

The Role of Creative Placemaking in Upscaling Bandung Mobile Tourism Information Center

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ABSTRACT

Being recognized as a favorite tourism destination, Bandung has invested in building Bandung Tourism Information Center (TIC), serving as a one-stop platform for tourists which provides information related to attractions, festivals, as well as information about the local area. Despite the strategic responsibility, however, its location is yet to be known by its user, or the tourists themselves. This study is aimed to build consensus on strategies to revitalize the current condition of Bandung Tourism Information Center. This research was conducted using a qualitative method with design thinking approach to regenerate the current condition of the Bandung Tourism Information Center through placemaking elements, for instance, activities, physical elements, and conceptions. The research was based on the Bandung tourist's needs, laying out conceptual design as recommendations that can be applied and implemented by the local government. Studies show that Bandung tourists could find the local tourism information from social media or the internet. Nevertheless, they could not find some local experience and stories about Bandung that Tourism Information Center should provide. The design will be a mobile vlog recording booth that has modular extensions and it can be providing Tourism Information purpose as promotional media and numerous activities for tourists, communities, and the resident to explore their memories and imagination about the city. This conceptual design is to trigger a bond between the government, creative community and residents in Bandung through the activities of the Bandung Tourism Information Center. This conceptual design shapes the new perspectives about Mobile Tourism Information center as a unique attraction conducted by the community and tourism information management. This design increasing public awareness about the existence of the Tourism Information Center through additional activities by the community.

Keywords: *Mobile, Placemaking, Revitalization, Tourist Information Center*

1. INTRODUCTION

Bandung is one of Indonesian favorite tourism destination, particularly Bandung City Square area. It has invested in a building named Bandung Tourism Information Center (TIC), serving as a one-stop services platform for tourists. Tourism Information Center is a facility that provides specific information about local areas, tourist attractions, festivals, and services [1]. Bandung Tourism Information Center is conducted by Department of Culture and Tourism as a promotional medium for tourism destinations to increasing the number of visits and length of stay of the tourists. It aims to become promotional media, travel advice and support, educational and retail

facilities. Some success factors in determining where locate a TIC within a selected destination are : near to tourist attractions in locality or region, easy to find, adequate parking, accessible from main road or main street, favorable government condition, supportive development conditions. Despite the strategic responsibility, however, its location is yet to be known by its user, or the tourists themselves.

This study is aimed to build the consensus on strategies to revitalize the current condition of Bandung Tourism Information Center. It was conducted using a qualitative method, integrated with design thinking approach to regenerate the current condition of the Bandung Tourism Information

Center. The research was based on the Bandung tourist's needs, laying out conceptual design as recommendations that can be applied and implemented by the local government. Studies show that Bandung tourists could find the local tourism information from social media or the internet. Nevertheless, they could not find some local experience and stories about Bandung that Tourism Information Center should provide. Design strategies for the urban interior aim at placemaking, an attempt to create an interior condition that amplifies people's engagement with the urban environment, through "specific character, materiality, atmosphere, and evidence of relations, through which people may be more conscious of themselves and others, the world and their place in it." [2].



Figure 1 The exterior of Bandung TIC

2. PLACE, PLACEMAKING AND CREATIVE PLACEMAKING

The meaning of place is defined as much by human action as by location and form. The place combines three elements, namely, activity, physical element, and conception [3]. Activity is the condition in which things are happening or being done in a place. Then, the Physical element is the visible shape or configuration of something specifically designed to accommodate an activity in a place. Last, conception is understanding or an ability to imagine or about the process of the meaning of a place. These three elements are the fundamental core of the place.

Placemaking is a process of utilizing the assets, inspiration, and potential of local communities to create public spaces that promote people's welfare [4]. It has four characters that make a place become a great place. First, access and linkages, the great places are easy to get, easy to enter, and easy to navigate. It will show the people what is going on in that place, both from a distance and up close. Second, comfort and image, a sense of comfort will invite more people to come. A good place seems to have many seats and make people want to sit. Third, uses and activities

which had something to do give people a reason to come (and return) to a place. When nothing is interesting to do, space will empty. Ultimately, sociability is the essential quality where a place becomes people's favourite spot to gather or feel comfortable meeting the neighbourhood.



