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Mapping Tourism Potential Based on Urban Heritage Tourism in Medan City

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Abstract. The city of Medan is the third-largest city in Indonesia and has historical buildings or heritage that can be revitalized as a cultural heritage with tourism potential that can be developed. However, until now, the colonial heritage buildings have been destroyed up to 70%. This research method uses a tourism anthropology approach with a qualitative research type that focuses on tourist destinations. The research location is a heritage area, a colonial heritage building in the Merdeka Square segment, Maimoon segment, Benteng segment, Youth segment, Polonia segment, and Sambu segment. The study results reveal that Medan has a heritage in the form of historic buildings that have the potential to be developed and represent the identity of the city of Medan. The potential for tourism development can be carried out in 3 (three) potential areas, namely: 1) The youth segment, which includes Gedung Juang 45, which currently functions as the Sumatran Money Museum, Tip Top Restaurant, and Tjong A Fie Mansion. 2) the Maimoon segment, which includes: Maimoon Palace and the Great Mosque. 3) The Merdeka Square segment includes City Hall, which currently functions as the Grand City Hall, Hotel De Boer (currently called Grand Inna Hotel), and the London Sumatra building. Through urban tourism based on urban heritage tourism, tourists can be invited to appreciate and interpret the objects observed. It serves as education and recreation for the community. This activity is also a means of preserving the wealth and identity of the city of Medan.

Keywords: tourist destinations; city identity; tourism potential; city tourism; heritage tourism

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1. Introduction

The long history of the colonial period in Indonesia can be seen in the form of historical buildings or objects found in almost all cities in Indonesia. This historic building is currently regulated in Law Number 11 of 2010 concerning Cultural Conservation that the government, regional government, and everyone can take advantage of cultural heritage for religious, social, educational, scientific, technological, cultural, and tourism purposes. The utilization of historic buildings is part of the development of cultural tourism, which is one of the factors that attract tourists. The existence of historic buildings, sites, or monuments is a potential for developing heritage tourism or referred to as historical and cultural heritage tourism as an alternative to tourism development in urban areas.

In the field of tourism studies, heritage is considered one of the most important attractions. The great charm with the charm of a heritage tourist destination has captivated tourists all over the world. For example, China and Malaysia were ranked as the top two Asian countries on the Top International Destinations List in 2009 according to international tourist arrivals by the United Nations World Tourism Organization (UNWTO), ranked No. 4 (50.9 million) and No. .9 (23.6 million) in the world (UNWTO, 2010). In addition, Lijiang in China and Penang in Malaysia are tourist destinations that offer the best and most representative cultural tourism attractions with multicultural characteristics in Asia, with both being inscribed as World Cultural Heritage cities by UNESCO in 1997 and 2008, respectively due to their cultural and the history of the building that is still standing today (Huibin et al., 2013). Cities are often an important focus for resource-based development because they concentrate on heritage assets, infrastructure services, private sector activities, and human resources. Improving the conservation and management of urban heritage is important for preserving historical value and the potential to increase income-generating opportunities and competitiveness (Pinto et al., 2015).

Urban areas have long been considered an integral part of contemporary tourism activities. From large metropolitan areas to historic small towns, today's urban environment is an important aspect of business and commerce and tourism and recreation. The utilization of historical buildings as tourism products is one way these buildings can continue to survive with the increasing number of modern facilities around them. The utilization of historic buildings as tourist attractions also has severe challenges because, in addition to bringing economic impact to the community, it also requires conservation measures.

In the last few decades, urban tourism or Urban Tourism has become the interest of academics from the industrial, social, and economic aspects of modern society. Globalization, the rapid expansion of tourism, and the development of transportation and communications have shifted the focus of many governments at a minor level, such as governors and local government officials, to make tourism a vehicle for economic development (Naumov, 2014).

