Assessment and Prioritization of Urban Tourist Attractions in Kota Lama Tourism Area Surabaya, Indonesia

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Abstract

This research was conducted to analyze and select priority model of development attraction in Kota Lama Tourism Area (KLTA). The method used in this study was Analytical Hierarchy Process (AHP). This research used five criteria and four alternatives based on the evaluation by ten experts. The results show that model of heritage tourism center is the priority model to development KLTA. Efforts develop tourism at KLTA in Surabaya is expected to be successful if the center of heritage tourism is developed. The center of heritage tourism can be functioned as center point and starting point for visitors in KLTA. For this reason, collaboration of stakeholders is needed to improve the quality of attractions, traffic arrangement, and re-used historic building in order to make KLTA an attractive destination.

Keywords: Model, urban tourism, heritage tourism, priority, AHP.

1 Introduction

Surabaya is the best tourist city in Indonesia by Yokkatta's Wonderful Indonesia tourism award 2018 (Kompas, 2018a). One of the tourist attractions in Surabaya city is historical buildings located in the Old City Region. According to the mayor of Surabaya city Tri Rismaharani, KLTA have historical buildings, as well as one of the symbols of Surabaya city which will be converted into a central tourist area to raise Surabaya as Heroes City with history of struggle and make this area a new destination in Surabaya (Kompas, 2018b).

The role of the city government in developing accessibility and improving infrastructure very crucial to achieve improved quality of tourist attraction, therefore support from the community leader is very important. But according to the mayor of Surabaya city Tri Rismaharani, community participation is very low in KLTA development because of lack understanding about the importance of KLTA development (Detiknews, 2018).

The success of every tourist destination is very dependent on attraction, service, and facilities will make tourists visit again (Zoghi and Khosravi, 2014). The growth and development of tourist areas in the city depends on how to exploit the potential of existing tourism objects, the potential that has not been developed, supports the development of tourist resources that are supported by infrastructure and facilities that are in accordance with environmental conditions. Besides that, it also manages the area professionally and managed (Tondobala, 2012). Therefore, through consideration of the potential and constraints of the development of the KLTA, it is necessary to conduct this research in order to provide input in urban tourism development in KLTA.

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2 Literature Review

Urban tourism development will be an interesting trend in the future based on many rational reasons. However, good potential will be more successful if it can be developed and managed with urban management that is integrated in the concept of total tourism products that are interrelated with each other with at least four elements namely attractions, amenities, accessibility and ancillaries (Utama, 2013). Some models of urban tourism development that can be proposed are conservation and preservation models in the context of preservation, urban design guide models, regional revitalization models, models of downtown tourism areas, stakeholders cooperation models (Tondobala, 2012).

Now architects and urban designers are working in collaboration with social sciences discipline in the field of urban tourism. Some examples of cultural, artistic and social activities can be listed as: re-transformation of port districts, opening of new museums , new additions to the fabric of the historic city, theme park, coastal regulations, re-use of historic structures, innovative approach to accommodation services, production of the metropolitan centers, architectural competitions organized by central and local governments, prestige landscapes, innovative, technological and ecological approaches in architecture, festival, design fashion weeks, guided tours, city walks, local meeting, lectures, courses in art education, concert, sport events, the cultural capitals (Yildiz and Akbulut, 2013).

Prioritization of tourist attraction development in Bojonegoro-Indonesia can seen from criteria such as geography, social and cultural, facilities and infrastructure, economy, income for regional government, with priority alternative are natural tourism, cultural tourism, and alternative tourism. The result of the study used AHP shows highest percentage criteria is geography and priority tourist attraction is nature tourism (Hareen and Widodo, 2016). Prioritization of urban tourist attraction a case study of Birjand-Iran can seen from criteria such as legal, Infrastructural, geographical, socio-cultural, attraction, environmental, economic, with priority are historical-cultural attraction, manmade attractions and natural attraction. The result of the study used AHP shows highest percentage criteria is economic and prioritization of tourist attraction is Historical-cultural Attraction (Nekooee, 2011).

Prioritization of strategy need to be implemented based on the criteria of sustainable tourism through optimizing the use of local agricultural products to reduce tourism leakage in order to be able to support sustainable tourism in Bali. The study was conducted to analyze the priority strategy based on eight experts. Seven criteria were constructed based on the basic concept of sustainable tourism and eight alternative strategies were formed. The results show that the most important strategy was to develop agriculture, livestock, fisheries and handicraft. The following recommended strategy was optimized the potential of local product, and empower the community (Wiranatha and Suryawardani, 2016).

