Development Concept Of Urban Housing Renewal Based On Sustainable Tourism: A Case Study Of Kampung Tambak Bayan, Surabaya

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Abstract: Urban housing renewal is part of urban renewal that aims to make the housing environment more functional and integrated. Urban renewal implementation is necessary through a sustainable development concept approach that include physical, social, economic, and cultural consideration into account. While sustainable tourism can be one of the efforts to support the development of urban economy and maintain the sustainability of sustainable development. Kampungs or informal settlements in Indonesia are potential to be developed as tourism area because each kampung has unique characteristics, cultures, site ambiances, and local wisdom. Although they have many potentials, there are still many kampungs that have not developed optimally yet. Therefore, this study aims to formulate the development concepts of urban housing renewal based on sustainable tourism using Kampung Tambak Bayan as a case study, in order to improving the quality of kampung through tourism approach that can reduce the number of slums, as well as improving local citizen’s prosperity in a sustainable way. The data are collected through observation, questionnaire, and documentation. The results of several quantitative and qualitatively descriptive analyses show that efforts to upgrade Kampung Tambak Bayan as a tourism destination can be realized through quality enhancements of physical environment, basic infrastructures, build tourism facilities, stakeholder cooperation, the establishment of tourism organization, and local community empowerment in order to support the actualization of kampung’s tourism.

Index Terms: Kampung Development, Kampung Improvement, Sustainable Development, Sustainable Tourism, Tourism Kampung, Urban Housing Renewal

1 INTRODUCTION

In developing country like Indonesia with a large number of population (over 200 million people), housing problem become a serious matters. Especially in urban areas as the population increases and urbanization trend nowadays. Urbanization not only encourages people with the ability and skills to come to the city but also people with less education and lack of skills that can not afford legal land in the city center, then create their own illegal settlements that lead to unhealthy urban slums [1]. The implementation of urban renewal in the sphere of the housing environment is known as the urban housing renewal. This urban housing renewal is part of urban renewal that aims to make the housing environment more functional and integrated. With the improvement of the physical quality of the environment can also improve the standard of living of people who at the same time improve the physical condition of the city [2]. Urban renewal itself can be defined as a cleaning process of slum areas and physical rebuilding without leaving a value of historical buildings in the region [3]. In addition, improving the quality of the housing and economic environment also needs to involve the potential of the local community so that could become a major force in development [4].

And according to Lee [5], urban renewal implementation is necessary through a sustainability concept approach that becomes a way to minimize the existence of problems that can re-emerged the post of urban renewal. The commitment of urban and housing development is currently in the spotlight of the world, one of them is with the "New Urban Agenda" summit which held by UN Habitat in 2015. In the conference, there is also a discussion about improving the quality of urban environment and urban economy through sustainable tourism. Where sustainable tourism can be one of the efforts to support the development of urban economy and maintain the sustainability of sustainable development. These efforts can be supported with other additional sectors such as technology, research and innovation, creative industries, cultural conservation, artistic performances and conservation of cultural heritage buildings [6]. The government has been trying to improve the quality of housing area by implementing kampung improvement program to improve the physical aspects of the environment, the condition of the facility and existing infrastructure, especially in urban areas whose population continues to increase [2]. One of them is in Surabaya City which is the capital of East Java province. The Surabaya City has approximately 333,063 km² area with a population of 2,909,257 people (2015). There are many housing development programs that have been implemented here. But because of the large area and number of populations, Surabaya still have several areas that has not been improved yet. One of them is Kampung Tambak Bayan, which has many potential of heritage and tourism activity, but has not been developed optimally yet. According to the city government basic plan of urban spatial planning of this area, Kampung Tambak Bayan and other old kampung in this area will be determined as the old residential area with cultural heritage and the development of tourism areas in the old city of Surabaya. The policy direction is to maintain the existing housing conditions and improve the quality of environment in the old kampung that still survive today [7]. Kampung Tambak Bayan is rich in tourism potential and cultural heritage but still not developed optimally, where there are no programs and...
government intervention yet to develop and promote this kampung specifically to be the tourism area and the community participation level is still low. In this regard, further study is needed on kampung Tambak Bayan improvement concept, including the environmental condition analysis and the development concept of heritage tourism in this area.

