

Integrated city as a model for a new wave urban tourism

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Abstract: Cities are a major player for an urban tourism destination. Massive tourism movement for urban tourism gains competitiveness to the city with similar characteristic. The new framework model for new wave urban tourism is crucial to give more experience to the tourist and valuing for the city itself. The integrated city is the answer for creating a new model for an urban tourism destination. The purpose of this preliminary research is to define integrated city framework for urban tourism development. It provides a rationale for tourism planner pursuing an innovative approach, competitive advantages, and general urban tourism destination model. The methodology applies to this research includes desk survey, literature review and focus group discussion. A conceptual framework is proposed, discussed and exemplified. The framework model adopts a place-based approach to tourism destination and suggests an integrated city model for urban tourism development. This model is a tool for strategy making in re-invention integrated city as an urban tourism destination.

Keywords: urban tourism, integrated city, tourism model

1. Introduction

Tourism is one of the tools bringing people to travel between places. Tourism in the city is snowballing nowadays. The city as a destination is one of the trends regarding urban tourism development. Massive development in the city for tourism attraction, tourism accessibilities and facilities is the key to gaining competitiveness between cities for urban tourism. Competition among cities with similar distinctive cities in the world distinguishes themselves through developing a creative model of development. The integrated city is a concept of creating new framework urban tourism model. This approach adopts a place-based tourism destination and integrated model for urban tourism development. An area-based tourism destination defined as a linkage between two or more destination as a place for attracting tourists.

A new wave approach needs to be developed for this an area based concept with applying integrated city as an urban tourism model. The success factor for an integrated city as urban tourism development is on the integration provided within geographical travel networking (Ho:1997, Dredge:2006) (Placeholder1). It is necessary varying levels of collaboration and interaction (Gelbman and Timothy, 2011) between cities to gain integrated urban tourism experience.

2. Methods

This preliminary research adopts qualitative research methods by implementing desk survey, literature review, interview and focus group discussion (Creswell, 2009). Desk Survey and literature review for this study are mostly to gain information about data regarding urban tourism, urban design, and urban tourism model applied nowadays. The in-depth interview methods by person-to-person format applied for this study for discussing the concept of a new model in developing urban tourism with expertise within Minister of Tourism in Indonesia and urban planner. Focus group discussion is the crucial part of this research by gaining more information from the urban planner, tourism expertise, government,



scholars, and communities to create the new wave model of the integrated city as a model for urban tourism.

3. Result

Result for this study discussed how the city is developing to be urban tourism and more attractive for tourism destination to be visited by tourists.

3.1. City As A Destination

Cities become more develop and attractive today. It is not just city improve facilities for the people but also for the tourists. A city for a place of the world's urban population is expected to grow by 61% in 2030. Residents in the cities will rise to 5 billion by 2030 (UNWTO, 2014) and it will give a huge impact on urban tourism. This impact is a key factor not only in the city development but also in its economy. The city is the most sophisticated destination for cultural products, and civilized existence consists of material social and political. The diverse classification of city

The city is part of the culture and history. It is the epicenter for many of traditions. A city is a place for a unique economic and social opportunity. It brings dynamism and vitality, growth and development, and becomes an essential element in people's lives. By the 20th century, cities started to be aware of themselves as tourist attractions. City nowadays becomes a destination for many visitors. Many cities compete to be the most visited places in the world to be visited by tourists from all over the world. To be the global Top 20 destination cities with the international overnight visitor is the aims for a town to develop to be an urban tourism. Figure 1 shows the global destination cities index top 20.



Figure 1. Global destination cities index top 20

As statistics show, tourism is the privilege of urban areas. Many cities play the tourist card, investing much money in new equipment and urban regeneration projects, change the unappealing image of certain neighborhoods and turn them into touristic targets (Cianga and Popescu, 2013).

3.2 Urban Tourism

Korstanje (2017), The term urban tourism as the touchstone of a new type of postmodern lifestyle consolidated in densely- populated cities. The form of urban tourism starts since 1950, Gospodini (2001) the evolution of urban tourism is growing and become the important things to be discussed in the second half of the twentieth century. Urban tourism is about describing multiple tourist activities in which city is main destination and place of interest. Figure 2 shows the shift of urban tourism.

