

Place-making Concept Towards Sustainable Edutourism in Urban Kampung of Surabaya

Gebyar Ayuningtyas¹, Inunk Marufa¹, Happy Ratna Santosa², Dewi Septanti², Rika Kisnarini²

¹Post Graduate Student, Institut Teknologi Sepuluh Nopember, Indonesia

²Lecturer, Institut Teknologi Sepuluh Nopember, Indonesia

Abstract – Kampung Nginden Jangkungan is one of the inner-city kampung that is currently developing their tourist attraction. The potentials of this Kampung are local community willingness and innovation for developing edutourism. Still, these should be supported by community empowerment and promotion strategy to create tourism kampung. The main point is related to people-place connection, means that settlement is not only a life boundary, but also a place where people interact each other, develop social value, and become meaningful in a certain way. This process is called place-making, an approach which is focused on people-centered development in creating a strong sense of place and social cohesion. This study aims to establish strategies and design recommendations based on community preferences and perspectives to enhance the potentials of Kampung Nginden Jangkungan as a tourism destination. This study conducted by inductive approach with qualitative method supported with walk through interview and observation to collect primary data. The result shows that community activities become the main potential in developing tourist attraction. Supported by image creation and neighborhood beautification, the design concept of this study can be a recommended idea and creative action to create a better physical image as well as enhance the social capital in Kampung Nginden Jangkungan.

I. INTRODUCTION

Tourism is one of the effective approach to enhance citizen well-being in developing countries, especially for the low-income community. A study showed tourism as integrated approach with resettlement program in post-disaster area [1] and a mediating program for gender empowerment [2]. On the recent topic, education as specific theme of tourist attraction can be the foundation of knowledge sharing which emphasized on formal and informal sector [3]. These research have showed that tourism activities growth can give positive impact to the community and environment. Furthermore, education as a theme can be seen as conscious and objective effort for developing human resource to be a better person [4]. It means that edu-tourism development can be a starting point towards community that cares about living environment.

To support edutourism development, strategic concept is needed in order to create and arrange settlement area as a place where tourist can learn and practice some knowledges from local community. Herbs planting and processing are the main focus which will be developed as attractions in this study. So, integrating people and environment must be properly managed to create an interesting, comfortable, yet

knowledgeable tourist destination. From this opinion, place-making concept is seen as a methodology to raise public awareness, educate a new generation of community and actively engage local partners to improve quality of life [5]. By creating new image through physical attribute, it will strengthen the connection between people and places also shape the public realm in order to maximize shared value. This concept is about creative pattern of use, paying particular attention to the physical, cultural, and social identities that support its ongoing evolution [6]. An example can be seen from a study that combined place-making concept with government perspective to respond social changing, economic, and political circumstances to create a relevance tourism image [7]. Meanwhile, other research explore about discursive construction of informal settlement through place-making approach which are related to spatial, social, and cultural construction of place [8].

Therefore, to fill the gap from previous research, this study combines educative theme with collaborative place-making to create and develop sustainable edutourism. Local community plays important role as a social capital to support tourist attraction through their activities. As a pioneer in the inner city, this concept is not easy to be implemented. Place-making become a guidance to re-design settlement area, including its public space, accessibility, walkability, and other supporting elements based on community activities related to edutourism development.

II. LITERATURE STUDY

This chapter explain theoretical background used in order to give a general understanding for the direction of tourism development. These are includes the concept of place-making as the main guidance in creating a conducive space for tourism activities, edutourism as theme of tourist attraction, and sustainable development as a principle in determining the direction of tourism development. Because the main objective in this study is to create strategies and design recommendations based on community preferences and their needs, the role of several theories mentioned below are as a general perspective for researcher.