Figure 2 Great Places criteria from Project for Public Spaces (source: <https://www.pps.org/>)

Creative placemaking is a critical catalyst for the physical and social revitalization of neighbourhoods, towns, cities and regions, public and private spaces [5]. Creative placemaking is reductively considered a subset of placemaking and valued for its economic instrumentalization of the arts. Nevertheless, creative placemaking is much more interesting, complex, vital, and exciting than that [6]. This approach is needed to upscale the Tourism Information Center values to become mobile facilities that appear on Bandung public spaces to increase the public awareness about these tourism services. Creative Placemaking will act as a strategy in reviving the visited area through creative community activities in Bandung.

3. METHODOLOGY

The research methodology includes literature review, observation, questionnaire, and prototype of Mobile Tourism Information Center. It is concerned with tourists, TIC management, and government needs. The literature review is used to compile the theoretical basis and information regarding developing an area through a creative placemaking approach. It is integrated with precedent review to obtain the basic design of the Mobile Tourism Information Center. The observation was conducted in Bandung Tourist Information Center located in Alun-Alun Bandung during the day. The researcher interviewed the Bandung TIC's stakeholders, namely the head of promotion of the Bandung Cultural, Tourism Department, and Bandung Tourist

Information Center management and tourists. The survey was conducted by giving the questionnaire to get a variety of tourist samples. All the data collected are analyzed descriptively and theoretically to get the users' activities mapping to improve the current condition of Bandung Tourist Information Center, which has become a mobile service. Then, the analysis is used as a design recommendation to construct the design concept of Bandung Mobile Tourism Information Center.

4. BANDUNG TOURIST INFORMATION CENTER

The tourism Information center is a facility that provides specific information about local areas, tourist attractions, festivals, and services. Visitor center, Tourist Information Center, Welcome Center, is a multi-functional physical space in a new building or an old building specially refurbished, which provides information to facilitate the visitor/tourist experience [7]. Visitor Center or Tourist Information Center aims to describe, explain and build an understanding of the values of an area, as well as inspire people to spend time, explore and experience the landscape of a place [8].

Bandung Tourism Information Center is located in an additional building belonging to the Great Mosque of Bandung City, located at Jalan Alun-Alun Bandung. Open from 09.00 - 16.00 WIB (weekdays

only). Although it is placed in the center of the Bandung City Square tourist crowd, it does not make this Tourism Information Center known by the tourists. The Tourist Information Center has a function as a medium of information for the public through visual communication between visitors and tourist objects. In addition, TIC also has a role as an information service and tourism promotion, including traditional crafts and arts. The purpose of this Tourism Information Center is to increase public appreciation of regional crafts and arts and make it easier for tourists to get information about types of tourist objects, arts, and local handicrafts. Expanding the knowledge and provide different recreational alternatives in increasing tourist attraction and product design development. However, the tourist yet is felt the benefits of the Tourist Information Center.



Figure 3 (a) The exterior of Bandung TIC; (b) the Interior of Bandung TIC

Table 1 Bandung Tourism Information Center Problems through creative placemaking

Factors	Elements	Measurement	TIC BANDUNG		
Access & Linkages	accessible	Parking Usage		TIC Bandung is located in an additional building belonging to the Great Mosque of Bandung. Even though it is located near the bustling city of Bandung, it does not make this Tourism Information Center visible. Even though in terms of access and the ease of walking, it can be said that it is very easy because it is connected to the center of the busy city of Bandung.	
	convenient	Patterns			
	Walkable	Pedestrian Activity			✓
	readable	Transit Usage			✓
Comfort & Images	connected	Mode splits		The Bandung City Tourism Information Center from the outside can be easily accessed by foot. For the sitting area, many tourists or visitors just sit in front of the Bandung City Tourism Information Center. The Bandung City Tourism Information Center does not yet have elements that are attractive to visitors, making this place unattractive to visit	
	proximity	Traffic data			
	Safe	crime statistics			
	Clean				
	Green				
	Walkable	Sanitation rating			✓
Uses & Activities	Sittable	building conditions		Activities that occur in the Bandung City Tourism Information Center are only in the form of delivering information to visitors through brochures and verbal. There is no other interesting activity that makes this Tourism Information Center visible. Whereas in the information center itself, there are also various kinds of souvenirs or local crafts that can be used as interactive media for visitors	
	Spiritual	enviromental data			
	charming	Local Business ownership			
	attractive	land-use patterns			
	historic	Property value			
	Fun	rent levels			✓
Sociability	Active	Retail sales		In terms of sociability, TIC is in the middle of a public space, but does not invite visitors to want to come inside. Invisibile spaces and activities make tourists reluctant to enter it. In addition, improper operating hours make this Tourism Information Center not work optimally, because it is only open from 08.00 to 17.00 on weekdays, and closed on weekends when tourists are busy.	
	Vital	streetlife			
	Special	evening use			
	Real	volunteerism			
	Useful	social networks			
	Indigeneous	number of women, children& elderly			

