

---

# **URBAN HERITAGE CONSERVATION FOR TOURISM DEVELOPMENT**

Lessons learned of Heritage Reuse for Tourism  
From Groningen to Banda Aceh

## **THESIS**

A thesis submitted in partial fulfillment of the requirements for  
the Master Degree from University of Groningen and  
the Master Degree from Institut Teknologi Bandung

by:

**CUT DEWI**  
**RUG : S1623230**  
**ITB : 25405041**

**Supervisor:**

**Drs. MIHALIS KAVARATZIS, MSc (RuG)**  
**Ir. HARYO WINARSO, M.Eng, PhD (ITB)**

## **DOUBLE MASTER DEGREE PROGRAMME**

**ENVIRONMENTAL AND INFRASTRUCTURE PLANNING  
FACULTY OF SPATIAL SCIENCE  
UNIVERSITY OF GRONINGEN**



**AND**

**DEVELOPMENT PLANNING AND  
INFRASTRUCTURE MANAGEMENT  
SCHOOL OF ARCHITECTURE, PLANNING AND  
POLICY DEVELOPMENT  
INSTITUT TEKNOLOGI BANDUNG**



**2007**

---

## Abstract

The tourism industry, especially heritage tourism, is not a footloose industry that can be built every where, but it is more as the product of culture. It depends very much on interpretation, local contexts, and resources. In the tourism industry, there is a move from beach (natural attractions) to heritage (cultural attractions) as a crucial product carrying multiple messages in various scales. Heritage tourism speaks about two different areas of policies: heritage that has to be protected through conservation representing the environmental side and tourism that has to be developed for gaining income representing the economic side. The relationship of both distinct areas is the heritage needs money for conservation and tourism seems as one way to gain money. Tourism needs resources that can be sold for product of attractions (one of them is heritage).

This thesis explores the lessons learned of heritage reuse for tourism performed by local scale heritage and small city, especially the city that lags behind in the aspect of economy. The lessons are learned from Groningen, the Netherlands to Banda Aceh, Indonesia. Both cities have some similarities of contextual conditions but also vary in some terms. However, the Groningen case is not a quite successful example of heritage tourism. The city still tries to find and build the best image of promotion. The considerations for taking it as a lesson are: the conservation activity of Groningen is in action stage, the city has some resource based heritages that are local scale, the city is promoting new image, and the city has quite complete attribute of planning and conservation. The possibility of implementation in Banda Aceh is assessed based on Banda Aceh condition of cultural and physical condition, spatial, and institutions.

The evaluated indicators between Banda Aceh and Groningen are the institutional arrangement and legal framework of conservation, the tourism institution and market, the contextual factors, and the heritage physical condition and ownership. This research finds out two general things that become recommendations for heritage tourism development of Banda Aceh and contributions to theory. The recommendations for Banda Aceh are: using heritage icon for tourism promotion, proposing locally-based tourism and formal public participation, developing strong legal framework, coordination and the role of state, dealing with physical and social constraints of heritage tourism, maintaining the promotion, and identifying the market.

Finally the contributions for theory of heritage reuse for tourism are the tourism as an alternative to gain fund for conservation only works in small scale (site scale) of heritage tourism. In the broader scale such as a city scale, this does not work because in this case, the heritage tourism attractions are usually consumed for free. This scale of heritage also influences directly the marketing for tourism. The more world wide heritage, the more important it is, the more people will visit.

---

Nevertheless, the best practice of heritage reuse for tourism is not the world wide/global tourism industry, but the locally-based that can reduce the dependency of developing to developed country and give advantage for community.

Key words: *Heritage reuse, Heritage Tourism, Conservation, Tourism*

---

## **Guidelines for Using Thesis**

The unpublished master theses are registered and available in the library of the University of Groningen and Institut Teknologi Bandung, and open for the public with the regulation that the copyright is on the author by following copyright regulation prevailing at the University of Groningen and Institut Teknologi Bandung. References are allowed to be recorded but the quotations or summarizations can only be made with the permission from the author and with the academic research regulation for the process of writing to mention the source.

Reproducing and publishing some part or the whole of this thesis can be done with the permission from the Director of the Master's Programme in the University of Groningen and Institut Teknologi Bandung.

---

## Preface

I come from a region that has less development, disaster, and long lasting conflict. Planning in my region can not be well implemented including the heritage planning. The disappearance of heritage is not only caused by disaster and conflict but also deliberate effort of government, and inhabitant. The long lasting demolition of activities together with little effort of conservation will make my city, Banda Aceh as capital city of Nanggroe Aceh Darussalam, loses its identity and rich cultural assets. However, after the tsunami disaster, the heritage conservation is not the main concern. The government and community are rebuilding the city in its previous condition, even to be better. Therefore, the main concern is economy, education, health, etc. However, the disappearance of heritage is the same as human being that lose their memory. It makes people lose their identity and start new life that is separated from the past. The new development can not be separated from the past because what we see now is the product of the past together with current situation. It also happens with the rebuilding of the city that can not ignore the heritage as identity and memory of the past.

As a lecturer working in Architecture Department, I have the attention for the heritage planning, especially the built up ones. The use and existence of the heritage are my concern. To reuse heritage for tourism development is one of many ways to promote the existence of heritage in which the heritage still has its life in current situation. Nevertheless, I still have curiosity of the effort of heritage reuse for tourism, especially for the local scale heritage. I think for worldwide heritage, it will be successful, although there are advantages and disadvantages. Yet, for local scale it will be different, the constraints and opportunities are also different from worldwide heritage. Only little people know about local heritage. Therefore, it is very interesting to explore more about the local scale of heritage and small urban tourism.

I realize, it is really hard to finish a good quality master thesis in a limited time and space without any comments, criticism, suggestions and feedback from my supervisors and other experts of heritage tourism. For that reason I would like to address special thanks to Mr. Mihalis Kavaratzis (RuG) and Mr. Haryo Winarso (ITB) as my supervisors and Prof. G.J. Ashworth (RuG) as second reader of my thesis and the expert that help me to do my thesis in the right track. What is fundamental was morale support from Allah Almighty that gives me a change to study in Netherlands. Special thanks are also devoted to my family, my lovely husband dr. Iskandar, my lovely son and daughter M. Daffa Athaya and Zamilla Syafia, and my lovely parents H. Ibrahim Sulaiman and Hj. Cut Mudawaty for their support, understanding, and patience. Finally, I would like to thank to the National Planning Board (Bappenas), the Netherland Education Support Office

---

(NESO) and the StuNed for institutional and financial support, all my lecturers and faculty members of SAPPK ITB and UPT Bahasa ITB, and my colleagues of Double Degree Students and other Indonesian students in Groningen.

*Groningen July 2007*  
*Cut Dewi*

---

## Table of Content

<b>Abstract</b> .....	<b>i</b>
<b>Guidelines for Using Thesis</b> .....	<b>iv</b>
<b>Preface</b> .....	<b>v</b>
<b>Table of Content</b> .....	<b>vii</b>
<b>List of Tables and Figures</b> .....	<b>ix</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Research Problems .....	5
1.3 Research Objective.....	5
1.4 Research Questions .....	6
1.5 Research Methodology.....	7
1.6 Research Structure .....	10
<b>CHAPTER II CONSERVATION AND TOURISM:</b> .....	<b>12</b>
2.1 Urban Conservation .....	13
2.2 Urban Heritage Tourism .....	17
2.3 Reuse Heritage .....	21
2.3.1 Definition .....	22
2.3.2 The advantages and disadvantages.....	23
2.4 The Influential Factors of Heritage Reuse .....	29
2.5 Concluding Remark .....	31
<b>CHAPTER III GRONINGEN EXPERIENCE:</b> .....	<b>33</b>
3.1 Groningen: Geographical and Cultural Background.....	33
3.2 Methodology: Qualitative Research- Interview .....	35
3.2.1 Interview with Prof. G.J. Ashworth (University of Groningen) .....	36
3.2.2 Interview with Mrs. Dina Jongedijk (Tourism Information of Groningen [VVV]) .....	37
3.2.3 Interview with Mr. Herman (Monumentenwacht) .....	39
3.2.4 Interview with Mr. Christos Voulgaris (Schimmelpenninck Huys Hotel).....	41
3.2.5 Summary of Interview .....	42
3.3 The Reuse of Heritage for Tourism .....	43

---

<b>CHAPTER IV TOURISM DEVELOPMENT IN BANDA ACEH:.....</b>	<b>55</b>
4.1 Banda Aceh: Geographical and Cultural Background.....	55
4.2 Reuse Heritage for Tourism - Potential factors.....	59
4.2.1 Conservation .....	59
4.2.2 The Contextual Factors .....	63
4.2.3 The Condition of Heritage .....	64
4.2.4 Tourism .....	67
<b>CHAPTER V COMPARATIVE AND COMPREHENSIVE ANALYSIS... 72</b>	
5.1 Reuse Heritage for Tourism .....	73
5.1.1 The conservation as a driving force .....	73
5.1.2 Contextual condition as prerequisite of reuse .....	76
5.1.3 Heritage condition.....	77
5.1.4 Tourism development.....	79
5.2 Lesson learned from Groningen in Banda Aceh conditions .....	81
5.2.1 The new functions of heritage buildings in tourism arena.....	81
5.2.2 Driving force of reuse heritage and involved actors .....	82
5.2.3 Restriction of heritage reuse and tourism problem in Groningen.....	83
5.3 Concluding Remarks .....	84
<b>CHAPTER VI RECOMMENDATION AND CONCLUSION .....</b>	<b>87</b>
6.1 Heritage icon for tourism promotion.....	87
6.2 Locally-based tourism and formal public participation .....	88
6.3 Developing strong legal framework, coordination and the role of state .....	90
6.4 Dealing with physical and social constraints of heritage tourism.....	90
6.5 Maintaining the promotion.....	92
6.6 Identifying the market.....	93
6.7 Concluding remarks .....	94
<b>Reference.....</b>	<b>96</b>



---

## List of Tables and Figures

### List of Tables

Figure 1.1	Research Methodology .....	9
Figure 1.2	Chapter's Flow Diagram .....	11
Figure 2.1	The Conservation, Tourism and Heritage .....	18
Figure 2.2	The Heritage Industry .....	19
Figure 2.3	The Segmentation of Tourists Visiting a Heritage Site .....	21
Figure 3.1	The Groningen Heritage Planning and Attraction .....	46
Figure 3.2	Site Plan of Martinikerkhof .....	49
Figure 4.1	The Transformation of Land Use Banda Aceh .....	57
Figure 4.2	The Aceh Triangle.....	56
Figure 4.3	The colonial, traditional and Aceh Kingdom Heritage in Banda Aceh .....	66
Figure 4.4	Baiturrahman Mosque.....	67
Figure 4.5	The Map of Banda Aceh's heritage attractions.....	69
Figure 4.6	The Organization Structure of Tourism and Cultural Ministry ....	70
Figure 5.1	The location of heritage attractions in Groningen and Banda Aceh .....	78
Figure 5.2	Heritage Tourism of Groningen.....	85

### List of Figures

Table 2.2	Two Main Influential Factors Reuse Heritage .....	30
Table 2.3	Influential Factors of Reuse Heritage for Tourism .....	32
Table 3.1	Types of historical building on the Rijksmonument list In Groningen City .....	45
Table 3.2	Tourism in the Northern Provinces in a National Context [2003].	53
Table 4.1	The List of Heritage of Banda Aceh by Government Institution .....	60
Table 4.2	The Number of Foreign Tourists .....	68
Table 5.1	The Influential Factors of Reuse Heritage for Tourism.....	80

---

# CHAPTER I INTRODUCTION

## 1.1 Background

The discussion in this research is about cultural heritage reuse, especially urban cultural built up heritage such as building and site. Heritage that loses its original function can be reused for current purposes such as for tourism attractions and tourism facilities [hotel, travel agent, shopping, restaurant, etc]. The ideas of marketing of urban heritage places for tourism development can contribute to the regional income and conservation cost of heritage per se. Why the discussion of Cultural Heritage in the city is important? City as the centre of economic activities is easier to develop and to promote than rural area since numerous people come to the city in the old days, giving their inheritance to the present people. Many cultural heritages are located in the city and are very potential for economic development. Therefore, in the world of international tourism, heritage is a crucial product, carrying multiple messages in various scales (Graham, Ashworth and Tunbridge, 2000).

The commodification and commercialization of heritage in city marketing generates new question, who will pay for heritage promotion and reuse and who will consume the heritage, because as an economic good, heritage has its producers and consumers. As an economic investment the relationship between the cost and its return has the same rules with other investment (Graham, Ashworth and Tunbridge, 2000). The questions are further elaborated in this research by the case study.

### Groningen and Banda Aceh Case

The reuse and marketing heritage in tourism industry will be observed based on some theories and experience of Groningen City in Netherlands. Afterward, I try

---

to find some lessons from Groningen [the Netherlands] to be assessed in Banda Aceh [Indonesia]. Why it is not appropriate to copy all aspect of Groningen heritage planning to Banda Aceh?, because each town or case is unique. Therefore, solutions have been sought for specific context, sensitive to the place and responsive to the needs of the local community (Orbasli, 2000).

Why I choose Banda Aceh and Groningen for the case study? Banda Aceh and Groningen are lagging behind from centre of economic and political in their country and have local scale of heritages. Both have some similar characteristics of condition and city marketing. Both cities have the glory of day in the past as the centre of economic activities, but now some economic activities, such as industry, trade and service do not progress well. They try to copy other cities idea; Groningen copies the Italian City idea, while Banda Aceh copies the Mecca City. Banda Aceh is well known as a port to Mecca. In addition, Banda Aceh and Groningen also have similar attraction of religious buildings; Groningen heritage attraction is Martini Church, while Banda Aceh is Baiturrahman Mosque. Both cities have quite similar in size and population; Groningen with population 185,000 and covered area of 79.59 km<sup>2</sup>, while Banda Aceh with 220,000 population and covered area 61.3 km<sup>2</sup>.

Why should Banda Aceh learn from Groningen? Why it is not the other way around?. The conservation of heritage used for tourism attraction in Groningen is a head forward from Banda Aceh, such as Martini Church and Tower, the old city for new function, directly or indirectly they have significant contribution for tourism attraction. Moreover, Groningen has more complete acts and legislations of heritage protection such as Cultural Heritage Protection Act 1 February 1984, and Community Legislation for the protection of cultural heritage, Directive No.EEC/93/7. The heritage conservation in Groningen is in action stage. Meanwhile in Banda Aceh, the stage is still in inventory, a lot of heritages are without protection and maintenance. In addition, a lot of heritages were demolished for new development without deeper study of the decision. Therefore, the lessons from Heritage Planning of Groningen are studied.

Nevertheless, there is something that Groningen can learn from Banda Aceh about the existence traditional lifestyle that is part of cultural heritage. People in Banda Aceh are still life in traditional custom. The older people hold higher place in social life. The tradition of wedding, open market in Ramadhan<sup>1</sup>, and other custom are still held by the people. Yet, this research does not discuss about traditional lifestyle because the scope of this research is built up heritage.

### *Current Debate in Heritage Planning*

Nowadays, people are more aware about heritage conservation as their identity. A lot of heritage sites, buildings, monuments, etc are conserved, but this conservation needs a lot of money. Hall (1994) argues that reciprocal significance between heritages can generate tourism and tourism can preserve heritage assets. Therefore, people start to think to sale the heritage as economic assets and sell it through tourism industry. This phenomena gain more problems, one of which is the abundance of heritage that can be local, national or global scale. A list of important heritage must be made and we should determine which one we want to conserve for future generation and to sell for our income or to demolish for our needed space of present and future development.

In addition, the idea of selling the heritage generates some critics from anti heritage theorists (Watson, 2000). The use of heritage as economic machine will create bias of heritage authenticity because every producer tends to copy the most favorite heritage tourism place. For example, one city wants to copy the Singapore way in selling heritage by importing all kinds of heritage and creating small part of the world such as China Town, Little India, etc. Hence, the city lost its local identity and authenticity as fundamental meaning of a city that make it differs from others. Lost of authenticity will perform disconnection between past and

---

<sup>1</sup> The month when all Moslem fasting (without eat, drink and other sin activities as faith of Allah (God))

future and display imagery good history and blame some important parts of history itself (Watson, 2000). Moreover, the heritage marketing is full of political-led in decision making of selling heritage. Political actors such as the authority have capacity to decide what to sell in heritage marketing. Sometimes it can blame the minority and the real history of heritage; it can encourage dissonance and atrocity of some ignored heritages (Graham, Ashworth and Tunbridge, 2000). A pile of consideration of heritage conservation and marketing involves a lot of actors, such as experts, authority, consumer-community or tourists, or private sectors who have different background, knowledge, point of view, etc. Heritage conservation is not as easy as we think, besides those factors mentioned above, the heritage is only consumed by selected people in short time and once in a life time come to heritage places, such as Eiffel, Borobudur, Taj Mahal, etc. The idea to reuse heritage sites for new functions seems as a brilliant idea, but it is a limited-choice of function because not all heritages can be modified for new functions as well as not all heritage resources can be sold. The complex problems remain in the field of heritage tourism, the gap between preservation and new development, academic and practitioners (Jenkins, 1999) as well as reuse heritage and limited-choice of functions that will be explored more in the thesis.

Adaptive reuse of heritage, a process that utilizes disused or ineffective item into functional item (Department of Environment and Heritage, Australian Government), is part of the sustainable development as a new trend of modern communities. It is aimed to reduce the demolition of heritage by putting new functions in it. There are some new functions of heritage building such as for offices, residence, shopping areas, tourism attractions, etc. The reuse for tourism will be the main stress because it can generate other reuse functions such as for shopping area, hotel, office, etc; the multiplier effect of tourism industry.

In the cost benefit of a city marketing planning, the reuse of heritage as tourism product save the cost and time to create the product; it is about trying to maintain and to find new appropriate functions, the combination of tourism function and

others. The city marketing planning closely related to spatial policy, especially physical structure, whereas heritage is part of physical structure. The spatial planning is more about supply-oriented and the marketing planning is demand-oriented (Ashworth and Voogd, 1990). The product of city marketing will take place in the intersection of both axes. The creation of historic product, heritage, like any urban product, will pass the selection process. The cases of Groningen and Banda Aceh have different process and circumstances of shaping the product.

### **1.2 Research Problems**

Some problems in marketing the heritage as tourism attractions in this research are:

- 1) Limited consumer of heritage tourism, only middle class and educated people have access to heritage consumption because they have resources and their educational background provides awareness as well as curiosity to see and save heritage. The interpretation of this consumer mainly determines what kind of heritage can be used as tourism attractions.
- 2) Limited choice of new function (reuse) of heritage building because not all function can directly be put in heritage. It generates complex problem of cost benefit analysis of reuse heritage for tourism.
- 3) Marketing and reuse the heritage highly dependence on resources, context and specific condition. Both cities, Groningen and Banda Aceh have different heritage resources and contextual factors that will generate different opportunities and constraints.

### **1.3 Research Objective**

This study comes from the idea of generating city economic, especially the lagging behind city, through tourism development by still considering the conservation of original feature city and utilize it as tourism attraction. Heritage as un-replacing thing is one of originality. Therefore, this research want to explore the reuse of heritage for tourism, especially the local scale heritage, and some

restrictions that can be used as tourism attraction in practical world by taking the lessons from Groningen to be evaluated in Banda Aceh. However, the lessons are taken from the meeting point between demand of kinds of heritage that are want to consume (consumer interpretation) and supply of the availability of heritage resources that can be sold and reused (producer perspective). Finally, it is assessed based on Banda Aceh condition.

#### **1.4 Research Questions**

- 1) *What kind of new functions can utilize heritage assets in the tourism arena?*

There are a lot of new functions of heritage but this research will give the reuse of heritage as tourism attraction function. There are two major functions of reuse heritage, the economic function as resources for production and the environmental function as savings of the built up environment. The discussion is not merely about direct use but also indirect use that can generate tourism attraction

- 2) *What factors influence decision making of reuse heritage tourism?*

By this question I will try to make a correlation between the reuse of heritage and influencing factors of decision making that can be conservation-led or tourism-led. It also involves a lot of actors such as government that sets the regulation or act and makes formal decision making, private who will invest in the tourism, community in the city and finally some NGOs that involve in heritage conservation. In addition, history of the place, sense of place or the place identity created by the history and present condition and development also have significant contribution.

- 3) *Is there any restriction of reuse heritage in Groningen?*

After discussing the reuse of heritage, it will generate some restrictions that can be solved or taken for granted. More advantages or less of reuse

heritage for tourism attraction will be elaborated more in answering this question by taking the case of Groningen experience. By utilizing heritage we save embodied energy, the energy for building production, help to ensure survival inheritance and financial saving (Department of Environment and Heritage, Australian Government). However it also has restriction of adaptation to new technology and limitation in improvement of space. A function such as theater, cinema and other function that need more space, and technology such the acoustic can be not put in heritage. Although in some cases it happens, but with some adjustment or the heritage provides the facilities to accommodate it. The common functions are housing, office, shopping area and tourism attraction.

4) *How does the theory of reuse heritage work in the practical world?*

Finally how all the findings in this research work in the practical world? The filtered-lessons from Groningen can be assessed in Banda Aceh, but with some adjustment because of different characteristics of the local region and the different culture.

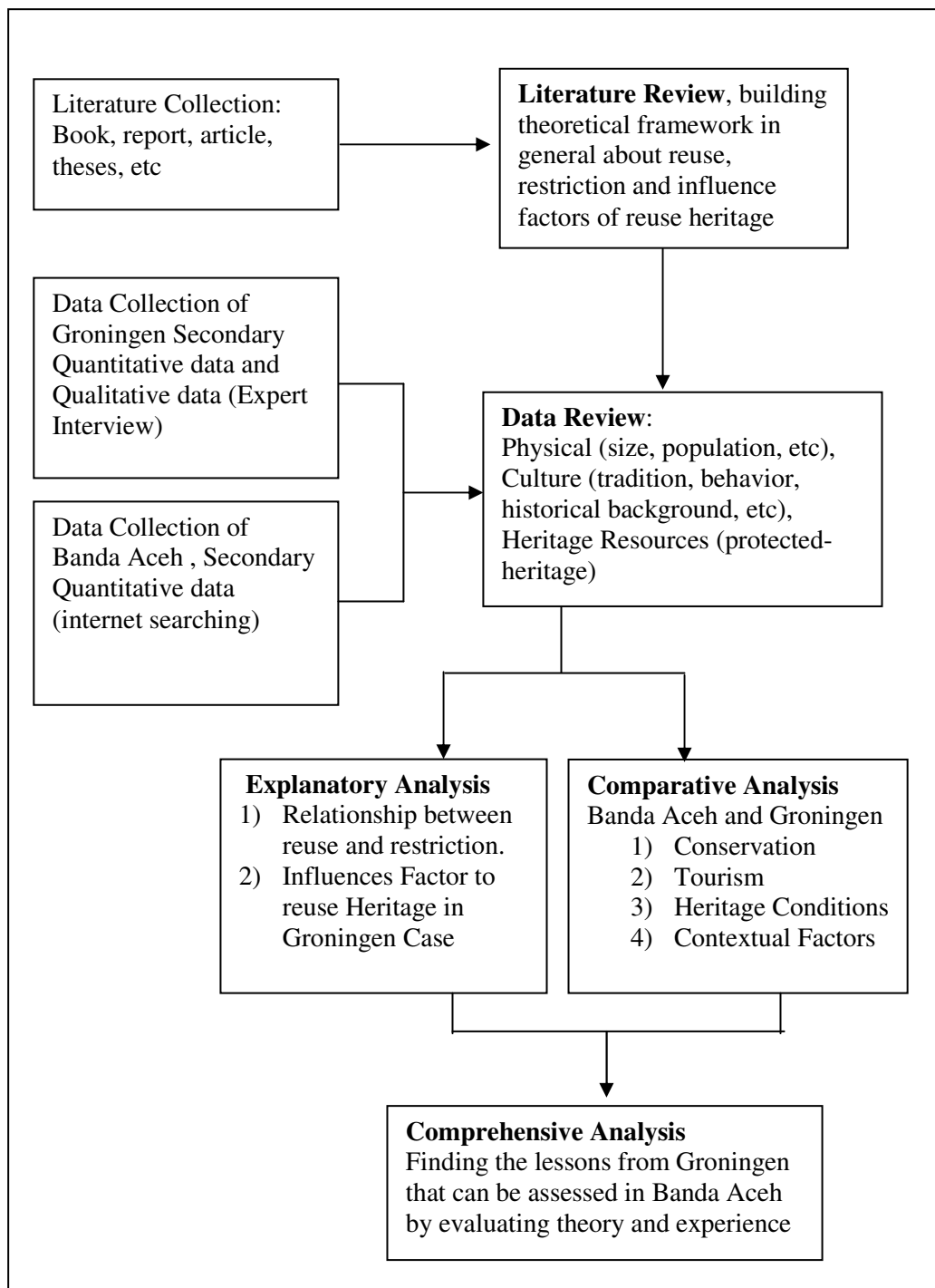
### **1.5 Research Methodology**

The research uses Existing Data Research (Secondary data) and literature review that are followed by some analysis: Explanatory Analysis, Comparative Analysis and finally Comprehensive Analysis, see **figure 1.1** (Research Methodology).