A. Place-making

Starting from the term of “place”, it is related to the way of people perceive a certain area based on their physical

attributes, activities, and conceptions [9]. Space become place when people give a certain meaningful way because of their life experiences [10]. Meanwhile, place-making is more comprehensive and applicable concept. It refers to an approach that inspires people to collectively reimagine and reinvent public spaces as the heart of every community [6]. Still, the meaning of public space in the neighborhood area can be interpreted in various ways which can be seen in Figure 1.

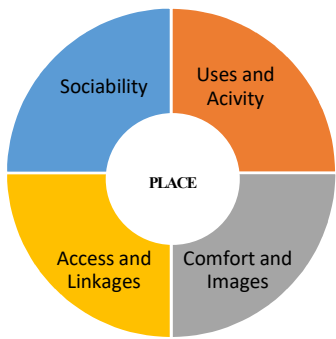


Fig. 1 Four Key Elements of Place-making

In the context of urban kampung, we can see such phenomenon when social interaction occurred in the terrace, alley, vacant space, or even in the middle of small street around neighborhood area. Actually, this condition can be seen as a form of resistance, not in opposition to a monolithic dominating power, but rather to ideas which circulate about place [8]. Furthermore, place-making concept has simplified in four key elements consist of sociability, uses and activities, access and linkages, and also comfort and image [6]. Later this key elements will be used as guidance to create design environment and tourism program, especially to enhance the use of public space as a multifunctional place.

Meanwhile, the implementation of place-making concept in tourism development attempt to facilitate organic ways by allowing a strong local or indigenous influence over development decisions through public participation and community-led initiatives [11]. Activities and behavior are the main focus to be investigated in order to explore the social capital which later will be integrated with design environment.

B. Sustainable Development

Sustainable development refers to harmonize the utilization of natural resources and human resources optimally while at the same time maintaining an optimal balance between various conflicting demands on these resources [5]. These principles will be used as measurement about sustainability features in Kampung Nginden Jangkungan. There are four aspects to be investigated including social, culture, economic, and environment which can be seen in the following picture.

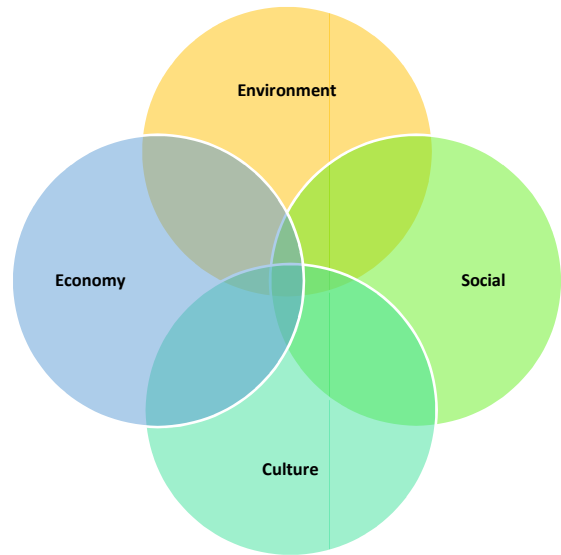


Fig. 2 Four Dimension of Sustainable Development

Source : Author, adopted from Habitat (2012)

Environmental dimension is about the use of resources, green design, and adaptability of homes. Meanwhile, social dimension related to the public participation and community empowerment to create sense of place, they are strongly correlated with community creativity, diversity, and aesthetic improvement in the built environment which are included in the cultural dimension. In the other hand, economic dimension refers to the implication of development concept such as supporting domestik economic activities, increasing productivity, and strengthening resilience of neighborhood area.

C. Edutourism

Educational tourism or edutourism is defined as a program in which participants travel to certain location of tourism as a group with the main goal involved in learning experiences that are directly related with its location (Bodger in Smith, 2013). Participation in educational activities tours can come from educational institutions, such as school or university, or from another institution like travel agents. Although edutourism is part of the whole kind tourism, its development focused on educational programs with the purpose of changing cognitive aspects, participatory knowledge, participants skills and attitudes [13].