5. FINDINGS AND DISCUSSION

In 2016, Central Statistical Agency showed that the number of Bandung tourists reached 5 million tourists which 97% were local. It is a significant number. However, the TIC only has 2-20 visitors every month—the quantitative data of this study was obtained through a questionnaire. Based on data collected from 75 respondents, three-quarters of tourists did not know where Bandung TIC is, and only 7% is ever visited the Bandung Tourist Information Center. The data showed that the locals did not need direct information about tourism; they could find alternative information through Instagram. However, the tourists said that they were interested to know more about Bandung. Data showed that 35% of tourists are in cultural and educational experiences such as art workshops, visiting museums or galleries, and introducing traditional art, music, or culture of Bandung. It is the opportunity between Bandung Tourism Information Center and the Local Community to collaborate to provide for the tourist needs. Increasing the number of tourist’s awareness about Bandung Tourist Information Center, creative placemaking is used to regenerate the facilities. Creative Placemaking is implemented by providing media for the community to inspire each other and carry out activities related to art and cultural activities (cultivating a sense of place). Which forms a physical and non-physical character as an identity of a place in a residential, city, and regional environment (identity of place). Based on the creative placemaking theory, there are some requirements of a place become a great

place; Bandung Tourism Information Center uses the significant place parameter to identify Bandung Tourism Information Center problems to define its design strategies.

The Mobile Tourism Information Center is a supporting facility to provide the latest information on tourism around Bandung. The function of the Design is to make it easier for tourists to recognize the Tourism Information Center with artistic, cultural, and educational activities that the City of Bandung has. To design the Mobile Tourism Information Center through creative placemaking, it needs to cultivate a sense of belonging to the services. To make space become a place, the Mobile Tourist Information Center needs three elements, namely activity, physical elements, and conceptions, to produce the sense of belonging of a place [9]. The placemaking elements are applied in the Design of the Mobile Tourism Information Center so The Mobile Tourism Information Center could have character due to creative and educative cultural activities. This design criteria or concept is a literature review based on the Regulation of the Minister of Tourism of the Republic of Indonesia No. 5 of 2019 concerning Operational Instructions for the Management of Physical Special Allocation Funds for the Tourism Sector [10] and from the module on Placemaking from Projects for Public Spaces so that this media can function as a tourism service for the public. These criteria are needed to meet the standard value of the Design of the Tourist Information Center function. The formulation of the criteria or design concepts for the Mobile Tourism Information Center is as follows :

Table 2 Bandung Mobile Tourism Information Center design concept through creative placemaking

No	Placemaking Element	Details	Design Concept
1	Activity	Activity	cover all the functions of Tourist Information Center Having diverse activities Having open space activities to make it easier for people to see collaboration to communities to have creative activities
		Partisipant	Department of Tourism and Culture Bandung, Tourist Information Center Management, communities, tourists, and local resident
2	Physical Elements	Bandung Street Physical Context	facilities could reach many tourist attractions to park and share based on the Bandung topography.
		Design Form Element	Make signage at the Mobile Tourism Information Center more visible. Having iconic shape that can be easily seen and recognized by the people
3	Conception		modular design that makes it easy to carry and organize when in open spaces Create a more interesting space experience through various activities at the Mobile Tourism Information Center having space system that accommodates the activities of the Mobile Tourism Information Center
		Sociability	Tourists find it interesting to visit the Tourism Information Center because of the exciting activities and physical elements.
		Comfort Image	Tourists feel happy to do activities at the Tourism Information Center. Tourists can get a cultural experience from its tourism Information Center through activities and physical elements.
		Access	TIC is located in the City Center (strategic). It is recommended that the accessibility is easy to reach using public/private transportation. TIC is located at the point of arrival (Bus terminal, Airport, station, Port)
		Linkage	TIC is located in a strategic tourist attraction and easy to see

