

Group 2



Cultural Heritage Tourism Sector as the Bridge to Urban Development



Fruit Lover



KOH ZHE RONG



**MUHAMMAD KALEEM
ULLAH (CUI pK)**



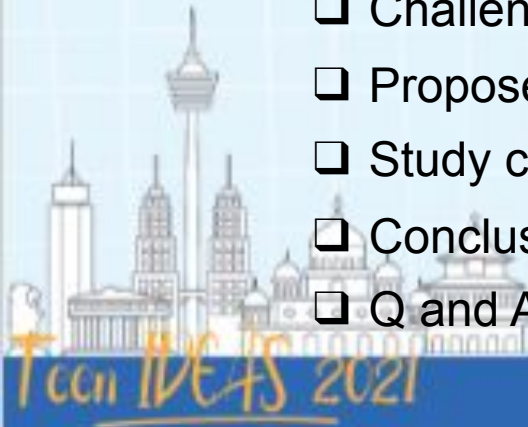
KHAIRUN NISA



AULIA RAHMAT ARYAWAN

Outline:

- ☐ Problem statement
- ☐ Introduction
 - SDG
 - SUSTAINABLE DEVELOPMENT GOALS (SDG) 11: SUSTAINABLE CITIES AND COMMUNITIES
- ☐ Urban Development - It's Important?
- ☐ Cultural Heritage Protection - It's Important?
- ☐ Challenges
- ☐ Proposed Solution
- ☐ Study case
- ☐ Conclusion
- ☐ Q and A



The problem statement:

What solution could you suggest in bridging the gap between urban development and cultural heritage protection?





SUSTAINABLE DEVELOPMENT GOALS





**Make cities and human settlements
inclusive, safe, resilient and sustainable**



The Targets:



Target 11.1



Target 11.2



Target 11.3



Target 11.4



Target 11.5



Target 11.6



Target 11.7



Target A



Target B

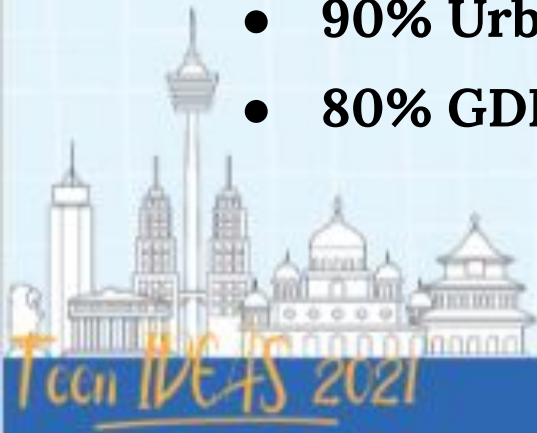


Target C



Facts and figures

- 4.2 billion Lives in Cities
- 3% of Earth
- 828 million to live in slums
- 33 Cities with 10 million people
- 90% Urban Expansion
- 80% GDP



❑ Urban Development - It's Important?

Urban development also known as urban planning is a technical and political process that is focused on the development and design of land use and the built environment.



☐ Cultural Heritage Protection - It's Important?

Cultural heritage is the legacy of tangible and intangible heritage assets of a group or society that is inherited from past generations



Urban Development VS Cultural Heritage Protection



S. O. O. P. S.

Strategy

pre-Operation

Operation

Preservation

Sustainability

S.¹

Strategy

Prioritization

by considering the impacts in social, political, economical, and technical factors

Conceptualization

Develop the concept of the tourism sector in details

Policy Planning

Establishment of local offices for the conservation and the conservation policies



Courtesy of PT. Taman Wisata Candi Borobudur, Prambanan dan Ratu Boko

S. O. O. P. S.

Strategy

pre-Operation

Operation

Preservation

Sustainability

O¹

pre-Op

Restoration

Restoring the heritage buildings

Education

Educate the people in its surroundings

Collaboration

Collaborate with the stakeholders who is responsible



S. O. O. P. S.

Strategy

pre-Operation

Operation

Preservation

Sustainability

O²

Operation

Management

Manage every aspects of the tourism site

Promotion

Gaining people recognition

Technology

e.g. add virtual tourism



S. O. O. P. S.

Strategy

pre-Operation

Operation

Preservation

Sustainability

P.