The development of heritage-based tourism areas or heritage tourism has grown over the last few years, especially in cities declared World Heritage Sites. It is encouraged by UNESCO to publish a list of places declared as world heritage sites or World Heritage Sites (WHS) every year. It is an international or universal acknowledgment that the government and society must maintain and preserve a

place's historical and cultural heritage. Several studies on the potential of heritage tourism have been carried out by (Muñoz-Fernández et al., 2018). He researched the motivations of tourists to visit Cuenca, Ecuador. In its analysis, a heritage site must pay attention to other exciting aspects other than just visitor satisfaction to develop a sustainable tourism destination that combines culture and economic growth. The satisfaction of tourists visiting the city depends positively on three factors: historical attractions, services from the hotel and restaurant industry, and the characteristics or identity of the city. In addition, there is research on the UNESCO WHS inscription, namely about tulou, a type of traditional Chinese people's house. This study indicates that the WHS inscription is used as a tourist destination to improve the local economy. However, this view of economic value encourages conflicts between stakeholders, so that a policy strategy is needed to resolve conflicts and at the same time protect inherited assets (Li et al., 2020). Protection of urban heritage through integrated conservation of urban identity can assist in branding, promotion, and management systems involving local communities can improve the visitor experience (Haddad & Fakhoury, 2016).

Urban development becomes a magnetic center for interaction, creativity, education, business, and entertainment, encouraging a city to provide (build) tourist attractions such as amusement parks and malls. Such tourism development has led to the homogenization of tourism products. It has led to the fading of the collective memory of citizens, the history of the city's civilization, and the loss of the distinctiveness and authenticity of a city's local resources. Therefore, it is important to integrate heritage or heritage in development procedures so that the existence of heritage in the form of buildings or culture can be used as a community's collective identity that must be preserved (Versaci, 2016).

Several cities in South Africa have utilized aspects of heritage tourism as a component of local strategies for urban tourism development and planning for broader local economic development.

Colonial heritage can carry the imagination of domestic visitors, as Jørgensen's research results that local governments use Pudcherry's French heritage as a product that manifests Indian interests in a postcolonial perspective (Van Der Merwe, 2014). Colonial heritage can carry the imagination of domestic visitors, as Jørgensen's research results that local governments use Pudcherry's French heritage as a product that manifests Indian interests in a postcolonial perspective (Jørgensen, 2019). Through this perspective, the use of heritage as a tourism product does not confront the dichotomy between tourists who come from former colonial powers and areas that were once colonized.

The city of Medan is the third-largest city in Indonesia. It currently has potential resources to be developed as an Urban Heritage Tourism area or city tourism based on historical and cultural heritage tourism because it has historical and sociocultural content. The development of Medan City today is inseparable from the long history of Deli tobacco plantations known to have the best quality in the world. Before the arrival of foreign plantation entrepreneurs, Medan was only a small village area and was considered to be of no value. However, in the mid-19th century, Medan became an attraction for foreign plantation investors to develop and expand plantations in Deli. Medan has significant economic potential and has popularized this area as the "State of the Dollar" because of the

popularity of the tobacco produced. The arrival of plantation entrepreneurs in the Deli plantation era (1863) made the Medan area develop rapidly economically, socially, and culturally. Therefore, it has an impact on social change in society.

The traces of plantation development can be seen from historical buildings consisting of offices, shops, hospitals, schools, banks, bridges, roads, hotels, houses of worship, official houses, warehouses, sports facilities, water towers, etc. These buildings have a distinctive architectural style, layout, and regional development characteristics that are very European nuanced or can be said to have traces of prototype cities in Europe. The building's support of the center of government and administration, which was initially located in Labuhan, moved to Medan City. Since the administrative center was transferred, the Deli Maatschappij plantation office to Medan in 1889, the city of Medan has developed into an elite area.