- 1) Collect and review the secondary quantitative and Qualitative data as well as some literature for building the theoretical framework. The quantitative data is about physical and statistic data of the cities such as size, population, tourist number, protected heritage and kind of heritage attraction. For Banda Aceh, the data will be collected through some web site such as Statistic Bureau and other qualified resources. While the qualitative data is only applicable for Groningen, considering practical problem. It is obtained by interview and observation.



- 2) Explanatory Analysis: answering the first, second and third questions by qualitative method. The research try to find the relationship as well as restriction of reuse the heritage and factors influencing the reuse of heritage by the theories in literature than elaborate them in the case of Groningen. The qualitative method will be used in this part because I get more explanation of object of my research that more about image and interpretation of heritage. Open-ended questions, emerging approach by using text or image data are more helpful than closed-ended questions and numeric data of quantitative method (Creswell, 2003). The secondary data of quantitative is used to describe the number of protected building, tourist, etc to reduce time consuming and provide standard in this research. In addition, the qualitative data will be collected through expert interview such as Heritage Expert from Groningen University, Prof. Ashworth, the economic development of Groningen, the city marketing Groningen, the Groningen museum. The judgment of experts also, in this case, saves the time because they have clear information, experience, knowledge, etc rather than interview open public audience that I have to do more interview and more people. In addition not all public audience has enough knowledge.
- 3) Comparative Analysis: Making comparison between Groningen and Banda Aceh, about physical condition, culture, heritage assets, etc
- 4) Comprehensive Analysis: finally the comprehensive analysis answers the fourth question, about how to implement the lessons from Groningen to Banda Aceh.



**Figure 1.1**  
**Research Methodology**

## 1.6 Research Structure

This study consists of six chapters.

**Chapter 1** is the introduction about the reason to take urban heritage as the focus for tourism development for economic development, the brief explanation of case study, Groningen and Banda Aceh, debate in heritage marketing for tourism, research problem, research objective, some research questions, the methodology to conduct research and finally the structure of research.

**Chapter 2** explains some theoretical and empirical bases of place marketing, urban tourism and heritage conservation, and adaptive reuse of heritage for tourism development in current debate.

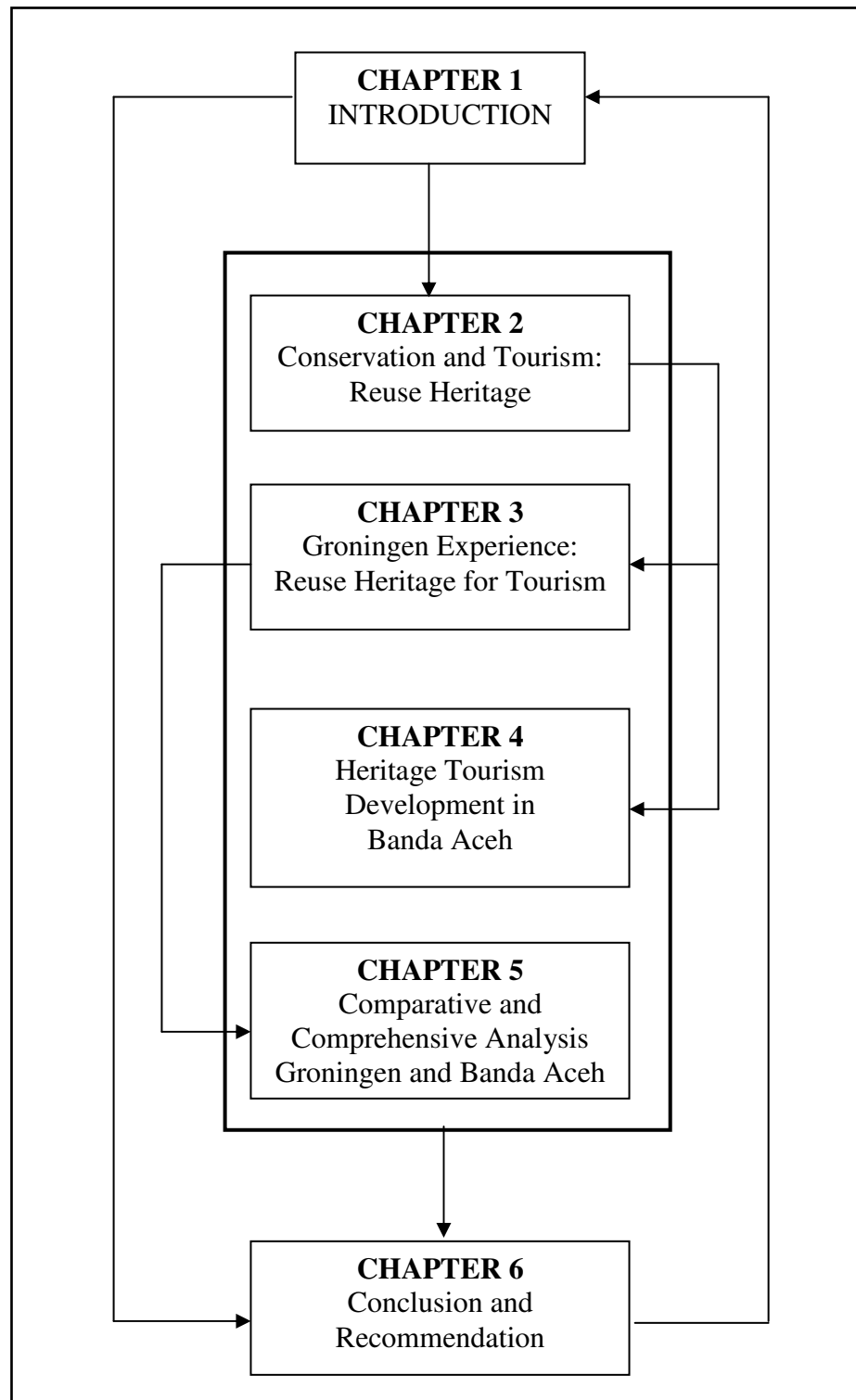
**Chapter 3** describes about Groningen city and its heritage reuse for tourism attraction. Some influence factors and restriction of reuse heritage based on written report and field interview with some experts.

**Chapter 4** is about Banda Aceh description of physical, culture, heritage list, current tourism development and potentiality as well as constraint of utilization of heritage.

**Chapter 5** makes comparative and comprehensive analysis of both cities. The comparison is regarding differences and similarities of physical condition, scale, population, historical background, planning system, etc. From the comparison and theoretical base in comprehensive analysis, I sort out some lessons of Groningen that can be useful for Banda Aceh context.

**Chapter 6** Concludes the factor that influence and restrict the heritage reuse in Banda Aceh and provides the recommendation for further study.

The relationship among chapters is illustrated in **figure 1.2**



**Figure 1.2**  
Chapter's Flow Diagram

---

## **CHAPTER II**

### **CONSERVATION AND TOURISM: REUSE HERITAGE**

Places do not always grow but sometimes they decline because of some factors among others: major company or industry impairs or exists, economic depression impairs business, unemployment goes up, infrastructure breaks down, and city budget deficit raises (Kotler, Haider and Rein, 1993). The growth period can finish because growth bring together the potentiality to decline, so do the decline will also finish which is several sets reasons for it happens (Kotler, Haider and Rein, 1993). Therefore, some places or cities that had been well known as trade centre and industry like Banda Aceh and Groningen in old days can collapse in present time. Both cities enjoy their glory in the past and now only the history and heritage left as the inheritance from glory age. The cities lost its attraction for investment. Therefore, now, the government of both faces the problem of how to encourage economic growth and find solution for employment problem.

How should the cities encourage economic activities? One of the efforts is city marketing approach, exchange process of product from producer to consumer (Ashworth and Voogd, 1990), which can be for tourists, conventioners, investors, manufacturers, corporate headquarters, new residents and exporters (Kotler, Haider and Rein, 1993). One of the processes of city marketing is tourism activities, where the product of tourism can be beach, mountain, heritage, etc (Kotler, Haider and Rein, 1993). The heritages can be used for present and future generation needs. To reuse, retain and protect of heritage for over exploitation encourage the conservation effort. Yet, the conservation needs cost for maintenance, the local tax, and government finance that are usually not enough to pay the cost. Therefore, besides to conserve, some heritages are developed as tourism products.

---

Two factors, city decay and financial problem of heritage conservation are the main reasons to reuse heritage in tourism industry from the economic perspective, while from environmental perspective, the major reason of heritage reuse is to make life in old things and retain them for new functions. Therefore, the discussions elaborated in this chapter are the reason of reuse from both perspectives. Urban conservation in heritage planning, especially built up heritage, and the reuse of heritage for tourism, the constraint and force factor of reuse heritage for tourism, and the marketing approach from demand and availability of heritage. The heritage defined in this part is the historic city, the whole city and its features acquired from the past.

The consumption of heritage for heritage consumer, briefly, is encouraged by saving heritage [heritage conservation, environmental side] and selling heritage [heritage tourism, economic side] that are related each other. The goal of urban tourism and heritage conservation are different (Kotler, Haider and Rein, 1993). Additionally, a fundamental and practical constraint of combination the conservation and tourism is that the place of new and old city may not be the same; although some of the part is overlap (Ashworth, 1988, pp 165). Therefore, this needs to be integrated and compromised each other. The degree of marketing and conservation is decided by actors that involve in decision making. In many cases, public sector plays important role, even though now the growing trends of private initiative takes more portion.

## **2.1 Urban Conservation**

The conservation of heritage involves preservation which is revealing its original meaning and restoration which is bringing back the previous condition of heritage (Ashworth, Graham and Tunbridge, 2000, p 16). This movement rises as the reaction of urbanization, industrialization, and social consequence of both factors (Ashworth, 1991, pp 15). The first step initiation of conservation came from individuals and amateur societies, then force the government involvement (Ashworth, 1991, pp 17). The community initiative dominates almost

conservation movement such as in London, Berlin, and Paris. To maintain this movement long lasting until now, it involves informed and active local activist, national figure who shaped and mobilized conservation, and strong international support for conservation (Ashworth, 1991, pp 17).

Urban conservation is a complex and long term process involving a large number of players, public sector, private enterprise and community. When a city promotes the tourism in historic city, it set the heritage as product, involving two broad areas expertise: tourism marketing and management, and those of urban planning, environment and conservations (Orbasli, 2000, pp 99). Key decision making in this field involves most of the following (Orbasli, 2000, pp 100):

- National government [policy]
- Local government [elected or appointed]
- Local public sector officials, local policy makers and professional
- Professionals and consultants [employed by local government]
- Non-governmental organizations
- Social agencies
- The private sector
- User [resident community]

Further new players in the development of historic tourism city (Orbasli, 2000, pp 100):

- Global tourism market
- Visitors

Building conservation as part of urban conservation involves multi-aspects of the city such as the building fabric, the urban pattern, streets, open spaces, green areas and urban vista, and the services of much wider range of disciplines and people. Conservation is also influenced by political decision making at national and local level and the social aspects of people (Orbasli, 2000, pp 18). Therefore, urban conservation has three dimensions: physical, spatial and social encompassed in fourth dimension of *time* (Orbasli, 2000, pp 18-19). Physical dimension is closely

related to building conservation, group of buildings, new structures, and many other aspects such as street furniture. Spatial dimension can not be separated from heritage because the space and their use, circulation and traffic, internal and external space relationship are objects of spatial. Social dimension is most difficult to define compared with the two, while the concern of this dimension is user, the local community and the urban population.

In addition, the conservation in city can not be separated from urban heritage planning because the conservation task is to save the heritage. Therefore, the reuse encouraged by this notion is more environmental perspective without ignoring the economic. Orbasli, (2000) defines the urban heritage as:

“Urban heritage cannot be narrowed down to individual buildings or monuments of historic interest, nor can it be interpreted simply as a totality of built parts. Urban heritage exists in the physical attributes of buildings, public spaces and urban morphology; it is experienced by users [inheritors] in the present and it is concurrently in the marketing of the next generation heritage”.

(Orbasli ,2000, pp 13)

Three general dimensions of the city, the social, physical, and spatial dimensions, are being brought together within heritage planning. The heritage planning has three main issues, heritage planning as urban management, heritage planning in city-marketing and heritage as inter-agency partnership (Ashworth, 1991, pp 78-9). The central idea of these three main issues is managing change rather than prevent it, the balance of the present condition and conservation of the past (Ashworth, 1991, pp 1). Therefore, it is proactive rather than reactive policy, not only preserves the past, but also develops new city in which conservation play important role (Ashworth, 1991, pp 4). As a management strategy for the cities, (Ashworth, 1991, pp5) argues heritage planning has correlation with other strategy such as urban rehabilitation, urban renewal, and reuse of preserved structure for contemporary demand. Urban reuse is a process of putting new function in old part with regard to economic and environmental aspects. In urban



reuse arena the inter-agency partnership happen to promote the city marketing which is heritage tourism as a product.

The reuse of old urban part should not separate the old and the new activities. All aspects are involved together to perform the attraction of the city that is potential for tourism market. The historic city is more than just the collection of old buildings gathered together in particular town, it is compiled of three components, the urban form characteristics, the urban conservation management, and finally the inhabitant and visitor (Ashworth, 1988, pp 163).

“The historic city is not appropriate, in contrast to non-historic cities, where is not: it is an urban attribute possessed to a greater or lesser degree by all cities is precisely the same way as such dimensions as fun city, work city or culture city”

(Ashworth, 1991, pp 27)

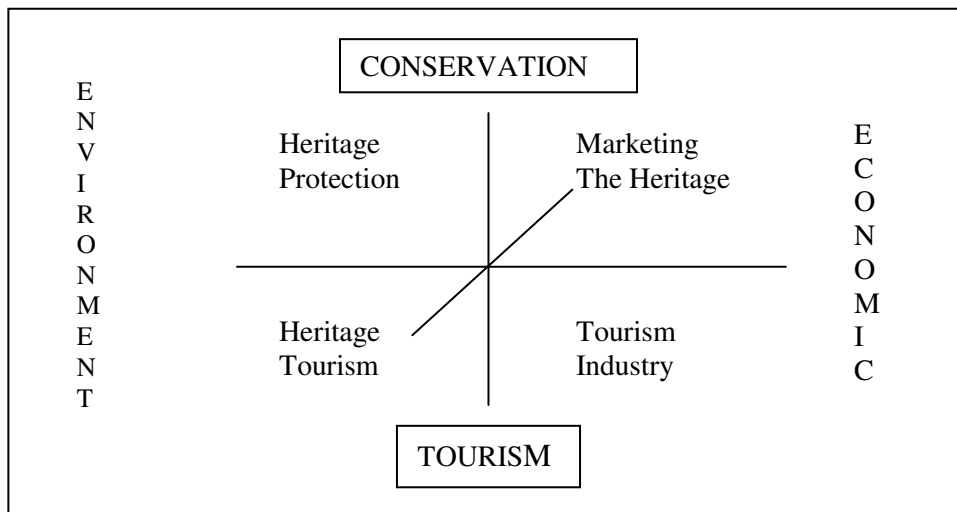
The historic cities are marked out by the formal designations of government authorities at various scales and international organizations such as UNESCO (Ashworth, 1991, pp 31). However, officials' designations vary extremely in their criteria (Ashworth, 1991, pp 31), depending on their background, goals, institution, etc. The formal institutions will develop the act, policy, regulation and rule about heritage and its uses. It makes heritage have power of existence, protection and use. Thus, the reuse heritage for some purposes, including tourism, should follow the regulation, although it is very rare to happen. These designations and regulations depend on the value of heritage that is intangible and the selection process that is very subjective. The selection process is influenced by political aspect concerning what to conserve, to sell and to reuse. It is conducted through a time and space differently, by different set of people in the decision making.

The consequence of generating tourism is not all people welcome tourists; some people are business benefit, others not (Kotler, Haider and Rein, 1993). In the perspective of sustainable tourism, the development of tourism will success and

give advantage to local economic development and community as well as will serve the conservation while it founded on small-scale, locally owned activities and nonconsumptive use of resources (see Furze, De Lacy, Birckhead, 1996). The benefits of the approach according to Cater (1994) in Nasser (2003. pp 475) are threefold. First, compared to conventional mass tourism, it will be less need for financial investment in infrastructure and superstructure facilities. Second, it can obtain a much higher input of local products, materials, and labour because locally owned and operated business will not have to fulfill the Western identity of multinational tourism concerns. Third, the income will locally benefit instead of flowing back to the state or foreign organizations. The successful tourism does not depend on the number of tourists, but how it can serve community as well.

## **2.2 Urban Heritage Tourism**

As discussed, to solve the employment and local income problem some cities encourage tourism, although in exceptional case, it does not give significant contribution in the sense of reducing the unemployment and contributing the local income. Why tourism? “For local people the most important benefit of tourism is increased income and job opportunity”(Nuryanti, 1996, p 256). It employs more people than a single industrial sector, creates multiplier effect as direct and indirect tourist expenditure, helps a place shift its tax burden to nonresidents, stimulates exports of place products such as souvenir, gift, etc and gives opportunities for the limited source cities (Kotler, Haider and Rein, 1993). Thus, it will more make sense for community and local economic development and be easier to develop, especially for slow economic growth city. The same as any other economic product, tourism marketing involves resource, product, producer and consumer, but the difference is the product is more intangible and abstract (Kotler, Haider and Rein, 1993) that can not be brought outside the place but the consumer have to come to resources (Kelly, 1998).

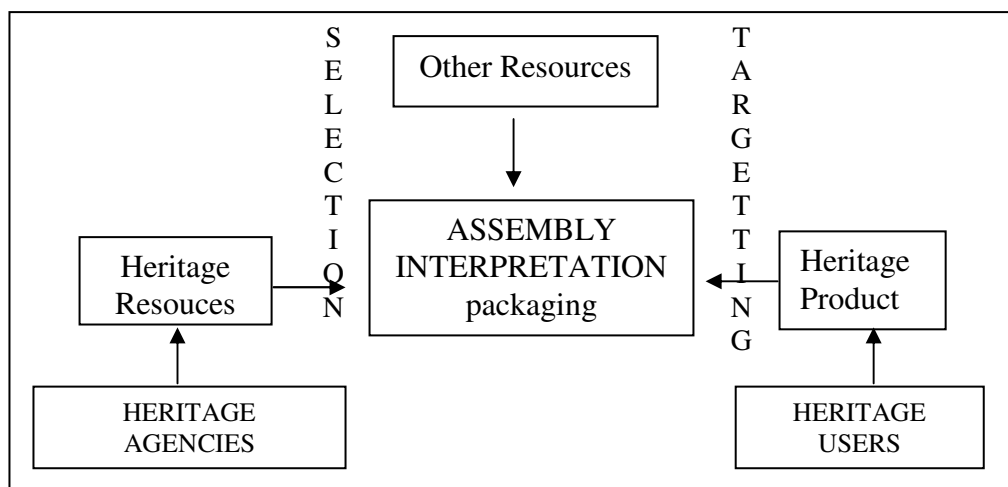
**Figure 2.1 the Conservation, Tourism and Heritage**

The development of urban tourism related to urban product, the push factors for people to come to one place are infrastructure, image, people resources and attraction (Kotler, Haider and Rein, 1993). Heritage is one of push factors, the major image attraction of historic city. Thus, it reuses to attract tourist to come to a place through heritage marketing for tourism. The process of heritage marketing is the identification of the product, the potential market identification and the direction of a flow of relevant information about the former to the latter (Ashworth, 1988). The marketing approach has already been used in the heritage tourism, but it is based on intuition rather than on market research (Jansen, 1988). Knowledge about the actually visitor uses the historic city and its facilities, in terms of spread and intensive of uses, the tourist behavior, remains unknown (Ashworth, 1988, pp171). The local authorities use their knowledge and experience to picture the tourism market that sometimes conflict with tourist demand. In addition, the research of heritage tourism market is locally based in specific area of tourism so that there is no worldwide theory of this field (Jansen, 1988).

The single historical heritage can not stand alone to attract tourist, but it needs other combination (Jansen, 1988) with other tourism attraction in the city, such as accommodation, festival or even, urban landscape, cafe, etc. Besides the

combination with other attraction, landmark and image (Ashworth, 1988, pp166) give significant contribution in marketing tourism places. Tourists recognize some image and landmark of the city such as Paris is Eiffel Tower, Rome is Coliseum, Venetia is gondola and river, etc. This images influence pre-decision of tourists of their destination. The identification of the tourist market of the heritage product plays important role. There is little systematical analysis between historic city and tourist in term of age, family circumstances, group composition, income, class, educational background, etc. The products shaped for general market will no longer make sense (Jansen, 1988). In addition, almost all of heritages are not worldwide heritage. The scale of heritage determines the possible market, only a small number of heritage sites are international attractions (Nuryanti, 1996, pp 254).