2 LITERATURE REVIEW

2.1 Urban Housing Renewal
The implementation of urban renewal in the sphere of the housing environment is known as the urban housing renewal. This urban housing is part of urban renewal that aims to make the housing environment more functional and integrated. With the improvement of the physical quality of the environment can also improve the standard of living of people who at the same time improve the physical condition of the city [2]. The challenge that facing the city government is how to renew and revitalise existing urban areas to both make better use of underproductive land and create a city that truly reflects the needs and demands of city residents and businesses. New concepts of urban planning and design is to achieve the three goals, which are the liveable cities, sustainable cities, and smart cities. [8] There are several key drivers that influence the city’s desire for renewal [8]:
- Increase tourism revenues
- Drive urban productivity
- Create employment opportunities
- Attract increased investment
- Enhance housing affordability
- Capitalise on existing infrastructure.

The objective to conduct the urban renewal is how the project expected to improve the quality of urban area. Beside that, factors that will influence the vision are:
- What the renewal project hope to achieve.
- What land is available for renewal.
- What existing strengths the area has to offer.

The basic aspects to be considered in urban renewal development are mentioned as follows [8]:

1. The economic, social and cultural :
   - Site’s quality
   - Accessibility
   - Proximity to existing infrastructure.
   - Public policy factors.
   - Local demand
   - Environmental consideration

2. Recognising the Historical and Social context with
   - Capturing the uniqueness of the context
   - Re-use historical building.
   - Balancing between:
     - what is already special about a site and embracing new ideas, new contexts and different ways of living.
     - The desire to preserve historic locations and buildings, and the need to satisfy commercial demands.

3. The Actors: Public, Private or Joint Partnership.
   - Private sector involvement is favourable in situations where the public sector:
     - Seeks private sector innovation, capacity and expertise to deliver a project.
     - Requires private sector financing, either in whole or in part;
     - Is looking to transfer responsibility for the design, construction or operation of a project or parts thereof;
     - Wants to transfer project risks to private sector.

2.2 Sustainable Development

Sustainable Development Aspects
According to Sustainable Housing for Sustainable Cities [9], a multi scale framework for sustainable housing policies are mention belows:

Environmental dimension
- Ensuring energy efficiency, micro/ generation, water and resource efficiency.
- Green design, using sustainable local construction and materials.
- Sanitation, preventing hazardous and polluting materials.
- Affordable use of resources.
- Improving resilience and adaptation of homes.

Social Dimension
- Empowering people and ensuring public participation.
- Ensuring health, safety, well-being in residences.
- Creating a sense of community, 'sense of place', and identity.
- Meeting specific needs and wants in housing (including those related to gender, age and health).
- Providing access to infrastructure and public spaces.

Cultural Dimension
- Culturally responsive settlements and house planning and design.
- Improving aesthetics, diversity and cultural sophistication of the built environment and residence.
- Helping community creativity (i.e. via amenities; affordable sporting, cultural and entertainment facilities.
- Assisting people’s transition from rural and slums areas to decent housing or multifamily housing.

Economic Dimension
- Ensuring housing affordability for different social groups.
- Providing adequate residences to raise labour productivity; ensuring housing is integrated with employment.
- Supporting domestic economic activities and enterprise.
- Promoting petty landlordism and self-help housing.
- Housing management and maintenance.
- Strengthening resilience and future proofing of homes.

2.3. Tourism Development

2.4.1. Component of Tourism
Some experts have classified the core components making up the tourist area [10] [11] [12]. The expert opinions is comparable and complementary, so it can be concluded that the components of a tourism area are consisted of:

1. Attractions, consist of site attractions (either nature or man-made) and event attractions. (such as culture,
2. Amenities, includes many accommodation facilities, such as service and reception (restaurants, shops, crafts and souvenirs, information office), finance (banks, money changers), personal (salon), health, public security (police station, firefighters), travel (immigration, customs), or transportation. This part also includes basic infrastructure.

3. Accessibilities, in the form of access to tourism destination that is affordable, practical, and easy.

4. Tourist organization, formation of organization which composes and manages all about tourism activities, including advertises tourism attractions.

