



Integrating the Tourist Attraction Through the Pathway Development in Surabaya, Indonesia

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Abstract. Differences in the cultural potential and tourist attraction of tourist Kampung in the Tunjungan District are one of the causes of the imbalance in the number of tourists. This is exacerbated by the Covid-19 pandemic which has reduced tourism activity in the area. The proximity and differentiation of tourist attractions are one of the opportunities in the development of destination clusters. This paper aims to integrate tourist Kampung in the Tunjungan District, Surabaya, through recommendations for developing tourist routes to create synergized and integrated tourist destinations. Furthermore, they will collaborate and work together to become one route so that they improve the number of tourists. It can help to survive and adapt during the pandemic when decreased visitors happen. Data were obtained through non-participant observation and free interviews with 3 tourism Kampung managers and 2 relevant stakeholders. Secondary data is also obtained in the form of policy documents and mass media publications. The use of ArcGIS and descriptive analysis were used to process the data. The results show that the development of tourist routes can be done by compiling 2 clusters of tourist routes in the Tunjungan area to integrate destinations. For this reason, each cluster has its own strategy to support destination integration. Of the 7 attractions included in the tourist village, 2 cluster can be develop according to level of accessibility category. In addition, the clusters formed also have a significant level of differentiation. This study provides guidance to local governments on how to strengthen and integrate tourist destinations through pathways development.

Keywords: Pathway · Integration · Tourist Kampung

1 Introduction

One of the most vulnerable aspects affected by the pandemic is tourism [1] [2]. This pandemic has resulted in significant and long-term structural changes and transformations of tourism as a socio-economic and industrial activity [3]. The high vulnerability of tourism occurs because this sector has a complex dynamic relationship between natural

resources and society [1][4]. The condition of Indonesian tourism during the pandemic is experiencing a slump. This is evidenced by the number of foreign tourist arrivals to Indonesia in 2020 decreasing by 74.84% compared to 2019. The decline in the number of foreign tourist arrivals resulted in a reduction in the country's foreign exchange earnings from the tourism sector, which fell drastically to US\$ 3 to US\$ 4. billion, and the room occupancy rate in 2020 decreased by 35.57% compared to 2019 [5].

Furthermore, the same thing also happened in Surabaya, where the number of foreign and domestic tourist arrivals decreased by around 60% in 2020 compared to 2019. This is due to the Covid-19 pandemic so the number of foreign and domestic tourist visits to Surabaya has decreased drastically to 10,681,318 visits in 2020 (Surabaya City Culture and Tourism Office, 2020). One of the efforts that can be made to survive in a pandemic situation and immediately accelerate the recovery of tourism is to innovate, adapt and collaborate in every element [6].

In addition to the problem of a pandemic, another problem that has arisen in Surabaya is the imbalance in the number of tourist visits due to a lack of accessibility. Surabaya is a metropolitan city with various tourist attractions, ranging from natural attractions, culture, special interests, recreation, and general entertainment. Until 2017, there were approximately 165 destinations, which is spread over the Surabaya area, namely Central Surabaya (49 destinations), North Surabaya (35 destinations), East Surabaya (26 destinations), South Surabaya (42 destinations), and West Surabaya (13 destinations) [7]. Tourism destination, which is diverse and has been revitalized by the Surabaya City Government, is difficult for tourists to reach because of the low accessibility [8].

One of the potential tourism area which is located in city centre is Tunjungan area. The Surabaya City Government has planned the Tunjungan area as a cultural and historical tourist destination [9]. The policy of determining the Tunjungan area as a cultural and historical tourism area, namely there are four tourism kampung (Ketandan Culture Kampung, Kebangsren Old Kampung, Genteng Old Kampung and Blauran Old Kampung) and three other tourist destinations (Siola Monument, Kalimas Boat Tourism, Educational Museum) located scattered in this area.

Furthermore, there are Ketandan Culture Kampung and Kebangsren Old Kampung which are evidence of the historical development of the city of Surabaya. Many tourists visit this tourist village. The number of visits in these two villages was higher than in the other destination in Tunjungan Area. This is what makes the gap in the number of visits in this region. The existence of these differences in tourist attractions resulted in an uneven distribution of tourist visits in this area.