The growth and development of the city of Medan are currently increasingly rapid; this can be marked in terms of physical such as the emergence of modern buildings such as malls, hotels, office buildings, shop houses, and business areas. This growth and development are not accompanied by the revitalization and conservation of historically valuable buildings, which are traces of the civilization of Medan City. In its development, these buildings were destroyed and increasingly displaced. Particular areas of historical and cultural value, which are an important part of the civilization trail of the city of Medan, are increasingly losing track. Currently, from the results of a study conducted by the Medan City Bappeda (2013), more than 70% of historical buildings in Medan City were destroyed due to several things, namely because they were abandoned and destroyed (destroyed) intentionally for the sake of development interests and reasons.

A tourist area in the form of historical and cultural heritage (heritage) has a different characteristic from nature-based tourism. Historical heritage becomes specific because of the existence of physical or non-physical heritage objects; even the peculiarity displayed is the identity of a place or city. To construct the identity of the city, attention is needed in the form of regulations and local government policies. The city's identity not only shows a city's civilization but also reflects the values, nostalgia, or collective memory of its citizens. Historical heritage is one of the many tourism potentials in city tourism.

2. Method

This type of research uses an anthropological approach to tourism with a qualitative type of research. This approach is processual (taking into account aspects of time and process), contextual (taking into account broader environmental factors, such as political factors, geography, ecology, etc.), comparative (comparing with different situations), and emic (using perspectives from various actors). They are involved in tourism) so that the analysis becomes comprehensive and meaningful(Cohen, 1979).

This research activity is by the anthropological approach to tourism, focusing on objects and tourists, local communities, the structure and function of the tourism system, and the impacts of tourism (Pitana & Gayatri, 2005). However, in this study, the principal or primary data source used is physical heritage, namely the

heritage of buildings that can still be identified and used as a source of data analysis to produce potential tourism mapping. The research location determined is a heritage area located in several segments, namely: Merdeka Field segment, Maimoon segment, Benteng segment, Youth segment, Polonia segment, and Sambu segment.

3. Result and Discussion

A The city of Medan is a city that has many heritage sites, historic buildings both on a single and regional scale. Until now, we can still find the sites, buildings, and cultural heritage areas with various existing physical conditions. The physical heritage consists of buildings and non-buildings (cultural arts) directly related to the building/site/physical area. The city of Medan, with a variety of relics that we can still enjoy, is like a link in the journey of human life with traces that can be seen in physical form. The trace in physical form as a relic is expected to be a part of development, as well as a learning process for urban development.

Buildings, sites, and cultural heritage areas have been determined as cultural heritage objects and those that have not constituted the wealth of the city of Medan in its culture. This heritage is a potential that must be developed into a strength in urban development. Just as new buildings grow as a development process, buildings, sites, and cultural heritage areas should be part of the city of Medan. Buildings from the royal era with specificity in shape and details of their ornaments, colonial heritage buildings with distinctive building forms from the 1900s era and or 19th to 20th-century buildings are part of the beauty of the city of Medan, which is developing as a city that respects arts and culture.

Many areas of Medan's cultural heritage can be used as a support for the city's identity. The area is composed of buildings with the structure of the road space. The Kesawan area, the Maimun area, the Polonia area, the Labuhan Deli area, and many other areas that can tell the development process of the city of Medan and, of course, can be expected to become a tourist attraction if packaged in creative economy-based development. Tourism is not the main thing to bring in visitors in number but quality so that the development The villages of Medan as a unit cannot be separated from the development of the city. Kampung Keling is one of the villages that until now is still maintained both physically and socio-culturally, which at least has been able to become an attractive tourist destination, which ultimately impacts the community's local economy of a creative economy-based area will be created that will benefit the local community.

The development of Medan City, which was initially only a village inhabited by only hundreds of residents, then developed along with the move of the Deli Maatschappij office to Medan in 1889. The growth of office buildings followed the relocation of the administrative center in Medan City. Medan City Center is then centered around the Merdeka Square area, reflecting the European region's prototype.

