



# Integrated Design Concept for Identifiable Commercial Heritage Tourism in *Tunjungan* District of Surabaya City

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## Abstract

*Tunjungan*, a commercial district in downtown Surabaya, shows the potential for becoming a commercial heritage tourist site. Besides its identity as an entrance gate during the *Mataram* Empire era, *Tunjungan* has a Colonial artefacts heritage of unique commercial architecture typology, a pedestrian shopping street, and it is well known as a historic site of a heroic deed, namely the Hotel Yamato Incident. However, over the past years, the physical-spatial layout of *Tunjungan* district has been transforming and degrading, triggered by economic development. Key factors that support its integrated development as an identifiable commercial heritage tourism area, such as the attractiveness of historical buildings (currently lost, after their replacement by multi-storey buildings), clarity and ease of use of public-private transportation and pedestrian-friendly accessibility systems are no longer found, and amenities in information technology systems are unavailable. This paper aims to provide an integrated design concept solution for the revitalisation of the *Tunjungan* district of Surabaya. Through a qualitative-descriptive-comparative method, this study identifies problems, values, and proposes the possible designs of the *Tunjungan* district of Surabaya as an integrated identifiable commercial heritage tourism area. The results envisage *Tunjungan* as an entrance gate of the commercial heritage tourism area with improved public-private transportation accessibility systems by clarifying lanes, freeing lanes from parking, accommodating special modes of transportation that connect site attractions, and providing transportation stops with digital areas for Internet access and charging spots. The pedestrian accessibility system maintains its continuity in movement patterns, and the elements of

streetscape are provided. The benefits of this academic paper can be found in its contribution to the government and developers to revitalise the *Tunjungan* district of Surabaya as an identifiable commercial heritage tourism area by utilising technological advances. The referenced integrated design concept is a form of adaption and resilience of Surabaya in maintaining the architectural order of its historic environment and continuing the spirit of fighting values in the midst of the digital era.

## Keywords

Integrated design concept • Identifiable commercial heritage tourism • Pedestrian shopping street • Digital era • *Tunjungan* district of Surabaya

## 1 Introduction

*Tunjungan*, an old district of downtown Surabaya, is one of the areas affected by the conurbation phenomenon<sup>1</sup> of Greater Surabaya. This phenomenon has triggered the unplanned rapid growth and development of Central Business Districts (CBDs) which are scattered throughout several new axes of Surabaya City and the convergence of public transportation systems with the result that the CBDs of *Tunjungan* are experiencing agglomeration and its spatial pattern is transformed from linear to rhizome<sup>2</sup> and is not evolved in an integrated manner. The identity problem affecting *Tunjungan* arises when the attractiveness as a commercial, heritage, and heroic site that it once enjoyed is lost (Patriajaya & Kusliansjah, 2019) along with the

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<sup>1</sup>Patrick Geddes coined the term “conurbation” in *Cities In Evolution* (1915).

<sup>2</sup>“Rhizome” is a philosophical concept introduced by Gilles Deleuze and Félix Guattari in their published journal *Ideology and Consciousness* (1981). They compared a city to a network.

development of Surabaya. As such, it follows the general architectural trends in commercial areas (contemporary architecture styles in universal CBDs), substituted with the multi-level typology of mixed-use commercial clusters, such as *Tunjungan* Plaza, Surabaya Plaza, Grand City, and others. This research paper explains the exploration process and the conceptual steps in an effort to integrate the uniqueness of *Tunjungan*'s identity in its development process in line with the Urban Land-use Plan of Greater Surabaya. Its objective is to provide an integrated design concept solution for the revitalisation of the *Tunjungan* district of Surabaya as an identifiable commercial heritage tourism site. The benefits of this study are the referenced integrated design concept that can be used to embody the form of adaption and resilience of Surabaya in order to conserve the architectural order of its historic environment and persevere in the fighting spirit values in the midst of the digital era.

## 2 Theoretical and Methodological Approach

The term “urban” is analogised to a living organism (Corbusier, 1967). As a living organism, an urban area experiences birth, development, disintegration, or even death (Bally & Marshall, 2009). Urban development involves a complete change in urban society socially, economically, culturally, and physically in a planned or unplanned manner (Kostof & Tobias, 1991).

Physical-spatial changes in urban space are considered as a transformation that can occur because of the power that

controls its order configuration (Habraken, 1983). The transformation in urban space is dominated by the merger or division of the order configuration of building lots that can change or even eliminate their past building typology. Based on the Form and Control theory (Habraken, 1998), transformation can be identified from physical order (urban form), territorial order (place hierarchy), and cultural order (understanding that the behaviour and habit in urban space form a heritage that embraces physical artefacts and intangible characteristics of society that are passed down from previous generations, valuable, preserved in the present, and entrusted to future generations (UNESCO, 1972).

This is based on the values and memories of the uniqueness of the context that are certain and significant (by experiencing activities, artefacts, and the site itself) and genuinely stand for the reminiscences and society of the past and present through heritage tourism (National Trust for Historic Preservation, 2015). Three key factors that determine the success of a tourism site (Samsuridjal & Kaelany, 1997) are as follows: attractions, accessibility, and amenity.