Moreover, the low accessibility and lack of transportation service networks make it difficult for people to reach all destinations effectively and efficiently [10]. The Surabaya City government's policy of providing safe, comfortable, and attractive pedestrian corridors is still not able to equalize the number of visits to all destinations in this region.

Accessibility is a measure of convenience or ease of how locations interact with one another and how easy or difficult it is to achieve this through the transportation network system [11]. Then according to [12], easy or difficult statements are subjective and qualitative, so quantitative (measured) performance is needed, which states accessibility or convenience. Therefore accessibility can be expressed in terms of distance. Accessibility

depends on people's perceptions about the distance and travel time from one location to another. Still, if it is limited to only physical variables, distance can be used as a determinant of ease of access [13].

In addition to low accessibility, the COVID-19 pandemic has also resulted in decreased production and distribution activities as well as visits to local tourist attractions. Therefore, a solution is needed so that the tourism sector rises from this adversity, namely, by working together in a tourism cluster so that they can support each other as tourist attractions. Cluster development can create its own tourism function and provide increased economic and social benefits for the local communities involved.

Based on the potential and constraints related to accessibility, the tourist route is one of the efforts to integrate existing tourist destinations into one cluster. The function of the tourist route is to make it easier for tourists to carry out tourism activities independently, understand tourist routes, connect tourists with local DTW, and increase public interest in culture and history [14]. With the development of tourist trails, several attractions can be arranged in easily accessible paths so that visitors can easily determine which objects they want to enjoy within their time limit. With the tourist route, the existing tourist attractions will be easier to visit, so that cultural tourism sites can develop.

Several studies have discussed how to increase the number of visits through destination development, but there are still few studies related to the integration of attractions through the development of tourist routes. This paper aims to integrate tourist Kampung in the Tunjungan District, Surabaya, through recommendations for developing tourist routes to create synergized and integrated tourist destinations. Futhurmore, they will collaborate and work together to become one route so that they improve the number of tourists. It can help to survive and adapt during the pandemic when decreased visitors happen. The research questin is how to form a tourist route in the Tunjungan area in order to integrate all destination.

2 Literature Review

2.1 Tourism Integration Through Accessibility

Accessibility measures comfort or convenience regarding how locations interact with one another and how easy or difficult it can be to achieve through the transportation network system [11]. Accessibility depends on people's perceptions personally about the distance and travel time from one location to another, but if it is limited to only physical variables, distance can be used as a determinant of ease of access [13]. Accessibility is divided into 3 classifications, namely high accessibility, medium accessibility, and low accessibility [11]. A high level of accessibility can be achieved if the distance is close and the infrastructure is in excellent condition. The medium accessibility level is met if it has proximity but the condition of the infrastructure is poor (not good) or if long-distance proximity but the condition of the infrastructure is very good. While the low level of accessibility has criteria if the distance is close and the condition of the infrastructure is not good.

In terms of tourism, accessibility is one indicator that makes it easier for tourists to travel to their destination. One of the important components in tourism activities is accessibility, namely the ease of moving a person from one place to another, both near

and far [15]. Accessibility is one of the components of tourism that intends to provide convenience in reaching DTW, the place between DTW is not too far away, and the availability of regular, cheap, and safe modes of transportation [16]. Factors/indicators of 'transportation links' as a determinant of whether one location to another is accessible or not, expressed in kilometers (km) [12].

Distance, travel time, and the availability of information to tourists are accessibility variables that directly affect tourist visits to a series of combined tourist objects [17]. This accessibility is related to the transportation facilities provided so that the available road network can make long distances seem closer [15]. As an optimal path, if there are transportation facilities that add to the travel factor, it becomes more accessible and increases satisfaction from the many choices and opportunities to reach an activity location [13].

2.2 Pathway as Tourism Integration

Aspects that influence the formation of tourist routes are taken from the theory of tourism components, including destination, facilities, and accessibility [18] [19] [20] [21]. In terms of destination, there are variables of attraction diversity and DTW differentiation. Tourism development through the pathway requires many aspects of forming and supporting. Informing a tourist route other than the destination o itself, the influential aspects are amenities (lodging, restaurants, shops, etc.), accessibility (easy access and modes of transportation) as the main element of tourist mobility, and ancillary (additional supporting facilities) as an element of tourism. support so that city tourism is more optimal. So, the research question is how to form a tourist route in the Tunjungan area in order to integrate all destinations?