3 Research Methodology

3.1 Analytical Hierarchy Process (AHP)

AHP is a method to solve a complex situation which is not structured into several components in a hierarchical arrangement, by giving the subjective value of the relative importance of each variable, and specify which variable has the highest priority in order to affect the outcome of the situation (Saaty, 2005). AHP aims to analyze all alternatives in an effective decision making process by selecting the best alternative which have been undertaken through structuring of problems, determination of alternatives and values, requirement of preference with respect to time, and specifications for the risk. It seeks to have a functional hierarchy with the main input of human perception, thus complex and unstructured problems can be solved into groups and is constructed to form a hierarchy (Saaty 2005; Eriyatno 2012; Eriyatno and Larasati 2013). In this research, AHP undertaken to choose the priority of attraction development model in Kota Lama Tourism Area in Surabaya. Expert choices are used to systematically analyze and as consideration in evaluating a complex decision in order to organize estimation and intuition into a logic form.

3.2 Respondent

A survey was undertaken in Surabaya city, information use in this method was gained from respondents' opinion, as the main purpose of AHP is to have a experts who understood urban tourism in Surabaya. There was no requirement regarding the number of expert involved in this model (Hendry 2013; Saaty 2005) as long as they have knowledge and in-depth understanding. Ten respondent were chosen as they were expert, namely: government official (3), tourism stakeholders (3), community leader (1), and academia (3).

To limit bias as the expert size was too small, some efforts were undertaken, *ie.*, (1) Respondent were chosen carefully for their good understanding of the topic of the research, (2) Comprehensive and structured questionnaires were designed carefully, (3) Respondents were assisted by giving clear undertaken to get knowledge and experience of the experts.

3.3 Structural Hierarchy

In AHP analysis, a structural hierarchy was constructed based on five criteria and four alternative. The five criteria are (i) Geography, (ii) Social and Culture, (iii) Infrastructure, (iv) Attraction, and (v) Economy, while the four alternatives are (i) Model of community participation, (ii) Model of re-used historic building, (iii) Model of heritage tourism center, and (iv) model of traffic arrangement. The structural hierarchy is shown in (figure 1).
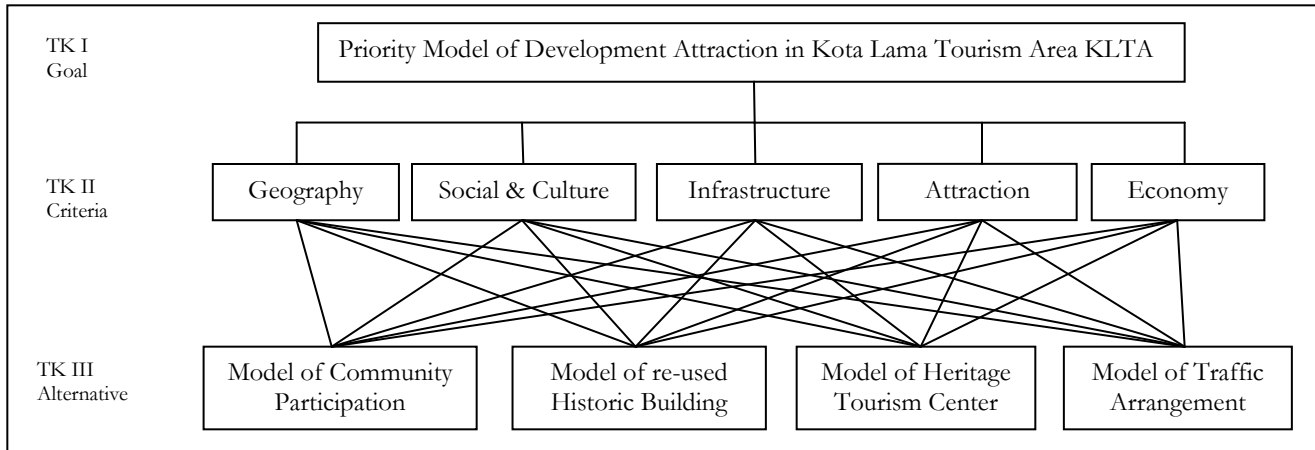

Figure 1. Structural hierarchy priority model of development attraction in KLTA

3.4 Comparative Judgment

Comparative judgment was undertaken based on experts' judgment about the relative importance of two elements at a certain level in relation to at the top level. This assessment is the core of AHP and it affects the order of priority of its elements. Assessment indicates the scale of interest which result in assessment in numeric scale. The five criteria were compared based on the intensity of interest and were constructed to become a pair wise Matrix allows different criteria of the different alternatives to be considered. This makes a powerful technique to analyze each criteria and between single criteria for assessing alternatives. Priority determination in this research was assessed based on the intensity of the value (Saaty, 2005). Preference scale of 1 to 9 was used in this research, where 1 indicates the lowest interest rate (equal importance) and scale 9 shows the highest level of importance, and ½, etc. indicate intensity of the value is reversed (Table 1).