This research focuses on the problems and opportunities in a commercial urban space that has the potential for development into a heritage tourism site, based on local values. Employing qualitative methods, this study explores the urban form through history that has undergone a transformation due to its development in a case study and explains the form and control of commercial, heritage, and tourism-related elements to arrive at a conclusion that provides concepts, solutions, and design alternatives to give feedback on goals and benefits of the research conducted (Fig. 1.1).

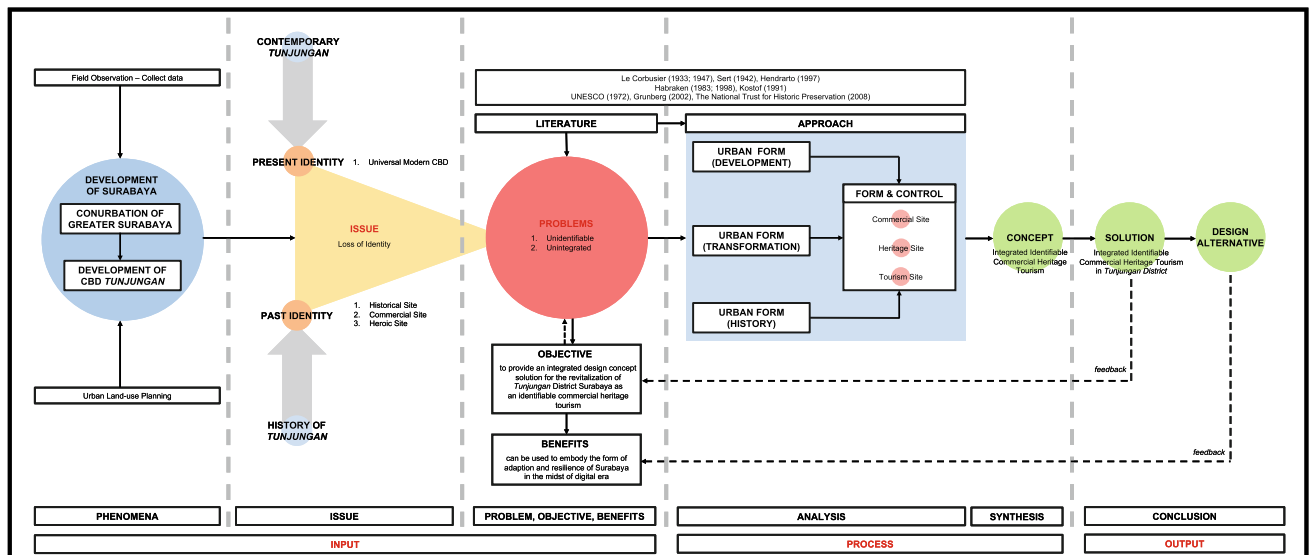
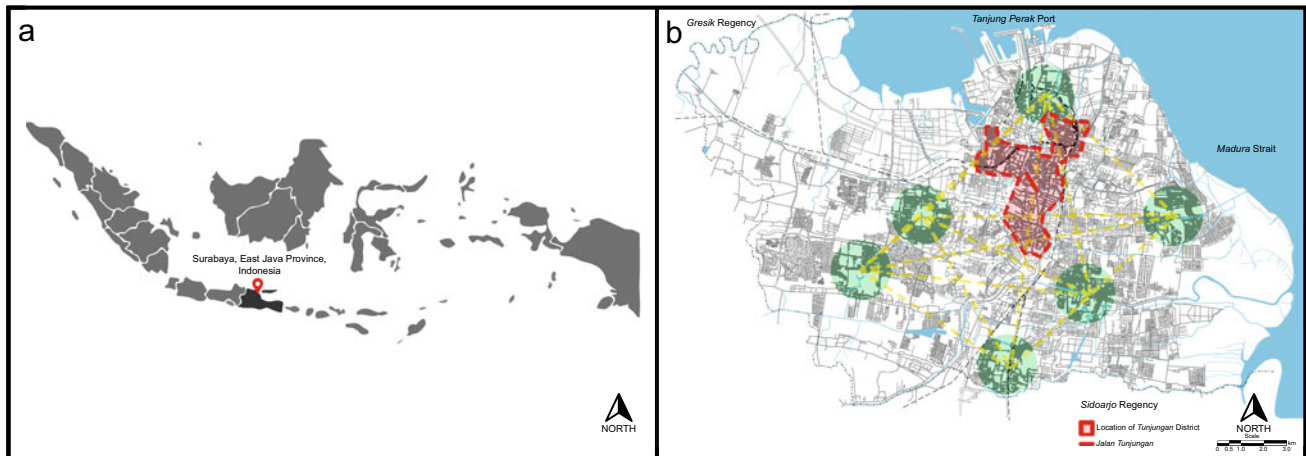


Fig. 1.1 Research framework. Source Authors (2019)



**Fig. 1.2** a Location of Surabaya city. *Illustration* Authors (2019). b Location of *Tunjungan* district in Surabaya city. *Source* Bappeda, Surabaya (2017) *Illustration* Authors (2019)

### 3 Result and Discussion

Surabaya, the capital city of East Java province in Indonesia, is one of the oldest port cities (established in 1513) in Southern Asia which is still growing and developing rapidly in the present (Borschberg, 2001; Ricklefs, 1993). The *Tunjungan* district is located in the centre of the north–south axis of Surabaya towards the *Tanjung Perak* port which serves as a CBD (Fig. 1.2).