**Figure 2.2 the Heritage Industry**



Sources: Ashworth, 1993, pp 11

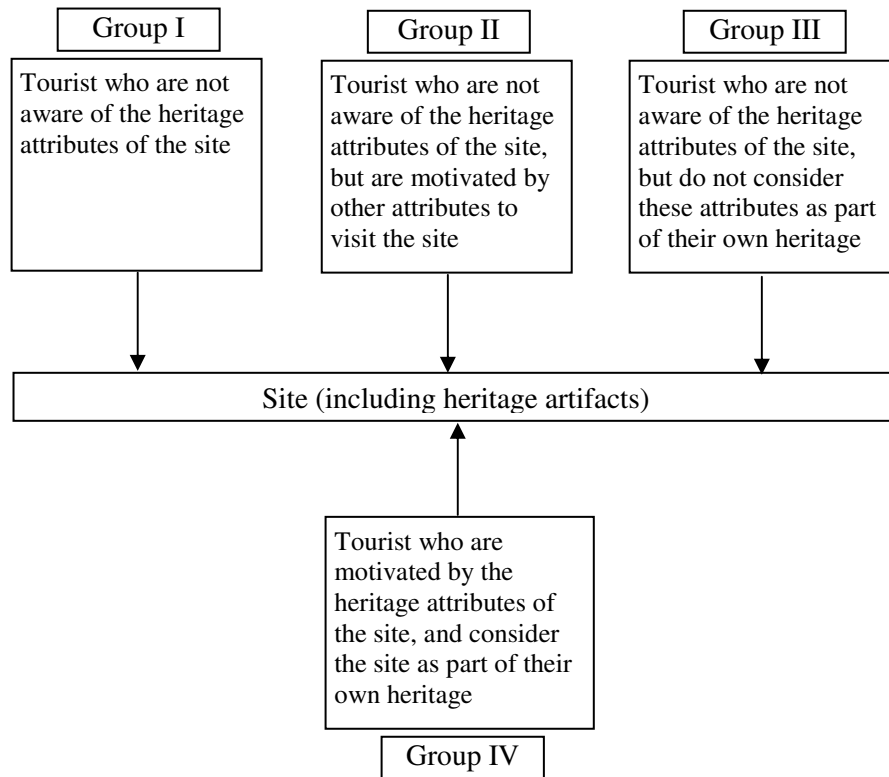
The city marketing planning is closely related to spatial policy, especially physical structure, whereas heritage is part of physical structure. The spatial planning is more about supply-oriented and the marketing planning is demand-oriented (Ashworth and Voogd, 1990). The product of city marketing will take place in the intersection of both axes that is demand and supply oriented. The historic city is product of marketing urban tourism approach (Ashworth, 1991, pp 78-9). The creation of historic product, heritage, like any urban product, will pass the

selection process. This happens especially with the cities that have the attractive a remarkable heritage as a capital to generate tourism (Kotler, Haider and Rein, 1993). Briefly, the attraction of heritages products has been proved in the whole the world; many tourism destination cities have the heritage such as Rome, Venice, Paris, Berlin, etc.

The market of tourism in this area is middle class and segmented by the age, income, educational background (Ashworth, 1988).The marketing heritage in the tourism is more economic perspective. Therefore, the consumer has major influence in decision making of heritage selection reuse for tourism where specific product will be consumed by specific consumer. As the trend of demand-oriented increases in which consumers define what they want to consume, place must choice on how many and what kinds of tourist it wants to attract because not every tourist is interested in a particular destination. The plan is waste if trying to attract everyone who travels. Recently, people are well-planned and selective in choosing their destination; the first impression of a place is major decision factor.

The consumer interpretation and behavior play important role (Poria, Butler and Airey, 2003). This interpretation determines the process of shaping heritage product (see **figure 2.2**). “The interpretation is complex in which involves individual background (Poria, Butler and Airey, 2003), education, information and signage” (Nuryanti, 1996, pp 253). Different people will have different interpretation influenced by their background such as education, experience, social status, income, culture, etc. The segmentation of visitors in visiting heritage site is performed by **figure 2.3**. Moreover, the interaction between local people and heritage will generate different treatment and development of heritage (Poria, Butler and Airey, 2003). Therefore, a high proportion of such information is received by consumers who have already made most of the critical decision about their holiday, under the influence of first-hand experience and that of acquaintances rather than published literature.

Figure 2.3 Segmentation of Tourists Visiting a Heritage Site



Source: Poria, Butler and Airey (2003)

In short, we can conclude that there are only a few tourism industries that do not use the heritage as attractions. The heritage tourism industry has emerged to create heritage product for heritage consumer (Ashworth, 1991, pp 3). Although not all heritages are found in the cities, the cities play a disproportionately important role as the centre of collection and display of historical artifacts (Ashworth, 1988, pp 163). The product of tourist still has vague definition in the field of academic tourism theory and policy practice (Jansen, 1988), but the potentiality of heritage that has economic value is being examined as the product of tourism. Therefore the heritage is a new tourism marketing approach.

### 2.3 Reuse Heritage

The reuse of heritage discussed here is about the urban heritage, not merely the single building. The reuse in tourism area is the main stress, although it is also influenced by conservation force. Both area, tourism and conservation, have different objectives, but correlated each other. The reuse for tourism cannot be

split up from conservation, directly or indirectly, this effort save heritage. Nevertheless, the reuse in tourism as discussed is more economic rather than environmental objective. In addition, the reuse for conservation needs cost to maintain the heritage that can be obtained through tourism. The reuse has advantages and disadvantages as influential factors.

### **2.3.1 Definition**

The current practice worldwide of heritage conservation is adaptive reuse of heritage. If a building or a place does not have its existing function, it can be used for another current function, especially the remarkable heritage with good condition, space flexible and the special interest settlement (Casal, 2003). The reuse of heritage involves a sympathetic approach to historic unity and a creative use of space (Orbasli, 2000, p 45). Nevertheless, a building will remain empty unless there is a demand for structure of that type (Nasser, 2003, p 471). As a result the adaptations are put in the historic building. Some examples of reuse heritage are palace, castle, mansion and religious building monasteries, providing an alternative form of visitor accommodation in unique and authentic settings that can be reused for office, residential, shopping area, museum, etc. Large buildings are converted to museums, while industrial buildings are reshaping its new function associated with cultural, leisure and residential developments (Orbasli, 2000, p 44). The main reuse discussed is adaptive reuse for tourism development in the whole of the historic city.

In tourism industry, overnight accommodation is the biggest opportunity for reuse old building followed by related services, commerce and cultural activities (Orbasli, 2000, p 44). The combination of heritage reuse for tourism attraction, such as Eiffel Tower, and other supporting facilities such as shopping area, pedestrian café, hotel, event and festival, etc will more make sense. The combination between primary elements and secondary attraction will generate more effects rather than single attraction (Jansen, 1988 pp 255). Tourists do not come to one place for single reason; they also need food, hotel, transport, etc.

Therefore, reuse of old buildings can not stay alone, it involve other dimension of the city. The reuse of historic city for tourism will more make sense than only single effort to reuse one building.

Nevertheless, the reuse of the whole city will generate ownership building problem. According to Orbasli (2000, p 43), “the potential for reuse is different for each building and is closely linked to ownership, private, public or institutional”. Even though major historic buildings have been frequently owned by state rather than private (Orbasli, 2000, pp 44), the change of function will generate ownership problems. Therefore some heritage, especially common heritage is easy to reuse for public purposes such tourism attraction and others remain with transition ownership problem from private to public. The private usually own the heritage such as residential building and other small building that iso not easy to intervene by government. Moreover, there is a case when a large building, the palace, belonging to private group such as family of a kingdom. Government has to take consideration of their right, in the case of Maimun Palace in Medan, Indonesia, government gives some space for the Sultan Deli Family to live in the palace and other parts for tourism attraction. The reuse has the advantages and disadvantages for community, government, and private in social development context.

### **2.3.2 The advantages and disadvantages**

Reuse heritage for new function has a major contribution in sustainable development. It retains the original landscape and identity of the owner of heritage. In addition, many communities, governments and privates try to develop their urban in sustainable way by reducing the cost for environment as well as social. The sustainability issue arises worldwide. If heritage is looked upon as a resource, three basic conditions of sustainability in this context, renewable heritage resources that can be through reuse heritage, the rates of reuse heritage of non-renewable physical heritage resources should not exceed the rate at which sustainable renewable substitutes are developed, finally, the capacity of



environment to bear the impact of tourism activity takes into account as rates of pollution emission (Ashworth, Graham and Tunbridge, 2000, p 21-22).

The advantage of reuse heritage for tourism, besides it generates new economic activity, it is also introduces new uses of space; this is the opportunity for reuse old building for current need (Orbasli, 2000, p 43). In addition, Tourism provides the right to use with minimal change to historic character of old building, while other purposes call for more adaptation of its original structure (Orbasli, 2000, p 44). Therefore, reuse heritage appears as a solution of sustainable heritage. The position of heritage tourism is in the intersection of conservation and economic objectives.

Both conservation and economic are two axes in one area. The efficient use and economic viability qualities of heritage conservation are interdependent; the economic viability depends on the use to which it can be put in the building and use reasonable cost for adjustment (Nasser, 2003, p 471). The conservation, instead of demolition the old building gives more environmentally, economically and socially renewable conditions to city. The conservation as mentioned in the other part above, change over time, therefore the reuse historic building will also follow this change. “The more robust the building type, the less impact that changing land uses will have on fabric”(Nasser, 2003, p 471).

There are four main advantages of reuse heritage buildings (Department of Environment and Heritage, Australian Government, 2004); environmental, social, economic and promoting innovation. This category does not represent all of benefits of reuse heritage, one of other benefits is political, the national identity. Heritage is utilized to establish the power of such country, for example monument as the visualization of politically arraignment of ideology and heritage as the tool to establish the power of colonizer country in its occupation land (Graham, Ashworth, and Tunbridge, 2000). It may be because the classification based on Australia condition, but it can help to understand the benefit of reuse historic building.

*Environmental*

The retention of the original building's embodied energy; energy consumed during the production of building, from natural resources to product delivery such as mining, manufacturing of materials and equipment, transport and administrative functions. Reuse building decreases the embodied power needed by new building, however, reuse of old building should pass an evaluation of cost benefit analysis for getting better function as well as budget.

*Social*

Long term benefit of reuse historic building for the communities, which value them has been the major reason of heritage conservation. It is increasingly recognized that future generations will benefit from protection of certain heritage places and areas. The reuse of heritage, if done well, can help to restore and maintain the significance of survival culture. The reuse of heritage for residential area can enhance the social condition of community, the commercial property opportunities. Moreover, the reuse of heritage will contribute to livability and sustainability of community.

*Economic*

The financial savings and returns to be made from adaptive reuse of historic buildings undermine the many reason of reuse. Embodied energy savings from not to demolish a building will only increase when it is compared with the predicted rise future energy. The Australian government research in 2001, new building accounted for about 40 percent of annual energy and raw materials consumption. Therefore NSW Heritage Council in Department of Environment and Heritage, Australian Government report, about Adaptive Reuse, 2004, stated "the combination of financial incentives and commercially oriented nature of adaptive reuse schemes outweighed any extra heritage related costs and project risks". The heritage has viable investment assets for the owners because the price around heritage area will increase.

*Promoting Innovation*

Based on Australian Government experience, heritage reuse has the architectural advantage. It maintains creativity and local enrichment of architecture as well as force architect aware of heritage. A genuine challenge to architects and designers to find innovative solutions can be positive impact of the adaptation of heritage buildings. Some excellent examples of creative designs that retain heritage significance are forced by development boost in the city that use old buildings

The advantage for specific case of reuse for tourism is including the advantages argued. The detail explanation of advantages as argued by Orbasli (2000, pp 161 and 43) is that the direct benefits of tourism for future conservation movement of historic city are among others:

- 1) Help the restoration of heritage building
- 2) Give life new life for historic building
- 3) Create more desirable and safety place to live by decreasing the crime and violence associated with empty properties of city centre.
- 4) Avoid the same function being located in a new building that can reduce environmental impact
- 5) Make the historic city attractive by help to retain its qualities.
- 6) Generate greater awareness and the conservation of less valued historic building stimulated by tourists awareness that come to the city
- 7) Encourage more conservation project and increase more local involvement and demand for local conservation, and form more local associations encouraged by well-conserved buildings
- 8) Promote the architectural and historic values (locally and nationally) motivating cross-cultural communications

Hence, reuse heritage in tourism can save the cost for production of the attraction of the tourism product, the cost that has been paid for construction, human resources and the most important thing the environmental cost that has long term impact. The energy and environmental costs for production of new building are

not being calculated (Orbasli, 2000, pp 42). In addition the cost for maintenance is over calculated (Orbasli, 2000, pp 42) that influence the less weight pointed out to the reuse building than built the new one. Although the reuse of heritage for tourism does not give direct financial resource for conservation, it can encourage the economic development to a level in which the small conservation can happen (Orbasli, 2000, pp 42). The biggest opportunity of financial resource for conservation is retail activities (Orbasli, 2000, pp 65) such as souvenir shop, outlet, chain stores, and so forth.

Nevertheless, the driving force of reuse heritage for tourism is dominated by economic objectives, employment generation and revenue creation (Chang, et all, 1996, p 299). In addition, although tourism-based activity is likely revitalized traditional buildings, it can also demolish it (Orbasli, 2000, p 44). The tourism can also push demolishing heritage when it can not fulfill economic requirement and the building can not convert for its need. One of example of building that is not easy to convert is castle because it is lack of ventilation and daylight (Orbasli, 2000, p 44). The modern need of tourist can encourage adaptation, even demolition of heritage. The consequence of marketing the historic city is the city has to meet the expectation of tourist, simple, easily and quickly communicated historical experience. The tourist wants to have the twentieth-century need in historic city (Ashworth, 1988, p 168)

Moreover, according to Nasser (2003, p.473) heritage reuse causes two problems from conservation perspective. The first problem is selectivity of land use generated by paying more attention to the conservation of the historic city areas intensively used by tourism. Second, inflationary pressure to local economic, price of land and property, as well as the goods are being sold based on tourist willingness to pay. This phenomenon will lead to higher land and building price around heritage tourism area. The lower income community that is usually the main inhabitant in the conservation area, has to go out to the outskirts of the city. The reuse is only for the rich people, no empowerment of local and minority people, so it can not be seen as economic development. More recently, the

concern of urban expert that is different cultural of urban space between tourist and host, the private space, such as those associated with residential area and religious space are the most sensitive to tourist intervention (Nasser, 2003, p 473). The space for local is private, for visitors it is interested and consuming as pleasure. For example, the use of church and mosque for tourism place will disturb the religious activities of inhabitant. It is worsened by the lack of cultural awareness on visitor's behalf (Nasser, 2003, p 473).

Tiesdell (1996, pp 172) argues, "the capacity of change is limited by the physical and spatial parameters of existing building; the architectural character of the building and the constraints imposed by special historic building controls on permissible change, the planning policy context; the environmental consequences of the change use, particularly in terms of traffic generation and management; and the reception of the commercial market and possible uses and investors to the change of use".

I consider the restriction of applying new technology in old buildings, such as central air conditioning, electricity and fire protection, good acoustic for theatre and other new technologies limited by some structure and original condition of building. Space availability makes old building difficult to convert to new purpose, for example, the use of old building for modern theatre and its equipment can not be put in. The space and infrastructure limitation, such as narrow street that is not ideal for cars and tourist buses are also prone to create damage in historic area (Orbasli, 2000). The historic city was not designed for modern community and its intervention. Nonetheless, to be attractive, the old city has to serve and provide modern standard (Orbasli, 2000, pp 20). The old building, when promoted as tourism place has to meet the current need. If it is used as a hotel, it has to fulfill modern accommodation, air conditioning, heater, etc. The tourism place such as Eiffel Tower also has to make adjustment such as elevator for people to reach the top of the tower. It is modern technology in heritage.

The rule and regulation of treatment to the old building and area constraints to replace damaged old material with new material or other adjustments. The change environment of old part of the city that caused by present intervention is other dilemma. The modification of architecture design can dismiss the sense of place. Therefore, careful examination of reuse and modification to retain the spirit of the past takes some people that do not want to reuse heritage. If the adaptation is made, to what extent it is made?, Does it only retain the architecture (facade), structure, space, material or landscape?, Such changes will influence the building's architecture integrity and authenticity. To balance the different uses of inhabitant and visitors of heritage and to bridge the gap between different cultural backgrounds of users are the discussion in conservation and tourism perspective to reach balance of conservation (environment) and tourism (economic). Thus, the direct and indirect reuses of heritage for tourism activities should not impair the inhabitant, but give more advantages for local resident. The economic motive should not dominate the reuse of heritage, although it can enhance social condition. The need for the resident has to be put first.

#### **2.4 The Influential Factors of Heritage Reuse**

The reuse of heritage, in general term has two major forces, the economic [tourism] and environmental [conservation]; the tourism [economic objective] has more significant role (Chang, 1996, pp 299). However, in tourism, the reuse is most generated by economic reason, even though, conservation also gives contribution in decision making, such as to finance conservation cost. Both factors conservation and tourism have different objectives that can generate confrontation. Therefore, the authority has important role in controlling the balance of tourism and conservation (Orbasli, 2003, p. 99). The involvement of all stakeholders in decision making still seem as good solution. In addition, it is needed to balance the current need, the limitations of building fabric and to maintain the character and authenticity of surrounding environment (Orbasli, 2000, p 44). Besides involvement of stakeholders, pilot project of reuse focusing

on promoting local architecture that provide good return will help set up tourist pattern and encourage other rehabilitation projects (Orbasli, 2000, p 45).

**Table 2.2 Two Main Influential Factors Reuse Heritage**

<b>Conservation</b>	<b>Tourism</b>
Public sector main decision maker	Private and consumer main decision maker
Environmental perspective	Economic perspective
Reaction of urbanization, globalization, industrialization	Reaction of city decay, economic growth, globalization, employment
Community initiation	Public and Private initiation

It is too naïve to say about only general factors that are the conservation-led and the tourism-led, as influential aspects of reuse because multi selling of the same urban resources in different times and space will produce different product in different ways, in response to different demands and value (Ashworth and Voogd, 1990, pp 67). The specific case has different approach, the contextual elements such as physical, socio-cultural and economic potentials influences decision making of reuse heritage (Bergsma, 1988, pp 89). The levels of development such as the indicator of GDP, wealth, skills, and education determine the tourism in developing countries (Dieke, 1989, pp 13) especially, in creating historic city for tourism in which different culture, physical condition and historical assets will produce different product and way. For example, the reuse of colonial building to attract tourist, some of people refuse. They do not want the identity nor their own culture to be promoted through tourism, but if the building is used for other functions such as office, housing they can accept. Nevertheless, the use for other functions, although, not mainly for tourism can also give contribution to tourism itself. Some architecture lovers look this building as attraction. It can not be denied that some colonial inheritance have potential tourism attraction such as nostalgia tourists.

Finally, the existence of historic city is deliberate efforts, from planning and its maintenance depends on continuous intervention, yet the reasons for intervention have varied in different time and space (Ashworth, 1991, pp 75). The special

interest of tourism, heritage, is characterized by two seemingly contradictory phenomena, the unique and the universal (Nuryanti, 1996, pp 257). Heritage will contest, reinterpret and recreate in a context of social and cultural values (Nuryanti, 1996). “The more heritages enable one to anticipate and adapt to changes, the more powerful that heritage becomes” (Nuryanti, 1996, pp 258). Therefore, the various functional demands as well as between form and function are maintained through sensitive and responsive management (Ashworth, 1991, pp 75). Different urban historic products for specific consumers are based on the basis of different criteria (Ashworth and Voogd, 1990, pp 68)

## **2.5 Concluding Remark**

Based on the discussion in this chapter, I conclude there are some influential factors of reuse of heritage for tourism. First, *conservation*, itself giving the rules to what extent the changes to heritage can be made in order to cover tourists’ need of accommodation, safety and comfort. Second, *the contextual factors* such as physical condition, economic condition, cultural background, education, etc influence the reuse of heritage in term functions and creativity. Third, *the condition of heritage* that is divided into two main discussions, first, the ownership of heritage, the private, public or state, community as well as the own heritage or inheritance of colonialism era that influence the treatment of heritage and to what extend people care about reuse it as tourism. Some colonialism heritage products are neglected by local people because of its terrible history. People do not think the colonialism heritage as their own. The post colonial heritage will generate dissonance in local community (Ashworth, Graham and Tunbridge, 2000, pp 97). Second, the physical condition of heritage itself which includes the previous function, structure, space availability, fabric condition, previous activities around heritage and so forth, will determine how much the adjustment can be made to the heritage and for what function the heritage can be used. Fourth, *tourism* is also divided into two major discussions, first, the institutional arrangement of tourism board, if it is independent from government, it will have sense of enterprise that will have more market oriented. Second is the



market of tourism. Because of the growing trend of consumer interpretation market determines products. Consumers will determine what kind of heritage will be used as attraction.

**Table 2.3 Influential Factors of Reuse Heritage for Tourism**

Conservation	<ul style="list-style-type: none"> <li>- The institutional arrangement</li> <li>- The legal framework</li> </ul>
The contextual factors	<ul style="list-style-type: none"> <li>- Physical condition</li> <li>- Economic Condition</li> <li>- Social Condition</li> <li>- Recent use of heritage</li> </ul>
The Heritage Condition (Ownership and Physical condition)	<ul style="list-style-type: none"> <li>- Private, Public, Individual and Community</li> <li>- Colonial or own heritage</li> <li>- Previous function</li> <li>- Structure, space and fabric condition, etc</li> </ul>
Tourism (Institutional and Market)	<ul style="list-style-type: none"> <li>- Institutional arrangement of tourism board (independent or dependent to government)</li> <li>- Number of tourists</li> <li>- Origin place of tourist</li> <li>- Tourists' background</li> </ul>

These influential factors of reuse heritage for tourism such as conservation, the contextual factors, the heritage condition, and tourism, will be used to analyze the practice of heritage tourism and conservation [reuse of heritage for tourism] in Groningen. The potentiality of Banda Aceh to adopt some lessons from Groningen based on its condition is also analyzed by those indicators. Later, the comparison of both is put together to make the differences and similarities that are useful for the development of strategies and recommendations.

---

## **CHAPTER III**

### **GRONINGEN EXPERIENCE:**

#### **Reuse Heritage for Tourism**

In this chapter, the discussion is about the practice of heritage reuse for tourism attraction in Groningen, The Netherlands. The discussion starts with the general condition of geographical and cultural background as the overview the Groningen's condition. Both factors almost influence all parts of planning culture as well as planning practice, including heritage planning. Afterwards, the expert from city of Groningen in different field related to conservation, economic and tourism are interviewed. The results of the interview together with some data and theory of reuse of heritage in **Chapter 2** are combined to determine the debate of advantages and disadvantages of heritage reuse for tourism in practice. The argumentation is about the role of conservation, the contextual factors, the tourism and the heritage conditions that directly or indirectly influence the reuse of heritage for tourism.

### **3.1 Groningen: Geographical and Cultural Background**

Groningen city is the capital of Groningen Province, one of the provinces in Netherlands with 180.000 inhabitants and an area of 79.59 km<sup>2</sup>. It is the biggest city of the north, the centre of education. Nevertheless, its position in the edge of the Netherlands, national and international isolation, inaccessibility, and often consequently lagging investment in infrastructure and human resources makes Groningen less attractive for firms. The biggest firm is a long-lived firm, the potato and flour industry; although they are not significant, they expand in northern market (Ashworth, Groote, and Pellenbarg 2007). However, a large number of employers do not work in the firm arena; they are in University Medical Centre and University itself [business service and health care] (Ashworth, Groote, and Pellenbarg 2007). Groningen enjoyed a long period of spectacular

---

economic prosperity in the seventeenth and eighteenth centuries that has supplied almost 400 nationally listed monuments, and almost 1500 locally listed buildings.

Nevertheless, as the time moves on, the provinces Groningen together with Drenthe and Fryslan as northern part of Holland are lagging behind, especially in economic development, from the core of political jurisdiction and economic system, the south west of Holland. Although Groningen in 7<sup>th</sup> ranking city in Netherlands (Pellenbarg and Ashworth, 2007, pp 9), the geographical position makes it not so interesting for firms than other big cities such Rotterdam, The Hague, and so forth that lies in the Ranstad area. Nevertheless, from the valuation for future relocation of investment using landscape, and recreation as the main indicator, while education and culture are as important in second, Groningen is included in high valuation (Pellenbarg and Ashworth, 2007, pp 35). Now the old city with relatively small area of inner city serves as the main retailing and service centre, with a regional importance, as well as accommodating major governmental, educational and residential functions. The major rebuilding has occurred since 1945 onwards, although there are some pressures of new development.

