A Structural Development model of Kota Lama Tourism Area Surabaya, Indonesia

Moch Nur Efendi, Syamsul Alam Patusuri, and I Gusti Bagus Rai Utama

Universitas Dhyana Pura

*Corresponding Author: I Gusti Bagus Rai Utama, Universitas Dhyana Pura, Indonesia, Email: igustibagusraiutama@gmail.com

ABSTRACT

This research was conducted to develop a strategy for developing Kota Lama Tourism Area. 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, the quality of tourist attractions, and the image of the city of Surabaya. Efforts to develop KLTA in Surabaya will run well by involving the city government and the community to work together to overcome major obstacles, such as integrating destination governance and competent human resources. The solution of these two obstacles was solving basic problems in developing the Old City. In addition, the consideration of the objectives and main needs of the program is: increasing tourism organizations, increasing attractiveness, developing accessibility, using appropriate technology and competent human resources. The suggested strategies are (1) Improving the quality of tourist attractions and integrating with tourist attraction based on history, culture and local wisdom, (2) Increasing tourism human resources and developing cooperation with stakeholders, (3) Developing the image of Surabaya as a destination tourism and optimization of Sapta Charm, which is safe, orderly, clean, cool, beautiful, friendly, and memorable.

Keywords: *Urban tourism, Surabaya , historical tourism, cultural tourism, local wisdom*

INTRODUCTION

Surabaya is the best tourist city in Indonesia by Yokkatta's Wonderful Indonesia tourism award 2018 (Kompas, 2018), the most unique city in the world by the 2018 Lee Kuan Yew Word prize (Detiknews, 2018), and the most popular city in the Ghuangzhou award 2018 (Tribunenews, 2018). 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 own 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 sector also causes many problems such as waste management, the economy of the community, changes in landscape and others. So to maximize the positive impact of the tourism sector, management needs to focus and be serious 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. The mere cultural 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. This research is expected to provide input in the formulation of development strategies in KLTA.

LITERATURE REVIEW

City 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 city 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).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)

To identification structuring constrains and principles changing in Kota Tua Tourism Area (KTTA) development with method used Interpretive Structural Modeling (ISM). Elements of the study consisted or constraints and the expected changes. The result showed that good governance is the principal element for significant changing of KTTA (Gusdini, 2017).To identify and prioritize the infrastructures of cultural tourism with method ISM technique is used for purpose of prioritization which includes six levels of prioritization for factors of model where the factor of human resources training had the highest priority of influence compared to other infrastructures (As'adi, 2017). 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, stake-holders cooperation models (Tondobala, 2012).

METHODOLOGY

Respondents (expert) involved in this model as long as: (i) the researcher relationship among the variables; and (ii) the expert are capable in 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 questionairre 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 clear explanation for every question to control 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 through understanding of 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 "Ever Vision" Software DDSS Ver.1.0.01 which was conducted to analysis the data.

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. Whereas 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.

Result of Analysis of Interpretive Structural Modeling (ISM)

Fig.1 shows an increase in ancillary service (4) that most contributes to achieving the goal program. Enhanced attractions (1) and accessibilities (2) as supporting programs that contributes to each other in enhancing amenities (3), stakeholder cooperation (6) and small medium enterprise (SME) development (5).
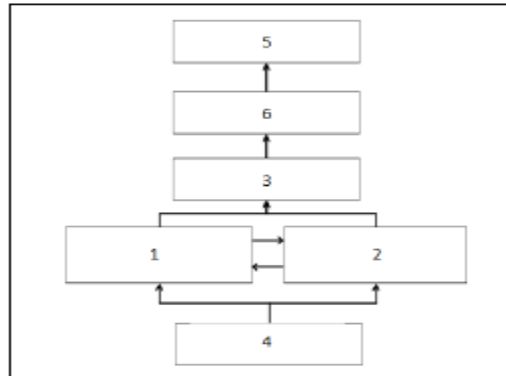

Fig.1 *Structure Program Goals*

Fig. 2 shows that appropriate technology (6) is a program of primary needs. Competent human resource (5) as its supporting program in supporting the improvement of tourism organizations (4), coordination of stakeholders (7), fulfillment of accessibilities components (2), improvement of tourism supporting elements (3), interesting uniqueness and attraction (1).
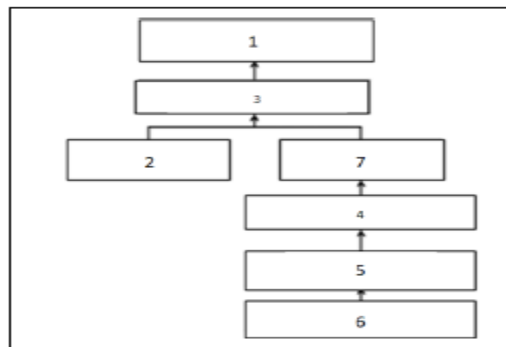
Fig.2 *Structure Program Need*