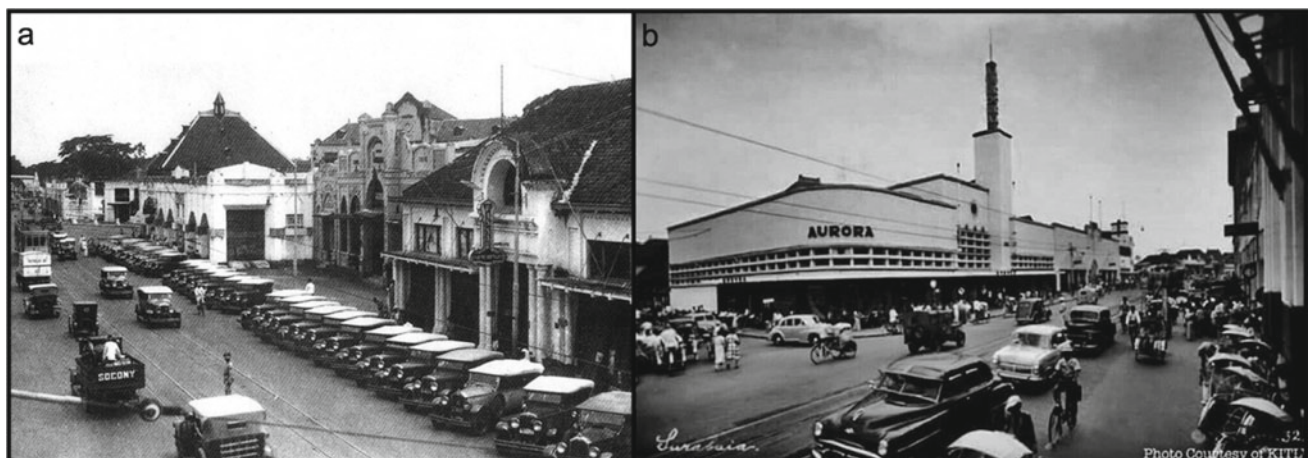
#### 3.1 History of *Tunjungan*

The history of *Tunjungan* can be traced from three milestones, namely the Pre-Colonial era (from the late fifteenth to the early nineteenth century), the Colonial era (1808–1945), and the Post-Colonial era (1945–present) (Santoso, 2006).

According to various historical sources of Surabaya, during the Pre-Colonial era (around the sixteenth century), *Tunjungan* was known as the southern entrance of the Duchy of Surabaya (*Kadipaten Surabaya*), decorated with a white lotus flower, in the time of the *Mataram* Kingdom era. As a local toponym, the white lotus flower is called *tunjung* which later became the etymological forerunner to the naming of *Tunjungan* (Silas, 1994).

Under Colonial rule, Surabaya was established as a *Gemeente* (Dutch for Township) from early 1900 to late 1940. *Tunjungan* was a city centre and built with all the amenities and ease of use in terms of accessibility so that it attracted the bourgeoisie as a Colonial élite pedestrian shopping street area (Fig. 1.3) (Oswan & Arifin, 2013; Poerbantanoë, 1999).

The *Tunjungan* district is known as the site of two historical incidents for the people of Surabaya, namely.



