

Identifying Creative Urban Landscape Towards Creative Tourism in Bandung: *A Preliminary Study*

F Sinatra¹, Kurniasih^{1,2} and Indradjati^{1,2}

¹⁾ Researcher of Urban Planning and Design Laboratory, SAPPK ITB, Indonesia

²⁾ Lecturer of City and Regional Planning, SAPPK ITB, Indonesia

Email: sinatrafran88@gmail.com

Abstract. This article discusses about creative urban landscape towards creative tourism in Bandung. The objectives of this study are to identify and organize strategic plans to promote creative cluster and creative tourism. Three dimensions of creative space that are studied in this research are creative software landscape, creative hardware landscape, orgware. The results of this study suggests that creative spaces in Bandung need to reformulate creative clusters as some of the creative clusters have creative enclaves or sub creative clusters. There are eight main clusters and eighteen enclave clusters with each main and enclave clusters supported by creative software and hardware landscape. Both the creative software landscape and creative hardware landscape are designed to stem from the cluster theme to enhance tourists' experiences.

1. Introduction

Bandung has been a distinguished tourist destination in West Java for its beautiful landscape, scenery, and culture since the colonialism era. The attraction resulted in a growth of population in the last decade and making Bandung a newly metropolitan area with a dense population. Consequently, this has led to a significant increase of urban landscape and risk in tourism. Uncontrolled development has brought and impact to the quality of urban tourism or recreational activities negatively. The emergence of creative tourism was initially an effect due to the development of the creative class and creative economy. Creative communities, which were focused on business and home industries, have influenced the rise of creative economy. Distros were established as workshops for the products and were positively received by the market, which afterwards developed gradually and not limited to fashion.

Various innovations were discovered by the creative class to improve their product value. The idea of integrating shopping and creative tourism has brought a new experience to the guest. Visitors did not only buy the products but are also involved in the creative process of generating their desired designs. The success of creative tourism is to include the tourist in the activities. Santa Fe's working definition of creative tourism as a tourism activity that engages and offers an authentic experience to the visitor. The visitor could also participate in the learning process of the art, heritage, or unique traits of the destination and create a connection with the locals. In contrast with conventional tourism, the tourists are less involved with the process. This transformation shows that a shift of process has occurred between the tangible and intangible tourism resources.

The potentials of creative tourism in economic value has induced Bandung's local government to intervene, support, and enhance the quality by developing creative tourism attractions such as Kampoong wisata (urban tourist village) and festivals. Greg Richard [5] explained that modern development of creative tourism lies in the transformation of tangible elements to intangible elements



of an area's culture for the tourist to consume. Three dimensions of creative development can be defined as creative hardware, which is represented by physical urban landscape such as infrastructure or space for creative production, consumption, and proconsumption; creative software, which is identified as the creation of creative atmosphere or ambience, fashion, quality of life, and perceived diversity; and orgware, which is related with sectors, industries, clusters, policies, and governance.

The objectives of this paper are to identify the means of development of the creative economy and creative industry into creative tourism, to explain the three dimension of creative tourism that have pushed Bandung city, and to provide suggestion for strategic plans which could be used to improve the completion of the creative tourism development in Bandung.

2. Method

This paper used qualitative and quantitative research. Data and information are collected by field observation and through deep interview with the representative from creative community and local government. This study is located in Bandung with eight urban development areas and 30 sub-districts.

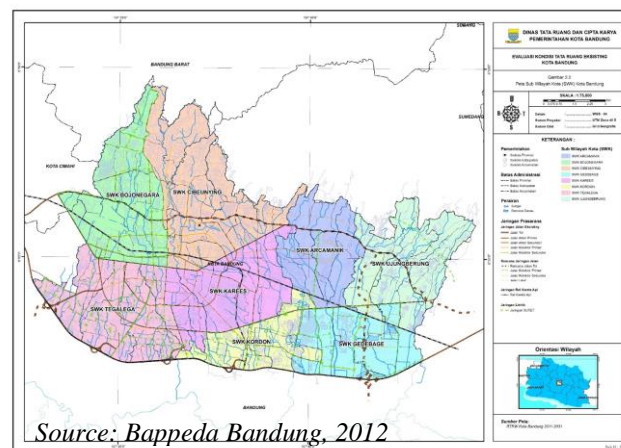


Figure 1. Map of Bandung

3. Emerging of Creative Tourism in Bandung

In Indonesia, Initially, Creative tourism activities rise from gain creative economy and industries. Creative economy has been developing since 2005 through idea of President of Republic Indonesia. At that time, Indonesia has to increase craft industries and creativities. Officially, in 2011, creative economy was involved as a part of tourism activities and in the same year the Ministry of Tourism and Creative Economy was established. 2011 to 2025 is the years where central government has to accelerate this sector.