Preservation

Protection

Protect the tangible and intangible aspects by preventing issues

Story Telling

telling the story of the people who settled the land.



S. O. O. P. S.

Strategy

pre-Operation

Operation

Preservation

Sustainability

S.²

Deliver Values

Socialize the values of the cultural heritage

Enhance Authenticity

Quality over quantity

Sustainability



Case Study: Kota Tua Jakarta

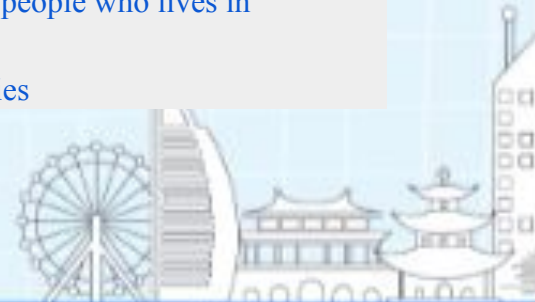
Kota Tua is a multi-layered and complex urban heritage place that has local, national and international significance. The site contains Dutch-style structures mostly dated from 17th century, when the port city served as the Asian headquarter of VOC during the heyday of spice trade. It spans 1.3 square kilometres within North Jakarta and West Jakarta.

Kota Tua is in the Jakarta which is the most populous city in Indonesia and get ranked 6th in the world. Also, Jakarta is the capital city of Indonesia and center of Indonesia's business.



Challenges

A	Urbanization	<ul style="list-style-type: none">• Congestion around this area• There is an illegal street vendors, hawkers, illegal business, etc
B	Doctrination and Unawareness	<ul style="list-style-type: none">• Kota Tua is not important• Kota Tua is a colonial culture
C	Economy	<ul style="list-style-type: none">• People who lives surrounding this area make a less money rather than people who lives in CBD• There is no job vacancies



Solution

01

Strategy

- The first concrete plan of Kota Tua revitalization was signed in December 2004.
- In 2014, there is a JOTR plan.

02

Pre-Operation

- By August 2014, 16 buildings in Kota Tua have been restored. Also, there is an aid from various organizations.

03

Operation

- Regional Management Unit DKI Jakarta Tourism and Culture Office is an agency who in charge to revitalize

04

Preservation

- In March 2014, an event Fiesta Fatahillah was held in Taman Fatahillah Square
- There is a law enforcement agency

05

Sustainability

- Tax the entrepreneurs
- This area is a low emission zone

Case Study : Taxila



Taxila is an archaeological site located in the **Rawalpindi District**, 30 km northwest of **Islamabad**. The city dates back to the **Gandhara** period and contains the ruins of the Gandhāran city of Takṣaśilā which was an important Hindu and Buddhist centre, and is still considered a place of religious and historical sanctity in those traditions.

Some Other Pakistan's Heritage Sites:



Archaeological Ruins at Moenjodaro



Buddhist Ruins of [Takht-i-Bahi](#) and Neighbouring City Remains at [Sahr-i-Bahlol](#)



A famosa (Melaka)

Styles of shophouses found in Penang



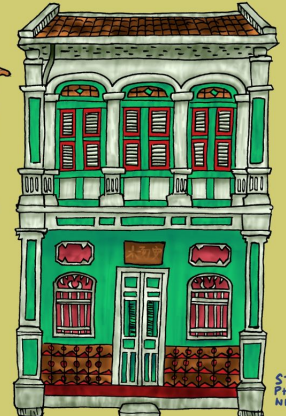
Early Penang Style
1790's - 1850's



Southern Chinese
Eclectic Style
1840 - 1900's



Early Straits
Eclectic Style
1890's - 1910's



Late Straits
Eclectic Style
1910 - 1940's

STE
PHA
NIE

Building style in Penang



Congkak



Wau Bulan



Gasing



Lemang



Dodol

Conclusion

- Cultural Heritage Tourism Sector is one of the solution to narrow the gap between the urban development and cultural heritage protection.
- Developing cultural heritage tourism sector needs an extensive planning to make the sites sustain and impactful for the surroundings.



Thanks!

