

Marketing Place : The Strategy of Heritage Tourism Development of Kuto Besak Fort Palembang

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Abstract: Kuto Besak Fort was constructed during sultanate of Palembang in the 17th century. Located in the city center and on the edge of Musi river. And defined as heritage site by local government, In recent years has been developed as tourism destination. The study explained about the relations between heritage and tourism, and also tourism and image. This paper presents the transformation of Kuto Besak fort site, analysis of the role of designing place's image, and identifies elements of image in tourism district. The designing image is one of concept in tourism. It has been used in so many cases in urban tourism development, especially fort development. This paper argues that the designing image of Kuto Besak Fort must be rooted in history and should be responsive to current and future development. Therefore this paper also attempts three recent succeed fort developments. The conclusion shows that the success of heritage tourism development was supported by image

Keywords: Palembang, Kuto Besak Fort, Urban Tourism, Heritage Tourism, Place Marketing, Image

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1. INTRODUCTION

Palembang is a river city, it has many rivers. The biggest river is Musi river which divided the region into two parts, Ilir and Ulu. Historically, the sultan built all palaces on the bank of the river, and also settlement/kampung along the river.

Sultanate of Palembang and colonialism period had left intangible and tangible heritage. Such as Kuto Besak Fort and some colonial buildings. That represent their architectural form and style. And some of them has been protected as heritage by local and central government. The old building and structures have a critical role in urban development. Matkousumo (2006) argued that existence of heritage structures does contribute only visually, but also physically, they play an important role as landmark of certain areas, and part of history of the area too. Historical monuments are today counted among the strongest pull factors of mass tourism for many destinations (Specht, 2014:2).

Heritage tourism is a phenomenon. Today, In many developing countries, revitalization focused on tourism to enhance economic and increase quality of urban environment. Many city reconstructed new image to attract many tourist. Some historical buildings and quarters have been revitalized, the promotion has been done, and new buildings have been erected. But the Place's image was not successfully created to attract many tourist. Place's images not an absurd. It can be identified and be created. Designing image must be able to respond the future development. As Kotler (1993:143) noted that place images are identifiable and change over time.

In urban tourism perspective, urban heritage is not only be an object to be seen but it make us see. It is argued that heritage is seen as an attraction. The heritage can consists of building, structure, and site.

As a tourist destination, Kuto Besak Fort is not only as a fort but also built as kraton. Located in the downtown and on the bank of Musi river, and relatively still standing undamaged. Kuto Besak Fort is the only one fort built on the bank of river in Indonesia today. The built environments around Kuto Besak Fort district represent architectural style in three periods, Sultanate periode, colonial period, and independent period.

2. DEVELOPMENT HISTORY OF KUTO BESAK FORT DISTRICT

According to Inajati Adrisijanti, there are two kinds of fort in Indonesia. Traditional Fort, it was tended to be built by exploiting environmental condition and it was asymmetry form and along the river. And fort with western architecture style. It was built to control reigns of sultanet and for defence.

In Sultanate of Palembang period, there were some kraton has been built along the river. They are Kraton of Kuto Gawang, kraton of Tengkuruk, Kraton of Kuto Lama, and Kuto Besak Fort. Kuto Besak Fort was built by Bahauddin in 1780. It was located on the bank of Musi river, southern of Kraton Kuto Lama (The old Kraton). The deference between Kuto Besak Fort and Kraton Kuto Gawang is Kuto Besak Fort built around the kraton, while Kraton Kuto Gawang built around the city. In addition, Kuto Besak built with brick and higher than Kraton Kuto Gawang built with wood (Hanafiah, 1989).