2.4.2. Sustainable Tourism Principle
Sustainable tourism is activity that takes into account the economic, socio-cultural, and environmental in a balanced way (WTO, 2004). Sustainable tourism activities are made without reducing the value of existing resources, and periodically monitored and maintained for future generations [14]. UNEP (2004) and UNWTO (2005) suggests that basic aspects to be considered in sustainable tourism are mentioned as follows [13]:

- **Environment**
  Make optimal use of environment resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity

- **Socio-cultural**
  Respect the socio-cultural authenticity of hist communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance

- **Economic**
  Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to hosy communities, and contributing to poverty alleviation

In addition, Subhadra in Kurniawati [14] suggests that basic principles to be considered in sustainable tourism are mentioned as follows.

- **Community participation**
  Tourism development should be built by involving local communities participation, with ideas from local community and for the welfare of the community. With that, local community will have a sense of belonging to care, responsibility, commitment, raise awareness and appreciation of conserving natural environment and culture towards the sustainability of tourism itself

- **Stakeholder involvement (government, private sector, NGO, academician, and local people)**
  Tourism development should involve stakeholders, and by involving more parties tourism development will get better input

- **Local ownership management**
  Tourism development should be conditioned for the purpose of generating other businesses within society. Supporting facilities such as hotels, restaurants, etc. should be developed and managed by the local community

- **The use of sustainable resources**

- **Tourism for accommodate community goals**
  Community goals should be accommodated in tourism activities in order to balance between the needs of tourists and the community

- **Carrying capacity**
  Carrying capacity to be considered include physical, natural, social and cultural support.

- **Monitoring and evaluation**
  There should be periodic monitoring and evaluation to ensure tourism development continues to run in the concept of sustainable development

- **Accountability**
  Tourism planning should pay great attention in generating job opportunities, income and improve the health of local people which is reflected in development policies.

- **Relevant training for developing tourism activity**
  Conducting human resources improvement program in the form education, training, and certification for the area of tourism expertise in order to form skilled workers in their respective fields

- **Promotion**
  Sustainable tourism development also includes the promotion of land use and activities that reinforce the character of the landscape, sense of place, and identity local community

2.4 Kampung
In general, kampung is a common urban settlement in Indonesia that has its own uniqueness and characteristic [15]. Kampung / informal settlement leads to a collection of homes in a city that is in poor condition, has limited public facilities, and the majority is occupied by low-income communities [16] [17] [18]. However, kampung conditions in Indonesia can not always be generalized as "slum" or "squatter", because each kampung has unique characteristics, different developmental processes, and attachment to the environment and its respective communities [19]. The people who live in the kampung bring their identity from the urban village to the kampung. As a result, the kampung grows as a residential area that has a multi-dimensional community, ranging from social, cultural, and economic diversity. That is emphasized where the kampung has a heterogeneous community and a complex population that usually still holds traditional values [15]. Kampung also shows a strong and urban prehistory relationship that can be traced back to pre colonial times [20]. However, in the context of urban development, kampung sometimes have a negative image due to high density settlements whose infrastructure is still poor and dominated by low-income people [15]. The case study of this research is Kampung Tambak Bayan that located in Surabaya City. According to the city government basic plan of urban spatial planning, Kampung Tambak Bayan and other old kampung in this area will be determined as the conserved heritage residential area. The area surround this Kampung will also be developed into tourism areas in the old city of Surabaya. The policy direction is to maintain the existing housing conditions and improve the quality of environment in the old kampung that still survive today [7].
3 Methods
This research uses a case study on one of the informal settlements located on Surabaya City, specifically a kampung named “Kampung Tambak Bayan”. The data collection techniques is field observation and questionnaire with local stakeholders, gather supporting data from articles, and also documentation. The data are analysed with mixed method (descriptive-qualitative and quantitative) with reference to the result of literature review. The scheme of method used in this study is presented in Figure 2.

