CITIES 2013

Cultural And Tourism Planning As Tool For City Revitalization
The Case Study Of Kalimas River, Surabaya-Indonesia

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Abstract

Surabaya is the capital of the province of East Java that is also the Indonesia's second largest city. The city is located on the northern shore of Eastern Java at the mouth of the Kalimas River. In the role as the main trading city in the eastern region of Indonesia since historical times, Surabaya has become one of the largest cities in South East Asia with population to around three million. Kalimas River runs within the city area which is now under degrading condition with least productivity. The area around the river lost its value and as no adequate infrastructure, facilities and due to the deteriorating condition of the river, it become worst over the years and could not match with surrounding area that show great physical improvement. In this research will briefly describe how the planning of Surabaya Municipality in order to revitalize the city especially in the Kalimas River area. How role of cultural and tourism planning in the transformation of Kalimas will be take account in this effort in order to prevent further environmental degradation and decreasing productivity of the river, that has been worsening and also in improving the quality of live and economic vitality nearby the river.

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Peer-review under responsibility of the Cities International Seminar Committee.

Keywords: urban revitalization, cultural and tourism planning.
1. Introduction

Surabaya is facing the challenges that come with age and also facing a problem of decrease in quality of city specially in Kalimas River. In terms of physical obsolescence, the problem concentrated in Kalimas River, the river was located in strategic place in Surabaya, namely in city centre. Kalimas River runs within the city area which is now under degrading condition with least productivity. In the eighteenth century, when the city was under the Dutch colonial rule, the Kalimas River did play an important role in raising the growth of Surabaya City as a port town and also trade centre. During that period, the city transportation still relied on this river. The existence of Kalimas River was central to development of city’s growth.

However, over a period of time, the Kalimas River deteriorated to a great extent. The area around the river lost its value and as there was no adequate infrastructure, facilities and due to this the condition of the river went become worst over the years and could not be integrated with other area that show great physical improvement.

To avoid further environmental degradation and decreasing productivity of the river, which become worse, the revitalization of the river bank was very much needed and essential in order to increase the value on this area. Revitalization through cultural and tourism planning is therefore essential to refresh down the river area both in physical and non-physical aspects to make the river more productive and attractive for developing in the nearby areas. It is also proposed to identity this area to preserve the cultural heritage of the city and also a centre of economy activities. Thus the quality of city can be improved.

2. The Kalimas River Today

Kalimas are located in city centre. Kalimas runs in the city of Surabaya are dividing the city in two parts. There are 8 sub districts and 15 villages which pass by Kalimas river. Kalimas have a unique character. Kalimas twist and run from the start in Ngagel’s sluice into Perak Harbor. It changes to constant directions especially in the north part. The wide of kalimas surface are varied, which is approximately 20 meter to 35 meter. The widest part is located in Ngangel’s twist. According to the Water Service Agency, the depth of Kalimas is also different from 1 meter to 3 meters. The length of kalimas is 12 Km.

Kalimas River is one space of the city having environmental degrading and productivity decreasing. In order to make a better condition of Kalimas, Surabaya Municipality plan to revitalize the river. The objective of planning and revitalizing the river are;

- Evaluating existing land use nearby Kalimas.
- Give some solution of environmental degrading by exploring the natural potential of Kalimas that adjusts to regional policy development and national policy development.
- Revitalizing and exploring potential social and economy in Kalimas area.
- Preparing spatial planning of Kalimas River especially to involve community participation and private actors through developing small medium enterprise activities in order to create sustainability development.
- Giving some ideas in order to decide better policy to revitalize Kalimas.

The function of Kalimas is changing now. The city drainage throws a way to Kalimas, especially in the center part. Kalimas is not more the vital transportation of the city. In some part of Kalimas, the communities are using Kalimas for variety activities.

One of the potential of Kalimas is the location of Kalimas that is located in the center of city. There are mix used activities nearby Kalimas. Such as housing and settlement area, that is located in Darmokali, Dinoyo, Bagong, Peneleh and Nyamplungan. Generally, those people living in Kampung or illegal settlement.

Some trade activities, which are divided by two categories; modern and traditional also occur close to Kalimas. Many hotels are located close to Kalimas. Not only hotel found in nearby Kalimas, but also government offices such as local parliament office, Forest Department office, lease agency office and some banks.

According to East Java Tourism Department, there are many places of interest such as tourism destinations which are located close to Kalimas. They are one of the potential of Kalimas.
According to Master Plan of Surabaya, Kalimas River is located in 4 Development Unit (Unit Pengembangan/UP); UP V Tanjung Perak, UP VI Tunjungan, UP IV Dharmahusada , UP VII Wonokromo. Firstly, UP V Tanjung Perak is planned for harbour, special area, industry activities, conservation activities, trade and service activities. Secondly, UP VI Tunjungan is planned for housing, government activities, conservation activities and trade and services activities. The third, UP IV Dharmahusada is planned for housing, education, health, and trade activities. The last, UP VII Wonokromo is planned for housing, trade and services and special area.