According to Law number 11 of 2011, Cultural Conservation is a historical and cultural heritage that is material in the form of Cultural Conservation Objects, Cultural Conservation Buildings, Cultural Conservation Structures, Cultural Conservation Sites, and Cultural Conservation Areas on land and water that

need to be preserved because they have value. important for history, science, education through the process of determination. While the basis of the Law of the Republic of Indonesia Number 5 of 1992 concerning Cultural Conservation Objects, Cultural Conservation Objects are natural objects and artificial objects, both movable and immovable, in the form of a unit or group, or parts thereof, or the remnants thereof which have closely related to culture and the history of human development.

The existence of a city is related to the past. It was planning, directing the city's growth now and in the future. It must accommodate the city's historical relics, which is the journey of civilization of a city. A city's historical heritage may include buildings, areas, sculptural structures, fountains, parks, trees, and landscaping. The attraction to this historical heritage can be sourced from its architectural, aesthetic, historical, scientific, cultural, and social significance.

The relationship between a place and history is very close because a place is a source of individual and collective memory. Thus a place also contributes to individual and collective identity. The character and personality of the place itself distinguish it from other places, and the people who live in a place have a sense of belonging and attachment to that place.

In addition, the character of a place is also determined by other factors, namely the built environment. K. Lynch (1960) says in his article "The Image of the city," the quality of the built environment, namely the imageability and legibility of buildings, contributes to the emergence of a prominent identity in a place (Kevin, 1960).

The image of a place is a combination of several interrelated landscape factors: the shape, appearance, and color of the building, the rhythm of a group of people, and the festivities and events held in that place. Another factor that determines the identity of a place is the combination of various non-material cultural elements such as community characteristics (ethnicity, religion, language).

The administrative city of Medan was formed through an institution called the "Municipality Fund Management Commission," known as the Negorijraad. Based on "Decentralalisatie Wet Stbl 1903 No. 329", an institution was formed, namely the "Afdeelingsraad Van Deli" (Deli Division Council), which worked with Negorijraad until it was abolished on April 1, 1909, the Ketoka Cultuuraad (Cultivation Council) was formed for areas outside the city. The leadership of the Medan Municipal Board when it was established on April 1, 1909 (Stblt 1909 No.180) was EP Th. Maier, who served as an assistant to the Resident of Deli Serdang. This date is the anniversary of the City of Medan, which is commemorated until 1975. However, since March 26, 1975, through DPRD decision no. 4/DPRD/1975 based on many considerations, it was determined that the birthday of Medan City was July 1, 1590.

Regional Regulation of the Medan City Level II Region, No. 6 of 1988 concerning the Preservation of Buildings and the Environment, has historical value for archaeological architecture and reforestation in the Medan Level II Municipal Municipality area. However, even though regulations are binding and become laws for the protection of the preservation of historically valuable buildings, they are still under threat in the name of development. As with the Medan City Townplane in 1913, the buildings with historical value are as follows:

Table 1. Buildings located in Medan City Center

No	Original Building Name	The Name Current Building	Status
1	Harrison and Crossfiled	Lonsum	Ada
2	Netherland Handelsbank and KPM	Bank Mandiri	Ada
3	Netherland Handel Matschappaij	Bank Mandiri	Ada
4	Medan Townhall	Aston	Sebagian Ada
5	Hotel De Boer	Hotel Darma Deli	Ada
6	Post Office	Kantor Pos Indonesia	Ada
7	Witte Club		Dimusnahkan tahun 1970-an
8	Stasiun Kereta Api		Ada
9	Jembatan Gantung		Ada
10	Grand Medan Hotel		Dihancurkan tahun 1980-an

Source: Arsip BWS (Badan Warisan Sumatera)

If classified based on the position of the position segment, the historical buildings are grouped into 6 (six) segments, namely: Merdeka Field Segment, Maimoon Segment, Fort Segment, Youth Segment, Polonia Segment, and Sambu Segment.