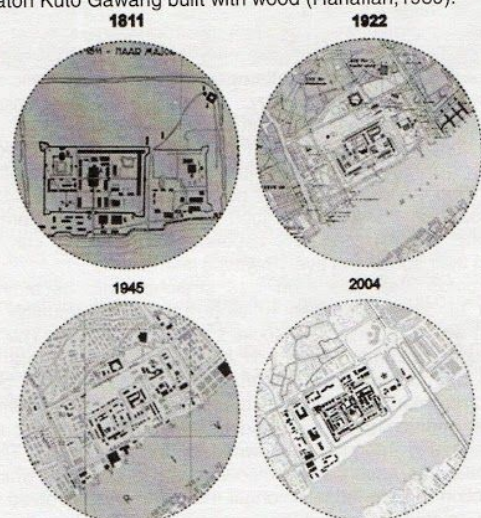


Fig.1. transformation of Kuto Besak Fort district

The term of Kuto Besak Fort refers to kraton or palace. Hanafiah (1989:9) argued that the term of kuto refers to city, fort, high wall. According to Farida R, term of Kuto Besak Fort was used in colonial period, the Dutch thought that the wall around Kraton Kuto Besak was a fort

In sultanate of Palembang periode, Kuto Besak Fort had access to rivers in every side. But in colonial period, the Dutch began to construct street by covering the rivers (e.g Tengkuruk and Kapuran river). And also erected new buildings out and inside of Kuto Besak Fort. such as offices and houses. Unfortunately, many side of the wall of Besak Fort destroyed and other wall demolished.

The planning of Kuto Besak Fort as tourist destination has been noted in several period. Even in colonial periode, when the Dutch destroyed Kuto Lama Palace and planned to construct public park for recreation activities. As Sevenhoven discribes

"Karena Kuta Lama dibongkar, maka disini akan terbentang lapangan besar. Ditempat ini penduduk akan dapat berkumpul dan mengadakan hiburan umum. Dan juga sekaligus seperti juga keliling Kraton Baru akan memberi suasana tempat untuk berjalan-jalan yang indah bagi orang Eropa" (Hanafiah, 1989:10)

In independence period, monument of Mompera has built in the north of Kuto Besak fort in 1980s. it was been new landmark with modern style. But unfortunately, a lot of old building has been demolished and the fasade changed such as post office. Besides the military dominate around Kuto Besak Fort district and inside the fort for military activities. And from the early 2000s, Plaza of Kuto Besak Fort was revitalized and opened for recreational activities and tourism. It may be the new period for tourism development in Palembang.

Figure 2 is a heritage map around the Kuto Besak Fort shows the physical condition of the heritage according to survey in 2015.

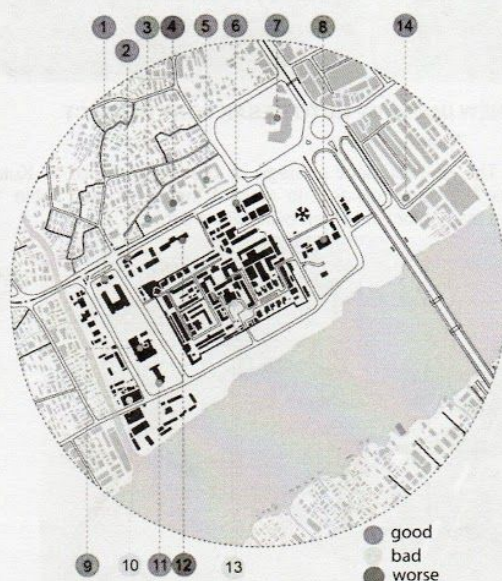


Fig.2. map of heritage around Kuto Besak Fort district

3. URBAN TOURISM AND HERITAGE TOURISM

Urban tourism was developed in the industrial cities of Europe in the late 1980s and early 1990s. where the cities have economic problem and urban cores were increasingly troubled by congestion, air and soil pollution, crime, physical downgrading (Berg, Borg and Meer, 1995:5). And in Early periode, urban tourism was influenced by revitalization of the downtown area which consisted many old buildings and historic urban quarters. Some of them are related to urban river revitalization, where the old buildings spread along the river. Breen and Ricby (1996:14) explained the urban waterfront projects often closely related to old building, visually, physically, and history. And it related to tourism.