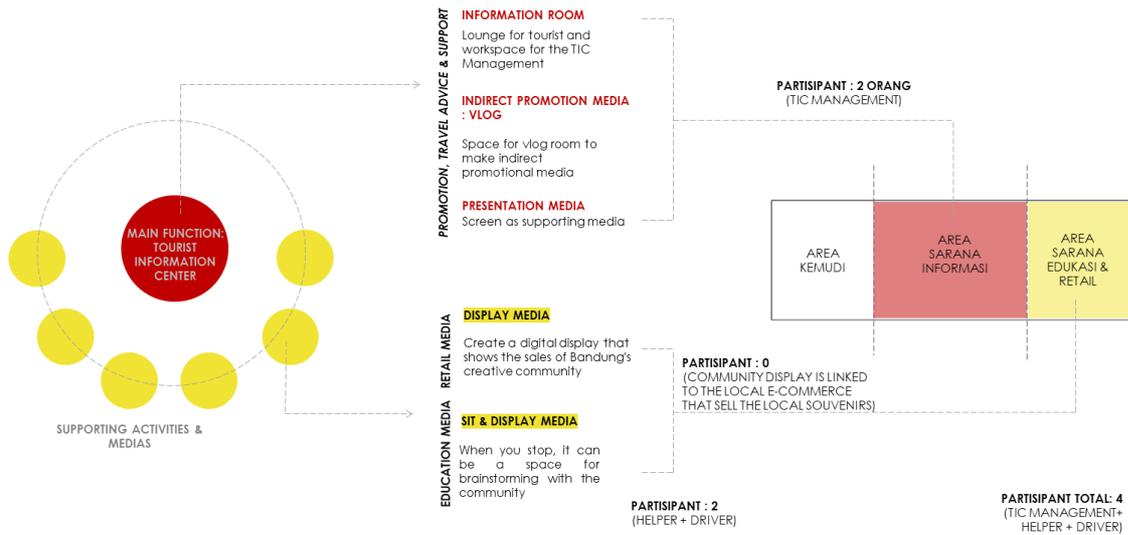


Figure 4 Mobile Tourist Information Center design concept

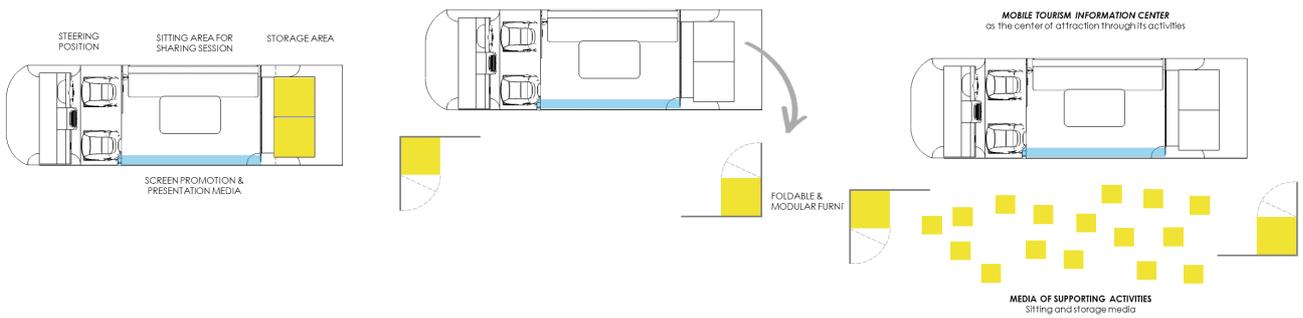


Figure 5 Mobile Tourist Information Center design concept



Figure 6 Mobile Tourist Information Center design concept

The Mobile TIC requires to cover all the Tourist Information Center functions and have various activities; therefore, it could invite many tourists' backgrounds. TIC is not only attractive from the activities it has but also an interesting physical element for tourists. These two elements produce a positive experience and affect the tourists' conceptions. The Mobile TIC would park in open spaces around tourist attractions so people could easily recognize its existence. Based on the design concept great place approach in creative placemaking, Mobile Tourist Information Center will provide a hub for the communities to gather and collaborate. This conceptual design shapes the new perspectives about Bandung Mobile Tourism Information center as a unique attraction conducted by the community and tourism information management. This design is increasing public awareness about the existence of the Tourism Information Center through additional activities by the community. It will have a booth as modular extensions to provide promotional media and numerous activities for tourists, communities, and residents to explore their memories and imagination about the city. This conceptual design is to trigger a bond between the government, creative communities, and residents in Bandung through the Bandung Tourism Information Center activities. Space available as a lounge in the Mobile TIC for the tourists, they could come and sit for a while. In the back of the car, there is a space to store the modular seat and booth, which provide interactive tourism information and about the local shops. These modular booths are interactively used as inspiration media for tourists or residents to get their dreams about Bandung. Then to prove the increase in the value of the mobile Tourist Information Center, the researchers conducted a test by asking similar questions to the current condition of the tourism information center and Mobile TIC to 30 Bandung tourists. This table shows the number of tourists concerning preferences strongly disagree, disagree, neutral, agree, and strongly agree with the

statement. Every parameter is given score one to strongly disagree and 5 to strongly agree, the summarize of the number become a total of the scoring.