3 Methodology

This research was conducted in the Tunjungan area of Surabaya, Indonesia, which is a downtown area and a cultural and historical tourism area consisting of 4 old kampung, educational museum, Siola monuments, and Kalimas Boat Tours. Data were collected through field observations and non-participant interviews. Through observation, the distance between tourist destination can be measured precisely. Then, the potential and the weakness are able to identify. The instrument of observation used field observation sheets based on tourism component indicators and accessibility indicators. The indicators adopted from secondary data (literature review and previous research). The tourism component indicators consist of the type of tourist attraction and the type of tourism facilities. Accessibility indicators include transportation facilities (availability of sidewalks, road conditions, and road markers) and ease of achievement (mileage and travel time). This field observation measures the availability and condition of all research indicators. Meanwhile, Non participant interviews were conducted to obtain opinions from stakeholders about the route that had been formed. It also focused on obtaining in-depth information about the condition of tourist attractions and the potential for developing pathways to integrate all tourist attractions in the Tunjungan area. The interviews were conducted with five people which are three from the manager of old kampungs and

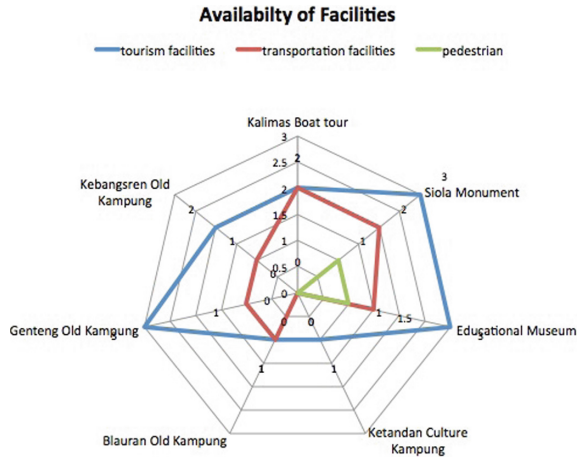


Chart 1. The Facilities on the area study

two from government staff. This research consist of two steps. The first step is to identify the tourism path development opportunities using GIS analysis. The second step is developing strategies for tourism integration using descriptive analysis.

4 Results and Discussion

4.1 Tourism Path Development Opportunities

Based on a review of theory, policy, and previous research, it is known that the availability of facilities is a supporter in forming a tourist route. The availability of adequate facilities can be seen from the indicator that these facilities can be reached by walking (walking distance), with a comfort limit of 400–800 m and a maximum of 1 mile (1.61 km) in bad or hot weather [22]. According to the literature theory, this research have been divide it in three categories for the availability of tourist facilities in the city of Surabaya are a) <400 m: very adequate, b) 400–800 m: adequate, and c) >800 m–1.6 km: inadequate. The facilities in question are that in tourism it is necessary to integrate basic facilities with object destination, service accommodation service packages, such as lodging accommodations (starred or not); food services in the form of restaurants (depots or restaurants); and supplementary services such as souvenir shops [17].

The establishment of a tourist route in the Tunjungan area begins with identifying the characteristics of each destination based on the availability of transportation facilities, the availability of tourist facilities, and the availability of roads and sidewalks that can be passed by tourists. The availability of this facility is one of the considerations in determining the tourist route. The following are the results of mapping and field observations related to the availability of existing facilities at the research location.

Based on the results of the analysis, it was found that the availability of tourist facilities was found in almost all tourist attractions with different completeness. Genteng Ancient Village, Siola Museum, and Education Museum are tourist attractions that have



accommodation facilities, restaurants, and souvenir shops located in the vicinity. Based on the results of interviews, the same thing was stated by stakeholders (Chart 1).