1) Analysis of the study object’s potential and problems towards urban housing renewal based on elaboration concept of (Utz Clayton KPMG, 2014) and (UN-Habitat, 2014) based on:
   - What the renewal project hope to achieve.
   - What land is available for renewal.
   - What existing strengths and weaknesses the area has to offer (Based on the aspect of sustainable development: environment, economic, social and cultural analysis)
     - Public policy factors.
     - Site’s environment quality
     - Socio-economic context
     - Cultural context
     - Accessibility and proximity to existing infrastructure
   - Recognising the historical and social context analysis with:
     - Using the context to inform the vision, design and planning.
     - Capturing the uniqueness of the context
     - Re-use historical building.
     - Balancing between:
       - what is already special about a site and embracing new ideas, new contexts and different ways of living.
       - The desire to preserve historic locations and buildings, and the need to satisfy commercial demands.
   - The actors of the development

2) Analysis of study object based on tourism component, consisted of attractions, amenities, accessibilities, and tourist organization (Inskiep, 1991 and Gunn, 1955).
3) Recommendation urban housing renewal in Kampung Tambak Bayan based on sustainable development and sustainable tourism principles, consisted of participation, stakeholder involvement, local ownership, use of sustainable resources, community goals, carrying capacity, monitoring and evaluation, accountability, training, and promotion (Subhadra in Kurniawati, 2013)

4 Result and Discussion
4.1 Existing Condition Analysis
4.1.1. What the renewal project hope to achieve.
Revitalization of cultural heritage area of Kampung Tambak Bayan to realize the development of tourism Kampung based on the sustainable tourism development and local culture

4.1.2. What land is available for renewal.
From the existing observation in case study site, there are several areas that could support the development of tourism area, that can be seen in the figure 3.
- Kampung Tambak Bayan is located in Central Business District area of Surabaya City and surrounded by the shophouse and capital area, so it can be an advantage for tourism development area
- There are several communal parking area in this Kampung
- There is a hotel inside the Kampung which can be used to support the hospitality aspects of the tourism development Kampung Tambak Bayan is directly adjacent to the river that can be develop into the riverfront tourism concept area
4.1.3. What existing strengths and weaknesses the area has to offer:

1. Public policy factors
   - Land use plan for this area is cultural heritage area so that there are regulations that protect the preservation and authenticity of historic buildings in this area including kampung tambak bayan (C-Map Surabaya, 2016)
   - According to the city government basic plan of urban spatial planning of this area, Kampung Tambak Bayan and other old kampung in this area will be determined as the old residential area with cultural heritage and the development of tourism areas in the old city of Surabaya. The policy direction is to maintain the existing housing conditions and improve the quality of environment in the old kampung that still survive today (RDTRK UP Tunjungan Surabaya).

2. Site’s quality
   Potential:
   - The environmental conditions in Kampung Tambak Bayan is quite feasible and good, although several conditions need to improve. This is proven by the questionnaire data as follows:
     a. House condition data in this Kampung are:
        - 60% is decent permanent; 24% the mix between permanent and semi permanent;
        - 10% semi permanent; 6% emergency; and 0% luxury permanent
     b. Clean water channel condition of this Kampung are:
        - 42% have their own public clean water channel; 18% have clean water channel but part of connecting with the neighbor’s public clean water channel; 22% have no public clean water channel and using a well water; 4% have no public clean water channel and buy clean water in retail water; and 14% have no public water channel and get from another resource
     c. Drainage water condition:
        - 56% have permanent rain water drainage; 6% have non permanent rain water drainage; and 38% have no rainwater drainage
   - Kampung Tambak Bayan has a distinctive cultural artifacts which is Chinese residential heritage that still well preserved, but lack of maintainance resulting in degradation of the dwelling’s quality
   - Kampung Tambak Bayan is very potential to be developed into Chinatown or typical Chinese village because there has been a lot of Chinese culture start from the Chinese heritage settlements, the ethnic of people, and there are also chinese mural decoration all around these area (shows in figure 4)

3. Socio-Economic Context
   Potential:
   - The majority of people in Kampung Tambak Bayan works as traders and private sectors, which have flexible activity and high potential to be utilized and developed to support tourism activity and development (44% works in private sectors; 21% are housewifes; 23% are work as traders; and 10% of residents work in formal sectors)
   - There are several points in this kampung where Chinese-people ethnic still dominates, and they still conserve their local way of life, like praying to the ancestors and celebrate several chinese events. This could be one of the socio-cultural potential for tourism.
   - There are several home based industries potential that have already run by people in this kampung. One of them is furniture and carving industries.
The majority of the people in this kampung has already pursued senior high school degree, so it could be a potential to be developed into entrepreneurial society and small medium enterprises (49% has pursued senior high school; 7% has graduated from university; 22% in junior high school level; and 22% has only pursued elementary school).