Table 1. Milestone of Creative Tourism Development

Creative Economy	President: must increase craft and creative industry	Blue print of creative economy	platform of community of creative economy	Acceleration
Year	2005	2008	2010	2011
Creative Tourism				Ministry of Tourism and Creative Economy was established
				Acceleration

Source: Kuswara, 2013 [8]

Bandung has been a tourist destination since the Dutch Colonialism in the 19th century. The natural and cultural aspects of Bandung are the most favorite attraction at that time. The contemporary tourism is starting to lose its popularity. The decrease of popularity has led to the tourism activity in the city to be unfavorable. Vast innovations were created in the development of tourism, which now

has become a creative tourism. The development of the creative tourism in Bandung is also the result of the high number of productive cities and a number of campuses, which has contributed in innovation and activity.

In 2009, ministry of trade has classified 14 sub-sector of creative industries, which are: 1. Advertisement; 2. Architecture; 3. Art market; 4. Craft; 5. Design; 6. Fashion; 7. Video, Film, and Photography; 8. Interactive Games; 9 Music; 10. Theater; 11. Printing and Small Publishing; 12. Computer Services and Software; 13. Research and Development; and 14. Telecommunication and Radio. Table bellow describes the creative industry's sub-sectors in Bandung, with the addition of culinary sub-sector.

Table 2. Number of Creative Sector In Bandung

No	Creative Sector	Total
1	Advertisement	275
2	Art gallery	49
3	Craft	511
4	Design	17
5	Fashion	893
6	Film, Video, and Photography	297
7	Software and Interactive Entertainment	18
8	Music	156
9	Theater	1301
10	Architecture	90
11	Computer and software service	275
12	Television and Radio	38
13	Printing and small publishing	547
14	Research and Development	390
15	Culinary	532

Source: Bappeda Kota Bandung, 2008 in Tiara, 2016

4. Mapping Creative Urban Landscape

Creativity is an act that requires space to flourish creative ideas can be expressed within the space itself. In urban context, creative place is represented in urban landscape. There are three dimensions of urban creativities to achieve new development for creative urban development. They are creative hardware landscape, creative software landscape and orgware. The creative hardware, is represented by infrastructures, spaces or utility for creative production, consumption and proconsumption; creative software landscape is associated with atmosphere or ambience, fashion, quality of life, perceived diversity, vibrancy, events, festivals; and the last part is creative orgware is the dimention that is described in policies, sectors, industries, clusters, and governance [4].

Bandung is an emerging creative city in the world, has been developing hardware, software and orgware towards creative city. In 2016, according recent survey identified some forms of urban creative landscape in Bandung:

- Creative software Landscape in Bandung is manifested in events or festivals are aimed to promote creative tourism. In 2015, there are 31 festivals that were organized by Milangkala Bandung Festival. Milangkala Bandung Festival aimed to integrate the event or festival in Bandung. That festivals: Bicycle rally night run 2015; Indonsia Art Voice Festival; Bandung Air Show; Konbawa Festival; Salman A Day Out Picnic; Music and Gimmick on The Street; MD Soul Session; Bandung Culture Folklore; Babakan Siliwangi Festival; Bandung Food Land; Baroque of Artliens; Bandung light Festival and so on.
- Creative Hardware Landscape is manifested in theme parks. Local government provided at least nine theme parks to encourage physic of creative places. They are:
 - Film Park. This theme park is the first film park in Indonesia, it is located in Taman Sari near with skateboard park. There are some facilities that are installed, such as: big videotron, good sound system, and unique tribune setting.
 - Skateboard Park. This park is located under Pasopati Flyover. Skateboard community in Bandung uses this space. This park also opened 24/7.
 - Fitness Park. This park is located in Iman Bonjol St. it has some facilities to workout such as: chest press, elliptical trainer, sit-up bench and cross trainer.

