2005).

3.3 Tourism Andong

Andong is a land transportation using horse power and driven by a cabman to pull the carriage. Andong development is connected by cultural and tourism elements that have attractive aesthetic for tourists as a traditional transportation. Relating to case, Andong development can not be separated from role of Andong cabman as main actor in keeping andong as one of transportation vehicles in modern transportation era.

Horse in Yogyakarta is used in many kinds of businesses, such as transportation, tourism, and sport. It is used for transportation as andong drawer, and then in tourism activities. In sport, it is used for dexterity and race. It is also benefited its meat as processed food products. Horse population and growth in Yogyakarta is relatively low. This is due to limitation of its utility that in large part it is used as draught animal. Besides its power, its meat and milk are less popular.

Yogyakarta is a city in Indonesia that still uses and keeps Andong as a traditional transportation, although its existence has been gradually replaced by more practical and efficient machinery transportations. Supporting element of its existence in Yogyakarta is its local potential as tourism and culture city and its role in supporting tourism development.

3.4 Identification of Opportunities, Threats, Weakness, and Strengths

Given results of survey on situation/location, it can be identified perceived factors that affect to development and existence of andong in Yogyakarta as a traditional transportation and support to tourism development:

Opportunities:
- Yogyakarta as a culture and tourism city still allows andong as a traditional transportation, supporting tourism or public transportation.
• Many people still use andong, such as traders in traditional markets, to carry food and vegetables from village to market, and *vice versa*. Besides that, andong is not only for carrying farming products, but also for tourist transportation.

• Market segmentation is still various (thus, there are still many choices in transportation facilities).

**Threats:**

• Existence of more modern and efficient transportation, therefore people prefer machinery transportation because of velocity.

• There are few of continuing generation will be andong cabman.

• Marginality of andong cabman related with business risks, costs of production, and income.

**Weakness:**

• Andong uses horse as main activator which needs feed and power limitation, thus it cannot be used nonstop without break.

• There are few and even almost no people use andong as daily transportation like bus or taxi.

**Strengths:**

• This transportation is supported by local government, thus its existence in Yogyakarta is legally powerful.

• Local government gives facilities helping cabman in contriving andong as his job, including providing information about horse seedling, loan, and cabmen association.

• Local government also protects cabman association as an informal organization, in order to facilitate them in obtaining production facilities, information, and communication among the members.

The way to use SWOT analysis to help strategic analysis can be illustrated as follows:

**Quadrant I:** Combination of existing opportunities and owned strengths. A very beneficial situation on which andong has opportunities and strengths, so it can exploit existing opportunities. Strategy that must be applied in this condition is to support an aggressive growth policy (growth oriented strategy). Andong can exploit strategic Yogyakarta location; therefore its market chance is still wide opened. Besides that, transportation business still has good future for great profit compared to business in field of production, because it has only little failure risk of production. Market segments are still various (thus, there are still many options). However, andong gives passenger pleasure facilities.

**Quadrant II:** Combination of faced threats and owned strengths. In this position,
andong is facing any threats, but it still has strength from internal side. Strategy that must be applied is to use strengths for exploiting long-term opportunities by diversification of strategies (market/passenger target). Any threats like emerging of new competitors in the form of modern transportation could be resolved by improving its service to passengers and giving facilities for passenger pleasure.

Quadrant III: Combination of existing opportunities and owned weakness. Andong is facing a very great market chance, but in other side, it is facing internal problems or weakness. Focus of strategy is to minimize internal problems, so it can get better market chance. Strategy that must be applied is to turn around. Andong as far as possible should really anticipate possible problems in the future. Owned opportunities can not be realized if problems or weakness within itself can not be eliminated or minimized. Strategic location, formal support of local government, and good development chance, will not be achieved if human resources skill is still limited.

Quadrant IV: Combination of owned weakness and any faced threats. This quadrant is a very unbenefficial situation, andong is facing any internal threats and weakness. Strategy that must be applied is a rescue action that is free of great loss. Given existing weakness and threats, then andong association might had a great plan to anticipate if this condition more dominantly happen. The way is to identify each weakness, to find problem priority, and how to handle that weakness. In this regard, since early time andong association must invite local government to cogitate over andong development, because it gives big contribution in supporting Yogyakarta as culture and tourism city. Besides that, human resources skills need to be increased immediately by training on attracting passenger and speaking foreign languages.

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