It is also notable that the city is more traditional, with its own dialects, folklore, and as generally old fashioned (Pellenbarg and Ashworth, 2007, pp 35). Post-Materialist [PMA] cultures dominated the cultural characteristic of Groningen and the whole of the North of Netherlands (Brons, 2007, pp 32). PMA more focuses on self development and self expression, creativity, 'belongingness', and so forth related to urbanization, education and wealth (Brons, 2007, pp 32). The people are less religious, more traditional, less hierarchical, and more egalitarian than the rest of Netherlands (Brons, 2007, pp 32). In the Netherland, Groningen, Drenthe and Fryslan partly reflect the so called Noordelijke nuchterheid [Northern sober mindedness] (Brons, 2007, pp 32). It is strong internal spatial heterogeneity showed by different area in the northern part of Netherlands and has its own dialects of language (Brons, 2007, pp 32). The largest population is students and

pensioners. Therefore, the Groningen is called Student City or the place for pensioners.

The medium size and remarkable compactness of town together with the completeness of its architectural ensemble make Groningen as the historic city with unique setting. The old and the new building perform the Italian sense. It would be potential for tourism attractions generating the collapsed-economic. Moreover, the government encourages as many functions as possible to reuse and retain heritage. Tourism has been planned as an alternative for reuse in recent plans. Martinikerhof<sup>2</sup> is one of the examples of reuse heritage. It has the combination of tourism and other purposes such as residential, provincial government headquarters, residential, and so forth. Nevertheless, the tourism has little priority area of policy because this arena is lack of secondary facilities, small number and short distance of tourists and an additional function to be accommodated within the existing functional and spatial structure (Ashworth, 1991, pp 97).

### **3.2 Methodology: Qualitative Research- Interview**

Based on the research question, objective and problem in **Chapter 1** and literature study in **Chapter 2**, I formulate some questions to interview the experts of Groningen about the planning practice of reuse heritage for tourism. The experts are chosen based on the theory in **Chapter 2** about the key actors in heritage tourism. The experts represent each field of heritage planning and reuse heritage Professor Ashworth represents expert of tourism and heritage. Mrs. Dina Jongedijk as the chief of VVV (Vereniging voor Vreemdelingen Verkeer), the tourism board of Groningen, represents tourism marketing actors that know about what are and how to sell the tourism product of Groningen, Mr. Herman Waterbolk is the representative of conservation side the Monumentenwacht, that gives the point of view of reuse heritage expected by conservation board, Mr.

---

<sup>2</sup> A cluster of major monuments around the largest open green space of inner city (in the old days, this area was the city centre)

Christos Voulgaris gives the economic perspective of reuse represented the practice of reuse heritage by private sector, the actor gained money from heritage in hotel as the largest space use in tourism.

### **3.2.1 Interview with Prof. G.J. Ashworth** (University of Groningen)

He argues, in Groningen, the starting point of reuse heritage is environmental reason, the care of old building. In addition, the old looks nice so that it made people want to use and consume. Yet, the heritage generates financial problem, even when we do not do anything. Therefore, the reuse of heritage in Groningen has two main reasons. The first is to reuse the space. If the buildings are not used, the city will be empty because the old city of Groningen is where the new city takes place. Economic is secondary reason which is generated by the financial problem of heritage conservation. The authorities and community think that tourism can make use of some of heritage. The promotion of tourism is also to conserve heritage and another way around. The initiation for promotion and conservation of heritage comes from public sector because Netherlands has strong public involvement and legal framework.

In Groningen, there is also a mixture involvement between private and public sector where the government provides law and legal framework and private sector makes use of the heritage because government does not have enough money and the private does. The private investment in Groningen on heritage such as hotel, shopping, office and residential is a big portion of reuse heritage for current need. One of best example of the reuse of heritage is Schimmelpenninck Huys Hotel. In the Netherlands, generally government institutions take care of the heritage. The Monumentenzorg is the formal institution for heritage protection. In 1961, the government set main Monumentenwet as the law for protection followed by some regulations about the use, protect and maintenance of heritage.

The restriction of Groningen is the poor image from outside affecting the marketing including tourism. Therefore, to get new image, Groningen promotes the sense of Bologna of Italian city around 1990s. Some new buildings are

developed by Italian Architects such the Groninger Museum. This new building with combination with the old develops the new image of Groningen. Nevertheless, not all of the old buildings are easy to reuse, such as church and water tower. The reuse of church as tourism attraction has to apply the controlling behavior of tourists, for instance not all church allow women with short skirt and so forth. In addition, the church has too big space. Therefore, in Groningen case besides for tourism attraction with controlling behavior, the churches are not used for disco, shopping, etc. The churches are also rented for occasional events and meetings. Nevertheless, for Groningen City, tourism is secondary factor after political. The restriction to reuse heritage for shopping is only one storey of the heritage building that can be used for selling the product. Nevertheless, this does not only occur to old building.

The advantage of heritage reuse, besides financial reason, is to reuse the space where tourism is one of the obvious ones. Nevertheless, the tourism in Groningen does not generate many tourists because it is too far away, is not passed away by people, and has low infrastructure condition for tourism as well as for other investment. The consumer of tourism in Groningen come from neighboring province, Fryslan and Drenthe and Germany tourist's border, some of them further stay, but usually day tourists is on Saturday. The largest group does not for heritage but for shopping because the Germany, from Bremen, Hamburg, Munster, etc come to Groningen because it might be cheaper or good in other sense of goods, or in Germany the shops are closed during Saturday. Some of them also visit the Groninger Museum or festival. The long distance tourist, the international tourists, also buy packet and stay in hotel, but only in small groups.

### **3.2.2 Interview with Mrs. Dina Jongedijk (Tourism Information of Groningen [VVV])**

As the chief of tourism board, her perspective is more about the promotion and marketing Groningen as a tourists' destination. She argues that for the promotion purpose, since three years ago [2003-2004], the local government of Groningen

has established an organization, the marketing Groningen. Some tourism attractions are selling in this promotion. The organization uses Martini Tower and Groninger Museum as the icon for promotion. These two icons together with other attractions such as street café, shopping area, hotel that are located in one place [the compact city as Dutch Cities characteristic], event, and festival, especially flower market that is held every year on 6<sup>th</sup> April, give a mixture of attractions for tourist. In addition, the board also promotes Groningen as new and old building together with the sense of Italian architecture for the whole tourism markets which are local and international.

Nevertheless, local consumption is the largest market that comes to Groningen. The tourists are mostly from around Groningen, Fryslan, Drenthe and the rest of the Netherlands and Germany border tourists that come for a day visit, especially during weekend for shopping and enjoying some heritage tourism attractions such as climbing the Martini Tower and city walk along heritage sites. The international tourists, the architecture lovers, although only in a small group, visit Groningen for seeing the unique architecture. The unique example is Groninger Museum, built-in modern architecture by Italian architect. The reuse of heritages for tourism gives advantage from existing resources because it is easy to develop and to save money for creating attractions. Therefore, the tourism board has a good perspective of heritage reuse as tourism attractions, especially as the icon of promotion.

Nonetheless, the reuse of heritage for tourism attractions also has to obey the rules and regulations of Monumentenzorg<sup>3</sup>. For example, the reuse of Martini Tower for tourism activities; although tourists can go inside and climb the tower, they need permission from the organization. The permissions from Monumentenzorg should also be obtained especially when making some modifications in the building for safety and comfort such as the improvement of stair for tourist safety, and the construction of the elevator to climb the tower and fence around the tower.

---

<sup>3</sup> A state organization of Dutch Government that responsible for preservation of past the surviving relics

The old buildings, even if they are owned by the private, have to get permission from the organization for rehabilitation and maintenance.

Besides the permission for some adjustments, other limitation of reuse of the old buildings for tourism is the construction and space. The building or site some times can not be visited by a large group of tourists because it is not safe and has not enough space. For instance, to climb the Martini Tower, only a small group is allowed. In the case of Martini Tower and Church, only the tower is mainly for tourism. The church is also prepared for other purposes such as rent for special event, wedding, meeting room, and so forth. Moreover, the people of Groningen do not sentimental to use heritage as tourism attractions.

In Groningen case, the reuse of heritages for tourism does not give direct contribution to conservation efforts. The maintenance of the heritage, although not all, is subsidized by government by different sources of funding. The tourism does not merely use the physical artifact of heritage, but also the image and picture. The souvenir with printed-picture of Martini Tower is sold as Groningen most favorite souvenir. The revenue from selling souvenir, ticket of concert, and tourism packages is for tourism board management. In addition, the board also obtains subsidy from government. The local board for tourism [VVV] in Netherlands is independent, and rather semi public organization. Therefore, it performs as the private which is market oriented while managing the tourism's products.

### **3.2.3 Interview with Mr. Herman (Monumentenwacht)**

This interview is in the side of conservationist. Waterbolk argues that the reuse of heritage should have minimal change of the original forms and retains as much as possible the original one, especially the facade of building. In addition, the best practice of heritage reuse for tourism or other functions is when the new functions are combined with the original function. Nevertheless, if there is no way to retain the old form and function, the conservation can allow to make some changes. For example, there are no availability of material of the past and the building has to



save its structure and form; the material can be replaced by new ones, as long as the record of the change is made. This effort is done to give information about the change made for future generation. The information is about the part that is still original or has been changed to adapt the function. This effort provides transparency and the truth to people.

In many cases of the Netherlands and also Groningen, the conservation initiatives mostly come from community and the state. Local authorities and national government have the main role in conserving heritage. They make the list of buildings to save and protect by law. The state provides the law and gives some grant or subsidies to some common heritage or listed heritage for conservation. Although not all of the heritages get subsidy for maintenance, but some heritages are in good condition. It can happen because the cost for conservation is shared between government [state], private, and community, but the private usually give more contribution than the state. There is no distinction about the tax of old and new building, it depends on the space of building or building coverage.

Environmental reason usually undermines the conservation in the Netherlands and also Groningen. The economic reason comes after that because the reuse of heritage needs the cost. In some cases, the cost is more than to build new ones, thus additional funding is needed. It is also the reason why some people refuse to use the old buildings, because they think it needs high cost for maintenance, strict change, and has limited adjustment with new technology, structure and space, and so forth. The degree of restrictions and advantages of heritage reuse depends on the physical condition of heritage itself and the degree of the changing function, if it is too different between the previous and the new function, the restriction could be bigger. For instance, the church wants to be changed as a house; it will has more restriction than to change it as a meeting room because the big space of the church meet with the small space module of the house.

In the case of Groningen, the reuse of heritage makes sense for tourism. Some tourists come to Groningen because of its historical environment such as

Martinikerkhof. They come from surrounding areas and Germany border. The advantages of heritage reuse for tourism, besides to save it, are to enable the promotion of local identity and to give contribution to the increasing price of the building and area around it by generating more investment. However, it does not happen in every case. The tourism reuse can give the contribution for conservation, but it is usually for small scale activities, such as a building. The small scale reuse like the reuse of warehouse for tourism and the maintenance of its original function can give financial support to conservation. The income from this kind of tourism reuse can be used for maintaining the building. However, it does not work to heritage tourism with the city scale such as Martini Tower as a common heritage. The conservation funding comes from Government and community. Each case has different possibilities to reuse and treatment.

#### **3.2.4 Interview with Mr. Christos Voulgaris (Schimmelpenninck Huys Hotel)**

Previously, the Schimmelpenninck Huys Hotel was the Germany dentist house, afterwards it was changed to student house. In the end of 1970s, the building was let empty and was occupied by the homeless people for ten years. Finally, by the municipality of Groningen, as the owner, it was reused for hotel started with six rooms, restaurant and café. Recently, it has 54 rooms, restaurant, café, saloon, pastry shop, and other modern hotel facilities. The reason to reuse the building is economic together with environmental reason. They go hand in hand in the development of the hotel. Nevertheless, although the hotel is a heritage, the tax that should be paid is equal with the non-listed monument.

The hotel is one of the listed protected buildings, therefore, the change and maintenance of the hotel are arranged by the conservation board, although it can be negotiated, as long as it does not hamper the conservation. As a listed monument, the hotel can also be enjoyed by the visitors that do not stay in the hotel. For example, in open monument day, people can come and see inside the building. The visitors who take the walking package of Groningen can also visit this hotel during their trip around Groningen.

The reuse of hotel as the largest space in tourism has some advantages. Besides for its facilities and comfortability, People come to the hotel because of its historical aspect. Although not all people staying in this hotel are tourists [some of them come for business and hospitality], they directly or indirectly enjoy the reuse of heritage and tourism. In average, they stay for one until two nights in the hotel. The largest market of the hotel comes from surrounding area of Groningen and Germany. Nevertheless, the hotel is not intended for specific target market, it is provided for every people with standard facilities of hotel.

As a protected monument, if the hotel needs some changes such as building new space, painting, repairing the façade, etc, the permission from conservation board is needed. It takes a long time discussion for the changes to be made. The hotel does not have the elevator; therefore, the visitors have to use the stairs. Nevertheless, the long time process for rehabilitation and the absence of elevator are not seen as a restriction. The management and visitor can understand about that. The constraint is only seen in terms of old form and limited space. Although it serves for four star services, the hotel can only be a three star hotel. In general, the management of the hotel does not see the listed building is restriction.

### **3.2.5 Summary of Interview**

From the interview of four people that come from different background and expertise, there are some similar opinions, especially about the reason of Groningen to engage in reuse of heritage, that is environmental reason. Only in the perspective of private enterprise such as Scimmelpennink Huys Hotel the reason of environmental and economic are go hand in hand. Most interviewee agree that the largest visitors of Groningen come from Germany border and the rest come from Netherlands. However, they do not come for heritage tourism attractions, they come for shopping and leisure. Yet, the interviewees look that the heritage tourism has good potency and opportunity to enhance economic and image development of Groningen.

The advantage of heritage reuse for tourism, besides to save it and to make use of empty space, is to enable the promotion of local identity and to give contribution to the increasing price of the building and area around it by generating more investment. It gives advantage from existing resources to tourism because it is relatively easy to develop and to save money for creating attractions that have historical merit. For the hotel [private] reuse, heritage contributes different value of the hotel because of its history that can work together with comfortability and facilities to attract visitors.

Nevertheless, the heritages do not give direct contribution to conservation in city scale heritage [common heritage consumed by everybody] such the case of Martini Tower, but it work in a small case of warehouse that is sold for tourism as well as kept for conservation. In addition, the adaptation of space, fabric, etc and the law and regulation for reuse heritage are perceived as restrictions of heritage reuse, especially for tourism that need modern facilities such elevator, safety standard, etc. Although there is the restriction, the involved actors of reuse still can accept some requirements of reuse and look the heritage as potential resources.

The results of the interviews from the expert opinions are taken into account as the qualitative data that help to analyze the Groningen practice of heritage reuse for tourism in next part below. The combination of interview, existing data and literature will give broader perspective of heritage reuse practice of Groningen.

### **3.3 The Reuse of Heritage for Tourism**

The Marketing Groningen promotes the tourism of the city with the slogan of the campaign '*Er gaat niets boven Groningen*' [There's nothing above Groningen] and its tourism variant [Groningen- Top of Holland]. It offers some attractions divided into 10 areas: shopping, going out, architecture, monuments, museum, art, active, special overnight, events and festivals. The promotion of the city is conducted together with the province of Groningen characteristic of attractions

such as the city itself, lauwersmeer<sup>4</sup>, pieterburen<sup>5</sup>, bourtange<sup>6</sup>, Groningen Estate Houses, churches and terms. In addition, in the North Netherlands tourism plan, Groningen also makes collaboration of tourism promotion with Drenthe and Fryslan which have many tourists, almost four until six times more than Groningen. In the leaflet of promotion, Groningen reuses the existence of heritage as tourism products, indeed, it uses Martini Tower as the icon of promotion. The reuse of heritage for tourism is discussed in some influencing factors below:

### *Conservation*

The conservation of the national level of Netherlands is under responsibility of Rjksdienst voor de Monumentenzorg, especially for the approval of national listing, delisting and modification and advice on subsidy application for restoration provision and technical advice on architectural conservation and on conservational aspects of functional plans under the 1961 Monumentenwet<sup>7</sup> (Ashworth, 1991, pp 125-7). Since 1988, the task for formulating the act execution in detail and giving permission within the more local land use planning of listing, delisting, modification, advice, subsidy application for restoration has been delegated to gemeente/ municipalities (Ashworth, 1991, pp 125). The provincial level is responsible for undertaking special designated project and subsidy for restoration of particular building and for making the spatial land use plan.

The government intervention to heritage sites, through the spatial planning and regulation, is strictly done. The Netherlands has comprehensive integrated approach of spatial planning which conduct systematic and formal hierarchy of plans from national to local level that coordinate public sector activities across different sectors, however, more focus on spatial coordination than economic development (EU Compendium, 1997, pp37). Besides government involvement,

---

<sup>4</sup> A beautiful lake

<sup>5</sup> A seal village

<sup>6</sup> A restored fortress in east Groningen

<sup>7</sup> Nederlandse staatswetten (Monuments and Historical Buildings Act of Netherlands)

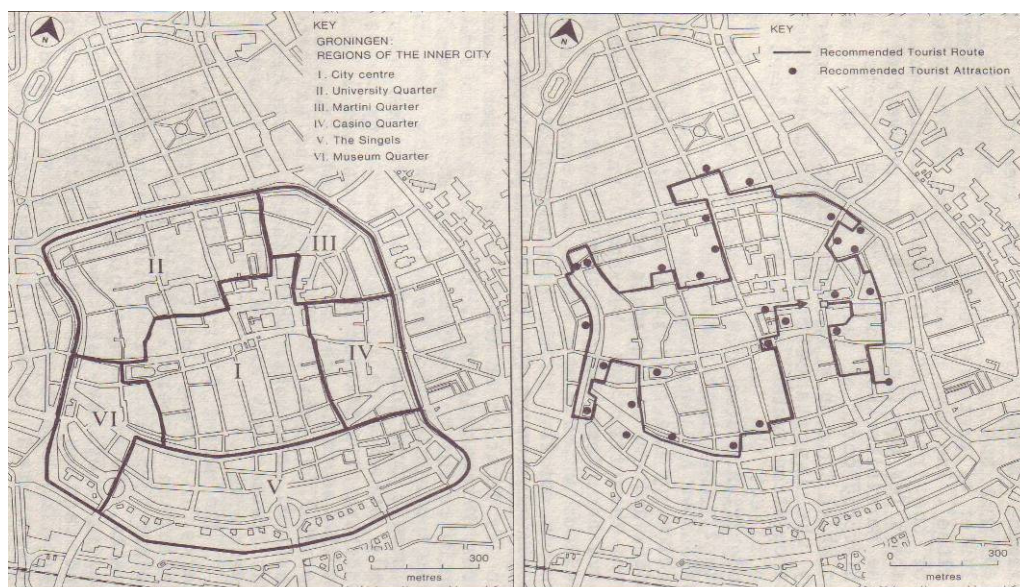
there are 13 local organizations concerned with heritage conservation (Ashworth, 1991, pp 130). In Groningen, one of them is The Stichting Federatie Monumentenwacht that has task to make coordination and stimulation the work of provincial organizations concerned with building inspection and reporting on the state of maintenance and repairing of historic building.

**Table 3.1**  
**Types of historical building on the Rijksmonument list In Groningen City**

Types of Building	Groningen (%)	Netherlands (%)
Churches/Towers	7	7
Abbeys/ Almshouses	5	1
Mills	1	2
House/ Warehouse	84	80
Others	2	10
Absolute Total	369	500

Source: Gemeente Groningen, 1982 in Ashworth, 1990

Groningen has a modest share of heritage form the national proportion. Groningen has 369 state designated monuments (Rijksmonumenten) and 1425 building that are significant to architectural assemble (Beeldepalendpand). The criteria for selection of conserved-building are qualities, age, merit and historical background. Nevertheless, there is experts' dispute about merit and age criteria (Ashworth, 1990, pp 143). The Rijksmonument requirement is 100 years old of the building (Ashworth, 1990, pp 143). If we follow this criteria of selection, 200 buildings will demolish, therefore the "young art" appear to save some valuable building that is now including on Gemeentemonumenten (Ashworth, 1990, pp 143). The Churches and houses dominate the list of conservation building.

**Figure 3.1** the Groningen Heritage Planning and Attraction

Source: Ashworth, 1990

From only conserving single building, in 1961, the government started to conserve areas, one of which is the *Martinikerkhof*. This conservation located around the old inner city is now also the new city centre. This area, besides for conserving the old buildings, are also given new function. The new function for old building in this area mainly for shopping, especially around *Gtotemarkt*, *Viskmakt* and *Herestraat* the rest are for governmental office, residential, café, etc. In 1970s, it started to renovate the building condition's of mid-seventeenth century architectural design, pedestrian, and the removal of discordant street furniture, expensive stone surfacing and the reintroduction of gas lighting (Ashworth, 1991, pp 98).

The Netherlands has strong legal framework. The reuse of heritage for other functions is under monitoring of monumentenzorg, especially listed building. This makes the building and the city as a whole not to lose its identity and image. The law retains the building for previous condition while it gives the new life for present and future. In giving assistance for retaining the building, as part of Western Europe County, there is an established tradition and a strong network of conservation bodies, amenity societies, advisory groups, and network

associations. The other aspect that supports the reuse go hand in hand with conservation is that the tax for listed and non-listed monument is equal and the open monumentendag<sup>8</sup> every year. It is a good sign for conservation effort of heritage reuse encouraging public awareness of heritage conservation. People can learn how the old buildings also have function in modern lifestyle by visiting directly the building and see what happen inside. The opening of monumentendag activity also encourages people for traveling to other areas to see different monuments.

### *The contextual factors*

As discussed, the community participation of the reuse heritage for tourism is high. This could happen because the culture is open, realistic, self development and self expression, creativity, ‘belongingness’, and so forth related to urbanization, education and wealth (Brons, 2007, pp 32) . People support something that can be developed as opportunity such as tourism. Moreover, the people are less religious, less traditional, and less hierarchical (Brons, 2007, pp 32). They can think realistically, if something is no longer used for original function, why they do not change it for useful function by still taking into account the conservational aspect. On the other hand, it could be the urbanization and less traditional point of view that lead people to replace the old with the new one. The extent to which people agree of conservation is also related to education level. Generally, the more educated people, the more they care about their identity such as heritage and conservation. Therefore, in Groningen case, the urbanization is balanced by well educated people, strong internal spatial, and belongingness sense, thus the people can understand the objectives of heritage planning. It can be said the heritage planning is close to success, although in small area of city centre it is find out that the modern architecture functions as deliberate effort to assemble new image.

---

<sup>8</sup> Heritage Days designed to bring people into contact with the historic environment, and to encourage interest in and understanding of historical monuments and the need for their preservation



The economic condition supports reuse through self funding of the old buildings. People do not refuse the reuse, but they generate some efforts to collect funds from community and private for conservation. The increasing economic condition also generates more people to spend more money for recreation and prestige. To stay in historic hotel and enjoy a cup of coffee in old cafe is the prestige for some rich people; therefore, it will go hand in hand with conservation. Moreover, the heritage in Groningen is located in the city centre which is the most desired place for investment. Therefore heritages attract people to reuse. In addition, Groningen is the medium class and multifunctional city (Ashworth, 1991, pp 82), so that the commercial activities do not expand as big as a metropolitan city such as Amsterdam. The commercial activities still can be done in the small space like old design buildings that are usually relatively small space. The development of a shopping centre, mall and other commercial modern city still can be covered by small scale shop. The reuse of old space is also encouraged by scarcity of space in Netherlands as a whole. With the strong public consultation tradition of Netherlands, the involvement of community in the selection of heritage and the reuse of it for new function is the strength of Groningen conservation effort, although it will make long process of decision making.