- Citarum Music Park. As the name implies is dedicate for the music communities in Bandung. This park is located in Belitung St. and most of the time the park is used by indie bands for their performance.
- Elderly Park. This park is dedicated for elderly people to get outdoor activities.
- Pet Park. This park is located in Cilaki St., which provide some facility for pet such as a toilet for pet and this site also as a meeting place for pet lover. Total area of pet park about 800m². Beside has some facilities for pet, this park also provide jogging track, bench and so on.
- Photography Park. This park is located in Anggrek St. this park provides for photography community in Bandung.
- Persib Park is a park that designed for people who has interest in football. It name come from the famous football club in Bandung. Total area about 16x25 m.
- Superhero Park is located in corner of Bengawan and Anggrek St. There are some sculpture superhero figures such as Gatotkaca, Supermen, and Batman. This park is the best out door space for children.
- Creative Orgware. In this paper the main focus of orgware, it is associated with creative cluster. There are ten creative clusters that identified:
 - Creative Kampong of Eco Bamboo, this creative kampong is located in Dr. Setiabudi St. this Kampong promote edutourism relate with traditional games, and how to make angklung;
 - Creative Kampong of Dago Pojok, this creative kampong is located in Dago Pojok, this kampong is initiated by Rahmat Jabaril. This kampong has specialization for craft such as wayang, bamboo music instrument and so on;
 - Creative Kampong of Cicadas, cicadas creative cluster is aimed for local acoustic development. Many traditional performance show on the open space, moreover this kampong also has building for informal education to develop local creativity;
 - Old Town (Colonial Area), located in Asia-Africa St. this location has high historical value. This site also as a witness of international conference of countries from Asia and Africa;
 - Creative Kampong of Barongsai (China Town). In this area, a tourist can visit monastery temple, and eat Chinese food;
 - Creative Kampong of Cibuntu, this creative kampong strives for the growth for Tofu home industries, located in Cibuntu;
 - Creative Kampong of Cigondewah. This creative Kampong is dedicated for development of local textile creativities;
 - Creative Kampong of Cicukang, this kampong aims to develop local creativities that relate with music instrument, wayang, marawis, jaipong dance and theater;
 - Creative Kampong of Lewi Anyar, the other name of Lewi Anyar Kampong is Langitan Kampong. The main attraction for tourist activity is mural art. This site developed to gain the local economy, art and local creativity;
 - Creative Kampong of Pasudan. This creative kampong aims to promote local creative activities that relate with traditional dance, traditional music, theater, and fine art. Pasundan Kampong is located in Balong Gede; and
 - Creative Kampong of Belekok is located in Rancabayawak, Gedebage. Belekok is named after natural phenomenon of bird migration of *Araeola speciosa* or Belekok Bird (local name). The main tourist activity is bird watching.

Problems that are experiencing of Bandung to develop creative tourism relate with disintegration among creative dimensions (Hardware, software, and orgware). For instance, Creative Kampong of Cicukang that has specialization in promoting local music instrument, Wayang, Marawis, and Jaipong dance does not supported by hardware and software creative landscape. It is highly recommended to develop creative cluster (orgware) that is integrated with others creative dimension.



Figure 2. Inventories of Orgware and Creative Hardware Landscape in Bandung

5. Strategic Planning for Creative Urban Landscape Development

Creative urban landscape has been developing since 2011 when this city was stated as a part of world creative cities network together with 47 cities from 33 countries. By UNESCO, there are three obligation of this city that has to develop: first, Providing a thematic public park in Bandung dedicated to the UCCN, which will represent the Creative Cities in various artistic forms, as well as showcasing a diversity of urban cultures; second, Enhancing collaboration with other Creative Cities through creative festivals, joint events and workshops, notably by organizing an annual Asian-African Carnival with the aim of promoting underrepresented cities and South-South cooperation.