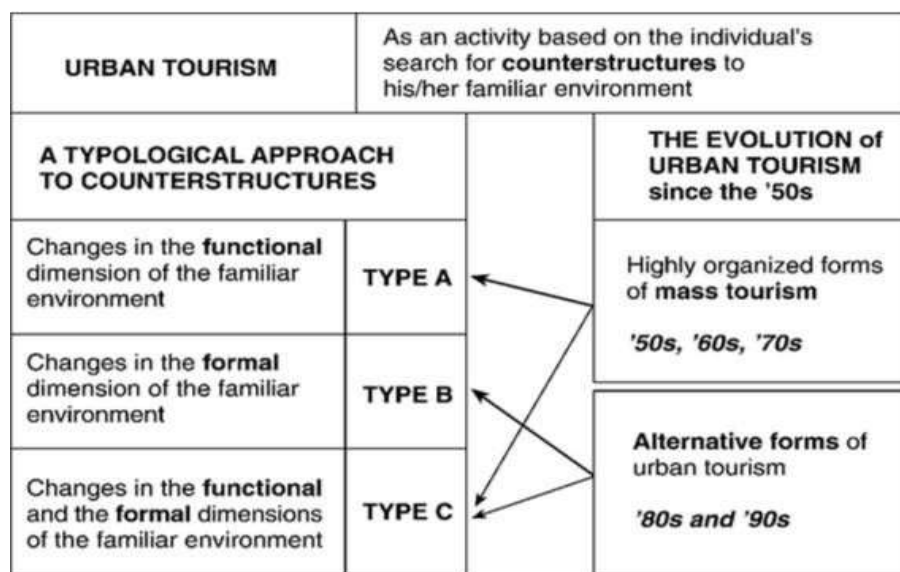


Figure 2. The shift of urban tourism

The urban tourism offers many products or services which become attractions for tourists. These urban travel products such as specific location, particular place (museum, cultural entertainment), city services, event, or urban development (transport, building, architecture). Urban tourism is relatively old and very involved (Ashworth& Page, 2011) and it addresses visitors to develop tourism function in the cities.

3.3. City and Urban Tourism

Cities as a destination and the form of urban tourism grow itself for providing the needs and want of visitors. What makes cities attractive to tourists is their interest aroused from learning about the city's history, art, cultural heritage, and the residents' lifestyle. Thus, the city represents the material, social and political product that exudes sophistication for modern civilization (WTO, 2012). They develop all aspect needed to increase more visitors or tourist experiencing the city value as an urban tourism. The elements of a city as urban tourism concept are essential to gain experience and visitors development. Figure.3 shows the elements city for urban tourism.

PRIMARY ELEMENTS	
Facilities for activities	Factors of leisure and relaxation
Cultural facilities <ul style="list-style-type: none"> - Theatres - Concert halls - Museums and art galleries - Exhibitions - Cinemas 	Physical characteristics <ul style="list-style-type: none"> - Historic streets - Structures of interest - Religious buildings - Parks and green areas - Rivers, channels - Ports
Sports facilities <ul style="list-style-type: none"> - Stadiums - Multipurpose halls 	
Leisure facilities: <ul style="list-style-type: none"> - Casinos - Night clubs - Organized parties 	Socio-cultural characteristics <ul style="list-style-type: none"> - Language - Customs and traditions - Security
SECONDARY ELEMENTS	
<ul style="list-style-type: none"> - Hotels and restaurants - Commercial facilities - Markets 	
ADDITIONAL ELEMENTS	
<ul style="list-style-type: none"> - Accessibility and parking facilities - Presence of facilities created for tourism purposes - Information offices, tourist guides, etc. 	

Figure 3. The elements city for urban tourism.

It is important to define the city and its uniqueness of the city to create the city value for tourists. Varieties elements attract visitors to enjoy the products and services in the downtown area as an urban tourism. Cities in the world compete to be the best of urban as a tourism destination with all city tourism development. Figure 4 shows the 10 best rank cities for urban tourism destination with purposes of visit.