The urban environment is attractive. It can be a magnet for tourism. The characteristic of urban environment was formed by density of urban structure, social, and diversity of function. The old buildings, historic quarters play a role in urban tourism-based on heritage tourism. They are a resource in heritage tourism which represent a history of place and human life. Thus, the city will loss his potential attractiveness by destroying the old building. Orbasli (2010:16) states 'developing an historic area specifically can range from an appreciation of its urban qualities to a re- presentation of a past era and a creative interpretation of history'. The urban language of a past era and the townscape value inherent in a hierarchy of street patterns, open space an intersection combine to create a physical attraction. (p.38)

The study noted that architecture and tourism have a close relationship. As Specht (2014:2) states 'architecture plays a critical role in almost every area of tourism, providing infrastructure to enable tourists to reach desired destination and one in place, accommodation to host them, while also allowing movement as some of the must basic prerequisites for tourism, it can argued that tourism is barely conceivable without architecture'.

Heritage tourism typically relies on living and built elements of culture and refers to the use of tangible and intangible past as a tourism resource (Timothy and Nyaupane, 2009:3).

In addition to the consideration of urban tourism development is to identify who is the visitor and what they want or need. There are two types of visitor in urban tourism, they are resident and tourist. The tourist visit a tourist destination to find the authentic of place, to feel the experience of characteristic of place.

On the other hand, The resident need a place to meet, do sightseeing, besides to find experience of place. The current trend of urban tourism development is not only to explore the heritage but also to accommodates urban lifestyle such as recreation, leisure, and entertainment. It is important to consider to use urban space (open space, street, space in between) as a place (making place), in others term called as third place. As Kotler (1998:100) note that place need a range of attractions for their own people (resident/citizen) and visitors (tourist).

4. MARKETING PLACE

The study of place's image can find in any literatures, such as Place Marketing (Kotler'1993), City Branding (Dinnie, 2012). The term of image and place are commonly used in other fields, architecture, urban design, and tourism. According to Kecher and Cros (2002:178-179), The term 'place' usually to identify the issues that related to heritage management and development (tangible) such as archeology, historic building, artifact

Kotler, Haidar, Rein (1993;142) define that image represents a simplification of large number of associations and pieces of information connected with the place. Place's image as the sum of beliefs, ideas, and impressions that people have of place.

According to Kotler, Haidar, Rein (1993) that marketing place is not promotion of place, but promotion of place is a part of marketing place. Marketing place aims to design place's image. As Tiesdel (1996;70) argue that Place marketing includes an attraction, place characteristic, cultural tourism object, heritage, setting, and promotion.

In 1980s, many cities in America and Europe reconstructed their image to attract tourist. Because the the place with poor image will be failure to attracts the tourist but the place supported by image will be success. therefore, the place's image is a determinate factor in urban tourism today. As Kotler, Haidar, and Rein (1998) argue that a place's image is critical determinate is to be respond to the place. Marie and Rolland (2011;64) argued that modern tourism carries with it a set of expectations, a set of image.

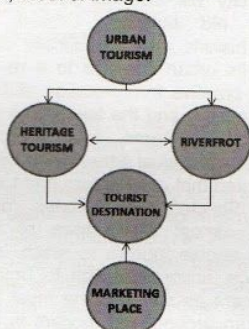


Fig.3. relationship of tourism and marketing place

According to Kotler (1993), there are three tools to create an effective image of place; (1) themes; (2) visual symbols; and (3) events.

5. THE SUCCEED FORT SITE DEVELOPMENTS

A. Rotterdam Fort

It located in Makasar. Rotterdam fort is a palace built by sultan of Gowa in 1545. The local name is Benteng Ujung Pandang. In 1970, the fort was taken over by local government from military. In independent period, many new building constructed around the fort. And the impact not only on visual, but also physical. Figure 4 shows group of building inside the fort represents colonial architecture style.