Edutourism can be categorized based on its objects or place which have certain potentials, such as ecological tourism, heritage tourism, tourism village, or community tourism [12]. Furthermore, edutourism development should be provided by specific program which combines two main methods, start from tutorial learning, then move to the site for understanding and experiencing [14]. In this step, participants will be able to know the skills and practice it in the right way on the site. Those process are illustrated in the figure 3.

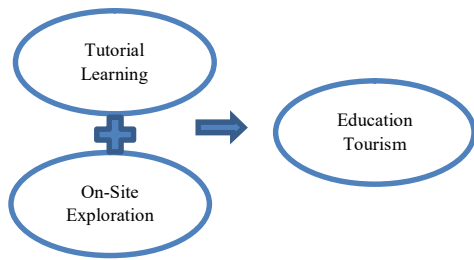


Fig. 3 Education Tourism Model by Sharma (2015)

Tutorial learning step has an important role to create attractiveness. In this step, the coach is supposed to give some knowledge and promotes its benefit to all participants in order to bring out their curiosity towards the site [12]. Related to this study, the coach is none other than local community. Some of them chosen to be coaches must be truly knowledgeable about planting and processing herbal plants. Three main objectives that should be achieved in tutorial learning can be seen in this following picture.

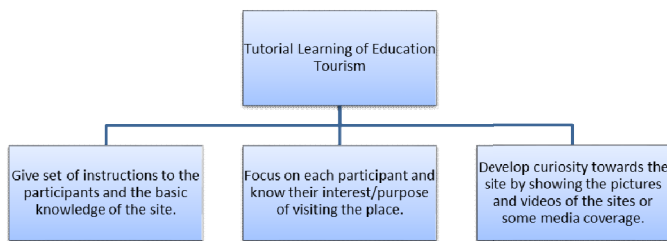


Fig. 4 Three Main Objectives of Tutorial Learning by Smith (2013)

The first objective is giving instructions, this activity includes the introduction of overall program, basic knowledge, and a range of tourist attractions provided by local community. Second is a step to find out the main purpose of visiting tourism destination. It aims to meet the visitors needs according to their expectations. Then the next step is to develop visitors interest towards the site. This can be conducted by introducing the benefits of consuming herbs, social media and videos can be supporting element to increase their interest.

III. RESEARCH METHOD

In general, case study analysis is used on one of the inner-city settlement in Surabaya, specifically named “Kampung Herbal Nginden Jangkungan”. Data collection is conducted by observation and walk through interview to get specific information related to the focus on this study. Meanwhile, it also supported by literature review from various articles and previous research to enrich understanding about place-making and edutourism.

This study uses qualitative method to investigate four aspects of place-making which are integrated with sustainability principles. The first aspects are comfort and image, these are related to the perceptions about safety, cleanliness, and availability of place to sit. The second aspects are uses and activities that are reflected through the value of

each space for local community and the attractiveness of their environment for variety of people. Next, the third is the most important aspects which is talk about connection among local people such as social cohesion, social value, and community interaction. The last one is access and linkages in the area, it can be showed through the visual links from the outside, neighborhood connectivity and walkability. [6]

After data collection, descriptive analysis was carried out to explain various potentials and problems based on existing conditions. Meanwhile, determination of development strategies are conducted by referring to the empirical conditions observation and literature review as a basis for innovative and inspiring strategic formulation. The output of this study is intended to create a better environment in a broader area. The flow of this research is reflected in Figure 5.

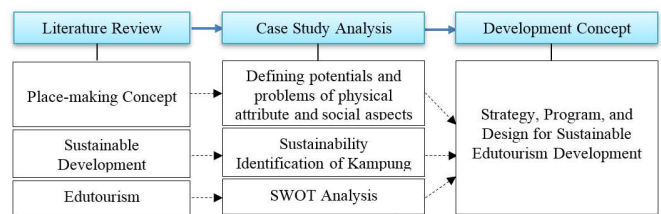


Fig. 5 Research Framework

IV. RESULT AND DISCUSSION

This chapter explains several findings from this study about existing conditions of Kampung Herbal Nginden Jangkungan and the result of data analysis as a basis to create development concept. The concept including strategies as general solution to enhancing potentials and solve several problems, meanwhile program is a detail activities related to the edutourism development. Designs is used to reflect physical attributes which need major improvement in the built environment in order to support tourist attraction.