**Fig. 1.3** a Old *Tunjungan* in 1905. *Source* KITLV and b old *Tunjungan* in 1955. *Source* KITLV

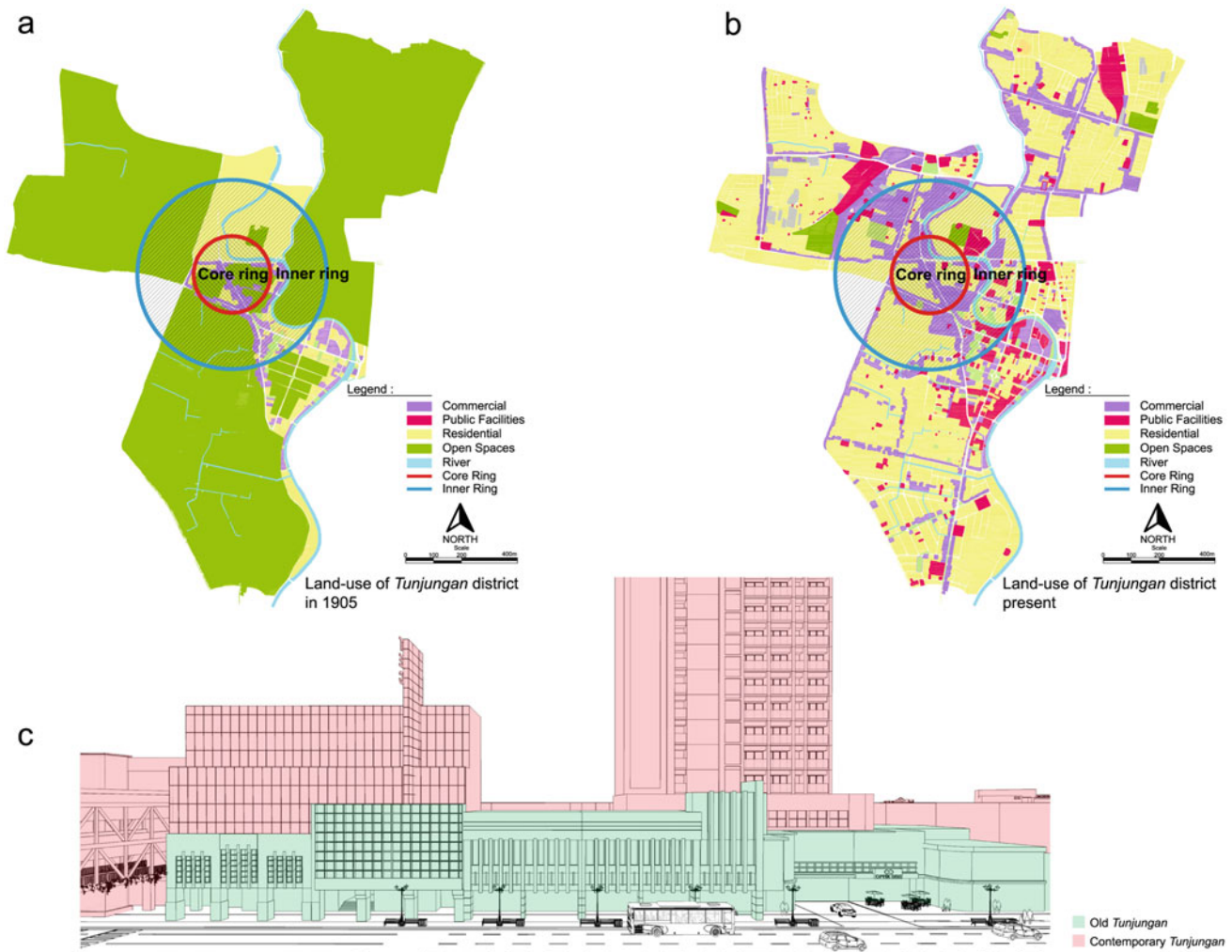
- 1942, the Allied bombing of the *Siola* building during the Japanese occupation.
- 1945, the Hotel *Yamato* Incident where Indonesian youth revolutionaries tore down the Colonial flag at the *Yamato* Hotel (now *Hotel Majapahit*) which led to the Battle of Surabaya.

These three milestones of the *Tunjungan* described above have become an indelible memory, attracting domestic and foreign tourists alike to visit this area.

### 3.2 Contemporary Architecture of CBD *Tunjungan*

The CBD of *Tunjungan* is located in the core and inner ring of the *Tunjungan* district with areas of 216 ha

(covering the *Genteng*, *Embong Kaliasin*, and *Kedungdoro* sub-districts), whose main axis is *Tunjungan* Street to the south towards the *Gubernur Suryo* street and to the north towards *Ketabang Kali* street and is edged with the *Kalimas* River. The CBD *Tunjungan* area has been growing and developing with characteristics of agglomeration and conurbation (change in land-use and regulation of FAR, Building Coverage, and Building Height) (Fig. 1.4). The development of *Tunjungan*'s CBD can be seen from the transformation of the type of building lots, building forms, access and changes in the concept of technology and materials, and urban architecture style, following the recent trends in contemporary architecture. As a result, the old identity of the *Tunjungan* district as a heroic site and a pedestrian shopping street area, with the characteristics of pedestrian streets and storefront-friendly spaces, has been lost.



**Fig. 1.4** a Land-use of *Tunjungan* in 1905. Source KITLV Illustration Authors (2019), b land-use of *Tunjungan* present. Source Bappeda (2017), and (c) Change in FAR, Building Coverage, and Building

Height in *Tunjungan* district can be seen from the transformation of the buildings. Source Research document (2019)



### 3.3 Integrated Design Concept

The proposed integrated design concept is an academic-based research notion for the future development of the *Tunjungan* district. The identification of historical and present values is a crucial prospective in finding solutions to the problems that this area is facing.

#### 3.3.1 Potentials of the Area to Solve the Problems

The potentials of the *Tunjungan* district, provided they are explored and managed in an integrated manner, can be the key solutions to the problems and make this area into an identifiable commercial heritage tourism site (Table 1.1).

#### 3.3.2 Design Criteria

The spirit of an integrated identifiable commercial heritage tourism concept is to create adaptive and resilient built environments for the *Tunjungan* district by understanding the form and setting through its historical potentials and cultural values of the place, so that it becomes productive, effective, and efficient in a sustainable manner and makes this place an educational laboratory for visitors and future generations. Thus, the design criteria for the commercial heritage tourism design of the *Tunjungan* district are as follows:

##### Attractiveness

1. Major commercial buildings are designated to be the main attractions.

2. Objects and potentials of the site that have historical values are introduced in an integrated manner with the main attractions through digital information advances.