After obtaining the availability of facilities characteristics, it is necessary to group destination based on proximity to distance. The main basis for making tourist routes is the proximity of the distance between objects so that the time used by tourists to visit a destination is effective [23]. The criteria for the proximity variable between DTWs is based on the length of the connecting road that can be taken by pedestrians with a maximum limit of 2 km [14]. Based on the results of observations and measurements in the field as well as ArcGIS tools, it is found that the level of accessibility between destinations can be classified based on the distance range as follows:

- Distance <1 km: high accessibility
- Distance 1–1,5 km: moderate accessibility
- Distance 1,5–2 km: low accessibility

DTW	1	2	3	4	5	6	7
1							
2	1.2						
3	0.7	0.5					
4	1.4	1	1.5				
5	1.6	0.6	1.1	0.7			
6	0.7	0.6	0.4	0.9	1.1		
7	1.2	0.9	1.2	0.4	0.7	0.6	

Keterangan:

-  High accessibility
-  Moderate accessibility

List of Destination name:

- | | |
|------|--------------------------|
| Code | Name of destination |
| 1. | Kalimas Boat tour |
| 2. | Siola Monument |
| 3. | Educational Museum |
| 4. | Ketandan Culture Kampung |
| 5. | Blauran Old Kampung |
| 6. | Genteng Old Kampyng |
| 7. | Kebangsren Old Kampung |

Based on observations, it can be seen that the closest distance between destinations in the Tunjungan area is 0.2 km which can be accessed on foot, while the farthest distance between destinations is 1.4 km. The results of the analysis show that there are 21 close-distance relationships with the following details:

- Destinations that have high accessibility as many as 13 connections (distance among objects less than 1 km);
- Destinations that have moderate accessibility identified as many as 8 relationships, (distance among objects 1 km to 1.5 km)

Therefore, it produced two clusters based on the results of distance relationships. The following is a result of a cluster formed based on proximity distance:

1. **Cluster 1 (1-3-6):** route 1-3, route 3-6 and route 6-1.
2. **Cluster 2 (7-4-5-2):** route 7-4, route 4-5, route 5-2, route 2-7

The results of the Cluster development have been confirmed by the stakeholders. These stakeholders consist of community leaders and the Surabaya City government. The following are the results of confirmation to stakeholders from the Planning Surabaya City Agency:

“In the latest tourism planning policy, there is a combination of villages, heritage, cultural heritage buildings, museums, and the environment that needs to be carried out into one tourist route that is one package. The proposed path allows for implementation...” Ibu Trimurti, Bappeko Staff.

The same thing was also conveyed by the community, especially tourism actors who stated that they supported the formation of this prepared tourist route.

“Promotions are also intense, especially in Tunjungan. We also offer that because guests want to know why Surabaya is called the City of Heroes Therefore, the tourist route can help...” Mr. Robby, Owner of Arby Tour, travel agent

“Now the destination need parking areas close to their building. The bus stops have been repaired a lot by the Transportation Agency. They are good but need to increase the number. Adequate parking must be prioritized so that tourists are comfortable and safe in placing their vehicles. The sidewalk itself is important for connecting destinations, especially those that are close. City Hall to Cheng Ho is close. If Siola goes to the Tunjungan area, you can walk, the distance is close.” Mrs. Trimurti, Bappeko Staff.

“The proximity and readiness of supporting facilities can be developed as a tourist route. The proposed path has met these criteria” Ibu Ema, Academic

Based on several stakeholder opinions and the results of the analysis, it was found that the opportunities for developing tourist routes in the Tunjungan area were directed as follows:

1. The two tourist route clusters (cluster 1-3-6 and cluster 7-4-5-2) have fulfilled the aspects of tourism product diversification to help strengthen the development of tourist routes.
2. The tourist routes can create efficiency of time and cost for tourist trips
3. The Improvement transportation facilities such as bus stops on Jalan Tunjungan and improving the quality of the sidewalks on Jalan Bubutan therefore tourists can feel comfortable when using this mode of transportation if there is congestion.