A. Location

The location of Kampung Herbal Nginden Jangkungan is in sub-district Sukolilo, precisely on Nginden street VI – I. Access towards this location can be reached via NgindenIntan Raya street and located around 200 meter north from Nginden Park. Figure 6 shows the exact location of the site and its surrounding area which is indicated by a red notation.

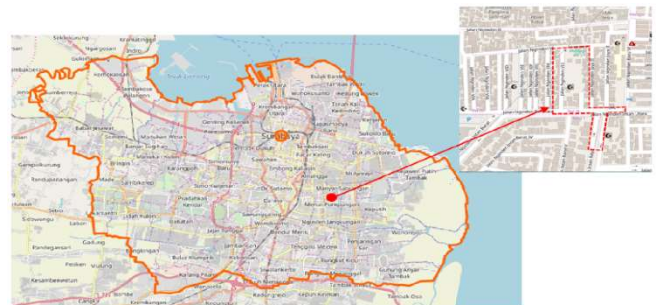


Fig. 6 Location

B. Existing Conditions Related to The Place-making Concept

Place-making as a concept which is focus on people-place interaction are identified through the way of using place in neighborhood area. It can be seen through community activities, people engagement, and the effectiveness of public space around the neighborhood as will be explained below.

1) Comfort and Image

Based on the observations results, it can be seen that cleanliness in the Kampung Nginden Jangkungan is very well maintained. There are many plants placed along the alley, as well as public spaces that are well maintained and planted with several trees to create a comfortable atmosphere. This condition is also supported by several seats that can be used by local community to chat with each other that is illustrated in Figure 7. Overall, the conditions in the village are quite comfortable for local people and tourist visitation. But, this good image doesn't appear from outside the area so it can't show the identity of this urban kampung.



Fig. 7 Existing Condition of Public Space

2) Uses and Activities

Through visiting Kampung Nginden Jangkungan, everyone can see intense social interactions taking place in several open spaces. Especially in the afternoons where almost all family members are at home, even when interactions do not appear at certain time, the effectiveness of public space as a place for social interaction is clearly seen from its use for the construction of wastewater treatment and waste banks. A number of vacant land and home terraces are also used to grow herbs, this kampung even has a small garden to cultivates and process herbs plants. Several herbs plants which are cultivated and processed by the local community include sinom, red ginger, ginger coffee, and rosella tea. There is also a small library that were built by government to facilitate the children who are living in this kampung. That phenomenon shows that how kampung with limited land are able to accommodate a variety of positive activities. This certainly relies on community participation in managing their environment. Related to the tourism development, this potentials should be well-maintained. Beautification of the garden and supporting element for on-site learning are needed to support edutourism program.

3) Sociability

Sociability is about public participation, social cohesion, and social value. All of this can be seen through the people engagement on community program such as waste banks and herbs planting. From interview results, it was found that the majority of local community actively participate in the two

activities. In this case, the role of women is very important because the waste bank program is specifically carried out by housewives. Beside that, innovation in processing herbs plants into herbal drinks is also pioneered by women. These kind of potential will be more valuable if edutourism program can support the productivity of women, especially as a part for edutourism program.

4) Access and Linkages

In general, Kampung Nginden Jangkungan located in the inner city of Surabaya. This location has good accessibility and surrounded by commercial use, public services, accommodation and educational institution. It will be a supporting element for tourist visitation, especially for them who come from other city. In the other hand, its location is within 200 meters from Nginden Park, a public space along the main street which are always lively on the weekend. This should be an opportunity to promote Kampung Nginden Jangkungan as edutourism around this area. Its certain location and other supporting facilities can be seen in Figure 8.

