

Urban Tourism Development: Constraints and Expected Changes of Kota Lama Tourism Area (KLTA) in Surabaya, Indonesia

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Abstract

The purpose of this study to analyze constraints and expected change of Kota Lama Tourism Area (KLTA). The method used in this study was interpretive structural modeling (ISM). The results indicated that there is a need to improve the ability of human resources and the integration of destination governance. Efforts to realize the development of urban tourism in the old city region of Surabaya will run well if the city government and the community can work together to overcome major obstacles such as the integration of destination governance and incompetent human resources. Completion of these two constraints means resolving the basic problem in developing KLTA.

Keywords: Urban Tourism, Development, Model, Kota Lama, ISM.

1 INTRODUCTION

One of the tourist attractions of the city of Surabaya is historical buildings located in the Old City Region. This area has historic buildings that provide its nuances for the beauty of the city of Surabaya, historical heritage in the form of buildings, architecture, physical infrastructure, and other physical objects are tourist asset that gives characteristic of a city. Historical heritage, if supported by the condition of a dynamic region, will "revive the area" (creating urban animation) and attract tourists to carry out tourism activities (Tondobala, 2012).

Developing urban tourism is an effort to increase regional income through hotel taxes, restaurants, and simultaneously increase economic activity in urban areas (Utama, 2013). But the tourism sectoral so causes many problems such as waste management, the economy of the community, changes inland scape and others. So to maximize the positive impact of the tourism sector, management needs to focus and beserious about all aspects that influence it (Gusdini, 2017). The Old City area has the potential for urban tourism that needs to be developed. The Surabaya City Government has a big desire to make KLTA. However, efforts to realize this intention were not as easy as imagined. Theme recultural and monumental heritage was not enough to attract tourists. The efforts of the city government to the community to lift the appeal of history have not produced optimal results. One reason is that the heritage is left to be just a silent witness to history.

Surabaya is one of the colonialism heritage cities in Indonesia which has a touch of Dutch architecture and potential to be a city tour (Antaranews, 2016), KLTA has many historical buildings, as well as one of the symbols of Surabaya which will be converted into a tourist center area to revive Surabaya as a city of heroes that is full of history of struggle, and at the same time wants to make this region a new destination such as the old city of Jakarta (Detiknews, 2018). Monumental was not enough to attract tourists. Efforts by the city government to the community to lift the historical appeal have not yielded optimal results because the heritage of the cultural heritage is left to be just a silent witness of history (Jawapost, 2018). The success of each tourist destination is highly dependent on good tourist attractions, image, service, and facilities that will make tourists come to visit repeatedly (Zoghi and Khosravi., 2014; Efendi, et.al, 2019). So through consideration of the potential and constraints of KLTA development, this research needs to be done.

2 Objective of Study

The purpose of this study to analyze constraints and expected change of Kota Lama Tourism Area (KLTA).

3 Literature Review

Urban tourism development will be an interesting trend in the future based on many rational reasons. However, the good potential will be more successful if it can be developed and managed with city management that is integrated into the concept of total tourism products that are interrelated to each other with at least four elements namely attractions, amenities, accessibility, and ancillaries (Utama, 2013). 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 and scapes, innovative, technological and ecological approaches in architecture, festival, design fashion weeks, guided tours, city walks, local meeting, lectures, courses in art education, concert, sports events, the cultural capitals (Yildiz and Akbulut, 2013).

To identification structuring constraints and principles changing in Kota Tua Tourism Area development with method used Interpretive Structural Modeling (ISM). Elements of the study consisted of constraints and the expected changes. The results showed that good governance is the principal element for significant changing of KTTA (Gusdini, 2017). Human resource training and stakeholder collaboration have a greater influence on the development of city tourism compared to other infrastructure (As'adi, 2017; Efendi et. al, 2019). Some model so far ban 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 heritage center tourism areas, stake-holders cooperation models (Tondobala, 2012; Efendi et. al, 2019).

4 RESEARCH METHODE

Respondents (expert) involved in this model as long as: (i) the researcher relationship among the variables; and (ii) the expert are capable of communicating a holistic sense of the elements related to the research topic. Regarding this study, experts were selected purposively who understand the contextual relationship between Kota Lama and tourism. The study involved ten experts. As well as in the filling in the questionnaire. To limit bias, some efforts were undertaken, i.e. (i) experts were chosen carefully for their good understanding of the topic the research; (ii) comprehensive and structured questionnaires were designed carefully; (iii) respondents were assisted by giving a clear explanation for every question to control the consistency of the given answer; and (iv) in-depth interview was undertaken to get knowledge and experience of the experts (Wiranatha and Suryawardani, 2018).