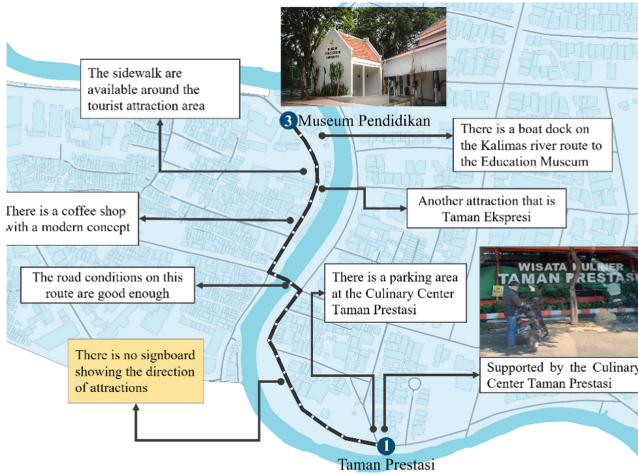


Fig. 1. The potentials and the obstacles located on Route 1-3

4.2 Strategies for Tourism Integration Opportunities

The establishment of a tourist route is an effort to create a transportation service development system that is combined with a variety of objects and tourist attractions that provide comfort for tourists.

Furthermore, based on the results of the cluster analysis of the opportunities for developing tourist routes, identification of potentials and obstacles to integrating cultural attractions is carried out for each route. The following is the result of the analysis carried out which shows a lot of potentials to be developed and integrated into a tourist attraction.

Route 1-3 (Fig. 1). This route are supported by the Culinary Center at Prestasi Park, a coffee shop with a modern concept and Taman Ekspresi Park. There is already a boat stop dock on the Kalimas tourist route and the Education Museum. Another facilities are a Surabaya bus stop (close to Taman Ekspresi), central parking for cars on the right side of Jalan Genteng Kali next to Taman Ekspresi and parking area at the Culinary Center Taman Prestasi. However, there is still any obstacles such as there are no road markers that show directions to tourist destinations dan there is no souvenir center along the route.

Route 3-6 (Fig. 2). There are many potentials on this route. There are existing tours, namely Kampung Herbal that offer the beauty of green villages. Tourists can buy tile ecotourism products in the form of ornamental plants and herbal preparations. There is a typical Surabaya culinary in the form of Rujak Cingur and Sop Buntut in the Kampung Genteng area. Yet, there are any lack of parking space and lack of road markers that show directions to tourist destinations.

Route 6-1 (Fig. 3). Through the new market of Kampung Genteng. The road infrastructure is good enough. However, it is lack of information about this destination, lack of souvenir center and sidewalks are limited.

According to the potentials and the weakness founded in Route 1-3-6, strategy can be develop to integrate the tourism attraction such as