Deficiency:
- The less participatory community is seen from the lack of joint activities such as not participating in the village green and clean program
- Lack of self awareness of the community to develop its environment, visible from the lack of event residents together in the village

4. Cultural Context

Potential:
- There are still Chinese cultural celebrations such as lion dance, worship, lantern party, and so on in this village
- Cultural potency residential artefacts of Chinese and colonial cultural heritage are very thick in this region
- The potential of contemporary culture such as the typical Chinese cultural mural is maintained in this village

Deficiency:
- Lack of socialization and utilization for tourism activities
- Lack of government intervention to improve the quality of cultural heritage artifacts resulting in degradation of physical quality

5. Accessibility and Proximity to Existing Infrastructure
- Kampung Tambak Bayan is located in Central Business District area of Surabaya City and surrounded by the shophouse and capital area, so the accessibility and infrastructure is good enough and it can be advantage for tourism development area

6. The Actors
- The actors for this urban renewal project are the residents itself who drive and manage the development project and tourism development activity, government support to planning and funding program, and also private sector involvement for financing. Others stakeholder that can contribute in planning, designing, accompanying, monitoring, and evaluation the programs are academician and NGO (Non Profit Organization).

4.2. Tourism Component

4.2.1. Attractions

Site Attraction
- Chinese-colonial style heritage building and settlement that still well preserved, but lack of maintainance resulting in physical quality degradation
- There are chinese cultural mural that located in the kampung's wall and can be a photography attraction
- There are riverside area that can be used for food street festival and other events

Event Attraction
- Annual Chinese cultural celebration such as lion dance, lantern party, Chinese new year, and so on
- Chinese spiritual events and their local way of life

4.2.2. Amenities,

Existing:
- There is existing hotel in this village
- There are several communal parking area to support tourism
- There is existing kampung security but needs improvement
- Accessibility to and from this area is good enough because this Kampung is located in the Central Business District area

Recommendation:
- Build typical Chinese shophouses to support the concept of Chinatown village tourism
- Make special merchant and souvenir for tourism economies
- Build finance amenity such as money changer or banks
- Develop local/ cultural transportation in the inner area of Kampung such as becak (tricycle), and other traditional transportation

4.2.3. Accessibilities
- Kampung Tambak Bayan is located in Central Business District area of Surabaya City and surrounded by the shophouse and capital area, so the accessibility and infrastructure is good enough and it can be advantage for tourism development area
4.2.4. Tourist organization
- There are still no tourism development and tourist organization yet in this Kampung. Because of that, after the renewal program establishment, the formation of organization needed to composes and manages all about tourism activities, including advertises tourism attractions.

4.3 Recommendation
The results of previous discussions about existing conditions, potentials, problems lead to the formation of development criteria. There are several criterias used for creating the tourism development concepts in this study. The proposed development concept of Kampung Tambak Bayan Surabaya as Tourism area are these as follows:

1. Environmental quality improvement in Kampung Tambak Bayan
   - Maintaining the condition of existing cultural heritage settlement and improving the environment quality of the kampung tambak bayan with altering and painting the facade and wall of buildings, considering the government basic plan of urban spatial planning that Kampung Tambak Bayan is determined as the conserved heritage residential area (figure 7)
   - Painting some location of settlements with mural and pictures about local culture
   - The improvement of several existing poor drainage, clean water channel, sanitation, and infrastructure
   - Regular maintenance of cultural heritage buildings that exist around Kampung Tambak Bayan area
   - Promoting green and clean and other vegetation planting programs to support tourism activities and greening the area (figure 7)
   - Making micro waste management for kampung environment
   - Painting pavement in the alley of the settlements to make an attracting image of the settlement for tourism activity (figure 7)

