

HERITAGE FOR TOURISM: the Influential Factors

A Lesson from Groningen, the Netherlands to Banda Aceh, Indonesia

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ABSTRACT

The heritage tourism is not a footloose industry that can be built every where. However, it is more product of culture in specific place, time, and condition. By changing the context, the heritage has to adjust, therefore the more adaptation of heritage to change the longer its existence. This paper wants to discuss the influential factors of reuse heritage for tourism. It depends very much on internal and external factors. The internal factors are conservation factor, tourism factor, local context, and heritage condition and the external factor is a move of the attraction and market from beach (natural attractions) to heritage (cultural attractions) as a crucial product carrying multiple messages in various scales. The scale of heritage as the part of internal factors plays more important role than others because the scale determines the tourism market and conservation efforts. The more world wide the heritage, the more important it is, and the more people will visit and conserve it.

Key words: Heritage, Reuse, Conservation, Tourism, Scale

INTRODUCTION

Heritage creates our identity as well as conveys our history about where the city was (Ford, 1978 as cited by Ashworth, 1991:11). Therefore, the disappearance of heritage is similar with the lost of memory (amnesia in medical case). It makes people lose their identity and history of the past then starts new life separated from the past. In addition, heritages are also a casebook of best practice examples that is important for contemporary issues (Ashworth, 2002, pp40). For those reasons, 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.

However, the conservation efforts to save heritage from demolition need a lot of money. The government, sometimes, especially in developing countries does not have enough resource to ensure conservation. It paired with the problem of heritages conservation that plays a major role in any process of "densening" the city (Ashworth, 2002, pp40) because it retains the old building that can be good or bad condition for the need of new space. Thus, the lives, the new functions inside the old buildings are badly needed,

unless they remain empty. Tourism seems as a way to give the life and to fund conservation notion. Therefore, this paper aims to discuss the influential factors of reuse urban built-up heritage for tourism with the case studies the local scale heritage resources and small urban tourism activities.

METHODOLOGY

The methodology used in this research is a combination of literature study, secondary data and the qualitative method with field interview. The interview with the involved expert actors in heritage tourism is conducted in Groningen. According to Orbasli, 2000, pp 100 the key actors in decision makings of heritage tourism are national government, local government, local public sector officials, local policy makers and professionals, professionals and consultants [employed by local government], non-governmental organizations, social agencies, the private sector, user [resident community], global tourism market, and visitor. However, in this research only interviewed the experts from professional planner, tourism board, the conservation watch, and private sector. Finally, based on interview result, secondary data and theory, the comparison is formulated providing the lessons from Groningen to Banda Aceh situation.

Groningen and Banda Aceh are taken as the case of study because the cities are lagging behind in the development and investment from its surrounding areas, especially from the centre of power. In addition, both have local scale heritage resource and they also try to generate urban tourism by using heritage as the icon of marketing. Groningen is taken as lesson learned because it has more complete acts and legislations of heritage protection. Moreover, the heritage conservations in Groningen are in the implementation stage, while those in Banda Aceh, the stage are still in inventory stage.

CONSERVATION AND TOURISM

The current practice of heritage conservation worldwide is adaptive reuse of heritage. They building does not just preserve as it is, but it uses for new function. If a building or a place does not have its existing function, it can be reused for current function, especially the remarkable heritage with good condition, space flexible and the special interest settlement (Casal, 2003). However, a building will remain empty unless there is a demand for structure of that type (Nasser, 2003, p 471). As a result to create demand

of heritage the adaptations are put in the historic building including the reuse for tourism.

Tourism introduces new uses of space (Orbasli, 2000, p 43) and provides the right to use with minimal change historic characters of old building, while other purposes call for more adaptation of its original structure (Orbasli, 2000, p 44). Compare with other reuses such as for housing, the heritage reuse for tourism more promising in terms of fund gaining, multi function of use and unemployment reduction.

From the environmentalist point of view, if heritage is looked upon as a resource, heritage reuse for tourism has a major contribution in sustainable resource management. The renewable heritage resources derived from heritage reuse and the capacity of environment to bear the impacts of tourism activities that is taken into account as rates of pollution emission (Graham, Ashworth and Tunbridge, 2000,p 21-22). Heritage reuse in tourism can save the cost of production for 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 impacts. However, tourism-based activity can also demolish heritages (Orbasli, 2000, p 44) while it can not fulfill economic requirements and it can not meet the expectation of tourist, simply, easily and quickly communicated historical experience. The tourist wants to have the twentieth-century need in historic city (Ashworth, 1988, p 168).