##### Accessibility

1. Provide various public transportation systems and build adequate public transportation stops.
2. Provide parking spaces in the specific areas to maintain the continuity of the pedestrian-way and enhance its convenience for the users.
3. Facilitate the pedestrian-way with a pedestrian bridge and/or an underground crossing.

##### Amenity

1. Clarify the lanes division to create a sense of comfort and security for the users.
2. Equip the pedestrian-way with adequate elements of streetscape and digital spaces.
3. Provide spaces for seasonal festivals or events.

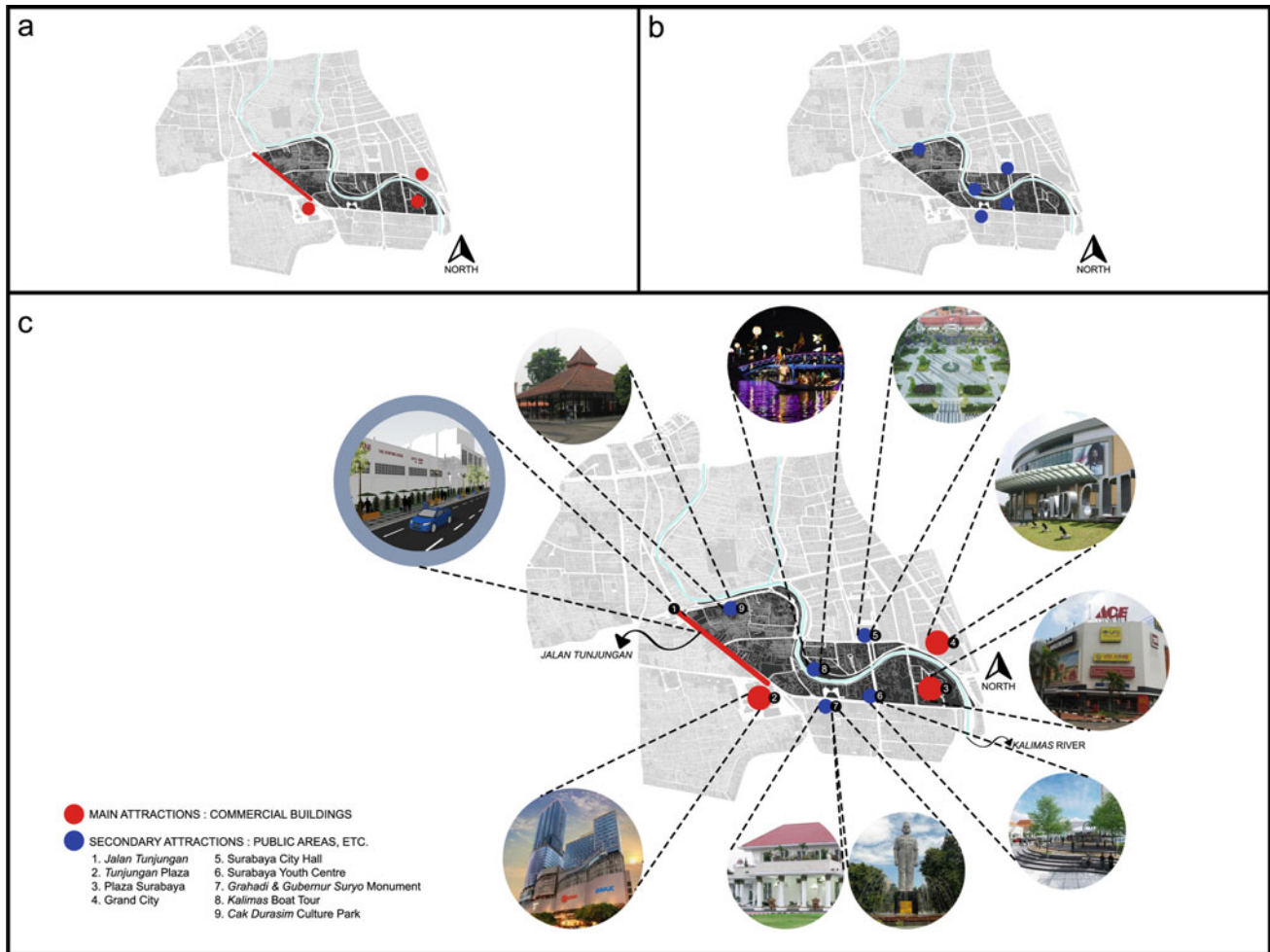
#### 3.3.3 Model

The delineation of the proposed identifiable commercial heritage tourism area in the *Tunjungan* district is determined from four commercial function nodes which form the main attractions of this area (Fig. 1.5a). From the determined boundaries, the supporting function nodes are positioned as secondary attractions (Fig. 1.5b). Thus, the combination of these two attractions becomes a tourist activity generator (Fig. 1.5c).