2. Stakeholder cooperation with local government, city government, and CSR and fundraising to the stakeholder as a provider of existing urban renewal development capital

3. Strengthening community organization and the establishment of local tourism management
   - The importance of planning and designing a team or organizational structure related to the management of tourism activities involving all representatives of community elements, ranging from youth community, kampung organizations, woman organization, and elderly communities. The team could be diverse into tourism team, economic team, and cultural team
   - Build self awareness from the community within the kampung through socialization and intervention program from government and CSR (Corporate Social Responsibility)

4. Making green open space and additional parking area in the river border line at the east side of Kampung Tambak Bayan
   - Though there are already several parking area inside the kampung, area of river border line can be used to add some additional parking area for tourism activity
   - Designing and making attracting green open space such as riverfront park in river border area in the east side of Kampung Tambak Bayan

5. Provision of Signages in Kampung Tambak Bayan
   - Signages outside the Kampung to inform the existence of Kampung Tambak Bayan, placed in the main street around the kampung
   - Signages to show attractions inside the Kampung
6. Local community empowerment
- Socialization for community participation about tourism
- Giving information to local community about sustainable tourism
- Training for women local product producers in Kampung Tambak Bayan to improve local products quality as well as how to market it.

7. Tourism Promotion of Kampung Candirejo through brochures and internet, City government, tourism council, and CSR

8 Development of Supporting Facilities for Tourism in Kampung Tambak Bayan
- Build shophouses in front of the existing building for supporting China Town village concept
- Build culinary areas
- Build decent public toilets and communal space to support tourism activity
- Make merchant and souvenir enterprises for economic tourism
- Mural and building paintings for photoboot and photography attractions
- Painting colorful pavement in the settlements area
- Exposing local way of life and culture
- Build water treatment and waste management
- The procurement of traditional transportation such as becak (tricycle) for tematic transportation inside the Kampung

9. Improvement of home based enterprises management and products that managed comunally
- Develop small medium enterprises (Home Based Enterprises Community) with the optimization of existing business fields in the kampung Tambak Bayan, which are woodcraft and wood carving
- Need for government intervention in terms of training and monitoring the entrepreneurship development of Kampung Tambak Bayan
- Initiation of the community as merchant traders to support the concept of Chinatown tourism kampung

10. Formation of special program events for tourism such as:
- Weekly or monthly culinary festival
- Lantern festival
- Other cultural event festival

11. Establish cultural development concept to support tourism
- Intangible cultural conservation which is culture related to the tradition of society, local way of life, celebration of cultural event, ethnical condition of society, also religious and spiritual ritual of society
- Procurement of Chinese cultural mural on the wall of the village in terms to attract tourists with the photography attractions
- Formation of periodic tourism events or regular cultural celebrations, such as celebrations of Barongsai, Lunar, and others that are widely promoted
- Establishment of tour packages include sightseeing trips and also the price

5 CONCLUSION
Kampung Tambak Bayan is one of heritage kampung in Surabaya City that has the potential to be developed as a tourism destination but still not developed optimally and the community participation level is still low. From the case study analysis, it can be seen that Kampung Tambak Bayan has diverse potential such as unique characteristic of environment, heritage settlement that still preserved but lack of maintance, socio-cultural, and also home based enterprises potential that can be developed more to create sustainable housing environment and support tourism development. These potential have some socio-economic values, so it can be directed as a sustainable tourism area. Sustainable tourism is tourism activity that takes into account the economic, socio-cultural, and environmental in a balanced way, so it can also maintain the sustainabiliy of the development in this area. However, the existing condition of Kampung Tambak Bayan currently are not sufficent and require further development. The recommendation that can be proposed in Kampung Tambak Bayan is Chinatown village concept based on the environment and socio-cultural analysis which are include the improvement of physical environment; stakeholder cooperation; strengthening community organization and the establishment of tourism organization; build green open space, parking area, signages and tourism amenities; the improvement of home based enterprises and local enterprises to support tourism activity; formation of special cultural tourism program; and local community empowerment through training and monitoring.
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7 REFERENCES