Moreover, in 2015, Bandung was issued the zoning regulation for eight urban development areas (SWK), each area has specific theme for development, and they are:

- SWK Ujung Berung as a Sundapolis: this urban area is planned to promote and conserve Sunda Culture
- SWK Tegallega: is developed as creativepolis that will accommodate some creative industries
- SWK Karees: will be developed as Mediapolis which will facilitate Information and communication technology (ICT) development in Bandung
- SWK Kordon: the development concept of this area is Musicalpolis, this concept attempts to gain the music as a creative industry.
- SWK Gedebage: Technopolis is the main concept development, this area is planned for new modern city in Bandung that consist new center of Bandung Municipality office.
- SWK Bojonegoro: this area is developed as a Aeropolis that will promote aerospace industry
- SWK Cibeunying: the concept of this area is Travelpolis that will be main area for tourism in Bandung
- SWK Arcamanik as a Sportypolis that will be center of sport facilities in Bandung

Creating the thematic SWK has advantages and disadvantages, on other hand, this policy will curb its own creativities, but creativities strongly need a place that has to organize systematically to be planned well. To deal with this problem enclave creative cluster is the best solution that could be taken. Table bellow shows the main creative cluster, enclave cluster (orgware) and general development guidelines for creative software landscape and creative hardware landscape.

Table 3. General development guidelines for orgware, creative software landscape and creative hardware landscape.

No	Creative Cluster (Orgware)		Creative Software Landscape	Creative Hardware Landscape
	Main Cluster	Sub-Cluster (Cluster Enclave)		
1	Areobiopolis	Aerocluster	Bandung air show	Provision of public space (park or street landscape) with aero theme
		China Town	Barongsai Festival	Provision of public space (park or street landscape) with china town theme
2	Travelapolis	C.K (Creative Kampong) of Eco Bamboo (traditional game)	Traditional Game	Provision of public space (park or street landscape) for outdoor game
		C.K of Dago Pojok (craft, wayang)	Edutourism traditional craft exhibition	Provision of public space (park or street landscape) for craft exhibition
		Old Town (Colonial Area)	Asia-Africa Carnival	Provision of public space (park or street landscape) for Asia-Africa Carnival
		C.K of Cicadas (traditional music instrument)	Traditional instrumental music festival	Provision of public space (park or street landscape) to perform Traditional instrumental music
		Mixuse Cluster	Film, fashion, culinary, and so on	Provision public space with specific theme
3	Creativepolis	C.K of Cibuntu (Tofu Kampong)	Bandung tofu festival	Provision workshop and public space for tofu festival
		C.K of Cogondewah (Textile)	Textile exhibition	Provision workshop and public space for textile exhibition
		C.K of Cicukang (instrumen, wayang, marawis, jaipong)	Traditional theater	Provision public space for theater
		C.K of Lewi Anyar (mural Art)	Mural art festival	Provision public space for mural art
4	Mediapolis	ICT Cluster	ICT exhibition	Provision workshop, hall and public space for ICT exhibition
		C.K of Pasundan (traditional dance, traditional music, theater, and fine art) Seni lukis	Painting exhibition	Provision workshop, hall and public space for Painting exhibition
5	Musicapolis	Music Cluster	Music and Gimmick on the Street Festival	Provision public space (park or street landscape) for Painting exhibition
6	Sportipolis	Sportcluster	Sport Festival	Provision sport facilities
7	Sundapolis	Sundacluster	Nyunda Festival	Provision public space (park or street landscape) with Sundaness theme
8	Technopolis	Technopolis cluster	smart technology exhibition	Provision workshop, hall and public space for smart technology exhibition
		C.K of Belekok	Bird watching	Provision bird watching track

6. Conclusion

The development of creative tourism was initiated from creative economy and creative industry by the creative class in Bandung. As part of the creative cities of the world, Bandung has developed its creative tourism through establishing creative tourism clusters policies. Clustering is the result of intervention and careful strategic planning from Bandung's local government to accommodate creative tourism focused to improve the experience and role of tourists. Other creative tourism development dimensions are the creative hardware landscape and creative software landscape. To this day, the three dimensions of creative tourism development are still not integrated and need proper measures to the reclustering creative areas. There are 8 recommended creative clusters with 18 sub clusters or enclave creative clusters in Bandung.

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