**Table 1.1** Potentials and problems of *Tunjungan* district

Variables	Potentials	Problems
Attractiveness	<ul style="list-style-type: none"> <li>– A centre of commercial buildings (the dominant typology is one-stop shopping malls), located in the axis of Surabaya</li> <li>– Historical buildings and artefacts and heroic site are situated in <i>Tunjungan</i> Street (outdoors)</li> </ul>	<ul style="list-style-type: none"> <li>– Lack of information about the distribution of commercial buildings</li> <li>– The one-stop shopping malls system forms individual characteristics (built-in indoor facilities) and accomplishes partial promotion by themselves, so that the historical value of this area (outdoor experiences) is not widely introduced</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>– Strategically located in the city centre, connecting north-south and east-west of Surabaya</li> <li>– The primary roads are served by various modes of public transportations (buses, minivans or <i>angkot</i>, taxis, and online transportations)</li> <li>– The use of bicycle and traditional transportation, such as a cycle rickshaw (pedicab) or <i>becak</i>, on secondary roads</li> </ul>	<ul style="list-style-type: none"> <li>– The transportation system has not been managed in an integrated manner to make it easier for users</li> <li>– This area is not equipped with adequate public transportation stops (the vehicles can stop anywhere), the pedestrian facilities are lacking in the elements of the streetscape (landscape, street furniture, etc.), there is a lack of parking areas, and pedestrian crossing patterns are only on the main road layer (the pedestrian bridge is not functioning)</li> </ul>
Amenity	<ul style="list-style-type: none"> <li>– Commercial and service areas (one-stop shopping (pedestrian shopping street-multi-malls)), hotels, banks, offices, and the like</li> <li>– As a place for holding seasonal festivals or events</li> </ul>	<ul style="list-style-type: none"> <li>– There is no clear lane division for private and public vehicles and pedestrians</li> <li>– The unavailability of environmental digital spaces that facilitate communication and visitor information</li> </ul>

Source Author's research document (2019)



**Fig. 1.5** a Proposed main attractions map, b proposed secondary attractions map, and c attractions in *Tunjungan* as identifiable commercial tourism. Source Authors (2019)

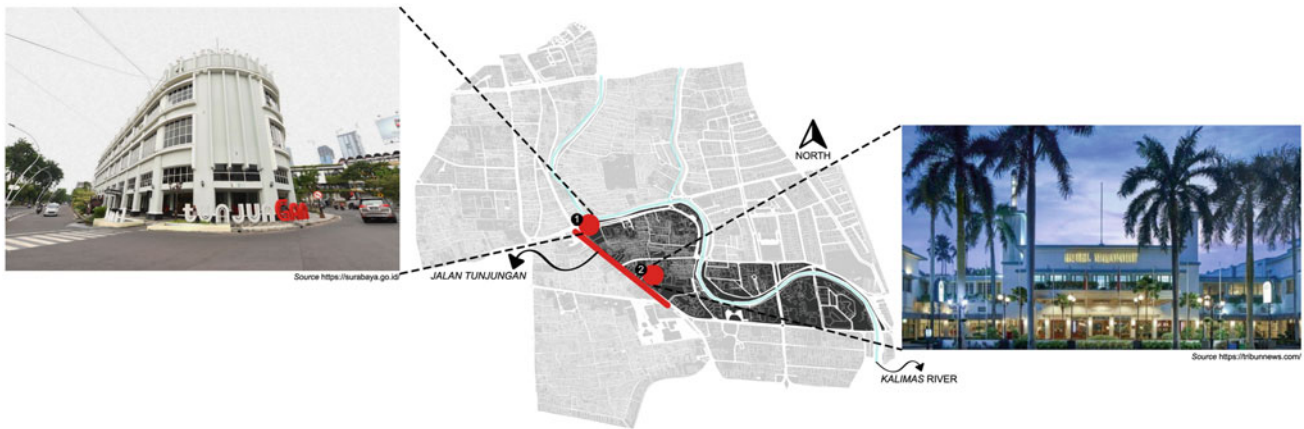
*Tunjungan* Street, located on the north-west side, is positioned as the main entrance to the corridor of the proposed identifiable commercial heritage tourism area in the *Tunjungan* district, which is formed from a row of Dutch East Indies heritage buildings in the Indies Empire style, the New Indies style, and the *Nieuwe Bouwen* style, some of which possess high historical value. The entrance gate is marked by two main heritage buildings, located at both ends of *Tunjungan*, namely the *Siola* Building (a) and *Hotel Majapahit* (2) (Fig. 1.6).

The on-street parking system is replaced by the on-site parking system, centred on eight parking spaces in the proposed identifiable commercial heritage tourism area in the *Tunjungan* district (Fig. 1.7). The proposed parking system consists of the existing multi-storey car parks and underground car park, owned by the government and the private sector.