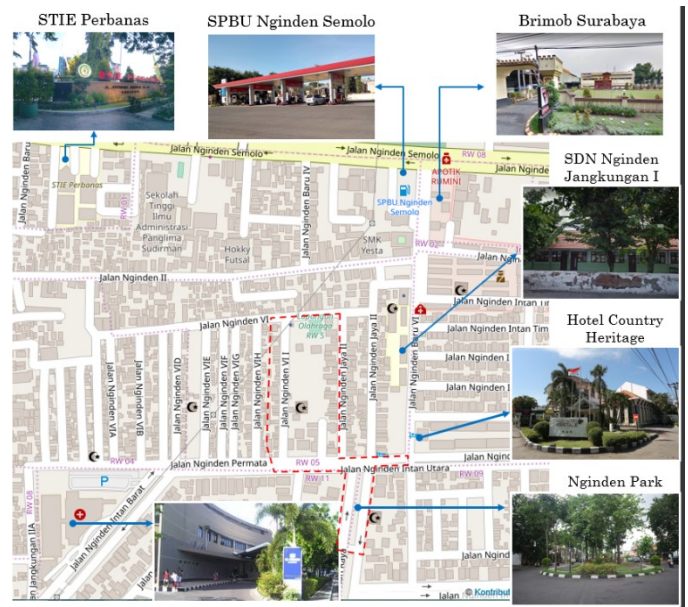


Fig. 8 Supporting Facilities around Kampung Nginden Jangkungan

C. Sustainability Aspects

1) Environmental Dimension

Based on observation result, the potentials of environmental aspect from Kampung Nginden Jangkungan are well-managed herbal garden and waste management program established by local community. The herbal garden can be the main attraction for tourism development. It is also a good starting point for the implementation of green design in neighborhood areas. In addition, waste water management built by community shows their willingness in realizing water resources efficiency. Meanwhile, solid-waste bank is a program conducted by women in this kampung. Although this

program is still limited to the collection and waste sorting, this can be a good point in educative aspect.

In the other hand, adaptability of community to maintain and participate in this activity has not been carried out evenly. This problem requires support through motivation from other stakeholder such as local government or private sector.

2) *Social Dimension*

In this study, social dimension plays important role because the successful of place-making concept depend on social capital. It means that local community is the organizer, coordinator, and tutor in the edutourism program. High participation and willingness of the community to develop edutourism is a major potential in this matter. Furthermore, women empowerment, especially in the processing of herbal plants can be one of the main touristm programs. Strong sense of community will also supports tourism development in the future.

But, there are a number of things that need to be developed. First is about how to optimize the potential of local community to build edutourism destination that are widely known by other citizen. This problem related to marketing capability of local community. Second, the lack of knowledge to establish cooperation with other stakeholders also need to be improved to facilitate access for infrastructure grants.

3) *Cultural Dimension*

In cultural dimension, generally the society lived at Kampung Nginden Jangkungan are open-minded to any advices, knowledge-sharing, or even critical input. As long as it is given to help community creativity and innovations, they are culturally responsive towards environment or behavior changing. They are very welcoming for university student to conduct a research around neighborhood area, giving some information and data, also wishing either advices or guidance related to edutourism development. But at this point, their adaptability is not enough, an image should be created to represent their social value and activities in order to enhance tourist attraction. For this matter, aesthetic and sophistication of built environment needed to support the overall tourism development.

4) *Economic Dimension*

Related to the main focus of this study, economic improvement is supposed to be the implication from edutourism development. Although this aspect is not the main goal, developing edutourism can give added value to the local community through additional income they get from tourist visitation. It might not be a significant number for individual or community, but this income can be used as additional fund to improve the quality of built environment. Furthermore, the opportunity to develop economic activities, especially for women through home based enterprise can be a good option depend on community preference. From this assumption, the concept of place-making also provide local seller booth design

around Kampung Nginden Jangkungan as recommendation for supporting element towards home enterprise development.