Fig.4. group of buildings inside the fort

B. Tower of London

Tower of London is a castel built in 1078. Located in central london, and on the north of the Themes River. The layout consists of tree wards. They are innermost ward, inner ward, and outer ward.

Nowadays, Tower of London is the most famous tourist destination and able to attract tourist as much as million a year. The tourist and visitor can do a historical trail in the linnermost and Inner ward. The attraction can be old building and military activity. Figure 4 shows the outer ward for art installation.

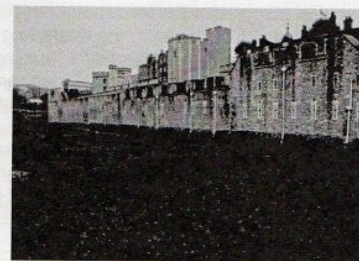


Fig.5. an art instalation in the outer ward

C. Fort Saint-Jean

It located in Marseile and buit in the 17th. The development represents a contemporary setting, where new building and old building show harmony. The site has been reconstructed by designing theme park, Mediterenia Park. It offers the history of Marseile with diversity of culture. Two footbridges were constructed to connect to new meseum and the others to the city.



Fig.6. Fort Saint Jean

6. NEW IMAGE OF KUTO BESAK FORT DISTRICT

A. Theme

The development strategy of heritage tourism in Kuto Besak Fort is to divide into several theme blocks. Table 1 shows every block has their own different theme.

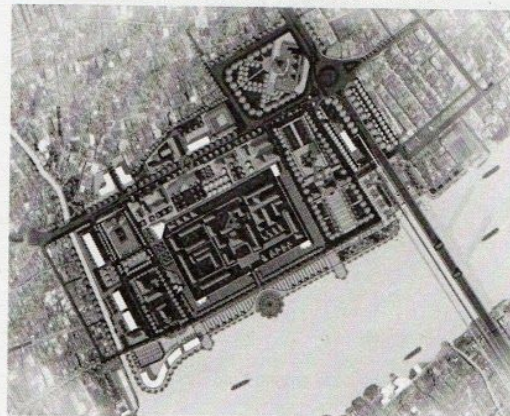


Fig.7. master plan of Kuto Besak Fort district

TABLE I. THEMES OF BLOCK

Block	Themes
A	Fort and Cultural Park
B	Museum Park
C	Historical Riverfront
D	Colonial Corridor

B. Visual symbols

Visual symbol is marked by landmark, consists of structure, old building, and signage. Creating more alternative access to reach the landmark. Figure 8 is a proposal design shows 'link' between new building (museum Mompera) and old building (museum of Sultan Mahmud Badaruddin II), visually and physically. and shows a main gate proposal design of Kuto Besak Fort represents architecture style of two periods. Besides, it is necessary to consider restoring the street name as the colonial period. It can presents the atmosphere of colonial period.

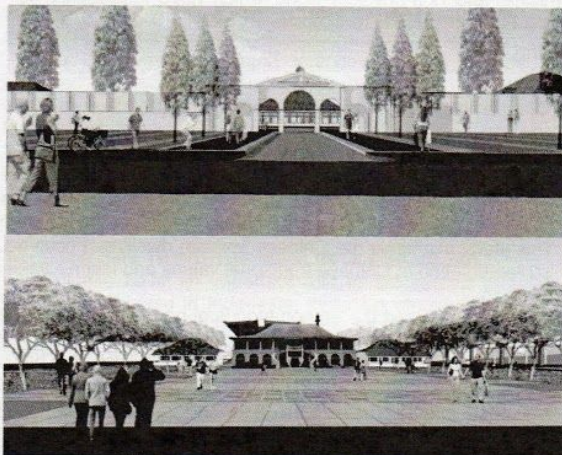


Fig.8. landmark as visual symbol

C. Event

Event offers an attraction, include festival, religious event, community event, and concert. Figure 9 shows the public place used for cultural event.



Fig.9. cultural event

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