Table 1. Intensity scale of importance of criteria and alternatives

Intensity of the Value	Remarks
1	Both of elements are equally important
3	One element is slightly important than the other element
5	One element is more important than the other element
7	One element is clearly more important than the other element
9	One element is absolutely more important than the other element
2,4,6,8	Values between the two values have considerations of adjacent
½, $^{1}/_{3}$, etc.	Intensity of the value is reversed

3.5 Logical Consistency

The eigenvector is calculated, showing a list of the relative weights, importance or value of the factors which are relevant to the problem. The final stage is calculated a Consistency Ratio (CR) to measure how consistent the judgment have been relative to large samples of purely random judgment. Acceptable level of inconsistency is under 10%.

If the value of the consistency ratio (CR) is ≤ 0.1 (10%), the comparison of preferences is consistent and vice versa. If it is not consistent, then there are two options, namely: (i) repeat the comparison preference; or (ii) do auto correction process (Eriyatno and Larasati, 2013).

4 Result and Discussion

4.1 Important criteria of attraction development model

Based on Analytical Hierarchy Process (AHP), the result of the expert survey showed that "Attraction" was the priority criteria development with consistency ratio was 0.005 (under 0.1) indicating that the comparison of preferences were consistent. Therefore, improving the quality of the main and secondary attraction with consider social and cultural elements in accordance with KLTA geography need to be improved. By improving the quality of infrastructure expected to increase tourist visits and implicating an increase the economy of Surabaya community. Priority criteria attraction development is shown in (Figure 2).
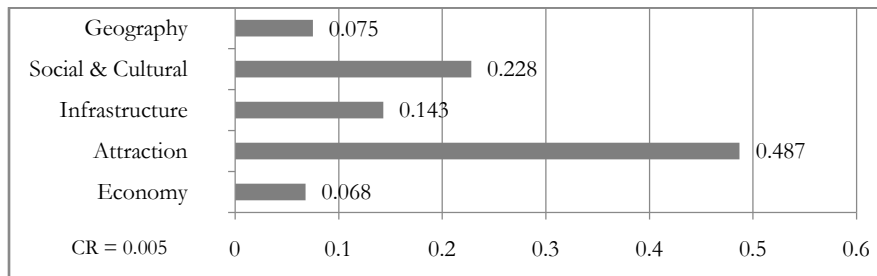

Figure 2. Priority criteria of attraction development model

4.2 Priority Model based on the Criteria of Geography

Priority model based on the criteria "Geography" shows that the most important model was heritage tourism center, followed by priority development model in KLTA. In consistency ratio was 0.02 (under 0.1), indicating that the comparison of preferences were consistent (Figure 3).
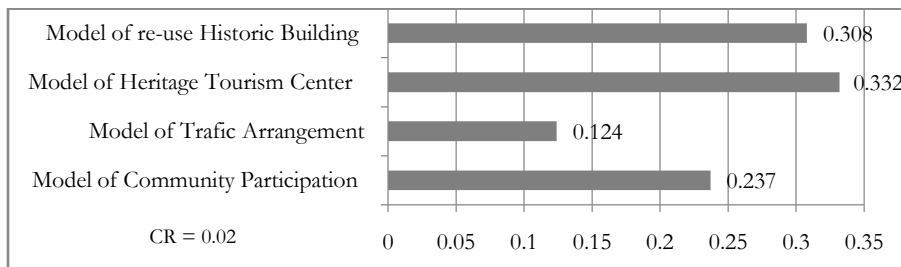

Figure 3. Priority model based on the criteria of geography

4.3 Priority Model based on the Criteria of Social and Culture

Priority model based on the criteria "Social and Culture" shows that the most important model was community participation, followed by priority development model in KLTA. In consistency ratio was 0.02 (under 0.1), indicating that the comparison of preferences were consistent (Figure 4).
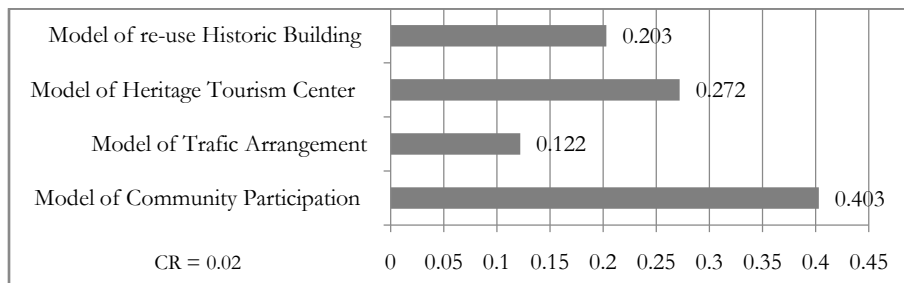