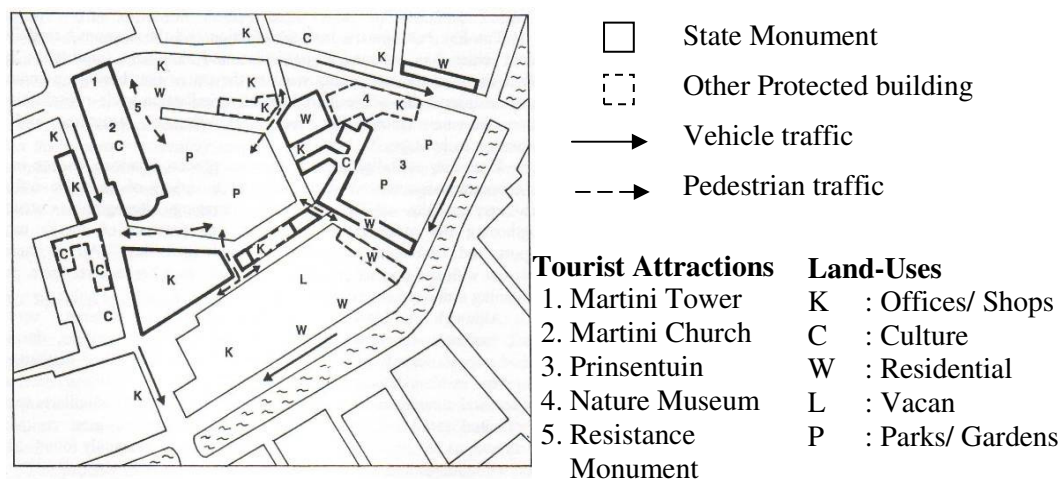
#### *The heritage condition*

The ownership of heritage in Groningen is shared among, private, community and state. The common heritage such as Martini Tower and churches belong to the state. There are also cases where hotels, offices, shops, housings belong to the state. The state-owned buildings are paid and maintained by the specific board that is established for specific building or a group of buildings. The reuse of state-owned building is easier because the conflict interest is lower compared with private or community-owned. The private-owned are usually used as shops, café, hotels, restaurants and other supporting functions of tourism that give direct and indirect enforcement for tourism market. Meanwhile, some of the state and community reuse heritage as main attraction such as church, tower, and so forth, are free of charge. In addition, from the perspective of conservationist and

community, there are no constraints to reuse heritages and promote them as tourism attraction (see interview with Mr. Waterbolk and Voulgaris). They realize that heritage is a nice thing from the past that can be used and enjoyed by many people. However, the nature of demand of Groningen heritage planning is latent demand, thus the marketing strategy is developmental (Loosely after Kootler, 1975 in Ashworth, 1991).

The heritages in Groningen are mainly from the fifteenth and sixteenth centuries. Ten percent of city building proportion belongs to the heritage. Therefore, the reuse of heritage is the main concern, if this is not done, the city will be empty and other nodes will emerge to serve recent needs. The recent practice of reuse of heritage is for shop, hotel, housing, office and tourism attraction. The previous function of heritage that is used for main attraction of tourism is the church or part of the church like the Martini Tower. Now, the old shop is reused for its original functions, the student house in the city centre is reused for hotel like the case of Schimmelpenninck Huys Hotel. In reusing the heritage, Groningen still tries to retain previous function as it is.

**Figure 3.2** Site Plan of Martinikerkhof



Source: Ashworth, 1991

The recent uses of heritages in Groningen are mostly for residence, office or institutional functions, shops, and café or restaurant. Although they are not

directly used as tourism attraction like Martini Tower, the buildings give contribution in creating tourism attractions; together they shape the old environment as attraction. The shop, café and hotel as particular products of tourism dominate the old historic city of Groningen. The buildings gain self-funding for conservation, although there is also problem of the reuse of multi-storey building. The visitors only want to sightsee or to shop in the first floor of building, while the rest are empty. Nevertheless, it does not only happen in historical building; this is a classic problem of all multi-storey buildings. For that reason, it is not seen as restrictions.

The material of building is mainly from concrete and wood where the style of architecture is typically the eighteenth century and art deco architectural style. Therefore, the strong structure of concrete makes buildings still possible to use, even there are some restoration of material in some cases. In present reuse of historic city of Groningen, it is combined with modern architecture of Italian architect which is clearly reflected in the construction. Groningen also promotes the slogan: “the most Italian city above the Alps”, or “Sienna of the north”: Therefore, it is easy to find the mixture between the old and new building. One of the examples of Italian architecture is Groninger Museum. The shaping of the Museum is to make it different from other typical museum buildings in Dutch and contrast with surrounding to give other tourism attraction. Meanwhile, the Groningen Central Station is kept in its original looks of attraction and typical Dutch railway station. The contrasting environment of the new and the old is a new identity of Groningen.

The problems of leisure mix in historic city of Dutch city are the historic heritage itself and small scale areas, the traditional priorities in functional uses, and the possibility conflicts between different groups of users (Ashworth, 1990, pp 131-2). In addition, like other Dutch City, the old and new city of Groningen is overlapping creating conflict between the old and new needs. One of the examples of conflict is the parking area that can disturb original environment. For that reason, the parking areas are put somewhere around the city centre that is

reachable by foot. However, for people that use public transport, the centre of attraction is easy to reach. Therefore, the reuse for new function, especially for tourism, can go together with old fabric, structure and environment. Furthermore, the success of conservation of Groningen is also supported by the demand based of heritage cities, a process of rehabilitation and enhancement existing historic resources, (Ashworth, 1991). Groningen has already had its heritage with almost good condition in terms of space, façade, and fabric, so that it does not need to recreate or restore like the case of Singapore heritage conservation.

### *Tourism*

The tourism and recreation is not major centre of Groningen's functions and activities, but it serves the recreational needs of its local region, while attracting regular flow of tourists from neighborhood province and Germany border as the greatest number of foreign tourist that come to Netherlands (see also Interview with expert and Toerisme en Recreatie in Ciffers 2006, pp 81). Groningen revenue of tax is mainly from real estate, and occupation which is mainly in the service and employer of university and health centre of UMCG (Pellenbarg Ashworth, and Groote, 2007). International tourists come in a very small group, especially from the architecture and history lover (see interview with the experts) and the Green Coast Road tourists that starts from Scandinavian countries or from the northern part of Germany to Dutch, Belgian or northern French coastal resorts (Schut, 1970 in Bergsma, 1988, pp91). However, for urban cultural tourism, especially day trip and local market, for recreational shopping, especially a Germany short stay market, and for conference market at national level, Groningen has a well established reputation (Pellenbarg and Ashworth, 2007).

The short distance excursionists mostly just spend one day in the city for pleasure, shopping, visiting family, and conference. The domestic market is the biggest portion of tourists, only a small portion is foreigner, so do small group interested to historic attractiveness. The interested thing to do in Groningen is going out, sport, and weekly recreation (Toerisme en Recreatie in Ciffers 2006, pp100). The

short day trip tourists enjoy only small attraction around city centre and central station. The Martinikerhof Square is the most favorite place which serves as tourism attraction and local recreational open space. Its position in the city centre and historic environment makes a lot of day-tourists come, especially for shopping. The rest areas outside the Martinikerhof are not too much visited because it is far from the city centre.

Therefore, the reuse of heritage for tourism is mostly encouraged for the old buildings around this area. The heritage building, the Martini Tower is used as the icon of promotion the tourism in Groningen city (see city guide Groningen 2006). However, the reuse of heritage for tourism is mainly dominated by shops, cafés and restaurants. The retail area in the modern tourism industry discussion has significant effect of attractions. A lot of retail areas emerge with the development of an area as tourism destination. This also happen in Groningen where the main reason of people coming to Groningen is for shopping and going out.

In order to balance different goals of conservation and tourism activities, Groningen promotes the minimal change of original fabric, façade and structure. It has strong role of state, the state can intervene and control law and its implementation. The reuse for tourism should be secondary after the conservation notion. It is reflected through the thinking that Groningen wants to reuse heritages and hopes that some tourism activities can also make use of them (see Interview with Prof. Ashworth). The first is for conservation, while the economic use is the second. The combination of street café, restaurants, and shopping area and heritage building is intended to make the old city interesting. The reuse of heritage as many functions as possible in city centre neglects the selective aspect of appropriate sets of associated uses and considerable functional and visual conflicts (Ashworth, 1991, pp97). Therefore, this led Groningen far from a heritage city as a morphological entity (Ashworth, 1991, pp95).

Other efforts to make the visiting historic site to be interesting are the opportunity for the visitors to enjoy some interesting games such as sticker game when

climbing the Martini Tower and organ playing in the Martini Church. The game is done without activities that can hamper the conservation and sustainability of heritage. I think this is also the effort to balance the need for leisure and fun of tourism in historical site while conserving it.

**Table 3.2** Tourism in the Northern Provinces in a National Context [2003]

	OVERNIGHTS IN TOURIST ACCOMOD [000]		RECREATIONAL
	TOTAL	FOREIGNERS	DWELLINGS
Groningen	1300	300	1791
Fryslan	5400	1180	7224
Drenthe	5200	380	7477
North	11900	1860	16492
Netherlands	81200	25340	93438
North % NL	14.7	7.3	17.7

Source : Ashworth, Groote, and Pellenbarg 2007 pp 79

Recently the municipality is more seriously starting to encourage tourism for economic development by marketing the city. One of the products of tourism is urban cultural tourism that can be in terms of monuments, museums, architecture, arts, activities and festivals. In terms of architecture attractions, Groningen promotes the Groningers' art of building which is the combination the old and the new. For the new building architecture, the Groningen city planners were inspired by Italian city architecture. It is also done to encourage the good image of Groningen for surrounding area. For the cultural festival attraction, the most favorite festival is the annual flower market which is held on the sixth of April attracting a lot of tourist to city centre, especially flower lover. The Groninger museum that is one of cultural attraction of Groningen also gives much contribution in attracting tourists in the side of museum lovers. Nevertheless, the most attractive thing that can be sold as the icon of Groningen is the Martini Tower. The tower is the identity and the icon of tourism promotion..

To accommodate the tourism activities, the tourism information office is built in the city centre so that it is easier to reach and recognize. The office offers newsletter of Groningen and some packages such as exploring the city on foot that is together with city guide or not, climbing Martini Tower, and exploring a day-

out shopping, walking around architecture line, and visiting museum. As discussed earlier, Groningen also promotes conference market of national importance, therefore, not all visitors are tourists. However, they enjoy the historic reuse of heritage and tourism directly and indirectly.

To accurately gauge tourism promotion, the government established the Marketing Groningen Organization on 1 April 2003 which acts as a bureau for the city of Groningen's tourist marketing. Besides, bureau government also established tourism information [VVV] and Groningen Uitburo (nightlife and events bureau). The three organizations work independently under the subsidy from government and private funding. The Groningen Tourist Information Office and the Groningen Uitburo (nightlife and events bureau) are both part of Marketing Groningen. The goal of the organizations is to generate more visitors to come to Groningen, especially visitors who may return and spend more money in the city and province. However, the city problem of less investment and tourists is caused by the poor image and therefore it is necessary to find the cause and solution of the problem (see interview with Prof. Ashworth). Hence, the boards monitor the image of Groningen and try to maintain and improve it every year.

---

## **CHAPTER IV**

### **TOURISM DEVELOPMENT IN BANDA ACEH:**

#### **Potential factors to reuse heritage for Tourism**

Banda Aceh, after tsunami disaster 2004, attracts many attention of the world. If the moment, although it has lost so much by the disaster in term of capital and people, is utilized as the departure for better future, it can generate the development. Economic development is one of priority of reconstruction and rehabilitation of Banda Aceh. There is also interest to encourage economic growth through tourism. It is a good sign for tourism development in Banda Aceh that decline in recent years because of conflict and military operation area.

**Chapter 4** discusses the potential factors of heritage reuse for tourism attraction in Banda Aceh, Indonesia. The discussion starts with the general condition of geographical and cultural background as the overview the Banda Aceh. Both factors almost influence all parts of planning culture as well as planning practice, including heritage planning. The data and theory of heritage reuse in **Chapter 2** are combined to determine the potential and threat of heritage reuse for tourism in Banda Aceh's case. The argumentation is about the role of conservation, the contextual factors, the tourism and the heritage condition that directly or indirectly influence the reuse of heritage for tourism

#### **4.1 Banda Aceh: Geographical and Cultural Background**

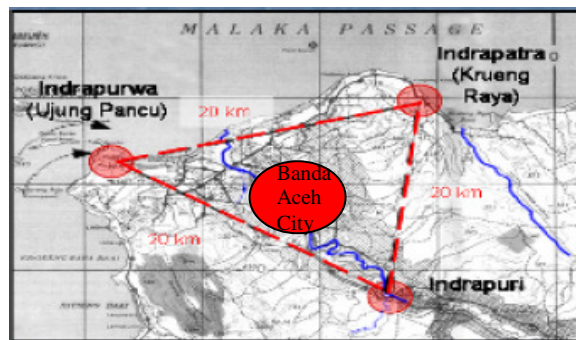
The city of Banda Aceh is the capital city of Nanggroe Aceh Darussalam Province at the westernmost point of the Indonesia archipelago. Its positions is in the second biggest island of Indonesia, Sumatra Island, with the population of 220,000 and area of 61.36 square kilometer. Its position in sea shore makes it vulnerable, especially for tsunami and sea flooding. Moreover, the city is in the valley of the great mountain Bukit Barisan. The city does not equipped by the polder system and dam, only small dykes in limited number for flooding

---



measures. The estuary of Great River worsen its position, occasionally flooding during wet season happens. On the other hand, the position is very potential for International Trading and Touring. It is close to Singapore as the centre of South East Asia trade centre Thailand as one of the favorite places for tourism in Asia and Malaysia as the new economic base of South East Asia. The city can be reached within 45 minutes by plane from Kuala Lumpur Airport, Malaysia.

**Figure 4.2** the Aceh Triangle



Source: Arif, 2006

Banda Aceh became sites of Indonesia's earliest Islamic kingdom that was located in the centre of *Aceh Lhe-Sagou*<sup>9</sup> (Arif, 2006). Islamic came to Indonesia in the thirteenth century through this region by trading activities, the Islamic trader came from Gujarat and Persia because it was a meeting point, sheltered harbors, for traders from Persia, Arabia, India, Southeast Asia and China. Therefore, Aceh became a station for the pilgrimage to Makkah [hence the name, 'Serambi Makkah' or Verandah/ Porch of Makkah]. The glory of the Aceh Kingdom was in the sixteenth and seventeenth century with the *Sultan Iskandar Tani* and *Sultan Iskandar Muda* era. Nevertheless, the palace of Aceh Kingdom is indication of the high culture of Acehnese disappeared; only the Putroe Phang Garden and Gunongan<sup>10</sup> that left. The *keraton*<sup>11</sup> itself neighbors with Baiturrahman Mosque, the old and great Mosque, *alun-alun*<sup>12</sup>, *Peukan Aceh*<sup>13</sup>, and *Krueng Aceh*<sup>14</sup> (Arif,

<sup>9</sup> The Aceh Triangle, Indra Patra, Indra Purwa, and Indra Puri

<sup>10</sup> The artificial mountain made of stone

<sup>11</sup> An Indonesian name for *palace*

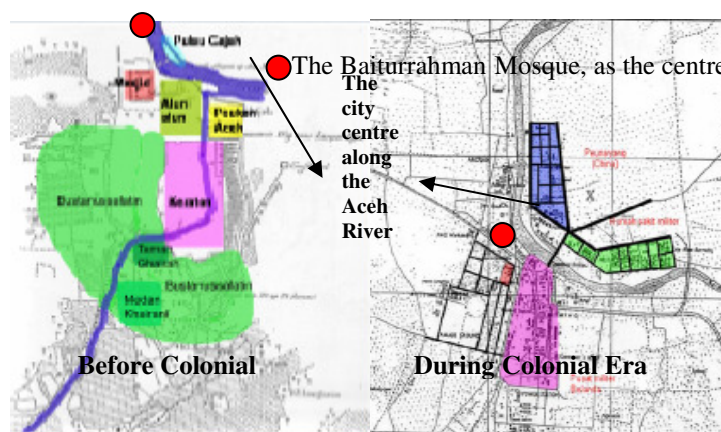
<sup>12</sup> The open space in the city centre

<sup>13</sup> Aceh Market

<sup>14</sup> Aceh River

2006). When Dutch army, VOC, occupied the Banda Aceh region, the land use of the city was changed. The inner city was changed to military area, housing and hospital (Arif, 2006). Hence, many colonial buildings and *Kerkhof*<sup>15</sup> were found around this area, near to Baiturrahman, the market and the park. Recently, the area around the mosque is the city centre of Banda Aceh. In the three era of power [Aceh Kingdom, Dutch Government, Indonesian Government], the city centre almost overlaps along the Aceh River, and Baiturrahman Mosque always become the centre (see **figure 4.1**)

**Figure 4.1** the Transformation of Land Use Banda Aceh



Sources: Arif, 2006

Recently, in the era of Government of Indonesia, Acehnese feel that they politically, socially and economically are under pressure of central Javanese because the power of Indonesia is in Java (Defense Threat Reduction Agency, 2005). The slow growth of economic of the capital city was caused by the centralization of power to the state that makes this area as one of poor region in Indonesia. Although it has oil and gas mining, fertilizer industries, paper industries, etc, these mainly operated and utilized by foreign oil companies in partnership with the central Indonesian government. People do not trust government too much (Usman, 2003) because long history of unfair contribution of income and power. Nevertheless, there is some improvement conducted by the government in term of development and contribution of income and power.

<sup>15</sup> The cemetery of Dutch Soldier died in Banda Aceh

Approximately 100% of total population are Moslem society and the rest are Catholic, Protestan, Buddhist, and Hindus (Usman, 2003, pp72). Aceh is a multicultural and multiethnic area. In broad category the ethnics are classified into two groups, coastal ethnic that is Acehness, and hinterland ethnic that is Gayo, Alas, etc, whereas, Acehnese dominates the population (Usman, 2003, p38). The Acehness is the combination of India, Indo China and Persia which adapted with other culture and change (Usman, 2003, pp38-9). Therefore, Acehnese are accustomed to the interaction and very open to change. Nevertheless, the long term conflict in Indonesian Government era blind this notion (Usman, 2003). Acehnese consist of high cultural people, whereas, women participation in development has been known since Aceh Kingdom era, proved by the existence of many queens and women war commanders

Although the Islamic, Indo China's, and India's Tradition exist in Acehnese culture, the daily activities are based on Islamic Syari'ah<sup>16</sup> that is strengthened by the implementation of Syari'ah Court of Law in 2002. Acehness is very obedient to Islamic rules, therefore, the *ulama*<sup>17</sup> plays important role in social life. *Ulama* are respected as long as they do the Islamic rules (Usman, 2003, pp72). In correlation with Islamic lessons, people also look respectfully to the mosque as the centre of activities. The mosque is not merely for praying, but also for meeting, wedding covenant/ ceremony [it does not for the wedding party per se], and other activities. Indeed, the mosque was also used as headquarter of Aceh's Army during the war and the place when thousands of people fall in to ask referendum for Aceh.

Nowdays, Banda Aceh, the Old Islamic Harbors of the North, is given the decentralization power as the real improvement done by the government to reduce the conflict. The region starts to grow and to develop. Moreover, after the tsunami that attacked in 2004, many International Attentions come to Banda Aceh. The NGOs do not only care about livelihood, but also the cultural safety. Various

---

<sup>16</sup> Law and Order of Islam

<sup>17</sup> A community of legal scholars of Islam and the Syari'ah

NGOs encourage restoration, rehabilitation, conservation and inventory of Achenese Cultural Assets. These efforts are very potential for developing tourism in Banda Aceh. Hence, the city become the transit area to go to Sabang on Weh Island and is being developed for international tourism. Hopefully, the efforts of tourism promotion can change the image of Banda Aceh as Miliraty Operation Area, disaster and separatist area (Defense Threat Reduction Agency, 2005).

#### **4.2 Reuse Heritage for Tourism - Potential factors**

The position of Banda Aceh, even though it is far from the central power and business of Indonesia, Jakarta, it is potential for economic development. If the city can make collaboration with other potential regions such as Singapore, Kuala Lumpur, Phuket and Penang, this will generate more contribution, especially, in term of tourism. In addition, the opening of Sabang Freeport<sup>18</sup> gives significant impact if the Indonesian Government gives more delegation power.

This part discusses some potential factors of heritage reuse for tourism in the case of Banda Aceh. The first is conservation that can force the reuse for tourism, in term of the fund of conservation. Second, the contextual factors, its obstacle and opportunity, are the prerequisite situation for people to heritage reuse. Third, the condition of heritage itself determines what kind of function can be applied. The last, is tourism itself, this discusses what kind of tourists can be attracted

##### **4.2.1 Conservation**

As an old city, Banda Aceh has a lot of heritage especially Islamic Heritage such as site, buildings, parks and monuments. However, some of them had been demolished during the development or naturally decayed. The building decayed because no maintenance, flooding, earthquake and the last reason, the tsunami. One of the valuable heritages that has long history is Aceh Hotel, but now the hotel has been demolished for development of new hotel.

---

<sup>18</sup> Seaport

The heritages are protected by each level of government: national, provincial, and municipality/regency level. Indonesian government considers that the Monumenten Ordonantie STBL 238/ 1931 that was changed to Monumenten Ordonantie 21/ 1934, the Dutch Government law of protection, is no longer suitable for recent conservation. Therefore, although some articles were taken from the old Act of Dutch, it establishes Act number 5, 1992 about cultural heritage and Regulation number 10, 1993 about the implementation of the Act no.2/1992. In order to implement the conservation Act, there are some departments that are responsible: Education and Cultural Department, Environmental Department, and Tourism and Cultural Department. The responsibility is also shared with community and Non Government Organization (NGO); one of the NGOs is Aceh Heritage Community Foundation. Furthermore, in order to conserve the heritage and stimulate economic growth, the government of Indonesia, based on the Act number 9, 1990 about tourism, reuses the heritages for tourism attractions.