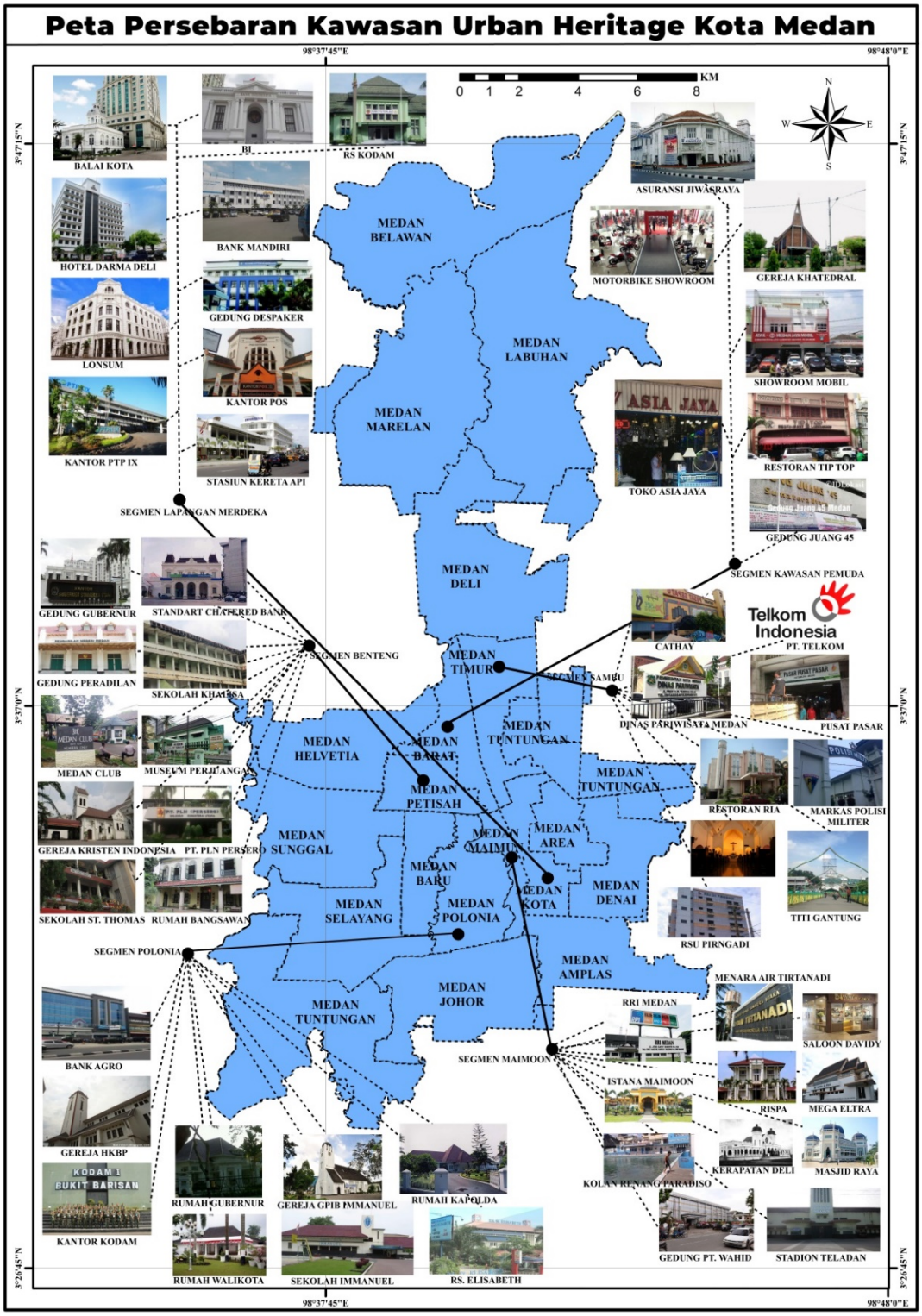


Figure 1. Map of the Distribution of Medan City Heritage Areas by Segment

From the several heritage buildings located in 6 (six) areas or the most popular segments as city tourism destinations or urban heritage tourism, there are only 3 (three) segments. Among them is 1). The youth segment includes Gedung Juang 45, which is currently used as the Sumatran Money Museum, Tip Top