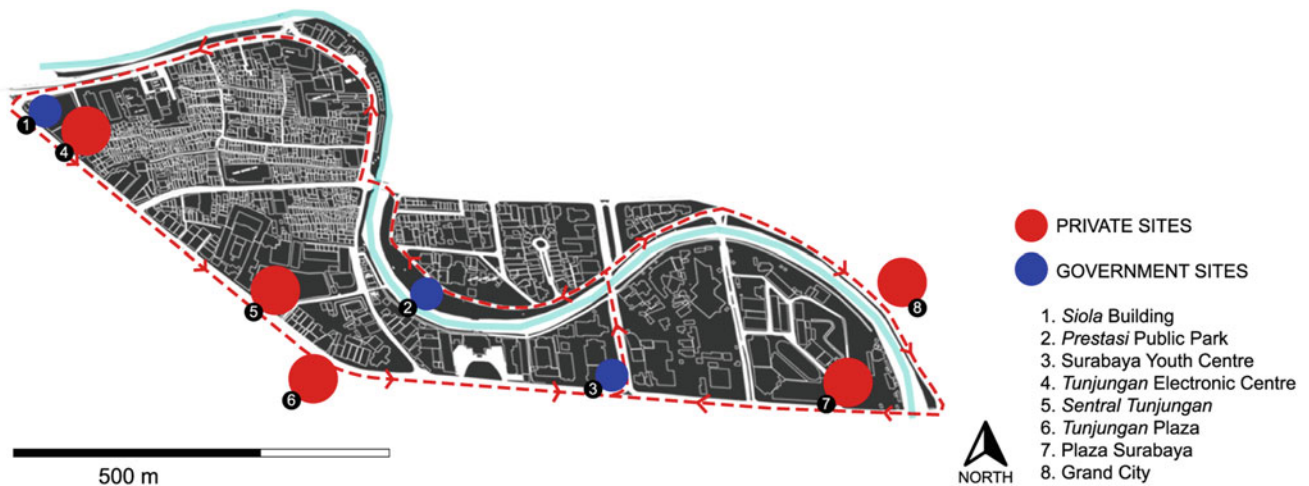
The public transportation system from outside the proposed identifiable commercial heritage tourism area in the *Tunjungan* district uses the existing transportation systems and routes, according to Surabaya City government regulations. Intended specifically for the mobility of the proposed area, three new transportation modes are suggested (Table 1.2).

The pedestrian system is designed in line with the linearity of the roads in the *Tunjungan* district and is integrated with public transportation stops and equipped with a digital communication technology system to enhance the amenities in response to the demands of the digital era (Fig. 1.8 and Table 1.3).

The proposed model design includes the arrangement of vehicles and pedestrian-ways to increase the convenience and attractiveness of the *Tunjungan* district (Fig. 1.9). In principle, these two lanes are separated to serve the needs of



**Fig. 1.6** Entrance gate to commercial heritage tourism in *Tunjungan* district is marked by (1) *Siola* building and (2) *Hotel Majapahit*. Source Authors (2019)





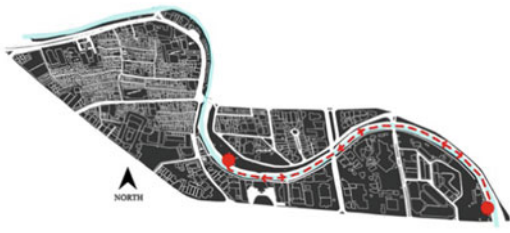
**Fig. 1.7** Distribution map of proposed parking spaces for identifiable commercial heritage tourism in *Tunjungan* district. Source Authors (2019)

all road users. This area is also equipped with special lanes for disabled users, which are provided with materials and colours according to international standards (Fig. 1.10). Classic street furniture has been chosen to restore the old atmosphere. The street landscape element of choice is a *Tabebuia* tree with white flowers to strengthen the identity of the *Tunjungan* district as a white flower garden, and it has been equipped with street lights that support the decoration theme of seasonal festivals.