According to the Act no.2/1992, the classification of a building as a heritage or historical monument is made by the criteria of : the age of the heritage is more than 50 years old, and it has history, knowledge, and cultural value. The inventory of heritage is done by the state together with NGO and community. The left over built up heritage are listed below:

**Table 4.1** the List of Heritage of Banda Aceh by Government Institution

Name	The owner	Recent Function (Reuse)
Baiturrahman Mosque	Public	Mosque, Heritage Attraction
Baiturrahim Mosque Ulee-Lheu	Public	Mosque, Heritage Attraction
Catholic Church		Church
Indonesian Bank Building	Indonesian Bank	Bank
Military Central Telephone Building		PSSI office
Pendopo (Governor House)	Provincial Government	Governor House, Tourism
Bapperis Building	-	Office
Junior High School 4 Building	-	School
Slaughterhouse Peunayong	-	Slaughterhouse

Name	The owner	Recent Function (Reuse)
Water Installation Building	-	No Function
Water Tower	-	No Function
House of the Dutch Military Officer I	-	Hospital and Medical Clinic
House of the Dutch Military Officer II	-	Military Housing
House of the Dutch Military Officer III	-	No Function
Pawnshop Building	-	Office
Kerkhoff	State, but the management under private organization	Tourism
Senior High School 1 Building	Municipality of Banda Aceh	School
Junior High School 1 Building	-	School
Printing House	-	Supermarket
Seaport Office Ullee Lheu	Destroyed by Tsunami	
The Negedach Tennis Monument	-	-
The Shopping Area Peunayong (A. Yani Street)	Private	Shopping
The Houses of Dutch Trader and Officer (Balai Kota Street)	-	Housing
Aceh Tram Office	-	Private University
Aceh Internaat Building	-	MPD office
Der Noderland Sche Hardlle Matsschappy Office(PDIA)	-	PDIA Office
Garuda Theatre	-	Theatre
Gunongan	Provincial Government	Tourism
<a href="#">Kandang XII</a> (Cemetery)	Provincial Government	Tourism
Royal Mausoleum Complex, Kandang Meuh (Golden Cemetery)	Provincial Government	Tourism
Cakra Donya Bel	Provincial Government	Tourism
Putro Phang Park/ Pinto khop (Gate)	Provincial Government	Tourism
Seulawah the first aircraft of Indonesia Monument	Provincial Government	Tourism
Syaih Kuala Grave	Private/ Family	Tourism
Kampung Pande Royal Mausoleum	-	-
Royal Mausoleum of Sultan	-	Tourism

Name	The owner	Recent Function (Reuse)
Iskandar Muda		
Proclamation Monument	Municipality of Banda Aceh	Tourism
Traditional Housing/Museum	Provincial Government	Tourism

Source: Tourism and Culture Board Aceh, 2002  
 Aceh Heritage Community Foundation, 2005  
 Aceh Tourism Atraction Directory, 2006

Why Banda Aceh's heritage is vulnerable to demolish? It is not easy to answer; one of the reasons is the city does not have such a strong regulation to protect it. Another reason is the board that manage the old building and conservation, *Balai kajian Sejarah dan Nilai Tradisional* [The Historical and Traditional Value Studies Board], has limited power, even weak power in decision making process and implementation of the Act and regulation. People can sell and treat the heritages as they want. Although there is sanction according to Act no2/1992, the implementation and the control are weak. In addition, almost in all fields of conflict, the position of conservation is secondary, especially with the conflict of economic development. This reason hampers the reuse of heritage. People easily decide to built new one, besides, sometime to reuse is more expensive than to build a new one in the perspective of tangible economic measure. It contrasts with intangible measure of environmental perspective where the value of its history and the cost of environment for production of new building are taken into account.

In recent years, government is more conscious about heritage protection and prospective for marketing through tourism industry. Since a couple of year ago, Government has held the Pekan Kebudayaan Aceh [PKA]<sup>19</sup> to conserve the Acehnese culture and to introduce it to other people. Since the last event, the PKA uses the permanent area and permanent exhibition place, whereas this place is also daily opened for visitors. This activity reuses the heritage such as Acehnese traditional houses as the exhibition place. Some of the houses are authentic ones that are taken from villages around Banda Aceh and the rest are artificial or

<sup>19</sup> A festival of Acehnese Culure

restoration that are built with modern technology and material, but with the traditional architecture style.

Furthermore, after the tsunami 2004, there are a constant increase of the private organizations that are aware of heritage and the constant growth of the awareness of government and community. Government is helped by NGOs tries to explore the Acehese culture as well as give more protection to the heritage. Government and community are more aware about the heritage; critics will go on demolishing the heritage. The efforts can be seen in Blueprint of Bappenas<sup>20</sup>, Spatial Planning of Banda Aceh after tsunami and some studies about the heritage assets. Development of tourism by utilizing heritage and natural resources is one of the priorities of Aceh Rehabilitations. Nevertheless, most of the Government efforts are still in inventory stage, only a small number that is in the rehabilitation and maintenance stage.

#### **4.2.2 The Contextual Factors**

Besides the legal framework implementation problems, Banda Aceh's conservation has to face with the community problem. The community still has low awareness of heritage assets, private can stir the government to realize their intention as well as has resources for development. There are many cases of the demolishing of heritage caused by private such as the case of Aceh Hotel. Because of the economic vision of private and the lack of community knowledge about conservation, reuse, marketing heritage, etc, the heritages become less important. They are just old buildings without functions and they impede the development. Moreover, the position of heritages in the strategic point of city land use worsens the situation; the place, for private, is the potential opportunity for economic function of their shop, office, restaurant, hotel, café, and so forth. The modernization, as discussed earlier, that in one parts as the force factors of disappearing traditional value, can give good and bad contribution in marketing tourism, unless it is carefully managed. People can accept their heritages, such as

---

<sup>20</sup> National Planning Board of Indonesia



mosque, to be consumed by other people. On the other hand, the visitors that want to consume traditional setting start to disappear.

The lack of awareness of heritage and its conservation might occur because most people still have low education and have financial problems ([www.bps.go.id](http://www.bps.go.id)). People still think about how to fulfill their basic needs. The need of tourism and heritage are secondary after the need of food, housing, education and health. In most developing country, people are still unable to afford the maintenance of the original fabric of heritage (Orbasli, 2000, pp29). People income influences the capability of community to conserve the heritage, especially non-subsidy heritage. The main income of the people is from services and trading.

Since long time ago, Banda Aceh has made international relationship, therefore, the people are open, responsive and adaptable with new things (Usman, 2003 and Muttaqin, [www.budpar.go.id](http://www.budpar.go.id)). However, the cultures that come have to be able to assimilate, and do not conflict with local culture. The role of state in Banda Aceh is weak (Hudallah, 2006), but the respect to elders and political and social superior transcends into all area of life (Muttaqin, [www.budpar.go.id](http://www.budpar.go.id)). The decision making is done in the top of power by consensus (Muttaqin, [www.budpar.go.id](http://www.budpar.go.id) ). Therefore, Banda Aceh needs actors that can become motivators of change.

#### **4.2.3 The Condition of Heritage**

One reason of the lack of awareness of heritage reuse is that it might be because many heritages are colonial heritage (see **Table 4.1**). To conserve them means to save the memory of imperialism and colonialism. In the case of colonial heritage, there is ambivalent of heritage (Chadha, 2006) and dissonance heritage (Ashworth, Graham and Tunbridge, 2000). People do not thing the buildings as their heritage; they think it belongs to Dutch people, although the buildings are in Banda Aceh. Yet, recently people and government are more aware of the colonial heritage as something that has to conserve. There is the improvement of condition of heritages, especially the state ownership.

According to Act no.2/1992, all heritages belong to the state, except the heritage that has been owned for long time across generation of family, and the heritage that mostly has been owned by government. The transfer of ownership has to be reported and listed by government. In addition, the state also rules the reuse of heritage that are mainly for education, knowledge, tourism, social, religion and culture (Act no.2/1992, article 19). In addition, the reuse that is not in line with article 19 will no longer be permitted (Act no.2/1992, article 20). Nevertheless, as disused before, the implementation of sanction and monitoring is weak. There is the case where the transfer and reuse are beyond the government control.

In general, based on different eras of power, the heritages of Banda Aceh are inheritance from colonial era, Aceh Kingdom and other sources of the traditional buildings, such as housing, mosque and so forth. If a comparison is made, the colonial era and a part of Aceh Kingdom are still in good condition because they are made of bricks and concrete. Therefore, it can still be found after tsunami attacked. The traditional heritage such as *rumoh aceh*<sup>21</sup> has decayed; it could happen because it is made of wood and is demolished by modernization. The invention of bricks and concrete as building material and lifestyle has also changed. People are more accustomed to use modern facilities. There is an aspiration towards western styles of living in many developing area including Banda Aceh; that is the modern style (Orbasli, 2000, pp27)

The rejection of being backward (Orbasli, 2000, pp2) resulting the traditional housing only can be found in periphery area. Only low income people and the people that care of housing to save still reuse it. However, the last user mainly reuse it for their satisfaction, curiosity, and their collection, it is not as their houses. Actually, the traditional housing is very unique because it provides the comfortability that is suitable for Banda Aceh climate that can not be found in modern architecture. It was designed to be adaptive with the weather; it uses natural ventilation to get the fresh air without air conditioning (Dewi, Qadri, Nursaniah, 2004).

---

<sup>21</sup> Acehnese Traditional House

The other uniqueness of Banda Aceh's heritages is the ancient shopping buildings in Peunayong that do not get much attention of conservation. They have specific characters of the combination of Dutch, Chinese and Acehnese style of architecture. This reflects the mixture of people that live or ever live in Banda Aceh. The private and community reuse the heritages with previous function, shopping. Nonetheless, the reuse of heritage in the context of those shopping is mainly for economic reason because its position in the city centre. It will be vulnerable for replacement, unless government takes action to protect them. Nowadays, the building and environment condition are decreasing in the quality, in term of visual, structure, etc. The condition can lead to the demolition of the building that is also forced by modernization and the new trend of the development of new shops (Ashfa, Agussaini, Nasution, 2004). This trend is a major factor of the problem of heritage reuse; a lot of heritages have been demolished for the development of new shops. Moreover, as discussed, people still think modern architecture is better in the sense of visual, structure, technology and prestige.

**Figure 4.3** the colonial, traditional and Ache Kingdom Heritage in Banda Aceh



**1. Colonial Heritage**

**2. Traditional Heritage**

**3. Aceh Kingdom**

Nevertheless, there is a good example of heritage reuse, the colonial building, reused by Indonesian Bank as its office (see **figure 4.3**, figure No.1). The building is still in good condition because the Indonesian Bank really cares about heritage, almost all of its offices in entire Indonesia are old building, especially buildings from colonial era. The heritages are not always owned by the government as protected heritage. Some of them belong to community and private; usually they

are the shop or housing. For this status of heritage, they are more difficult to conserve than government's. As discussed, private has more power and resource.

#### **4.2.4 Tourism**

The tourism in Banda Aceh is secondary from other economic activities. The existence of the airport and seaport, and its position in international trading line and economic centre of South East Asia provide opportunity for tourism development. Only natural tourism has been developed and promoted. However, it is marked by small-scale enterprises, cottage industries, and self-employed people. The cultural tourism is still secondary. It is number six in the list after natural tourism because people come to Indonesia for its beaches, mountains, and sceneries ([www.budpar.go.id](http://www.budpar.go.id)). Actually, Banda Aceh is well known as the centre of Islamic History in Indonesia and South East Asia. Although Banda Aceh has a relatively good promotion of a cultural attraction such as the Baiturrahman Mosque, the historical assets are not well promoted and marketed for tourism.

**Figure 4.4** Baiturrahman Mosque



The Baiturrahman Great Mosque is one of the already protected heritages. It is the icon of Banda Aceh city. It is very popular as the beautiful, great, and old mosque in Indonesia and South East Asia. The mosque was built in 1612 during the time in power of Sultan Iskandar Muda and was razed ground in 1873 during the Dutch invasion and then it was rebuild by the Dutch Government in 1883. The mosque itself is very popular as the icon of Banda Aceh. It is the same as people think of Eiffel Tower when thinking about Paris.

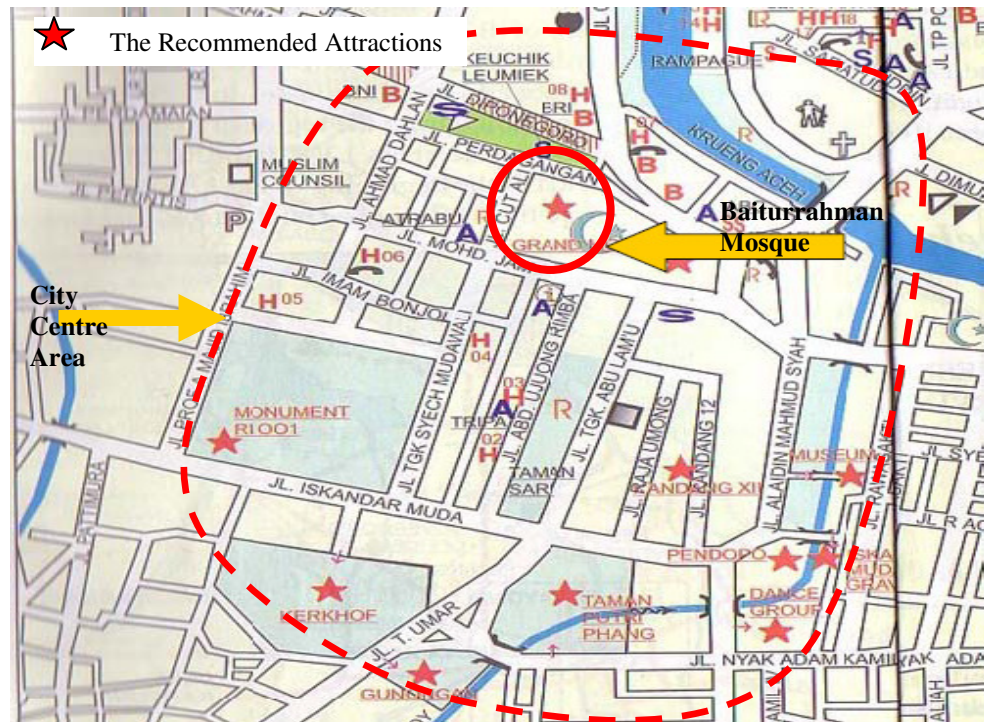
**Table 4.2 the Number of Foreign Tourists**

Year	Total Number of Foreign Tourists
2002	824
2003	380
2004	-
2005	4.287
2006	4.852

Source: Tourism and Culture Board of Nanggroe Aceh Darussalam, 2007

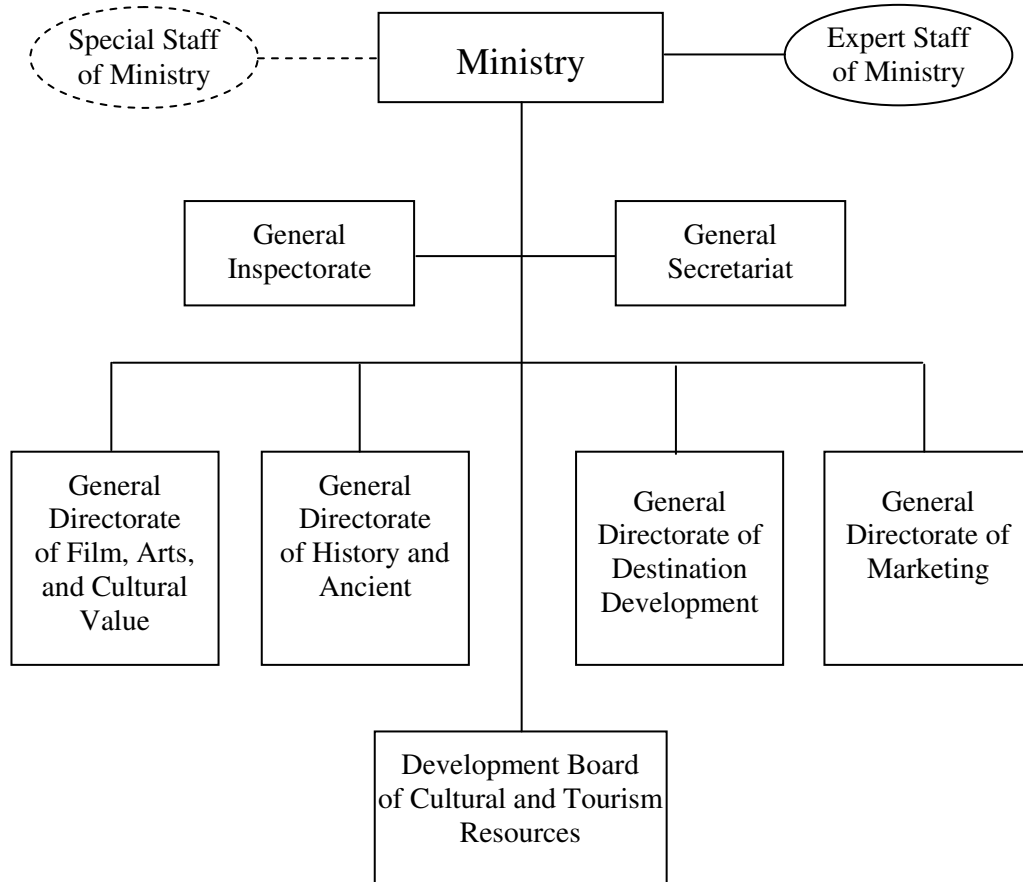
Nevertheless, the marketing of the reuse of the mosque and other historical attractions such as *Gunongan*, *Putro Phang Park*, *Rumoh Cut Nyak Dhien*, is still incomplete. The promotion only sells the product separately, there are no packages of walking around Banda Aceh. The marketing tourism in Banda Aceh also does not integrate attractions with other sectors such hotels, travel agencies, cafés, restaurants and so forth in a package. Each actor markets its own products, although some of them have collaboration, but only for travel agent and hotel; not the whole actors and products of tourism are joined together. In addition, the attractions are mainly for local market, the neighboring regions in Aceh Province. The international tourists in small groups (see Table 4.2) came from neighboring countries, Malaysia and Singapore ([www.budpar.go.id](http://www.budpar.go.id)). The historical attractions are local scale; therefore it is only preferred by the local tourist.

**Figure 4.5** the Map of Banda Aceh’s heritage attractions



Actually, as the old Islamic historical city, Banda Aceh has potential market of devotional visit to sacred place, whereas the sacred places are also part of built up heritage. This kind of tourism has opportunity in Indonesia (Raksadjaya, 2005) with the potential market in the third position, 5.20% after family and relation visiting that is 56.15%, and vacation/ leisure which are 28% (Statistik Wisatawan Nusantara/ Local Tourism Statistic, 2001). In Banda Aceh, some heritage sites are visited for religious reason such as the grave of Teungku Syaih Kuala, Baiturrahman Mosque and others. Recently, it is reused for tourism, but mainly for local Islamic people.

**Figure 4.6 the Organization Structure of Tourism and Cultural Ministry**



Source: [www.budpar.go.id](http://www.budpar.go.id)

The tourism board of Banda Aceh, and other areas of Indonesia, is under government control of *Kementrian Pariwisata* [Tourism Ministry] (see **figure 4.6**). However, the decentralization of power also delegates more responsibilities to municipalities. The municipality has power to decide what kind of tourism they want to promote and to develop. Every *Dinas Pariwisata* [Tourism Agency] has opportunity to promote its tourism products. However, the position of the board, to be under the municipality, makes what to do as the board's task have no sense of enterprise to gain benefit for its sustainability. The Agency does not sell the product of heritage, it only conducts the promotion. The operation fund of the board is paid by the municipality. If the agency can sell the heritage products, it is actually a big opportunity for selling the local heritage. Nevertheless, recently,

besides the Tourism Agency, the government of Indonesia starts to establish the Tourism Information Centre, although it is still in the big city and famous tourism destination of Indonesia such as Bali, Semarang, etc ([www.budpar.go.id](http://www.budpar.go.id)). This is a good sign for tourism development including heritage tourism. The information centre has big opportunity to promote local heritage as alternative attractions.



---

**CHAPTER V**  
**COMPARATIVE AND COMPREHENSIVE ANALYSIS**  
Reuse Heritage  
Groningen and Banda Aceh

The two selected cities, Groningen (Netherlands) and Banda Aceh (Indonesia), are comparable in some aspects but quite different in others. Both are medium sized city, self standing regional capitals serving as service centre for a much small neighborhood. Both have enjoyed periods of economic prosperity, political significance, and cultural productivity, living a varied heritage, and locally associated historical events and personalities. Both are developed, and now sustain commercial, public service functions and small industries. Both are located sufficiently far from the major metropolitan and political centers. Thus, the position makes them lagging behind, especially in the economic from hinterland. Both are old fashioned, less interesting for investment and tourism compared to larger neighborhood.

Both cities have heritages that are promoted as tourism attractions while are also used for other purposes. For instance, the Baiturrahman Mosque Banda Aceh is utilized as both religious function and tourism attraction. In the case of Groningen, the Martini Church is multi-functionally used; tourism attraction, religious activities and common events such as meeting, wedding, etc. The two cities also promote the sense of other places in their place, Groningen as Italian sense and Banda Aceh as Mekkah sense. They try to emerge the sense by copying the architecture style, indeed, in the case of Groningen; it hired the architect from the copied country to design the city buildings. The concept of Groningen comes out by the mixture between the old and the new (see also interview with Mr. Ashworth and Mrs. Dina in **Chapter 3**).

The incomparable aspect is a big gap of both; Groningen is a province of developed country, while Banda Aceh is developing country. Therefore, the

---

lagging behind of the area from hinterland of Groningen is different from Banda Aceh condition. Groningen has already had good infrastructure, especially public transportation, while Banda Aceh is poorer than Groningen. Banda Aceh still relies on private provider of transportation. The transportation is one of the important things in tourism industry; therefore, Groningen condition is better for tourism development than Banda Aceh.

Although Groningen has better infrastructure condition, especially public transportation, than Banda Aceh, but it still has poor image for investment, especially for tourism industry, compared with the rest surrounding area Drenthe and Fryslan (Ashworth, Groote and Pellenbarg, 2007). The poor image also happens to Banda Aceh, but it is encouraged by different reasons. Besides poor infrastructure condition, the conflict area and disaster area also contributes to the decrease of the image of Banda Aceh (Defense Threat Reduction Agency [DTRA], 2005). Other things that comparable and incomparable of both will be discussed separately in different part of discussion of this chapter.

## **5.1 Reuse Heritage for Tourism**

In this part, the heritage reuse experience of Groningen is put together with recent practice of Banda Aceh. The comparative analysis of heritage reuse for tourism in both cities, Groningen and Banda Aceh is made based on interview *result, existing data and theory*. The indicator of the influential factors of heritage reuse for tourism formulated in **Chapter 2** is also used to analyze the comparison. The indicators are conservation, contextual factors, heritage condition, and tourism.

### **5.1.1 The conservation as a driving force**

Both cities use the icon of heritage, the famous building in the cities, in promoting tourism. Recently, the icon is the visitors' image of the city. The icon gives significant contribution to the tourism development. The icon makes the cities easy to promote their tourism because sign make place distinct from others (Ashworth, 1990a). For example, for Groningen case, when people think about

Groningen, they think about the Martini Tower, so does Banda Aceh with its great mosque of Baiturrahman.

The reason for heritage reuse in both cities is mainly environmental force. The economic force is secondary to support the conservation and to give to the old building. Both cities promote conservation rather than straight preservation to most of heritage buildings because besides to save the past history, the building serves the present need. The reuse of heritage applied in cities is the conservation and adaptation that do not change much the architecture [façade], structure, space, material or landscape in order to keep the architecture integrity and authenticity of the buildings.

Groningen condition of heritage is better than Banda Aceh. Why Groningen is better?, it is because of the existence of detailed land-use planning control and the environmental quality attention (Ashworth, 1991, pp 95). The heritage is protected with legally binding rules and regulation. The old is protected from mobility of the car, only walking and bicycle is allowed. The minimal change made to the old fabric is straightly ruled. Moreover, all of the changes made to the building have to be recorded. In addition, besides state organization for monument, there are 13 organizations that concern with heritage conservation and have strong coordination tradition. Meanwhile in Banda Aceh, the demolition of old building is a trade off between new needs, even until now. The new needs threaten the old building. The discretionary and clientelist tradition of Indonesian policy also has much influence in the field of heritage tourism and conservation.