Restaurant, and Tjong A Fie Mansion. 2). The Maiomoon segment includes the Maiomoon Palace and the Grand Mosque. 3). The Merdeka Square segment, namely: Hotel Dharma Deli (currently renamed Grand Inna), the Bali Kota building (some of the buildings still exist), is currently being converted into Grand Aston City Hall, Tip Top Restaurant, and Tjong A Fie Mansion. Tourist destinations in the three segments can be categorized based on city tourism products as the concept developed by Shaws and Williams (1994) that urban tourism areas have geographic characteristics that focus on the facilities offered to tourists and attractions that become spaces for tourists to meet each other.

Three segments can still be maintained as a favorite area for local tourists as a tourist destination development; it can be analyzed based on 3 (three) elements, namely primary elements, namely: places that offer tourist attractions that attract visitors to a city, secondary elements, namely supporting facilities provided as a form of services offered to tourists that provide experiences for tourists, and additional elements, namely tourism infrastructure which includes infrastructure, and services that provide information to visitors or tourists about supporting needs such as parking, transportation, guides, etc (Shaw & Williams, 1994).

According to the views of local tourists, the three elements that offer tourism products can be classified as follows:

Table 2. Tourism Potential Analysis based on Tourism Elements

No	Nama Gedung	Elemen Pariwisata	Fungsi
1	Gedung Juang 45 /Museum Uang Sumatera	Bangunan sejarah dan museum (primer)	Wisata edukasi
2	Restoran Tip Top	Fasilitas hiburan (sekunder)	Wisata kuliner
3	Tjong A Fie Mansion	Bangunan sejarah (primer)	Wisata sejarah dan edukasi
4	Istana Maimoon	Bangunan sejarah (primer)	Wisata sejarah dan edukasi
5	Mesjid Raya	Bangunan sejarah (primer)	Wisata religi
6	Balai Kota/ Hotel Grand Ashton	Bangunan sejarah (sekunder)	Leisure
7	Dharma Deli	Bangunan sejarah (sekunder)	Leisure
8	London Sumatera	Bangunan sejarah (primer)	Wisata sejarah

Source: Research Data (2021)

The eight urban heritage-based tourist destinations that still exist in the city of Medan, as described in table 2, there are only two tourism elements: primary and secondary elements. Based on their function, these tourism destinations are grouped into historical tourism, educational tourism, religious tourism, and leisure

4. Conclusion

In terms of city tourism development, Medan has a heritage in the form of historic buildings that have character and represent the identity of the city of Medan. These historical buildings are inseparable from the historical journey of the development of the city of Medan.

The concept of developing heritage tourism can take advantage of the built environment (segment) owned by a city with its historical value. Based on the location or area of heritage buildings, Medan City can be classified into 6 (six) segments: the Youth segment, Maiomoon segment, Merdeka Square segment, Sambu segment, Fort segment, and Polonia segment.

Of the six segments, the potential for tourism development can only be carried out in 3 (three) areas, namely: 1). The Youth Segment includes the Juang 45 Building, which currently functions as the Sumatran Money Museum, Tip Top Restaurant, and Tjong A Fie Mansion. 2). Maimoon segment, which includes: Maimoon Palace and the Grand Mosque. 3). The Merdeka Square segment includes City Hall, which currently functions as the Grand Ashton Hotel, De Boer Hotel (currently named Hotel Grand Inna), and the London Sumatra building.

Visitors (tourists) can be invited to appreciate and interpret the observed objects through heritage city tourism. Thus, in addition to functioning as a means of education and recreation for the community, this activity is also a means of preserving the city's wealth.

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