2016 rank	Destination City	Purpose of Visit		Expenditure Breakdown at Destination						Peak Months for Visiting
		Business	Leisure Plus Other Purposes	Accommodation	Food & Beverage	Shopping	Local Transport	Local Services	Misc.	
1	Bangkok	14.4%	85.6%	26.0%	19.4%	21.7%	9.9%	20.8%	2.2%	April, January
2	London	20.9%	79.1%	30.1%	16.5%	46.7%	4.3%	1.9%	0.5%	July-August
3	Paris	29.7%	70.3%	44.8%	23.6%	16.7%	6.6%	8.3%	0.0%	December, March-May
4	Dubai	20.0%	80.0%	27.0%	15.0%	31.0%	9.0%	18.0%	0.0%	December-January
5	New York	13.6%	86.4%	29.1%	18.9%	24.7%	11.4%	13.1%	2.7%	July-August
6	Singapore	22.7%	77.3%	29.0%	12.3%	22.5%	4.5%	31.8%	0.0%	December, July-August
7	Kuala Lumpur	26.8%	73.2%	30.8%	16.0%	30.7%	12.8%	7.0%	2.7%	December-January, March, July
8	Istanbul	9.2%	90.8%	20.4%	30.8%	24.6%	11.0%	7.1%	6.1%	June-September
9	Tokyo	27.5%	72.5%	28.2%	20.3%	43.1%	6.9%	1.4%	0.3%	April, October, July
10	Seoul	16.3%	83.7%	24.1%	9.8%	58.7%	2.7%	2.8%	1.8%	December-January, October

Figure 4. The 10 best rank cities for urban tourism destination

4. Discussion

This study refers to how integrated city is an answer for a model development for a new wave model for urban tourism. The model of Integrated City As A Model For A New Wave Urban Tourism applied in the case of the city of Joglosemar (Jogjakarta, Solo, and Semarang) in Indonesia.

4.1 Integrated City as a new wave Model Development

The integrated city as a new wave model reflects collaboration that requires both physical and metaphorical inclusion. Sharing and participating in the decision-making of integration development are the important part of developing integrated city model for physical factors. The willingness of working together between cities and trust to share activities, resources, and goal is the main point of metaphor factor. Common and shared the same brand vision between cities (Lemmetynen and Go, 2009) regarding integrated value is a critical factor in success. The ability to develop all resources such as talent interpersonal, informational tools and the decision from managerial in public or industrial sectors gain the sustainable model for cooperation and coordination between cities for the integrated model. Figure 5 shows the integrated model the city of urban policy.