The other reason, Groningen, and also the whole Netherlands, has strong public participation in planning where; the selection and maintenance of historic building involve the community. There are community organizations that maintain the heritage site such Martini Tower, while, in Banda Aceh, the formal participation culture of people is weak (Purnama, 2003, pp 30-1). The maintaining of heritage sites in Banda Aceh is mainly done by government institution.

Local authority has power to make the detail of listing, advice and subsidy application for restoration. The delegation of power gives the opportunity to protect and maintain the heritage based on local situation. Different cases will have different treatments. It contrasts with the National level that manages the execution of conservation. It is very likely when the National level manages the execution of conservation, the generalization of treatment will occur. Nevertheless, there is also National Government intervention in setting policy and give subsidy to common heritage or specific case of the conservation (see interview with Mrs. Dina). Similar with Groningen, local authority in Banda Aceh is responsible for maintaining some heritage sites, but the most proportion of responsibility is held by Provincial government that can be seen from the existence of many heritage owned by provincial government (see **Table 4.2** in **Chapter 4**). For some common heritage, especially common heritage protected by law, they are subsidized by National Government.

The state organization in Groningen and Banda Aceh organize the heritage conservation and rehabilitation. The criteria of selection are merit and the old of building; for Banda Aceh 50 years, and for Groningen 100 years. Strict regulation has the obstacle of long term process in decision making that contrast with discretionary culture of decision making in Banda Aceh where the decision can be taken at the top of power. Moreover, the legal binding regulation causes demolition heritage less than 100 year old (Ashworth, 1990, pp143). In the case of Groningen, the strong public involvement, namely “young art” listing the building that ineligible for national listing, they are listing in “Gemeentemonumenten” (Gemente Groningen, 1983 in Ashworth, 1990, pp143).

Finally, the conservation policy of 50 years-old-conserved building is adopted from the Dutch policy during 300 years the occupation era of the Netherlands Kingdom over Indonesia. It can be said that the conservation of Groningen started earlier than Banda Aceh. Many heritage protection foundations emerge recently. Even though Groningen has modest share of heritage from the scale of Netherlands, its heritage is more than Banda Aceh, 369 state designated

monuments (Rijksmonumenten) and 1425 building that are significant to architecture assemble (Beeldepalendpand), and in Banda Aceh 38 protected heritages (see **table 4.1** in **Chapter 4**).

Therefore, the plan for conservation of Groningen is more mature than Banda Aceh, and the people awareness and heritage condition is better than Banda Aceh. The effort of conservation in Groningen is in execution stage [restoration and maintenance], while in Banda Aceh, it is mainly in inventory stage, except in specific cases. Recently, the conservation of heritage in Groningen is not only for the buildings, but also the area, especially around *Martikerkhof*. However it can not be generalized in all cases that the earlier the time to start a program, the better the result will be. The reuse of heritage in Groningen is under strict control of law, regulations and rules. In addition, the reuse of heritage for tourism and other purposes in Groningen is driven by environmental reason that creates minimal change of historical fabric and takes into account the saving of authenticity. Banda Aceh also has environmental reason for reuse, but economic driving force, private sector influence and modernization force also have significant roles in the development and conservation. Therefore, some heritages of Banda Aceh are no longer sustained, and they are demolished for current needs.

### **5.1.2 Contextual condition as prerequisite of reuse**

Actually the big gap of the city, the thing that is really not comparable, is that one come from developed country that has already have stability of economic and high education and income level. Therefore, in the sense of economic and education and something around social welfare, Groningen is not comparable with Banda Aceh's condition that comes from developing country. As discussed in **Chapter 3**, the reuse of heritage is also influenced by economic and education condition. In addition, the long lasting conflict in Aceh Province makes Banda Aceh and other conflict areas more undeveloped than the rest of Indonesia, although it has a lot of natural resources. However, both have the same source of economic development, the service sector is the most significant contributor for

employment and regional income. Despite the fact that there are some small industries in both cities, these industries still give low contribution for economic growth.

The reuse of heritage in Groningen is also supported by the culture of openness, realistic, self development and self expression, creativity, ‘belongingness’, and so forth related to urbanization, education and wealth (Ashworth, Groote and Pellenbarg, 2007). In Banda Aceh, the open and adaptive tradition blamed by long term conflict is starting to emerge again. There is a modernization that appears. Groningen and Banda Aceh also have other differences of culture; Groningen is less religious and Banda Aceh strong religious. Therefore, the reuse of religion building and tourism activities in Banda Aceh, strictly has to follow the local culture. Therefore, the government wants to create specific area for foreign tourism ([www.aceheconomicreview.com](http://www.aceheconomicreview.com)). The infrastructure and transportation are also different; Groningen as a more developed area has better infrastructures and transportation condition compared with Banda Aceh.

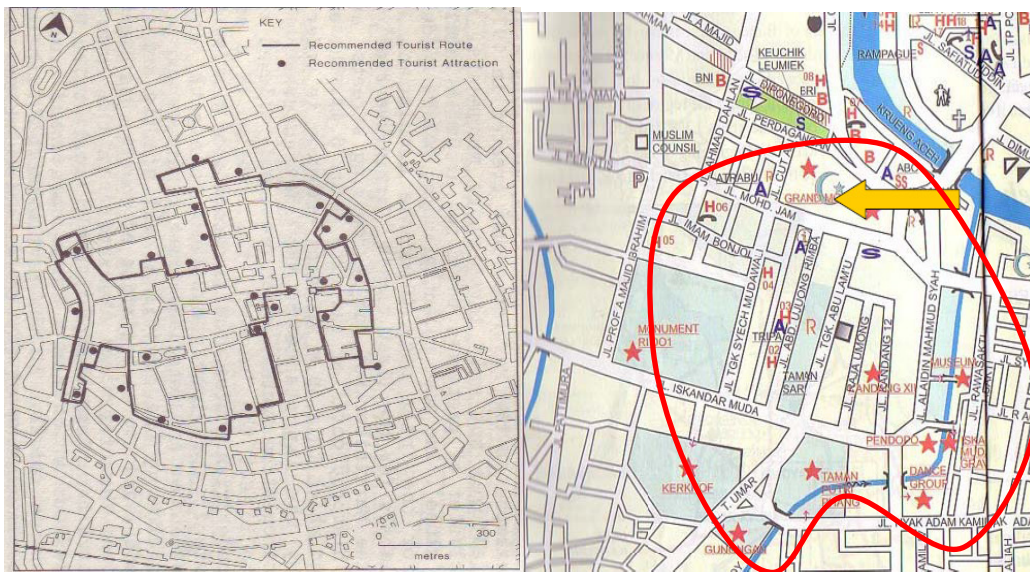
### **5.1.3 Heritage condition**

Although, there are also private, individual and community ownership of heritage, the ownership of the common heritage in both cities is the same, the state ownership. In case of state ownership heritage, both cities do not face the problem of reuse. In addition, the condition of state heritage in both cities is good under the maintenance from local and national government. Some of them get subsidy from national government. The private ownership in Groningen also does not face significant problem because every heritage building’s owner has to follow the law ruled by government institution, the Monumentenzorg. Moreover, the awareness and willingness of people is high in maintaining the heritage. Therefore, the reuse is well managed. It contrasts with Banda Aceh’s condition. The non-state ownership, especially private is hard to intervene. These phenomena do not only happen in Banda Aceh, even in Bandung that is well known with heritage city, the intervention in private ownership is hard to do. Many heritages are changed to a

new look or demolished for current space need. The state has a weak role in Banda Aceh.

The location of heritage in both cities is the city centre (see **Figure 5.1**). This can become an advantage or a disadvantage. The advantage is it is easy to promote the city as tourism attraction because of its accessibility and it is easy to recognize. The disadvantage is the vulnerability of demolition for current space. In the case of Groningen, the reuse is to make a new life in the empty old city centre because heritage generates financial problem, even though, we do not do anything (see interview with Prof. Ashworth). In recent days, the heritages of Groningen are mixed with the new Italian Architecture, as new image of Groningen. The advantage is it is potential for promotion. People can easily recognize and reach the heritage attractions.

**Figure 5.1** the location of heritage attractions in Groningen and Banda Aceh



Talking about heritage condition, the material is also the thing discussed. Both cities are quite easy and cheap to maintain and reuse heritage because the ornamentation of the heritage is not so complicated such as a Versailles palace in Paris. The problem is about how to find the original material and space adjustment. Most of Groningen heritages are made of concrete and wood. Meanwhile in Banda Aceh, the traditional house, Acehese House, as one of

heritages, is made of wood; therefore some of them had disappeared. The long term colonialism, war and conflict have degraded the cultural development of Banda Aceh and short time occupation of Dutch in Banda Aceh. Therefore, there is a few numbers of heritages in Banda Aceh.

#### **5.1.4 Tourism development**

There are some similarity of Groningen and Banda Aceh. Firstly, both cities in promoting tourism, as discussed, sell heritage as an icon of tourism to make visitors easy to remember the cities. Second, the tourist attractions are only for local scale and neighboring area [short distance and neighboring area excursionist]. Although, there is a group of foreign tourist, it is only in a small number that comes only for transit and other attractions; they do not come for the heritage. Small group of foreign people that come to Groningen is in the way along the North Sea to specific destination. Meanwhile the group that comes to Banda Aceh are for the beach and Tsunami Tourism. Third, in fact, both cities promote tourism and have the boards to manage tourism although the tourism is secondary after other economic sectors, especially service sector. The tourism is not the main concern of policy. Poor image and lack of infrastructure compared to its surrounding areas is another problem that makes tourism in both cities is not so developed. Both cities have no such an international or national reputation of heritage tourism. The reputation is only for local importance.

Besides the similarities, there are also some differences; Groningen has the board that markets the heritages for tourism. Under the umbrella of this organization there are tourist information office and Groningen *Uitburo* [nightlife and events bureau]. The two organizations directly get in touch with tourists. The tourist information office is located in the city centre so that it is easy to reach. The ticket, accommodation, and packages of tourism are sold by the tourist information. The boards are separated from government institution, but they still get subsidy from government. The boards act as private enterprise in promoting tourism. Meanwhile, Banda Aceh has a board for tourism affairs, but the



organization does not sell directly the product of tourism such as packages, tickets, etc. The products of tourism are sold by private enterprise. The organization is under Tourism and Culture Ministry. In short the differences and similarities of Groningen and Banda Aceh are shown in the table below:

**Table 5.1 The Influential Factors of Reuse Heritage for Tourism**

	GRONINGEN	BANDA ACEH
Contextual Factors	<ul style="list-style-type: none"> <li>- Medium size city</li> <li>- High education</li> <li>- High Income</li> <li>- Lagging behind from the surrounding province</li> <li>- Far away from the centre of economic and politic (in the end of the country)</li> <li>- Less religious</li> <li>- Strong community involvement</li> <li>- Self expression, creativity, high sense of belongingness</li> </ul>	<ul style="list-style-type: none"> <li>- Medium size city</li> <li>- Low education</li> <li>- Low Income</li> <li>- Lagging behind from surrounding province</li> <li>- Far away from the centre of economic and politic (in the end of the country)</li> <li>- Strong religious</li> <li>- Weak formal community involvement</li> <li>- Openness, adaptive, responsive</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>- High awareness</li> <li>- Legally binding conservation policy</li> <li>- Strong role of state</li> <li>- Good coordination of public, private and community</li> <li>- Conserve 100 years old building</li> <li>- Subsidy for heritage</li> </ul>	<ul style="list-style-type: none"> <li>- Low awareness</li> <li>- Trade off/ discretionary conservation policy</li> <li>- Weak role of state</li> <li>- Poor coordination of public, private and community</li> <li>- Conserve 50 years old building</li> <li>- Subsidy for heritage</li> </ul>
Heritage Condition	<ul style="list-style-type: none"> <li>- Own heritage</li> <li>- In the city centre</li> <li>- Overlapping location of the old and new city</li> <li>- Good Maintenance (private and public ownership of heritage)</li> </ul>	<ul style="list-style-type: none"> <li>- Own and colonial heritage</li> <li>- In the city centre</li> <li>- Overlapping location of the old and new city</li> <li>- Poor condition (private ownership of heritage)</li> <li>- Good Maintenance (public ownership of heritage)</li> </ul>
Tourism	<ul style="list-style-type: none"> <li>- Main Attraction/ Icon Martini Tower and Church (heritage attractions)</li> </ul>	<ul style="list-style-type: none"> <li>- Main Attraction/ Icon: Baiturrahman Mosque (heritage attractions)</li> </ul>

	GRONINGEN	BANDA ACEH
	<ul style="list-style-type: none"> <li>- Heritage Attraction: Church, Tower, Hotel, Shopping</li> <li>- Shopping and Leisure attraction as the main tourism attraction</li> <li>- Private tourism board</li> <li>- A board for marketing Groningen</li> <li>- Neighboring tourist and short time tourist</li> <li>- Tourism is mainly to serve local need/ local scale attraction</li> <li>- Tourism secondary</li> </ul>	<ul style="list-style-type: none"> <li>- Heritage Attraction: Mosque, Palace facilities/ park</li> <li>- Beach and Scenery as the main attraction, and now the tsunami step.</li> <li>- Government Institution tourism board</li> <li>- No board for marketing Banda Aceh,</li> <li>- Neighboring tourist and short time tourist</li> <li>- Tourism is mainly to serve local need/ local scale attraction</li> <li>- Tourism secondary</li> </ul>

## 5.2 Lesson learned from Groningen in Banda Aceh conditions

This part of analysis is useful in order to answer the research questions in term of what Groningen has done and try to find the adaptation way of Banda Aceh to improve the reuse of heritage for tourism. Even though the Groningen experience does not so success in promoting tourism, the experience of maintaining the heritage can become a lesson. The tourism is under construction to be developed. The analysis of Groningen experience is more about the success and failure of its promotion of the heritage reuse for tourism. This part is also formulated to answer three of four research questions, while the last question that is about the potential development of heritage reuse for tourism in Banda Aceh will be answered in the next chapter,.

### 5.2.1 The new functions of heritage buildings in tourism arena

The reuse of old city centre in Groningen is intended for several purposes such as office, housing, shop, hotel, café, restaurant, etc. The reuse that is directly correlated with tourism is Martini Tower. The tower is the main attraction as well as the icon of the city. This tower is very often climbed by many tourists during the weekend. The other thing that is interesting in heritage reuse is

Schimmelpenninck Huys Hotel, the old heritage belonging to municipality. The visitors stay in the multi-storey hotel, even without elevator, because of its attraction of heritage and the comfortable room. What the theory said that the heritage gives old environment in new accommodation (Orbasli, 2000) is proved right in the case of the reuse of this hotel. In Groningen, besides the hotel and the tower, the reuse of heritage is also for supporting functions such as café, restaurant and souvenir shop/ tourist's information office. The shopping area of Herestraat, which is always visited during weekend, is also a part of Groningen heritage.

In order to accommodate the new need in old fabric, some adjustment is made. Usually the adjustment for upgrading condition for new look of present time is new decoration, by adding benches, flower, water fountain, music, etc (Ashworth, 1990, pp 131). In Groningen case, the adjustment is not the change of the facade, the façade should be kept in its original condition. Nevertheless, the replacement and changes made are recorded, and the change should try to use the same material or look with the original fabric (see interview Mr. Waterbolk). In addition, Groningen has tried to keep the old from traffic interruption that can cause traffic jam. The parking areas are put separately and the Martinikerhof can only be explored by foot and bikes.

### **5.2.2 Driving force of reuse heritage and involved actors**

Environmental, almost in every place, is the major force of reuse. Economic is secondary and as an alternative. The intangible value of heritage makes people put it as priority to save. Nevertheless, this environmental reason meets with economic reason while the heritages are sold as tourism product. This also happen in Groningen, the heritage tourism consumed together with shopping is the lifestyle. Therefore, some of the heritages, especially in Herestraat, are reused as shops of fashion. Based on my observation in Groningen, Dutch people like shopping very much, they enjoy life and fashion, the shopping is part of their

recreation. The other thing that they love to do is being in the café, especially during the summer time in outdoor café.

This lifestyle, I argue, is encouraged by relatively high income and the increasing welfare condition. The more income the people have, the more money they spent for secondary need. Therefore, income influences directly to the tourism. In Banda Aceh case, while the income and welfare is less than Groningen, the people try to consume cheap tourism and recreation. Nevertheless, although people spend more money for secondary need and Groningen promotes the campaign '*Er graat niets boven Groningen*' [There's nothing above Groningen] and its tourism variant [Groningen- Top of Holland], the tourism in Groningen is not the primary for the aspect of economic. Groningen tourists and their long stay are less than Drenthe, and Fryslan, (Ashworth, Groote and Pellenbarg, 2007, pp 79). It is very big gap, even though recently the three regions make collaboration of development as the North of Netherlands (Ashworth, Groote and Pellenbarg, 2007).

The actors that are involved in Groningen, as Orbasli (2000, pp 100) said are varied from the community, private, visitors and tourism marketing, local government [elected or appointed officials], local public officials, local policy makers and professional, and National Government [policy]. The involvement of all related actors will strengthen the collaboration. Moreover, the actors can support each other. In Banda Aceh, the involved actors are the same, but they still work separately based on their own concern.

### **5.2.3 Restriction of heritage reuse and tourism problem in Groningen**

Talking about the reuse of heritage for tourism, it can not be separated from market tourism industry itself. The theory said it will be useless, if the marketing of tourism does not concern with the specific market, it will no longer make sense (Jansen, 1988). Therefore, Groningen experience in promoting the tourism without specific market will waste a lot of resources and get small return. I argue if it can identify the need of specific market, for example for its surrounding area

tourist and Germany tourist, the effort will be more efficient. The Germany is very potential in terms of number of people that visit Dutch tourism destination (Toerisme en Recreatie in Ciffers 2006, pp 81). Groningen can learn what actually their need and tries to fulfill and to create the attractions based on their interest. If the need and interpretation of the consumer are not taken into account, the reuse of heritage for tourism attractions is wasting time (Poria, Butler and Airey, 2003).

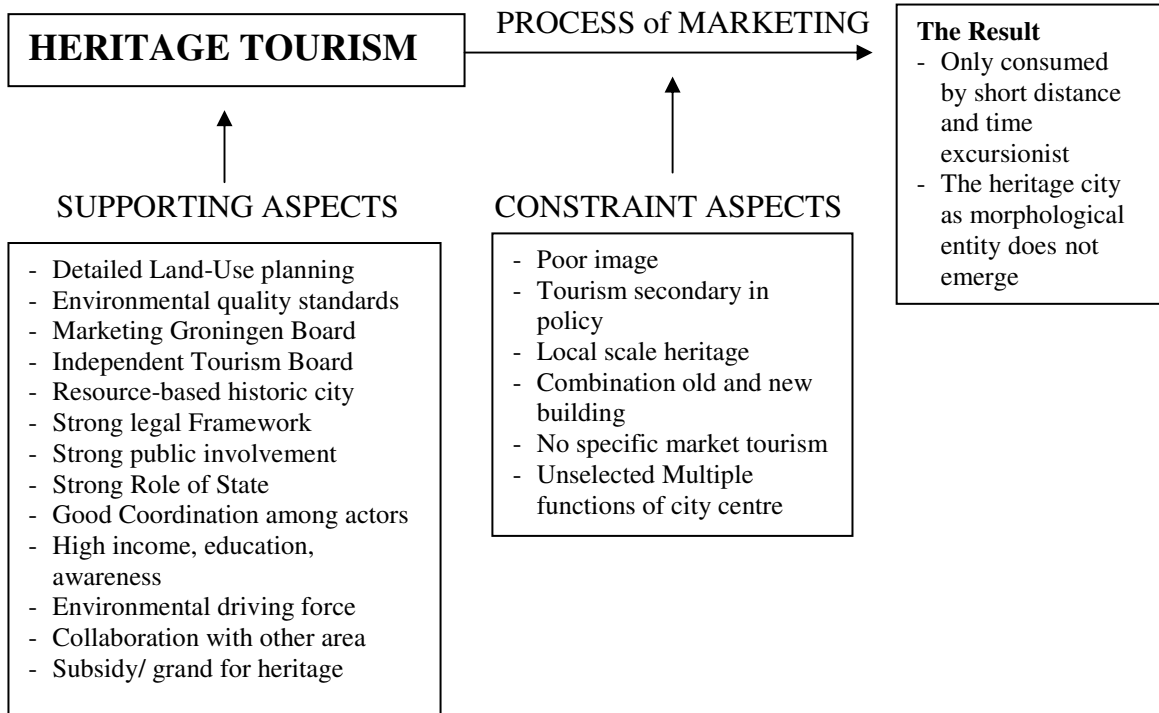
Based on Groningen experience, only heritage tourism in the Martinikerhof is mostly visited by tourists, especially those who love to shop. As Ashworth (1990, pp 133) argues another weakness in the competition of heritage city centre with suburban shopping areas is the increasing standardization of products together with poor accessibility in many traditional shopping area. Modern tourists want to consume shopping, the trend of tourism, the largest expenditure of tourism, what happen in historic city? It can be a solution, the combination of leisure facilities in shopping environment (Ashworth, 1990, pp131). Many local government planning policies reshapes their old city to meet the tourists' need (Ashworth, 1990, pp 133). Therefore, this needs a creative solution to make the historic city to be still interesting for tourists because the pull factors of heritage itself are not enough without the combination with leisure and shopping.

### **5.3 Concluding Remarks**

In general, the reuse of heritage for tourism in Groningen works well, but does not give much contribution for local revenue and job opportunity. It is not like the existence of University and UMCG. The advantages and disadvantages always come together, but how to minimize the disadvantages is the main reason for adaptive reuse. The heritage's space and fabric limitation and protected law are not the significant constraint of the success of heritage tourism in Groningen. The involved actor can deal with some adjustment. In addition, the restriction is compensated by prestige, investment, and its history. The main constraints of heritage tourism are image and identity, position, and local scale tourism

attractions. Moreover, the heritage tourism is not marketed to specific target. The definition of the market helps to produce specific products for specific consumers.

**Figure 5.2 Heritage Tourism of Groningen**



Nevertheless, it is a good lesson that government still protects and restores the old buildings to its original functions, and the protection is performed by the implementation of the detailed land-use planning and environmental quality standards. People involvement in reusing heritage gives significant contribution in terms of fund and other resources for conservation. The little change of the original function, form and structure is the obligatory requirement from conservationist. Meanwhile, from the perspective of private the more advantage from limited resources is the main objective. To meet this point of view, Groningen looks for new opportunity of combination of the old and new buildings. The small scale tourism [site scale] gives significant contribution for conservation in term of funding. Above all of the efforts done, the heritage city as morphological entity does not emerge and the tourism is consumed by short distance and stay excursionist.

On the other hand, will Groningen retains its historic environment if the development of modern architecture spread out in old historic city in large proportion?, if the notion to develop new image and to attract investment and visitors is not managed properly, it can lead to the diminished local identity. Can the new image of Groningen sustain the conservation?, it will become an interesting thing to discuss for the next research.

---

## CHAPTER VI

### RECOMMENDATION AND CONCLUSION

After discussing the theory, the practice of heritage reuse for tourism in Groningen, and some aspects of the reuse in Banda Aceh, this chapter provides some recommendations that might be able to be developed in Banda Aceh. The lessons from Groningen and the theory are based on contextual factors and heritage condition of Banda Aceh. The big gap of both cities, in term of developed and developing countries, becomes a reason to formulate different approaches of the reuse of heritage. In the end of the discussion, there is a concluding remark of the research findings.