Surabaya Municipality is developing some strategies in order to revitalize Kalimas. Making the revitalization of Kalimas more effective and easier, in order to make vision and mission of Surabaya developing can be reached faster, so some developing strategies of kalimas are:

- Creating a connection between Kalimas River with the historical area in Surabaya
- Creating a connection between Kalimas River with the main city activity (education, trading, etc)
- Integrating development of sea and river in order to create waterfront city in Surabaya
- Integrating development of transportation system and facilities, not only land transportation but also water transportation.
- Creating green open areas along Kalimas River
- Changing the orientation of building from Kalimas as back side of building to Kalimas as a front page of building and land.
- Creating attractive social activity and economic sector along the River
- Involving private investor and community participation in revitalization Kalimas effort.

During the planning phase, Surabaya Municipality involved extensive consultation and the community participation as well as private actor to discuses what is the municipality planning for kalimas. The aim of this activity was to get some idea and community feel about the planning of Kalimas. Nowadays, the condition of Kalimas is getting worse and there is no important role for the city. To avoid further environmental degradation and decreasing productivity of the river, which has been going worse, Surabaya Municipality is planning to revitalize the river bank of Kalimas. Surabaya municipality realizes that this plan is very much needed and essential in order to increase the value in this area. Revitalization is therefore essential to refresh down the river area both in physical and non-physical aspects to make the river more productive and attractive for developing in the nearby area.

3. Discussions

3.1. Cultural and Tourism Planning

The phenomenon of urban revitalization has also become increasingly prominent in Surabaya, Indonesia. Surabaya Municipality tries to revitalize the particularly space in Kalimas river area. Kalimas is located in the city center has become an identity of Surabaya, having degradation of the quality both in physical aspect and social aspect. There are many reasons why Surabaya municipality wants to revitalize the river and its surrounding areas.

This revitalization effort is showing how the Surabaya Municipality tries to keep a sense of balance in the process of the planning and physical space arranging the city. This effort also show how the development should be accommodated focusing not only in economies aspects but also in physical, social and environmental aspects. It also generate better harmony environment in order to create a better investment climate. In the same time it will create work opportunities to increase economic growth and job availability. All of them are demonstrated by the revitalization of The Kalimas River projects.

The case study also illustrates how Surabaya municipality tries to manage spatial planning in Kalimas River in order to make more rational territorial organisation of land uses and the linkages between them in order to have responsibility for safeguarding environmental qualities. The Surabaya municipality attempt to develop an equality of space in Kalimas in order to achieve a better distribution of economic development between areas. Indeed, Surabaya municipality regulate the conversion of land and property uses.

This effort explored how Surabaya municipality involve in focusing governance attention on the place qualities
of urban areas and the spatial organization of phenomena is important for quality of life. They are shaping place qualities through conscious attention, through some kind of strategies. They recognize that renewable Kalimas resources exploration and exploitation is important to take account in their strategic planning.

This revitalization planning which is being done by Surabaya Municipality describe how the Surabaya Municipality tries to establish the vision of Surabaya that encourage Surabaya city as a trade and service city in the future. As trade and service city, Surabaya municipality should arrange and manage all the facilities which are needed by citizens and the entire city users. This planning revitalize both in quality of the river condition and the quality of facilities and infrastructure nearby the river.

3.2. Cultural and Tourism Development Action

The case study demonstrates that Surabaya Municipality is using cultural and tourism approach in their revitalization plans. Cultural and tourism approach as tool to contribute in restoring something of the quality of urban life in Kalimas. It shows that Surabaya municipality recognizes many potential of Kalimas and its environment that should be explored. In recent year, Surabaya Municipality just realizes that Kalimas has reduced the quality of physical and social aspect and the environmental degradation has good potential to develop for tourism destination.

According to the location of Kalimas which is located in the center of city, it also is one of the reasons why Surabaya Municipality using cultural and tourism approach to revitalize Kalimas. The roles of local community are one of the important features to doing cultural regeneration. The strategic location of Kalimas has good potential for local people in the entire city to reach Kalimas in order to be involved in revitalize Kalimas. In other word, culture and planning approach will take account the potential of local community to revitalize Kalimas.

According to existing, Kalimas has a unique character namely twist which is different from other rivers. It is appropriate to develop it through cultural and tourism planning. By cultural and tourism planning, twist character of Kalimas is able to explore more creative activities and interesting place both for local people and for visitor. It has good view if it develops in a correct way.