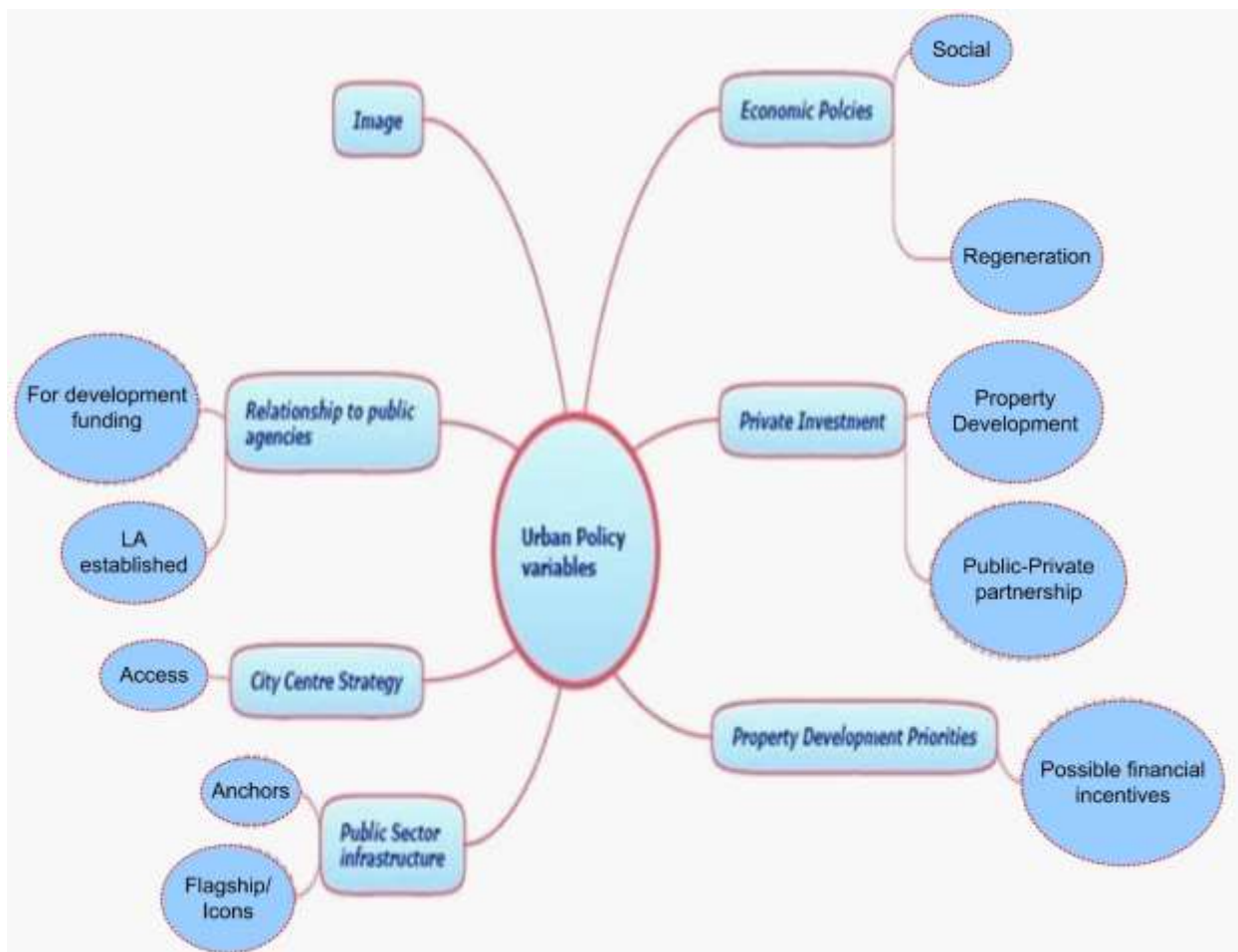


Figure 5. City and urban integration strategy

The integrated city describes that urban environment attracts tourists and compares from a similar city with new visited cities. The most important for urban tourism and the development strategy is the public policy variables and followed by components that need to consider such as city center strategy,

image and branding of the city, the economic system applied in the city, public sectors infrastructure and the relationship between government.

4.2 Integrated City As A Model For A New Wave Urban Tourism

Pearce (2001) mentioned that space, subject cells, and the matrix of themes are the component of an integrative framework of urban tourism. These studies examine urban tourism in the post-industrial society and question the types of how the process can shape the operation and development of tourism in post-industrial cities and the implications for public sector tourism policy. The role of public and private sectors agencies are necessary to research to investigate issues arise in urban tourism development.

Urban tourism is a complex phenomenon that requires a systemic approach to understand the consequences of a large concentration of people in a limited temporal and geographic space. Tourism should be shaped in a broader context of human mobility. It generates a transformation of places and cities to be developed as an integrated travel in the urban model. It is important to create urban tourism development framework and adopts a place-based approach to tourism destination building and suggests an integration method that applied all basic urban tourism integration strategies.

The concept of integrated cities interests Indonesia as Integrated City for a new wave urban tourism model developed by Indonesia Tourism Minister with combines three cities Jogja- Solo – Semarang as a one concept Joglosemar as integrated city urban tourism development. The case of Joglosemar is unique because integration to all component complimentary between cities one to another to gain tourists satisfaction. Jogja, Solo, Semarang as an individual city have a different value to offers, such as Jogja for the modern of Java, Solo the heritage of Java and Semarang as the colonial of Java. However, the best thing when Jogja, Solo, Semarang combine to be Joglosemar as integrated Urban Tourism, it has one value and develops uniqueness as a one the Wonderful Java value of experience. The Model of Joglosemar is not just giving the tourist experience to the cities but also the mutual attraction within the area of Joglosemar. Figure 6 shows Joglosemar integrated cities urban tourism model discuss how Joglosemar model explains interrelation and collaboration between cities and the regional value as Wonderful Java.



Figure 6. Joglosemar integrated cities urban tourism model

Integration, interrelation and cooperation between cities Joglosemar, it is not just creating more value to the tourist or visitor but also develop a new wave model of urban tourism framework and experience value.

5. Conclusion

The increasing numbers of visitors to seek a new model of tourism refers to the development of the city. The city developed not just for the host but also for visitors and tourists. Cities compete to develop facilities and services to be the best city for tourists. Competition between cities sometimes degrades the uniqueness of urban tourism whereas the city is a gate to other cities as a destination. A new wave model of collaboration between cities to create the high value is needed for urban tourism concept.

Integrated urban tourism development is a key to creating a new paradigm of urban tourism and increasing the numbers of tourist. Integration between two cities or more is necessary to develop new wave urban tourism model. Collaboration is the key to make an integrated model of urban tourism between cities to be more successful. Joglosemar as a new wave model of integrated cities is a sample of the strong value of urban tourism that proves collaboration is the best way to gain tourist satisfaction and experience.

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