Figure 4 Priority model based on the criteria of social and cultural

4.4 Priority Model based on the Criteria of Infrastructure

Priority model based on the criteria "Infrastructure" shows that the most important model of heritage tourism center, followed by priority development model in KLTA. In consistency ratio was 0.006 (under 0.1), indicating that the comparison of preferences were consistent (Figure 5).
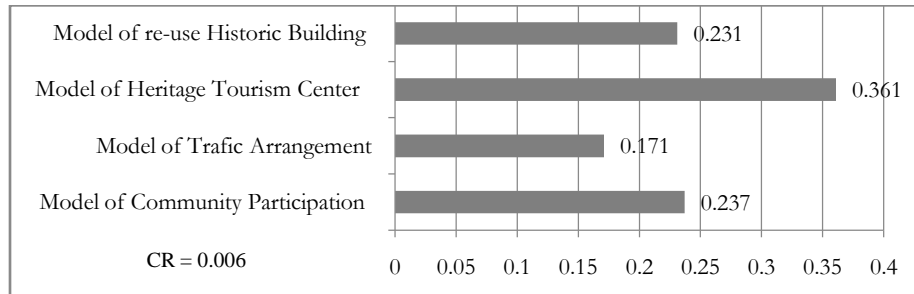

Figure 5 Priority model based on the criteria of infrastructure

4.5 Priority Model based on the Criteria of Attraction

Priority model based on the criteria "Attraction" shows that the most important model was heritage tourism center, followed by priority development model in KLTA. In consistency ratio was 0.009 (under 0.1), indicating that the comparison of preferences were consistent (Figure 6).
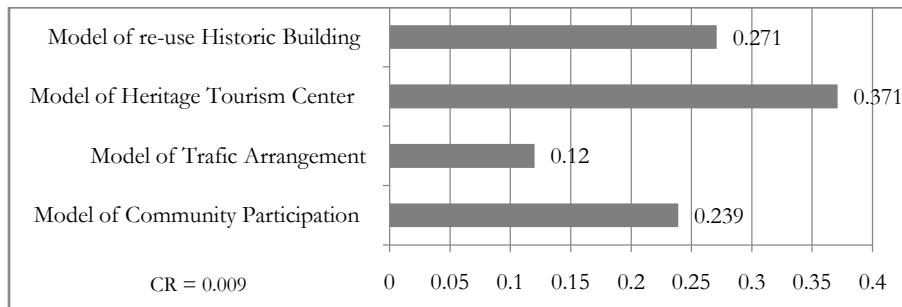

Figure 6 Priority model based on the criteria of attraction

4.6 Priority Model based on the Criteria of Economy

Priority model based on the criteria "Economy" shows that the most important model was community participation, followed by priority development model in KLTA. In consistency ratio was 0.08 (under 0.1), indicating that the comparison of preferences were consistent (Figure 7).