It is also because of the important role of this river in the history of Surabaya development that Surabaya municipality wants to go back to the time when the river had an important role in transportation system in Surabaya. The opposite conditions now that Kalimas areas decrease its qualities which are poor important activities occur in Kalimas. Cultural and tourism approach is appropriate tool to revitalize the role of Kalimas in Surabaya.. Through Cultural and tourism approach, Kalimas is given essential role both for water transportation system and for tourism destination in Surabaya.

Furthermore, by analyzing the position of Kalimas on city, which is located surrounded by potential historical buildings and other tourism destinations in Surabaya, these should be accounted as essential opportunities to increase the qualities of Kalimas area through cultural and tourism planning. It also can help to propose the identity this area to preserve the cultural heritage of the city. Kalimas can be able to tie together all of the potential historical buildings and other tourism destination in Surabaya through cultural and tourism approach.

As describe in economic opportunities in Surabaya that trade and service such as trading, hotel and restaurant, transportation and communication, bank and financial institution, was the greatest contributor in the growth of economy in Surabaya. It means that the trade and service city in Surabaya is going up in recent year. Cultural and tourism approach can be a tool to achieve and support the vision of Surabaya as trade and service city. Because tourism planning is able to change the bad image and picture of Kalimas, perhaps it can create good environment to support the venture sense in the trade and service sector.

5.3.2. Content

According to the Revitalization of Kalimas planning, there are five strategies that focus on 10 spots which are located along the river. The case describe that the tens spots will be developed according to their character and their potential. The strategies would be exploitation for kalimas revitalization are strengthen the identity of the area, improving the quality of environment, providing facilities and infrastructure, developing economy and increasing
community participation. The case shows that the strategy of improving quality of environment and the strategy of strengthening the identity of the area.

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Moreover, developing 10 spot of revitalization planning area shows that the municipality has the strategic goal of spreading tourism activity over a wider geographic area. This strategic is important to relieve congestion and crowding out in over developed area. It is also to expand the benefit for community along the river.

Surabaya municipality planning provides attractions and facilities for locals and tourist alike. It demonstrates that these will be mix used development area. For example in harbor spot, there will be built entertainment facilities, eating and drinking establishment, as well as attractions. The mixed use phenomenon is also taking place in some spots in Kalimas revitalization. They integrate between the cultures activities such as cultural event, entertainment places etc and creative development such as office space, residential, recreational use, and aquarium.

Furthermore, Kalimas revitalization planning show that it seek to build on more diverse range of activities and consumption possibilities, including local heritage, event and festival, food and evening entertainment. It means that Surabaya Municipality look to stimulate local economies and achieve a range of social, economic and environmental environments with more mono cultural zoning associated with festival place and entertainment district. It also shows how the diversity seeks to attract a wider range of visitor in the terms of age, taste and income group, and to benefit for local people, worker and visitors alike. For instance in the Shopping Center Spot similarly show how the municipality tries to develop different kind of activities such as cultural events, restaurant, art exhibitions, festival and business centers.

This case also considers attaching the value of architectural heritage by recognizing the designation of several conservation areas. They save many architectural legacies such as Pemuda Hall Building, Grahadi Building, and Surabaya City hall, prior to the value now placed on such urban assets in both tourism and property investment terms. For instance in the Shopping Center Spot, they create connections along Kalimas River area with the conservation area in Surabaya.

4. Conclusions And Recommendation

Revitalization planning is important for Surabaya City especially Kalimas River area. Because this planning is deeming necessary to generate a better quality of life for people who live and work close to Kalimas area. In the same time, this planning would be promoting valued visitor experiences which support local economies. Meanwhile, this planning is also able to accommodate a wide range of activities both for residents and for visitors.

- Surabaya Municipality considers that Kalimas revitalization projects should fit into an existing context, the existing sense and spirit of place needs to be understood. Through cultural and tourism approach, the development and economic activity will be generated in the surrounding areas while respecting their context and being creative places.
- Mixed land use approach has a critical role to play in bringing back vitality in Kalimas River area.
- It is essential that Kalimas revitalization is involving multi stakeholder.
- It is necessary to build one independent agency consisting of all government actors, local community, private actors and universities in order to accommodate it.
- The participation of community can be taking both in planning phase and in implementation phase.
- The relocation process of informal settlement which is located along the riverbank of Kalimas will be occur a potential conflict. Surabaya Municipality should find a good solution for them.
- Surabaya Municipality should carry out a study research about informal settlement in Kalimas riverbank.
- It is important to have a powerful regulatory framework and release of municipality owned land that has produced important community gains especially the provision of walk up apartment.
The heritage preservation area is not only the responsibility of Surabaya Municipality, but the whole city participation.

Finally, this case is good example that it can show the benefits and negative effects of urban revitalization projects through cultural and tourism planning.

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