D. *SWOT Analysis for Edutorism Programs*

Based on potentials and problems which have been analyzed related to place-making concept and sustainability aspect, Table 1 shows each strategy for each strenghts, weaknesses, opportunities, and threats to support edutourism program.

TABLE I SWOT ANALYSIS

Internal External	Strenghts	Weaknesses
	1. Waste water management and solid-waste bank 2. Community as social capital 3. Government land availability 4. Knowledges about planting and processing herbs 5. Good accessibility	1. Uneven community participation 2. Lack of parking area and signage for visitors 3. Lack skill of digital marketing
Opportunities		
1. Edutourism with focusing on herbs planting and processing 2. The interest of government institution and schools to share knowledge 3. Improve economic quality through edutourism 4. Open-minded and culturally responsive community	<ul style="list-style-type: none"> • Edutourism program focusing in herbs • Additional educative program about waste-water and solid-waste management • Cooperate with government institution for infrastructure grant and community training • Maintaining good cooperation with schools as visitors 	<ul style="list-style-type: none"> • Regular meeting between stakeholder to enhance and maintain community participation • Managing vacant land as parking area • Keep in touch with visitors that have been there to collect testimonials
Threats		
1. The limitation of citizen interest to educative tourism 2. There is innovation, but lack of uniqueness	<ul style="list-style-type: none"> • Campaign programme for the importance of edutourism, cooperate with NGO or city council • Development of herbs seedlings and processing products 	<ul style="list-style-type: none"> • Circulation route for visitor activities • Younger people empowerment to promote edutourism via social media

E. *Development Strategies and Design Recommendations*

This chapter explain four main strategies for edutourism development which formulated based on research findings analysis. People-centered as the main perspective is used to create design and program recommendation. Figure 9 shows the distribution of supporting area related to tourism activities.



Fig. 9 Supporting Area for Edutourism Development

1) *Beautification of Neighborhood Area*

This study aims to create legibility of community identity and activities as the main attractions of edutourism development through place-making concept. The principle of this strategy is re-design several neighborhood area to improve amenities as well as its ability to provide comfort for local community and visitors. Several design recommendations include :

- Signage Placement Near The Main Street Corridor (see Figure 10)



Fig. 10 Existing condition (left) and design recommendation (right) of Signage Placement

- Defining Parking Area in The Frontyard of Government Institution Building

The parking area has been determined by the local community based on permission that they already got from government institution. That is why we do not propose the design recommendation of parking area.

- Re-arrangement of local seller booth along the river (see Figure 11)



Fig. 11 Existing condition (left) and design recommendation (right) of Local Seller Booth

- Redesign education center (see Figure 12)

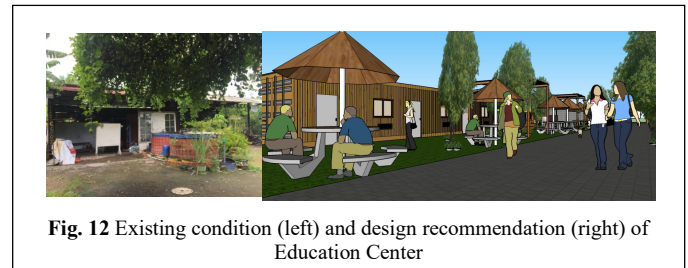


Fig. 12 Existing condition (left) and design recommendation (right) of Education Center

- Redesign government vacant land for social interaction (see Figure 13)



Fig. 13 Existing condition (left) and design recommendation (right) of Public space for Community Interaction