However, as argued by Tiesdell (1996, p 172) “the capacity of adaptation 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”. The space and infrastructure limitation, such as the narrow street that is not ideal for cars and tourist buses are also prone to create damage in historic area (Orbasli, 2000) because the historic city was not designed for modern community and its intervention such as central air conditioning, electricity and fire protection, good acoustic for theatre and other new technologies. Nonetheless, to be attractive for tourists, the old city has to serve and provide modern standard (Orbasli, 2000, p 20).

One of example of building that is not easy to convert is castle because it lacks of ventilation and daylight (Orbasli, 2000, p 44).

Moreover, according to Nasser (2003, p.473) heritage reuse causes two problems from conservation perspective. The first problem is 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 prices around heritage tourism areas. The lower income community that is usually the main inhabitants 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 that it can not be seen as economic development.

Different from environmentalist, the economist seems tourism activities can generate local economic growth from the tourists' expenditure. Moreover, it employs more people than a single industrial sector, creates multiplier effects 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). "For local people the most important benefit of tourism is increased income and job opportunity" (Nuryanti, 1996, p 256) because the product of tourism can not be brought outside the place but the consumer has to come to the resources (Kelly, 1998).

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, p 42). The biggest opportunity of financial resource for conservation is retail activities (Orbasli, 2000, p 65) such as souvenir shop, outlet, chain stores, and so forth. However, the less weight pointed out to the reuse building than built new one because the energy and environmental costs for production of new building are not being calculated (Orbasli, 2000, p 42) and the cost for maintenance is over calculated (Orbasli, 2000, p 42).

There is reciprocal significance between heritage and tourism, heritages can generate tourism and tourism can preserve heritage assets (Hall, 1994). Orbasli (2000, p 161

and 43) argued heritage reuse has direct and indirect contributions for environment and economic those are:

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

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”. Major historic buildings have been frequently owned by state rather than private (Orbasli, 2000, p 44), therefore some heritages, especially common heritages are easily reused for tourism attractions, but not the private heritage. The other example of ownership problem is the reuse of colonial buildings to attract tourist refused some people. To reuse them means to save the memory of imperialism and colonialism. In the case of colonial heritage, there is ambivalence of heritage (Arshish, 2006) and dissonance of heritage (Ashworth, Graham and Tunbridge, 2000). They do not want the identity that not their own culture to be promoted through tourism, but, sometimes, if the buildings are used for other functions such as office, housing they can accept. Nevertheless, the use for other functions, can also give contribution to tourism itself. Some architecture lovers look this building as attraction. It can not be denied that some colonial inheritances are potential for tourism attraction such as nostalgia tourists.

Therefore in 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

for specific consumer (Ashworth and Voogd, 1990, p 67-8). However, the specific space, sometimes, are sensitive to tourist intervention (Nasser, 2003, p 473), such as religion space. 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). The interaction between local people and heritage will generate different treatment and development of heritage (Poria, Butler, Airey, 2003). Therefore, the specific case has different approach, the contextual elements such as physical, socio-cultural and economic potentials influence decision making of reuse heritage (Bergsma, 1988, p 89).

I conclude that there are some influential factors of heritage reuse for tourism. The first is conservation that gives the rules about the extent to which the changes to heritage can be made in order to cover tourists' need of accommodation, safety, and comfort. The second is the contextual factors such as physical condition, economic condition, cultural background, education, etc that influence the reuses of heritage because heritage will contest, reinterpret and recreate in a specific context of social and cultural values (Nuryanti, 1996). The third is the condition of heritage that is divided into two main discussions. The first is the ownership of heritage, the private, public or state, community. The colonial or own heritages also influence the treatment of heritage and to what extent people care about reusing it as tourism product. Some colonial heritage products are neglected by local people because they generate dissonance in local community (Ashworth, Graham and Tunbridge, 2000, pp 97). Second, the physical condition of heritage itself which includes the scale, 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. The first is the institutional arrangement of tourism board. If it is independent from the government, it will have the sense of enterprise and become more market-oriented. The 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. These four indicators are used to analyze the heritage tourism in both cities.

GRONINGEN AND BANDA ACEH

Gronigen and Banda Aceh are medium size city. Nevertheless, their position in the edge of the countries, national and international isolation, inaccessibility, and often consequently lagging investment in infrastructure and human resources makes them less attractive for investments. Both cities enjoyed a long period of spectacular economic prosperity in the seventeenth and eighteenth centuries. This period had supplied almost 400 nationally listed monuments, and almost 1500 locally listed buildings in Groningen. Since 1945 onwards, although there are some pressures of new development, the conservation program started in Groningen, while in Banda Aceh around 1990s. Now the old cities 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 tourism is not the major economic activities and policy and development priority.