Fig. 3 shows that community leaders (2) have the most influence on other sectors. Communities around the area (1) its role supports small medium enterprise (SME) entrepreneurs (3), press / marketing media team (4), destination managers (5), academics (6) who influence each other.
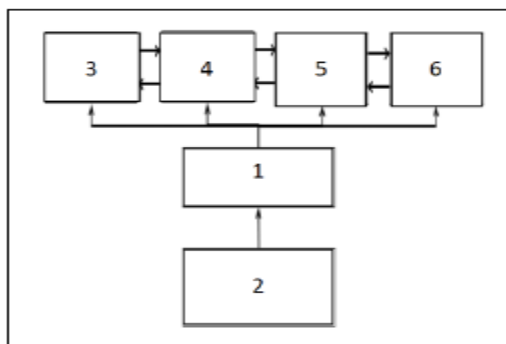

Fig.3 *Structure Affected Sector*

Fig. 4 shows the lack of integration of destination governance (1) and incompetent HR (3) is the main obstacle. Infrastructure that does not support (7) is the next obstacle that causes

nonstandard service procedures (2). In addition, it causes unsafe situations (4), non-optimal publications (5) and less attractive of atraction (6) which are constraints that influence each other.
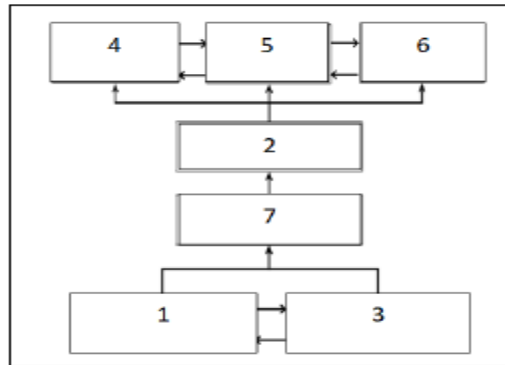

Fig.4 *Structure Program Constraints*

Fig. 5 shows an increase in human resource capacity (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 medium enterprise (SME) (1).
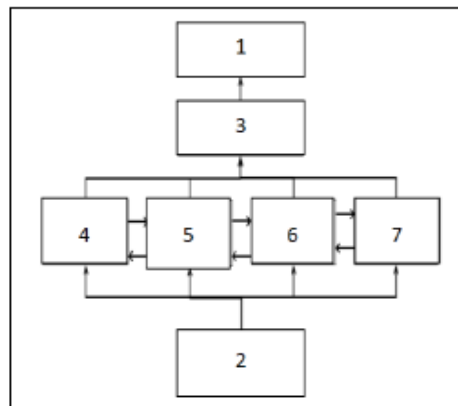

Fig.5 *Structure Intended Changes*

Fig. 6 City Governments (2) have the most roles in supporting the institutions involved. The Ministry of Tourism (1) its role as an institution that supports Private Enterprises (3), universities (4), Non Governmental Organization (NGO) (6), professional certification institutions (8) which are interrelated. In addition, it also supports research centers (5) and Association of the Indonesian Tour and Travel Agencies (ASITA) (7).
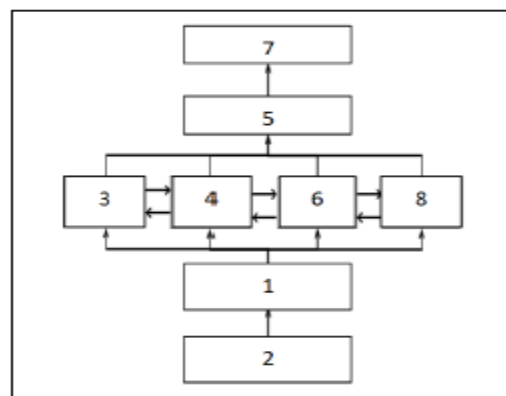