Interpretive Structural Modeling (ISM) was used to develop a structural model for Kota Lama Tourism Area development at Surabaya which was gained from the expert opinion. ISM is a tool for analyzing complex situations and solving complex problem by using an interactive learning process involving inter-relationships between variables through the use of expert ideas, opinions and experience, utilizing brain-storming management techniques to develop the contextual relationship among the variables. Thus, experts should be well conversant with the problem under consideration. The analysis was based on the decision-support tool that facilitates a thorough understanding of the complex situation by linking and organizing ideas in a visual map (Attri and Sharma, 2013; Donna, 2007). The Structural Self-Interaction Matrix (SSIM) is developed based on the contextual relationship computer program "EverVision" Software DDSS Ver.1.0.01 which was conducted to analyze the data.

5 RESULT AND DISCUSSION

The tourism attraction in the Kota Lama Tourism Area (KLTA) can be distinguished into an attraction that is tangible (physical), and non-tangible (non-physical). Physical tourism attractions are historical buildings, village neighborhoods, superior local village products, patrol music, and *dolanan* or typical village games. Where is the non-tangible attraction that still exists is in the form of *parikan* culture (typical Surabaya rhyme) and a strong mutual cooperation culture. KLTA is also close to attractions such as Kampong Lawas Maspati which is a long history of Surabaya from the time of the Mataram Palace until the Dutch occupation was recorded in this area, Tugu Pahlawan which is a monument built to honor Surabaya soldiers who were killed during a major battle against allied soldiers, Museum of Sampoerna, a Dutch colonial-style building that has been preserved as a historical site, and Jembatan Merah, which once witnessed the life of the Indonesian army, especially Surabaya heroes who fought against Dutch colonialism.

5.1 Constraints in The Development of Kota Lama Tourism Area.

Tabel 1. Reachability matrix for element constraints

No.	B1	B2	B3	B4	B5	B6	B7	Drv
B1	1	1	1	1	1	1	1	7
B2	0	1	0	1	1	1	0	4
B3	1	1	1	1	1	1	1	7
B4	0	0	0	1	0	0	0	1
B5	0	0	0	0	1	0	0	1
B6	0	0	0	0	0	1	0	1
B7	0	1	0	1	1	1	1	5
Dep	2	4	2	5	5	5	3	

B1 : The lack of integration of destination governance

B3 : Incompetent human resource

B7 : Infrastructure that does not support

B2 : Nonstandard service procedures

B4 : Unsafe situations

B5 : Non-optimal publications

B6 : Less attractive of attraction

The results show that the highest driver powers (7) were B1 and B3. The lowest dependence (2) were also B1 and B3. Key sub-elements with the highest driver powers to push other elements and lowest dependence to other sub-elements. In addition, the second highest driver powers (5) was B7 the second lowest dependence (3) was also B7 which mean that sub-element (infrastructure that does not support) is the second key sub-elements which has strong driver power to push other sub-elements and has low dependence to other sub-elements. The classification sub element constrain can be seen in fig. 1.

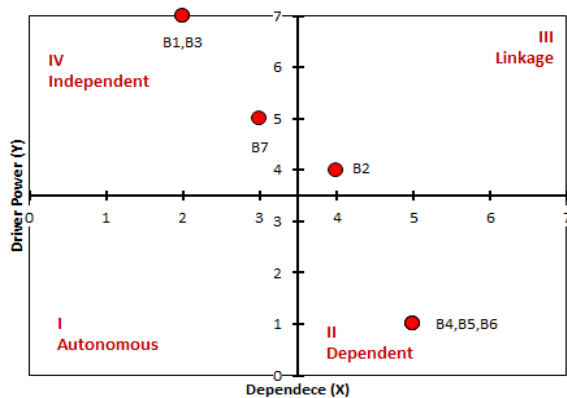


Fig.1 Classification Sub Element Constraint

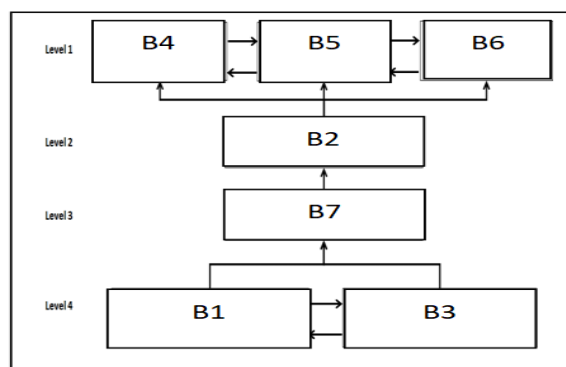


Fig.2 Structure Constraints

However, the lowest driver powers (1) were B4, B5, and B6. The highest dependence (5) were also B4, B5, and B6 which means that sub-elements (unsafe situations, non-optimal publications, less attractive of attraction) have the lowest driver power and have the highest dependence on other sub-elements, therefore all sub-element support B4, B5, and B6. Lastly, other sub-elements B2 become linkage sub-elements that link each other and with key sub-elements to support B4, B5, and B6. The structural diagram of sub-elements of program constraints can be seen in fig.2.