#### **6.1 Using heritage icon for tourism promotion**

Recently, Government reuses the Baiturrahman Mosque as the icon for promoting tourism. It is a good idea and effective because of the crucial point in the city centre and the long term history. Why heritage icon? The heritage can be related to place identities which may or may not have implications for spatial-political entities and relation between place and signs (Ashworth, 1993). In addition, the future development can not ignore the past because what to consider, the existing condition of the city, is part of the past (Ashworth, 2002). There are many success stories of promoting heritage icon for city marketing, such as Paris and Eiffel Tower, New York and Liberty Statue, even Groningen and Martini Tower. As Ashworth (1990a) argues the city reflects the people that live there.

*The city is a discourse and this discourse is truly a language: the city speaks to us about its inhabitants, we speak our city, the city where we are, simply by living in it, by wandering through it (Barthes, 1986:92 in Ashworth,1990a)*

Therefore, the great mosque as an icon of Heritage speaks about Banda Aceh culture and condition; it speaks about the majority of Islamic culture of people. As an old city that was mostly occupied by Islamic empire, mosque is the community

---



centre for people. People are used to employ mosque for meeting, celebration and declaration of some thing, even the demonstration, such as referendum for Aceh held in front of the mosque. The icon is very potential for promoting heritage tourism. Other reasons of the Great Mosque as Heritage icon for city marketing are:

- 1) None of cities in Indonesian, even in Asia use mosque as its icon. A sign makes a place distinct from others (Ashworth, 1990a).
- 2) The position is in the heart of Banda Aceh (landmark)
- 3) The mosque is included in the protection of heritage building of Indonesia
- 4) The sense of architectural design, Moghul Revival architecture as the prototype of mosque in Asia.
- 5) There are a lot of historical notes of the mosque, such as the place of the Dutch General death, the place of referendum declaration, etc
- 6) The different looks of the mosque from its circumstances
- 7) The regulation in the Spatial Planning of Banda Aceh to make the mosque as the focal point so that the surrounding buildings have to have lower stories than the minaret of the mosque.

## **6.2 Promoting locally-based tourism and formal public participation**

The consequence of generating tourism is that not all people welcome tourists; some people are business benefit, others are not (Kotler, Haider and Rein, 1993). Reducing the negative impacts, as argued by Furze, De Lacy, and Birkhead, mentioned in **Chapter 2** can be done through small-scale, locally-owned activities and non-consumptive use of resources. Banda Aceh can adopt this approach because there is exists the *koperasi*<sup>22</sup> as a small scale and local generator of economy for community. The reuse of heritage is not only done by the government. The case of Schimmelpenninck Huys Hotel in Groningen shows that the management can be done by the private while the ownership is on local Government. In Banda Aceh, the management can be transferred to community

---

<sup>22</sup> A board owned and operated by the community for the community prosperity

through *koperasi*. Besides encouraging the local economic growth that is independent from the intervention of global tourism industry of the west, it also encourages formal public involvement in decision making.

Socializing the approach can be done through the involvement of public figures. As discussed, the local culture of Acehese gives respect to elders, and political and social superior transcends into all area of life, the elder can lead a pilot project that can be an example of heritage reuse for tourism. It is conducted together with the government's campaign and education for community. The education of people has to be done because of the lack of awareness and low education level of community. The involvement and participation with enough knowledge of community will lead to the success of the reuse. The local based tourism reuses should also avoid more exploitation of the heritage resources for seasonal tourists needs. The local need still can take place around the city centre because the community has power to control the rent cost, and land and building price around the city centre.

The involvement of local experts that know more about the social context rather than experts from outside Banda Aceh will make sense. Government can make use of the state university as a partner for educating people of heritage reuse for tourism. The involvement of more people, especially local experts and community results in the creativity in reusing heritage for tourism based on local context. As discussed in **Chapter 2** about Australian Development perspective of heritage reuse advantage, the reuse maintains creativity and local enrichment of architecture, and forces architects to be aware of the heritage. In addition, a genuine challenge to architects and designers to find innovative solutions can become a positive impact of the adaptation of heritage buildings.

The government could be very busy with other subject of planning such as setting the regulation and law to protect heritage and to develop tourism. The delegation of jobs and power to community will help government to obtain fund for conservation of heritage. The recent practice is the government gives subsidy for

conservation and tourism development while it also thinks about regulation. In short, the success of tourism industry does not only depend on the number of tourists that come but also on how it serves local needs. The tourism is in line with local culture and supporting each other.

### **6.3 Developing strong legal framework, coordination and the role of state**

In developing countries tourism development, the role of public sector becomes more complex than developed country because it responsibility not only for tourism education and regulating the industry, but also takes entrepreneurial role, it is caused by the private lack of experience and involvement in development (Nuryanti, 1996). Therefore, the initiation as well as the operation of tourism accommodation must come first from government. It is badly need to establish a board such marketing Banda Aceh and the Regional Enterprise to operate the tourism industry. This board and enterprise collaborates with the *koperasi* to involve the community participation. The involvement community also lightens the burden of financial problem of reuse and conservation. Although, we can not deny that the conservation in developing countries depend heavily on international loans (Orbasli, 2000, pp134).

The well established coordination among several involved actors makes reuse heritage easier because in this field tourism involves two different sides of institution and perspective that is economic and environment. To coordinate two distinct world of heritage tourism need the strong role of state as intermediary. The strong legal framework provided by state guides the coordination to the same goal of sustainability heritage tourism.

### **6.4 Dealing with physical and social constraints of heritage tourism**

In the Groningen case, the physical and social constraints of heritage reuse for tourism are not significant because people can accept and deal with the limitation of heritage. The constraints are compensated by historical merit, prestige and intangible price of heritage. Nevertheless, in Banda Aceh, the situation is

different. People still do not have enough knowledge to deal with the limitations. One of the reasons is limited human resources. In dealing with physical and social constraints, community education is also needed in order to find creative and sustainability approach. The physical problems of heritage are generally space, structure, and façade that constraint the reuse. The solution of physical constraints is the adaptive and creative reuse as suggested by many experts, although not all physical constraints can be solved by adaptive reuse. The reuse of heritage such as water tower is not easy. Other constraints are the threat of disaster such as tsunami, earth quake, flooding, and the climate that can destruct the heritage condition.

In broader context, the cars in the parking areas from people visiting the heritage site also become a problem. The traffic control in historic city raises the discussion on “how far people are willing to walk?” The accessibility from public transport, the path itself (size, material, view along path, etc) is the other problems. In Groningen, there is no parking area around the Martinikerkhof in order to protect the modern activities and facilities hampering historic city. Nevertheless, for Groningen case, the separation between parking area and the heritage does not generate problems because of some reasons. Tourists that come to Groningen are mostly European people that are used to walking. In addition the weather is ease for walking. Public transportation is also in very good condition, punctual, and comfortable. Meanwhile, in Banda Aceh, this will become a problem because people are not used to walking in a long distance and the weather is very hot. Moreover, the visitors usually come with their own vehicle because public transportation is far from comfortable. The solution is to deal with traffic inside the heritage area or provide comfortable pathway from parking to heritage area.

The tourism itself generates a fundamental problem, the trend of new casino, fast food restaurants and take away and the change of retail patterns and spatial behavior in general in tourism industry that affects the whole urban tradition (Brand, 1987 in Ashworth, 1990, pp 132). To reduce those impacts, local

government of Banda Aceh has prepared the alternative solution, the specific area for foreign tourism to fulfill their need of modernity (Aceh Economic Review). In addition, the reuse of such religious building has to follow the local traditions. The urban conservation is done based on understanding of place, spatial and morphological qualities and community values (Orbasli, 2000, pp132). I am optimistic about this reuse because like the Thailand experience, the tourists are willing to follow the rules of to wear long skirt, etc when entering the palace. The education of tourists involving the community about the norm for visiting the mosque has to be socializing through promotion, announcement, etc in which this activity are included in the conservation of local culture. Balancing the different uses of inhabitant and visitors of heritage and bridging the gap among different cultural backgrounds of users is the discussion in conservation and tourism perspective to reach balance of conservation [environment] and tourism [economic]. If the balance is reached, the reuse can walk together with local culture and conservation perspective.

### **6.5 Maintaining the promotion**

For local scale heritage city such as Groningen and Banda Aceh, it is really hard to promote heritage tourism for main attraction. The reason visitors come to a heritage is determined by the importance of the heritage (Poria, Butler and Airey, 2004, pp21). The more world wide scale of the heritage, the more important the heritages, and the more people come there. Nevertheless, the tourism industry is not stable; it is influenced by the changing of fashion (Orbasli, 2000, pp39). If one place is well known enough, a lot of tourists will come; the accommodation tends to be expensive. The travel agency and visitors will seek new place to explore. In addition, Nuryanti (1996) argues marketing aspect influences people to come. The information from the previous visitors will be transferred to the next; it is difficult to maintain the visitor satisfaction and image. Therefore, places should keep their promotion, marketing, and their monitoring of the image. By the changing of time and space, the fashion will change and the demand and interpretation will also

change. Thus, Banda Aceh has possibility to be as famous as Yogyakarta and other tourism places.

From the experience of Groningen and other tourism cities, without ignoring the role of travel agency that sale the tourism products outside the area, the tourist information plays important role in promoting the tourism. At least, it gives information of accommodation, the transportation, and the tourist attractions. The position of this office is always in the place that is easy to reach, it also happen in Groningen. The tourists, especially the short distance and time characteristic of tourism of Groningen, can explore the city and ask information to the office. Based on Groningen experience, the location of the tourist information office is in the place that is easy to reach and to recognize, and this give effective and efficient service for tourism. Besides giving information and selling tourism products, it will also be effective if the office sells the souvenirs; in the case of Banda Aceh, the souvenirs are part of heritage [the traditional handicraft].

Therefore, I argue that Banda Aceh can also adopt this approach because its culture and condition give opportunity for implementation. I propose the tourist office in Banda Aceh is located around the Baiturrahman Mosque to make it easy to reach and recognize. If it is possible, the office may occupy one of heritage buildings to give the sense of identity. However, in term of heritage reuse for tourism board, it correlates with the fund for reuse and ownership of heritage around the mosque and other conflict with the previous function of building, because some heritages are reused for private activities such as café, office, supermarket, etc.

## **6.6 Identifying the market**

Based on Groningen experience, the thing missing in tourism industry is the market identification. It will be wasting time to promote a heritage product for everybody. Although the resource also determines the product of heritage tourism, market identification help to manage the stability of such tourists flow. This should also occur for Banda Aceh, it should identify what kind of resources

available and what is the potential market it can attract because the tourism is not only about the temporary movement of people to other places for the tourism attractions, but also about how to fulfill the need of people in short time stay (Ardiwidjaja, [www.budpar.go.id](http://www.budpar.go.id)). Is it the neighboring countries as the potential market?

### **6.7 Concluding remarks**

Many theorists believe pleasure and tourism are a well practiced development option, for peripheral, economically lagging and socially conservative regions (Ashworth, Groote and Pellenbarg, 2007). Heritage is one of promising product of tourism. Yet, the reuse heritage for tourism depends directly to the scale of heritage it self. The more worldwide and famous the heritage the more it will attract tourists. Moreover, the new development can not ignore heritages as significant aspects because the heritages are casebook of best practice examples that important for contemporary issue and heritages conservation play major role in any process of “densening” the city (Ashworth, 2002, pp40). Therefore, integrated and sustainable decision making of conservation, tourism and new development is badly needed.

Another argumentation about heritage tourism argued by Orbasli (2000) is the selling of heritage in tourism arena is an alternative for financial conservation problem. On the other hand, the Groningen experience shows that the conservation of heritage does not receive fund from tourism. The theory does not only work in small scale heritage tourism, but the common and bigger scale, such as the city scale where heritage does not get the fund for conservation from tourism. However, the small scale of restoration, such the case of Schimmelpenninck Huys Hotel, is worthy. The rehabilitation and conservation fund is gained through selling the heritage, renting the room as well as utilizing the old space for restaurant and café. Nevertheless, even though the fund does not come from government, the adjustment of space has to follow the rules of

government. There are always some changes and adjustments in the reuse of heritage.

I think if heritage city is reused for tourism, we can not avoid the modern need of shopping and leisure; if the city is kept as the original as it is without modern intervention, it is not the so-called adaptive reuse. What is better is the balance between the past and current need as the aim of marketing the historic city for tourism that is to gain money for conservation. The shopping and leisure is also one way for the tourism to contribute its economic effect to community. However, the small scale and locally-based is better than involving global tourism industry. As argued by Orbasli (2000) the locally-based and small scale tourism can reduce the dependency of the developing world to the developed

Therefore, I argue it is obvious that the tourism, especially reused heritage, is one way to gain money for conservation. The more the reuse, the more the new life in old buildings and the more sustain the heritage. Nevertheless, the reuse should not change its original fabric and should not hamper the community need.

Finally, I argue this research will give more contribution and formulate better argumentation, if the same interview [field research] is done for Banda Aceh to give balance point of view and discussion. Yet, the limitation of time, space and fund is main reason for uncompleted research.



---

## Reference

- Aceh Tourism Attraction Directory, Tourism Board of Nanggroe Aceh Darussalam, 2006
- Ardiwidjaja, R, Cultural Tourism Development: Effort to Indonesia Ultimate Diversity ([www.budpar.go.id](http://www.budpar.go.id), last login June 2007)
- Arif, A, Kamal, September, 20th 2006, Aset Tata Ruang Kota Banda Aceh (Spatial Planning Assets of Banda Aceh), a presentation at Syiah Kuala University, Banda Aceh
- Ashfa; Agussaini, H, and Nasution, B, (2004), Konservasi Bangunan Pertokoan Lama Dalam Upaya Mempertahankan Karakter Bangunan dan Lingkungan di Kawasan Peunayong Kota Banda Aceh ( The Conservation of Ancient Shopping Building to Preserve the Building Character and Surrounding in Peunayong District Banda Aceh City), DASK Program, Syiah Kuala University, Banda Aceh
- Ashish, C, 2006, Ambivalent Heritage: Between Affect and Ideology in a Colonial Cemetery, *In Journal of Material Culture*
- Ashworth, G,J and Goodall, B, 1988, Marketing in the Tourism Industry- the Promotion of Destination Regions, Croom Helm, New York
- Ashworth, G, J, 1988, Marketing The Historic City for Tourism, *In Marketing in the Tourism Industry- the Promotion of Destination Regions*, Ashworth, G,J and Goodall, B, eds., pp 162-175. Croom Helm, New York
- Ashworth, G, J, 1990, The Historic Cities of Groningen: Which is Sold to Whom? *In* Ashworth, G, J and Goodall, B, 1990, Marketing Tourism Places, Routledge, London
- Ashworth, G. J, 1990a, On Tragedy and Renaissance: The Role of Loyalist and Acadian Heritage Interpretations in Canadian Place Identities, *Geo Pers*, Groningen, the Netherlands
- Ashworth, G, J and Voogd, H 1990 Selling the City: Marketing Approaches in Public Sector Urban Planning, John Willey and Sons Ltd, Great Britain
- Ashworth, G. J, 1991, Heritage Planning: Conservation as the management of Urban Change, *Geo Pers*, Groningen, The Netherlands

- 
- Ashworth, G, J, 2002, the Georgian City: the Compact City as Idealized Past or Future Ideal, *In Global Built Environment Review Journal*, (Volume 4 (3)), pp 40-53, Edge Hill University
- Ashworth G. J; Groote, P, and Pellenburg, P 2007, A Compact Geography of the [Northern Netherlands](#), In Boekvorm, Assen
- Australian Government, Department of the Heritage and Environment (2004) Adaptive Reuse, ISBN 0 642 55030 1, Commonwealth, Australia
- Bergsma, J.R, 1988, Planning of Tourist Routes: The Green Coast Road in the Northern Netherlands, *In Marketing in the Tourism Industry- the Promotion of Destination Regions*, Ashworth, G,J and Goodall, B, eds., pp 89-98. Croom Helm, New York
- Brons, L , 2007, Regional Culture, *In Ashworth G. J; Groote Peter, and Pellenburg Piet, (2007), A Compact Geography of the [Northern Netherlands](#)*, In Boekvorm, Assen
- Casal, S, Maris, 2003, The adaptive re-use of buildings: Remembrance or oblivion?, Proceedings of the international scientific symposium in Victoria Falls, Zimbabwe, International Council on Monuments and Sites
- Chang, C,T, 1996, Urban Heritage Tourism, The Global-Local Nexus, *In Annals of Tourism Research*, (Volume 23, number 2), Wall, Geoffrey and Wiendu Nuryanti, eds., pp 284-321. UK: Elsevier Science
- Chang, C, T, 1997, Heritage as a Tourism commodity: Traversing the Tourist-Local Divide, *In Singapore Journal of Tropical Geography*, (Volume 18 (1)), pp 46-68, Department of Geography, National University of Singapore, and Blackwell Publisher Ltd, Singapore
- City guide Groningen, 2006, Print Media, Bedum, the Netherlands
- Creswell, W, John (2003) *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, Sage Publications, London  
Creswell, W, John (2003) *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, Sage Publications, London
- Defense Threat Reduction Agency (DTRA), the Department of Defense, the United States Government, 2005, Output of the Cultural Simulation Model, a Window of Opportunity for Aceh, Indonesia Post-Tsunami: Historic Continuity, Current Points of Interest, and a Pattern, Indasea Inc, Kula

- 
- Dewi, C; Qadri, L and Nursaniah, C, (2004), Studi Penghawaan Alami Sebagai Strategi Disain Pendinginan Pasif Pada Perancangan Rumoh Aceh- Kasus: rumah traditional Aceh di Kabupaten Aceh Besar ( The Natural Ventilation Study as the Passive Cooler Strategy In Rumoh Aceh- Case Study: the traditional of Aceh House in Great Aceh Regency), DASK Program, Syiah Kuala University, Banda Aceh
- Dieke, U, C, Peter, 1989, Fundamentals of Tourism Development: a Third World Perspective in Journal of Hospitality & Tourism Research, (Volume 13 (7)), pp 7-22, Sage Publications
- Directori Objek Wisata Aceh (Aceh Tourism Attraction Directory), 2006, Dinas Pariwisata Provinsi Nanggroe Aceh Darusslam (Tourism Board of Nanggroe Aceh Darussalam Province)
- Documentation and Inventory of Colonial Heritage Assets in Banda Aceh and Aceh Besar, 2002, Tourism and Culture Board report, Banda Aceh
- European Commission, 1997, the EU Compendium of Spatial Planning Systems and Policies
- Furze, B; Terry de Lacy, and Jim Birkhead. 1996. Culture, conservation, and biodiversity. Chichester, Uk:Wiley
- Gemeente Groningen (1982), Nerken aan Monumenten, Groningen
- Government of Indonesia, 1990, Tourism Act of 1990 (No.9), Jakarta, the government of Indonesia
- Government of Indonesia, 1992, Conservation Act of 1992 (No.5), Jakarta, the government of Indonesia
- Graham, B; Ashworth, G, J and Tunbridge, J, E, A (2000) Geography of Heritage: Power, Culture and Economy, Arnold, London
- Hall, C.M (1994) Tourism and Politics: Policy, Power and Place, John Willey and Sons, Chichester
- Hudalah, D. (2006), *Spatial Planning System in Transitional Indonesia*, Working paper at the School of Architecture, Planning and Policy Development, Institute of Technology Bandung, Indonesia

- 
- Jansen-Verbeke, M, 1988, Leisure, Recreation and Tourism in Inner cities, Netherlands Geographical Studies
- Jansen-Verbeke, M, 1990, Leisure + Shopping = Tourism Product Mix, *In* Ashworth, G, J and Goodall, B, 1990, Marketing Tourism Places, Routledge, London
- Jenkins, C. L (1999), Tourism Academics and Tourism Practitioners, Bridging the Great Divide, in Pearce, D. G and Butler, R. W (editors), Contemporary Issues in Tourism Development Routledge, London
- Kelly, E, Michael, 1998, What to Consider in Tourism Plan Making, Proceeding of National Planning Conference (APA)
- Kotler, Philip; Haider, H, Donald and Rein, Irving (1993), Marketing Place: Attracting Investment, Industry, and Tourism to Cities, States and Nations, Free Press, New York
- Muttaqin, T, Indonesian Culture and Society, [www.budpar.go.id](http://www.budpar.go.id), last login June 2007
- Nasser, N, 2003, Planning for Urban Heritage Places: Reconciling Conservation, Tourism, and Sustainable Development, *In* Journal of Planning Literature, (Volume 17, (4)), pp 467-479, Sage Publications
- Nuryanti, W, 1996, Heritage and Postmodern Tourism, *In* Annals of Tourism Research, (Volume 23, number 2), Wall, Geoffrey and Wiendu Nuryanti, eds., pp 249-260. UK
- Orbasli, Aylin, (2000), Tourist in Historic towns: Urban Conservation and Heritage Management, E & FN SPON, London and New York
- Pellenbarg, p and Ashworth, G, J, The Image of the Northern Netherlands, *In* 2007, the Image of the Northern Netherlands, *In* Ashworth G. J; Groote Peter, and Pellenbarg Piet, (2007), A Compact Geography of the [Northern Netherlands](#), In Boekvorm, Assen
- Purnama, Dadang, 2003, Reform of the EIA Process in Indonesia: Improving the Role of Public Involvement, in Environmental Impact Assessment Review, (Volume 23), pp 415-439
- Poria, Y; Butler, R; and Airey, D, 2003, The Core of Heritage Tourism, *In* Annals of Tourism Research, (Volume 30, Number 1), pp 238-254

---

Raksadjaya, R, Perkembangan Wisata Sejarah dan Peluang Pengembangannya di Indonesia (the Development of History Tourism in Indonesia), 2005, *In* Warta Pariwisata, [http://www.p2par.itb.ac.id/2004/WARTA\\_November\\_2004-exp2par.pdf](http://www.p2par.itb.ac.id/2004/WARTA_November_2004-exp2par.pdf)

Statistik Wisatawan Nusantara (Local Tourism Statistic), 2001, Survei Sosial Ekonomi Nasional (National Socio-Economic Survey) [Modul Perjalanan/ Travel Module], Badan Pusat Statistik dan Badan Pengembangan Kebudayaan *In* Warta Pariwisata, [http://www.p2par.itb.ac.id/2004/WARTA\\_November\\_2004-exp2par.pdf](http://www.p2par.itb.ac.id/2004/WARTA_November_2004-exp2par.pdf)

Tiesdell, S; Taner Oc, and Heath, T, 1996, *Revitalizing Historic Urban Quarters*, Butterworth-Heinemann, London

Toerisme en Recreatie in Ciffers, 2006, CBS, the Netherlands

Tourism and Culture Board of Nanggroe Aceh Darussalam, 2002

Tourism and Culture Board of Nanggroe Aceh Darussalam, 2007

Usman, A, Rani, 2003, *Sejarah Peradaban Aceh ( The history of Aceh Culture)*, Yayasan Obor Indonesia, Jakarta

Warta Pariwisata, 12 November- 12 Januari 2005, Volume VII, No.5, P2PAR, ITB

Watson, S (2000), *Theorising Heritage Tourism: A Review*, in Robinson, M et.all, *Reflection on International Tourism, Tourism and Heritage Relationship: Global, National and Local Perspectives*, Athenaeum Press, Gateshead, Great Britain

—————<http://www.lestariheritage.net> last visit per April 2007

—————<http://www.budpar.go.id>, last visit per April 2007

—————<http://www.bps.go.id>, last visit per Mei 2007

—————<http://www.aceheconomicreview.com>, last visit per Mei 2007