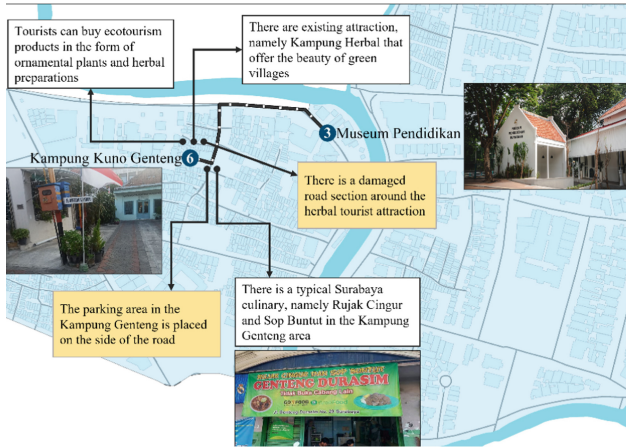


Fig. 2. The potentials and the obstacles located on Route 3-6

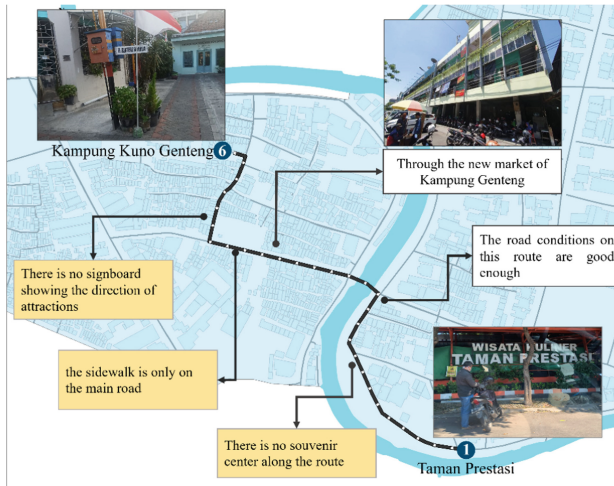


Fig. 3. The potentials and the obstacles located on Route 6-1

1. Providing parking spaces at Kampung Kuno Genteng (6)
2. Encouraging the provision of integrated souvenir shop facilities between destination
3. Provision of tourist route information boards or road markers to show the location of tourist attractions on routes 1-3-6
4. Develop ecotourism products from the Ancient Tile Village to be ready to become one of the souvenir places
5. Develop sidewalks that are integrated along the route

Route 7-4 (Fig. 4). There is a typical Surabaya culinary in the form of rawon setan and Lontong Balap Pak Gendut. Some shops offer a variety of accessories located along



Fig. 4. The potentials and the obstacles located on Route 7-4



Fig. 5. The potentials and the obstacles located on Route 4-5

Embong Malang street. There is a road marker to Kampung Lawas Kebangsren which makes it easier for tourists to visit. There is a parking lot along Embong Malang street, precisely in front of the entrance to Kampung Kebangsren. Some obstacles found in this route such as lack of souvenir center along the route, lack of directions to tourist destinations and lack of sidewalks in Kebangsren Village because the road conditions are quite narrow.

Route 4-5 (Fig. 5). There is a Joglo (Cak Markeso Cultural Center), Mbah Buyut Tondo's Tomb, an old-style house, and ancient lamps. Tourists can watch art performances, and take Figures with the background of the Joglo tourist attraction.

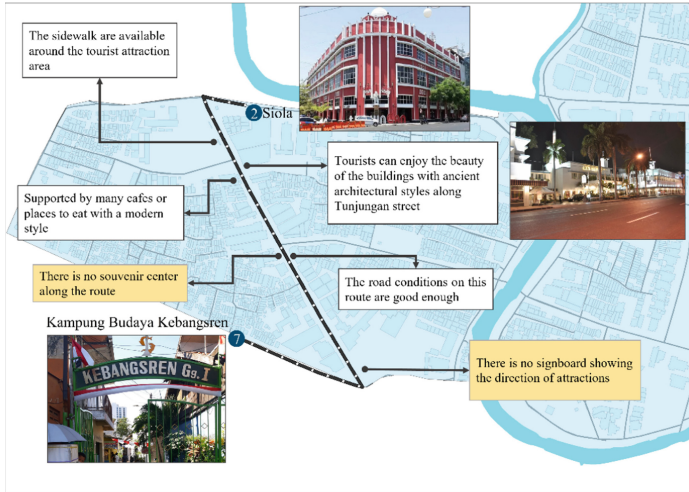


Fig. 6. The potentials and the obstacles located on Route 2-7

Route 5-2 (Fig. 6). There is a parking lot for tourism activities that is one with the Blauran market. But there is nothing interesting to see on this route. It is also lacking of the sidewalk and parking area.

Based on the results of the identification of potentials and constraints, the tourism route development strategy is prepared to support the clusters that have been identified at the beginning. The following is

1. providing parking spaces at destination 4
2. Encouraging the provision of integrated souvenir shop facilities between tourist routes 7-4-5
3. Encouraging innovation in tourism activities in Blauran Ancient Village
4. Encouraging traditional cuisine as a tourist attraction
5. Develop sidewalks that are integrated along the route

5 Conclusions

Increasing accessibility through the development of tourist routes in the city of Surabaya is an opportunity to integrate tourist attractions in the Tunjungan area for equal distribution of visits. By dividing 2 clusters in The Tunjungan area, it can make it easier for tourists to visit from one destination to another optimally. Increasing the tourism component, including tourist attraction (diversity of attractions and differentiation), increasing accessibility by providing sidewalks along the route, providing tourist support facilities such as gift shops, lodging, restaurants, shops, etc. as well as additional supporting facilities in the form of instructions the location of the destination as a supporting element so that the tourist route can integrate all destinations more optimally. Although the pathway can develop through observation and interview, it is important to add more stakeholders from academics and the department of transportation.

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