Fig. 2 shows the lack of integration of destination governance (B1) and incompetent HR (B3) is the main obstacle. The infrastructure that does not support (B7) is the next obstacle that causes nonstandard service procedures (B2). Also, it causes unsafe situations (B4), non-optimal publications (B5) and less attractive of attraction (B6) which are constraints that influence each other.

5.2 Expected Change Development of Kota Lama Tourism Area

Tabel 2. Reachability Matrix Expected Change

No.	E1	E2	E3	E4	E5	E6	E7	Drv
E1	1	0	0	0	0	0	0	1
E2	1	1	1	1	1	1	1	7
E3	1	0	1	0	0	0	0	2
E4	1	0	1	1	1	1	1	6
E5	1	0	1	1	1	1	1	6
E6	1	0	1	1	1	1	1	6
E7	1	0	1	1	1	1	1	6
Dep	7	1	6	5	5	5	5	

- E2 : Stakeholders Collaboration
- E4 : Improvement of supporting elements
- E5 : Optimization of land use
- E6 : Improvement of infrastructure
- E7 : Improvement of technology
- E3 : Increase in value-added attraction
- E1 : Improvement of small enterprise

The results show that the highest driver powers (7) E2. The lowest dependence (1) was also E2 which means that sub-element (Stakeholders collaboration) is key sub-element with the highest driver powers to push other elements and lowest dependence to other sub-elements. Also, the second-highest driver powers (6) were E4, E5, E6, and E7. The second-lowest dependence (5) were also E4, E5, E6 and E7 which mean that sub-elements (improvement of supporting elements, optimization of land use, improvement of infrastructure, improvement of technology) are the second key sub-elements which have strong driver power to push other sub-elements and have low dependence to other sub-elements. The classification sub-element program expected change can be seen in fig. 3.

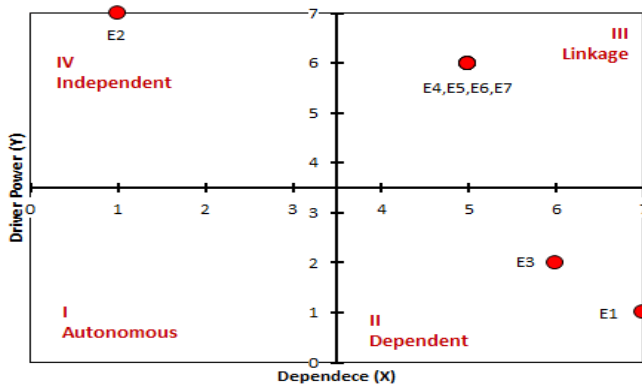


Fig.3 Classification sub-element program expected change

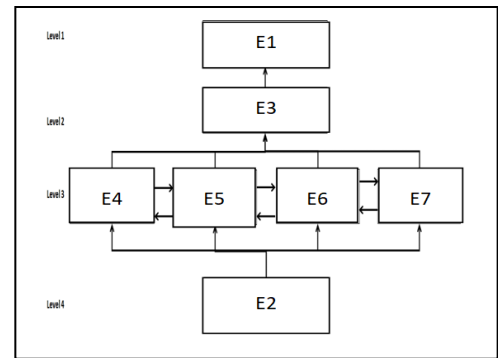


Fig.4 Structure change expected

However, the lowest driver powers (1) was E1. The highest dependence (7) was also E1 which means that sub-element (improvement of the small enterprise) has the lowest driver power and has the highest dependence on other sub-elements. Therefore all sub-element support E. Lastly, other sub-elements E3 become linkage sub-elements which link each other and with key sub-elements to support E. The structural diagram of sub-elements of program expected change can be seen in fig.4.

Fig. 4 shows Stakeholders collaboration (2) is the most expected change in the improvement of supporting elements (4), optimization of land use (5), improvement of infrastructure (6) and improvement of technology (7) which are interrelated changes to one another. In addition, it also supports the increase in value-added attraction (3) and improvement of small enterprise (1). Based on the results of the ISM analysis, an important component in the development of KLTA is to increase Tourism HR and stakeholder collaboration that can be carried out as follows:

1. Training in tourism (foreign languages, technology, community empowerment, and villages)
2. Socialization of the importance of preserving history and culture
3. Establish a KLTA development authority

4. Improved thematic tours, photo spots supported by technology
5. Arrange tour packages that suit the needs of tourists by considering the existing environmental conditions.

6 Conclusion

Efforts to realize the development of urban tourism in the Old City Region of Surabaya will run well if tourism stakeholders can work together to overcome major obstacles such as the integration of destination governance and incompetent human resources. Completion of these two constraints means resolving the basic problem in developing KLTA.

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