Banda Aceh position in the sea shore and estuary makes it is vulnerable; especially for tsunami and flooding that quite the same with Groningen position below sea level, but Groningen has water management system to protect the city from flooding. On the other hand, the position of Banda Aceh is very potential for International Trading and Touring. Therefore, in the old days Banda Aceh became site of Indonesia's earliest Islamic kingdom (Arif, 2006) supplied the Islamic structure and art. Approximately 100% of total population is Moslem, so Acehnese is very obedient to Islamic rules, therefore, the *ulama*¹ plays important role in social life (Usman, 2003, p72 Besides Islamic inheritance, many Dutch Colonial Buildings such as *Kerkhof*² were found in Banda Aceh.

Groningen is a historic city with unique setting. The old and the new building perform the Italian sense. Meanwhile, Banda Aceh, the medium size city, tries to reach Makkah [Mecca] sense together with traditional and modern architecture. Groningen has Martinikerhof³ as one of the examples of heritage reuse. It has the combination of tourism and other purposes such as residential, provincial government headquarters, residential, and so forth. While, Banda Aceh has Baiturrahman square as the city

¹ A community of legal scholars of Islam and the Syari'ah

² The cemetery of Dutch Soldier died in Banda Aceh

³ A cluster of major monuments around the largest open green space of inner city (in the old days, this area was the city centre)

centre, but undeveloped yet. Another example of heritage reuse in Groningen is the icon of Martini Tower⁴ for tourism promotion. It is similar with Banda Aceh using the Baiturrahman Great Mosque⁵ as icon. These icons are the visitors' image of the city. The icon makes the cities easy to promote their tourism because sign make place distinct from others (Ashworth, 1990).

The conservation and tourism of Groningen is supported by the demand based on heritage cities, a process of rehabilitation and enhancement of existing historic resources, (Ashworth, 1991) and strong legal framework (EU Compendium). Meanwhile, in Banda Aceh the conservation still has low power in development and low awareness of people. It is worsened by the demolition of heritage by disaster, development, and climate, the weak role of state, the clientist and discretionary policy, the rejection of being backward that push the development of modern city (Orbasli, 2000, pp2), the low involvement of people in formal participation (Purnama, 2003, p30-1) and no detail local regulation for heritage conservation. As Groningen, Banda Aceh has also legal legislation for heritage conservation and tourism, The Act No.5, 1992 about cultural heritage and Regulation No.10, 1993 about implementation of Act No.2/1992. According these regulations heritage is classified by its history, knowledge, cultural value, and the age of the heritage is more than 50 years, while in Groningen 100 years.

There are the expert interviews in Groningen representing each field of heritage planning and heritage reuse. Professor Ashworth represents expert on tourism and heritage planning. Mrs. Dina Jongedijk as the chief of VVV (Vereniging voor Vreemdelingen Verkeer), the tourism board of Groningen, represents tourism marketing actors. Mr. Herman Waterbolk is the representative of conservation side the Monumentenwacht. Mr. Christos Voulgaris gives the economic perspective of reuse.

From the interviews, there are some similar opinions, especially about the reasons 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. The largest visitor come from

⁴ An old church tower from fifteenth and sixteenth centuries.

⁵ An old mosque inheritance from Aceh Kingdom redesigned by Duct in the Banda Aceh city centre

Germany border and surrounding areas. However, they do not come for heritage attractions, but for shopping and leisure. Yet, the heritage tourism has good potentiality and opportunity to enhance economic, local identity and image development of Groningen. The existing heritages are relatively easy to develop saving money for creating attractions. However, the heritages do not give direct contribution to conservation in city scale heritage [common heritage consumed by everybody], but it works 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 heritage reuse are perceived because it is balanced by the prestige from heritage buildings.