Figure 7 Priority model based on the criteria of economy

4.7 Priority Model based on Combined Criteria.

Priority model based on combined criteria shows that the most important model was heritage tourism center, followed by priority development model in KLTA. In consistency ratio was 0.01 (under 0.1), indicating that the comparison of preferences were consistent (Figure 8).
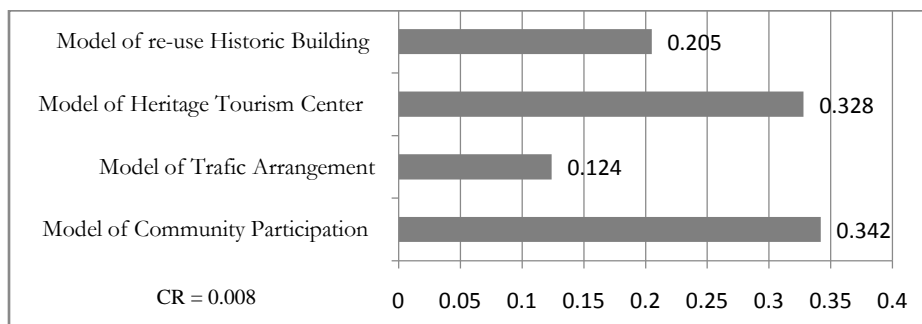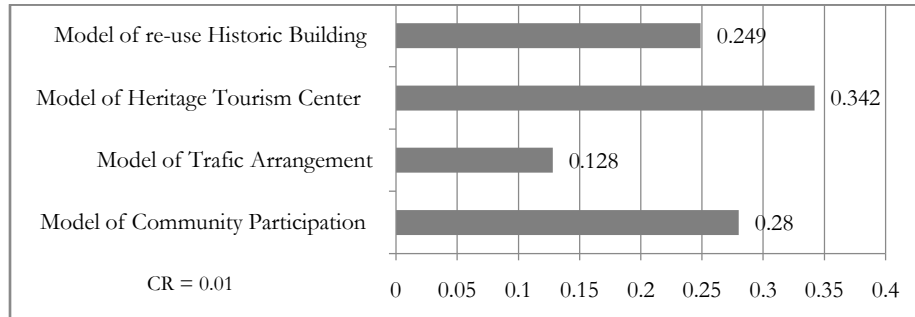
Figure 8 Priority model based on combined criteria

The criteria of logical consistency requirements in all of the priority model of attraction development were consistent. These indicate that the comparison of preferences are consistent and that selected expert as respondents was correct. As the main purpose of AHP is to have a functional hierarchy with the main input of human perception (Wiranatha and Suryawardani, 2016). The selected expert to have the ability in understanding the situation faced by tourism industry in Surabaya. As well as have comprehensive understanding in comparative judgment related model of attraction development in KLTA.

4.8 Discussion

There are four tourist attraction development models in KLTA proposed by the experts. The four models are (i) Model of re-use historic building, (ii) Model of heritage tourism center, (iii) Model of traffic arrangement, and (iv) Model of community participation. The results of AHP analysis show that the development model of the heritage center of Surabaya is the priority for the development model of urban tourist attraction in KLTA. The other three development models can be used as supporting models in improving the quality of KLTA tourist attraction.

Based on input from experts, the model of heritage tourism center can be placed in the Historical Park. Because the location in this park has a philosophy of struggle for the people of Surabaya. The Historical Park can be used as a center point and starting point in KLTA development. The innovation proposed by the experts in developing heritage tourism centers in the Historical Park to enhance tourist attraction with prestigious landscape, heritage tourism information center, tour package services and interesting thematic tourist attributes. Besides that, it can be equipped with typical cafes or warungs with Jengki architectural characters that consider social and cultural elements such as arek culture, cangkruan and Surabaya egalitarian.

Model of community participation can be have implications for improving tourist attraction quality, increasing ancillary services, potential for success in integrated destination management in improving the image of Surabaya as an interesting destination. All these components are interrelated with each other, increasing the role in each component will be useful in increasing the role of other components. Therefore the urban tourism development in KLTA will be successful if it is supported by a holistic, comprehensive and integrated role with each other, thus making Surabaya city an attractive destination to visit. Efforts can be made in increasing community participation by providing training in tourism and socialization to the community about importance of preserving history and culture in KLTA.

Model of re-use historic building is also needed, through consideration of area conservation plans aimed at maintenance with function adaptation using the basement parts of historic buildings and cultural heritage in KLTA as a café, museum, or other place of business with thematic concepts, For this reason, re-use of historic building needs to be done in order to be able to revive this area. Besides that, model of traffic arrangement is expected to provide comfort for tourists. Cooperation between city government and the surrounding community is needed in the arrangement of traffic lanes in KLTA.

Model of traffic arrangement is expected to provide comfort for tourists. Therefore, cooperation between city government and the surrounding community is needed in the arrangement of traffic lanes in KLTA. Based on input from the experts, the role of the city government is very important in developing city tourism in KLTA, not only as a regulator but the city government must also act as an initiator, facilitator and accelerator. The role of the government in developing accessibility and improving infrastructure is crucial in achieving tourist attraction quality improvement. To achieve this, support from the surrounding community and community leaders is very important.

5 Conclusion

The priority of the tourist attraction development model in KLTA is model of heritage tourism center. The heritage tourism center can be functioned as center point and starting point for visitors in KLTA. The role of city government is very important in the development of urban tourism in KLTA, not only as a regulator but the city government must also act as an initiator, facilitator and accelerator. The role of the government in developing accessibility and improving infrastructure is crucial in achieving an increase in the quality of tourist attractions. Support from the surrounding community and community leaders is very important to make KLTA an attractive destination to visit.

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