The test shows that Mobile TIC has a higher score in all questions than the current Tourism Information Center. In other word, the concept of Mobile Tourism Information Center through creative placemaking increase the number of attractions to the tourists. In the tourist point of view, Mobile Tourist Information center would easily find rather than this current conditions. Otherwise, the tourist more interested to come, sit and experience the Mobile TIC since it has diverse activities that provide any tourist concern about educational and cultural activities. The interactive activities and physical elements of Mobile tic form a positive experience that is considered capable of increasing the value of the existing tourism information center. it shows that Mobile TIC has a higher score in all questions than the current Tourism Information Center. In other word, the concept of Mobile Tourism Information Center through creative placemaking increase the number.

6. CONCLUSION

The concept of the Mobile Tourism Information Center adopts placemaking, which requires activities, elements of space, and conception as the formation of space into a place which is also integrated with the theory of great places, which has four main elements, namely uses and activities, comfort, and images, access and linkages, and sociability. The four elements are the base of the formula for creating a good place. These elements could be used as a parameter in evaluating the current condition of the Tourism Information Center so that there is a way to revitalize it by creating a mobile tic concept. The application of the three main elements of placemaking (activity, physical element, and conception) provides added value to the mobile TIC, as evidenced by the rating of tourists on the comparison of the current TIC and Mobile TIC.

Table 3 Final scoring comparing the current condition of TIC and Mobile TIC

NO	QUESTIONS	CURRENT CONDITION OF TOURIST INFORMATION CENTER					MOBILE TOURIST INFORMATION CENTER						
		STS	TS	N	S	SS	SCORE	STS	TS	N	S	SS	SCORE
1	I can easily find out the position of the Bandung City Tourism information Center	2	9	13	5	4	99	1	1	4	16	8	119
2	I am interested in entering the Bandung City Tourism Information Center	2	8	9	7	7	108	0	1	4	15	10	124
3	I feel that the Bandung Tourism Information Center is easy to reach and close to the community	2	7	9	10	5	108	0	0	3	16	11	128
4	I feel like stopping by, sitting down and experiencing the Bandung Tourism Information Center	2	7	8	9	7	111	0	0	5	13	12	127
5	I feel that the Bandung Tourism Information Center is already interactive with collaborative activities with the	4	9	8	7	5	99	0	3	4	11	12	122
6	I feel that the Mobile Tourism Information Center can be a comfortable means of educating West Java culture	3	4	6	10	9	114	0	0	4	13	12	124
TOTAL							639						744

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