Table 1 The Influential Factors of Reuse Heritage for Tourism

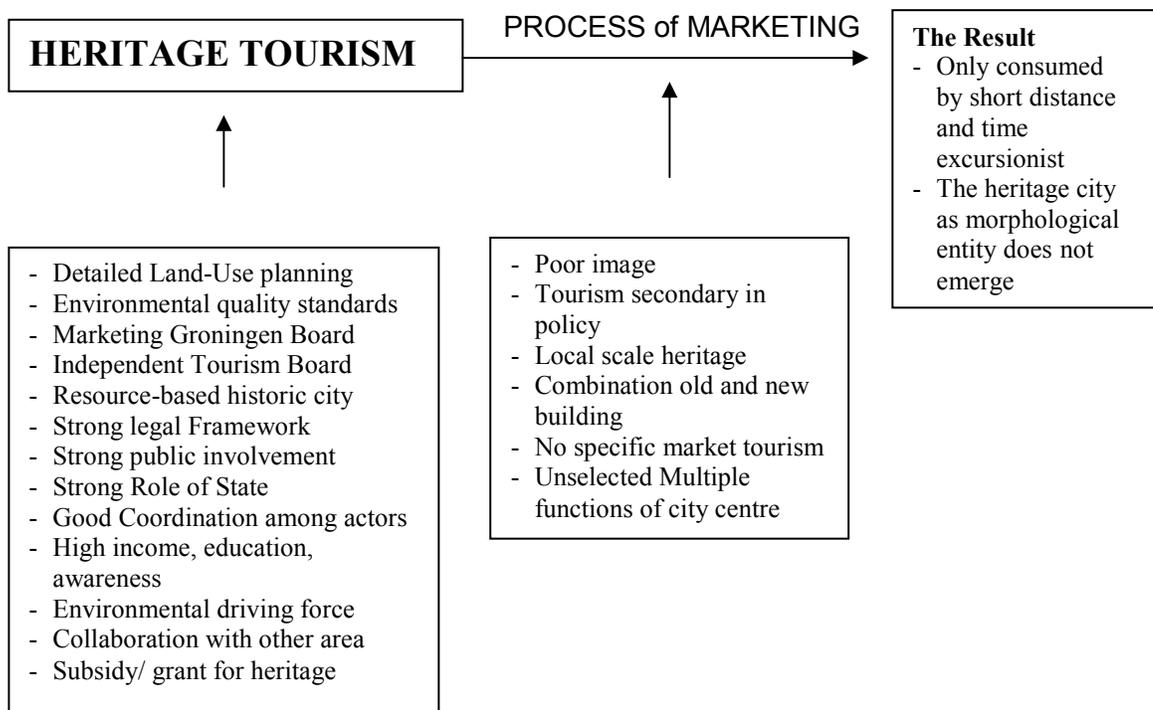
	GRONINGEN	BANDA ACEH
Contextual Factors	<ul style="list-style-type: none"> - Medium size city - High education - High Income - Lagging behind - Far away from the centre of economic and politic (in the end of the country) - Less religious - Strong community involvement - Self expression, creativity, high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

	GRONINGEN	BANDA ACEH
	as the main tourism attraction - Private tourism board - A board for marketing Groningen - Neighboring and short time tourist - Tourism is mainly to serve local need/ local scale attraction - Tourism secondary	attraction, now the tsunami step. - Government tourism Institution - No board for marketing - Neighboring tourist and short time tourist - Tourism is mainly to serve local need/ local scale attraction - Tourism secondary

CONCLUSION

In general, the reuse of heritage for tourism in Groningen works well, but does not give much contribution for local revenues and job opportunities. Moreover, the heritage tourism is not marketed to specific target. The definition of the market helps to produce specific products for specific consumers. Therefore, the heritage attractions are only consumed by short time and short distance excursionist (Ashworth, 1991).

Figure 1: Heritage Tourism of Groningen



The theory of heritage marketing in tourism arena as an alternative for financial conservation problem (Orbasli, 2000) is work in case of Groningen. However, only the small scale tourism [site scale] gives significant contribution for conservation in term of funding. Meanwhile, there is no direct contribution for city scale reuse heritage for tourism, such as the reuse of Martini Tower for tourism icon. From the Groningen experience, Banda Aceh can learn some lessons to improve its effort in promoting heritage tourism. Some efforts that can be done by Banda Aceh are:

- 1) Using heritage icon for tourism promotion
- 2) Promoting locally-based tourism and formal public participation
- 3) Developing strong legal framework, coordination and the role of state
- 4) Dealing with physical and social constraints of heritage tourism
- 5) Maintaining the promotion
- 6) Identifying the market

I think if the 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 needs 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 on the developed. Although we can not change the scale of our heritage, we can promote our heritage through marketing then the heritages famous generating visitors. Therefore, I argue it is obvious that the tourism, especially heritage reuse, is one way to gain money for conservation. "The more heritages enable one to anticipate and adapt to changes, the more powerful that heritage becomes" (Nuryanti, 1996, pp 258). However, the reuse should not change its original fabric and should not hamper the community needs. 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 a single reason; they also need food, hotels, transportation, etc. Therefore, the reuse of old buildings can not stay alone; it involves other dimensions of the city.

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