2) *Local Community Empowerment as Social Capital*

As the main capital in edutourism development, the capability of local community as organizer, coordinator, and tutor is supposed to be improve periodically. This matter related to the persistency of knowledge improvement about herbs planting and processing and evaluation of tourism program effectiveness. To achieve these objectives, several programs are defined :

- Maintaining and Controlling Community Activities related to Edutourism
- Periodic Evaluation and Knowledge Transfer among Local Community
- Millennial generation Empowerment to promote Edutourism
- Local Community Training by goverment institution or private sector
- Defining tourist attraction route (see Figure 14)

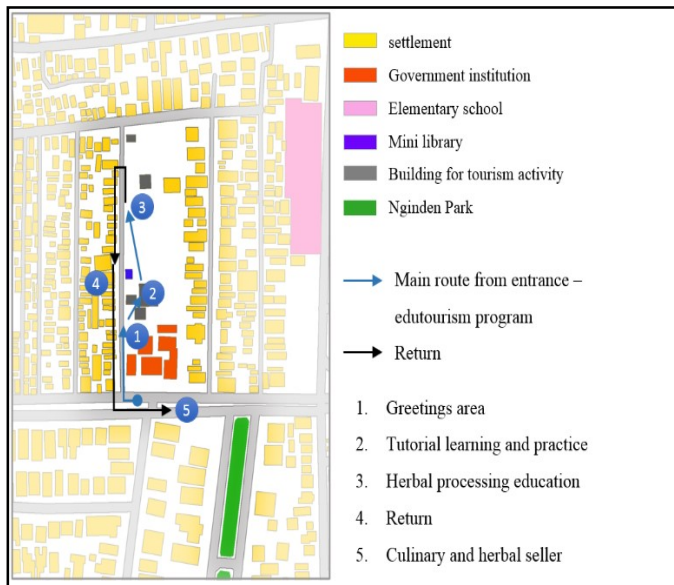


Fig. 14 Visitor's Route Recommendation

3) Public Private Partnership

To support the development of edutourism, collaboration with other stakeholder is needed in order to improve the quality of local community and facilities related to tourism program. Cooperation with government institution or private sector can be held in terms of funding or knowledge sharing. Meanwhile, educational institution such as elementary school can be determined as prospective visitors in tourist destinations. Beside that, university student who conduct a research in Kampung Nginden Jangkungan also can give some recommendation related to edutourism development.

- Cooperation establishment with government institution or private sector
- Cooperate with university or other educational institution related to tourism research

4) Marketing Agenda on The Weekend

Because the development of edutourism in the inner city of Surabaya is still a new program, marketing agenda must not be ruled out. As a pioneer in carrying out educative theme as tourist attraction, intense promotion should be well-maintained. It is not just about doing it periodically, but also collecting testimonials to build a good image about Kampung Nginden Jangkungan. Several programs related to this matter include :

- Weekend promotion agenda at Nginden Park
- Optimization Social Media to promote Edutourism
- Maintaining communication with visitors to collect testimonials

V. CONCLUSION

Kampung Nginden Jangkungan is one of inner-city kampung in Surabaya that currently developing its

neighborhood to become tourist destination. Local community play important role because their innovation in processing herbs plants and creative idea to improve the quality of built environment. Education as a main theme is chosen because the community want to share their knowledge in order to be applicable in another neighborhood as well as create neighborhood branding. Yet, these are still not enough to develop a successful edutourism. A little interest from urban citizen to educative concept is the main threat for this development. Community empowerment also need to be improve through community training. Meanwhile, interactive and attractive marketing is needed to promote tourist attraction. Beside that, cooperation with government and educationa institution should be considered as a strategy to increase public interest about edutourism, especially for processing and planting herbs.

Meanwhile, external factor should not be ignored. Supporting elements such as infrastructure, accessibility, parking area, and accommodation must be integrated with development concept. In this case, a number of design recommendation and programs is necessary to enhance community innovation and creativity and that is what we called place-making, an approach which is focus on people-centre development towards specific needs in a meaningful and valuable place.

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