Fig.6 *Structure Involvement of Institution*

Structural Model of Kota Lama Tourism Area Development

Based on the result of Interpretive Structural Modeling (ISM), several sub-elements were considered as sub-key elements for each element. These sub-key elements are elaborated further and written as consideration in developing Kota Lama Tourism Area the Structural Model of Kota Lama Tourism Area development can be seen in figure 7.
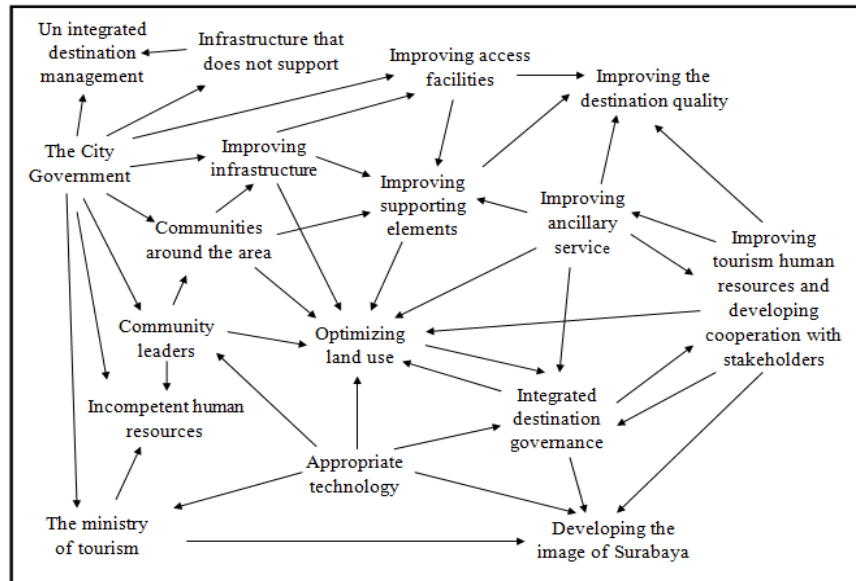

Fig.7 *Model Structural of Kota Lama Tourism Area development*

Fig.7 shows the collaboration of the city government with the ministry of tourism, community leaders and communities around the area who have the most role in meeting the main goals and needs such as improving access facilities, infrastructure, supporting elements, optimizing land use, appropriate technology. Besides that, in the development of KLTA it is also necessary to overcome the main obstacles such as the un integrated destination management, incompetent human resources, and infrastructure that does not support so that the expected changes in human resource capacity increase, increase the destination and Surabaya city image.

CONCLUSION

Efforts to realize the development of city tourism in the Old City Region of Surabaya will run well if the city government and the community are able to 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. In addition, consideration of the objectives and main needs of the program is: increasing tourism organizations, increasing attractiveness, developing accessibility, using appropriate technology and competent human resources. Therefore, the suggested strategy is 1) Improving the destination quality and integrating the destination based on history, culture and local wisdom, 2) Improving tourism human resources and developing cooperation with stakeholders, 3) Developing the image of Surabaya City as a tourism destination and optimizing sapta charm (safe, orderly, clean, cool, beautiful, friendly, and memorable).

REFERENCES

[1] As'adi, M.M, M. Basoul and M. Pasyar. 2017. Prioritization of Effective Infrastructures on Development of Cultural Tourism using Interpretive Structural Modeling (Case Study: Yazd City, Iran) - a review. Jurnal of Research in Ecology, Vol. 5(1): 734-740. An International Scientific Research Journal.

[2] Attri, R., and V. Sharma. 2013. Interpretive Structural Modeling (ISM) approach: An Research Journal of Management Sciences Overview. Research Journal of Management Sciences, Vol. 2(2): 3-8. International Science Congress Association.

[3] Detiknews, 2018. "Raih Lee Kwan Yew World City Price: Surabaya Kota Unik", sumber:https://news.detik.com/berita-jawa-timur/d-4104196/raih-lee-kwan-yew-world-city-prize-surabaya-kota-unik.

[4] Donna, M.L. 2007.Structured Decision Making with Interpretive Structural Modeling (ISM)

Implementing care of Management. Sorach Inch. Canada.172 p.

[5] Gusdini, N., B. Hasibuan and L. Ratnasari. 2017. "Constraints and Expected Changes of Kota Tua Tourism Area Development'. British Journal of Appplied Science & Technology. Vol 19(3): 1-8. International Sciencedomain.

[6] Kompas. 2018. "Kota Surabaya jadi Kota Terbaik Bidang Pariwisata", sumber: https://travel.kompas.com/read/2018/07/21/190500527/kota-surabaya-jadi-kota-terbaik-di-bidang-pariwisata.

[7] Tondobola, Linda. 2012. "Kelayakan Pusat Kota Manado Sebagai Destinasi Pariwisata". Vol. 9 (3).Media Matrasain.

[8] Tribunenews, 2018." Surabaya Jadi Kota Terpopuler di Dunia versi Guangzhou Award 2018, Sisihkan 30 Kota Terbaik", sumber: http://banjarmasin. tribunnews.com/ 2018/12/08/ surabaya-jadi-kota-terpopuler-di-dunia-versi-guangzhou-award-2018-sisihkan-30-kota-terbaik.

[9] Utama, I Gusti Bagus Rai. 2013. "Pengembangan Wisata Kota Sebagai Pariwisata Masa Depan Indonesia". Badung: Universitas Dhyana Pura.

[10] Wiranatha, A.S and I G.A.O. Suryawadani. 2018. A Structural Model of Community-Based Agritourism Development at The World Herritage Site of Jatiluwih Rice Field Terrace in Tabanan, Bali. Global and Stochastic Analysis.Vol. 5, No.7 (2018).

[11] Yildiz, S., and M. T. Akbulut. 2013. Current Trends in Developing Tourism. Archnet-IJAR, Vol 7(2): 297-310. International Journal of Architectural Research.