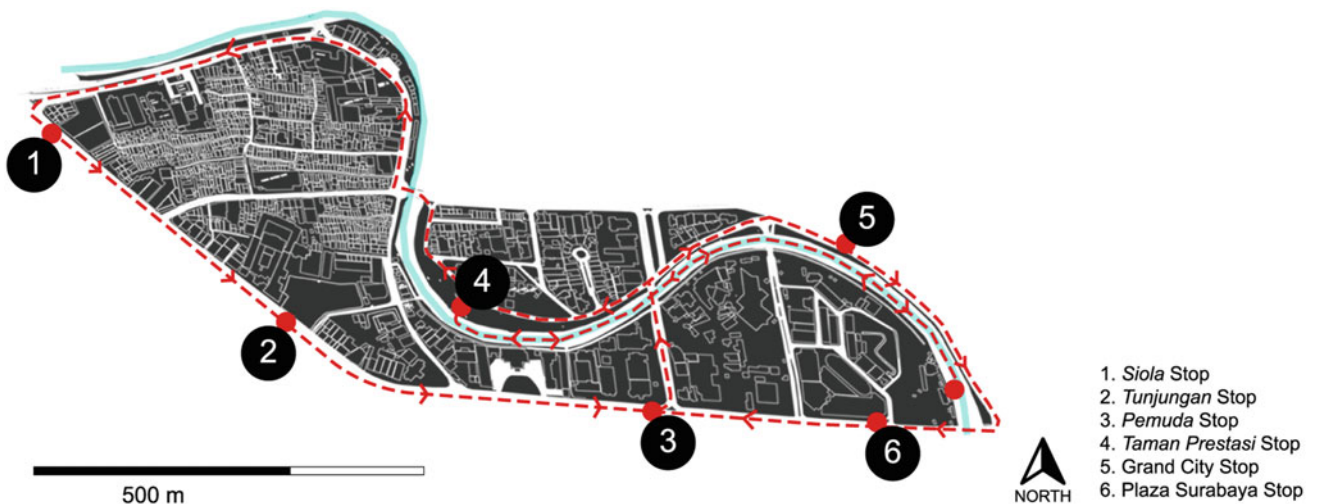
#### 4 Conclusions

The development of the *Tunjungan* district as a CBD requires an integrated design concept in order to turn this area into an identifiable commercial heritage tourism area in the midst of the digital era. An integrated design concept is a solution for the unintegrated transformation in the physical-spatial layout of the *Tunjungan* district. Thus, the

**Table 1.2** Proposed transportation modes for identifiable commercial heritage tourism in the *Tunjungan* district

Transportation modes	Route	Benefits
Shuttle car	 <p>Main route:                      Jl. Tunjungan–Jl. Gubernur Suryo–Jl. Yos Sudarso–Jl. Ketabang Kali/Jl. Gubeng Pojok–Jl. Pemuda–Jl. Genteng Kali                      [N.B. The abbreviation <i>Jl.</i> stands for <i>Jalan</i> = Street]</p>	The local minivan <i>or angkot</i> is chosen as the type of shuttle car transportation mode to increase the value of the economic aspects of the local community
Bike or scooter	 <p>Main route:                      Jl. Tunjungan–Jl. Gubernur Suryo–Jl. Yos Sudarso–Jl. Ketabang Kali/Jl. Gubeng Pojok–Jl. Pemuda–Jl. Genteng Kali</p>	Folding bikes or scooters are chosen to increase the value of the environmental aspects of the Tunjungan district (low carbon)
Local boat	 <p>Main route:                      Kalimas River (Jl. Pemuda–Jl. Ketabang Kali)</p>	Local boats are being reinstated as a mode of transportation to increase the value of the economic and environmental aspects of the local community

Source Authors' Research Document (2019)



**Fig. 1.8** Distribution map of proposed public transportation stops in *Tunjungan* district. Source Authors (2019)

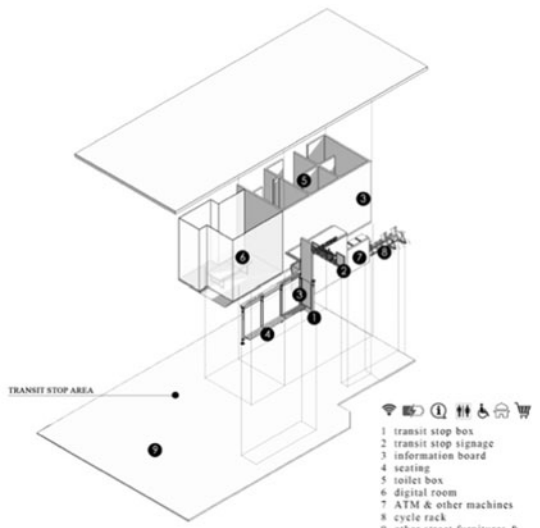
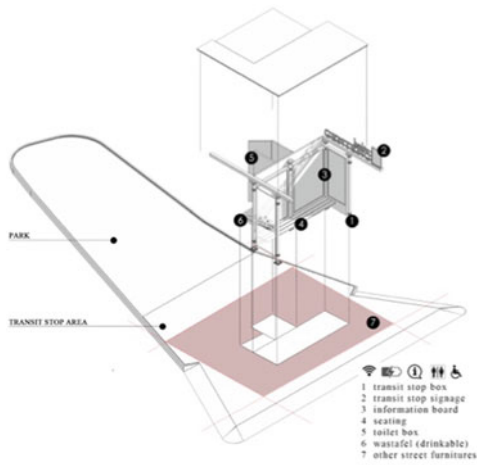




**Table 1.3** Proposed types of transportation stops for identifiable commercial heritage tourism in the *Tunjungan* district

Variables	Main transit stop	Small transit stop
Map		
Key plan	<p><b>MAIN TRANSIT STOP</b> Siola Transit Stop</p>	<p><b>SMALL TRANSIT STOP</b> Genteng Transit Stop</p>
Minimum dimension	<p>Minimum total area requirement: 75 sqm.</p>	<p>Minimum total area requirement: 25 sqm.</p>

(continued)

**Table 1.3** (continued)

Variables	Main transit stop	Small transit stop
Facilities	 <p>TRANSIT STOP AREA</p> <ul style="list-style-type: none"> <li>1 transit stop box</li> <li>2 transit stop signage</li> <li>3 information board</li> <li>4 seating</li> <li>5 toilet box</li> <li>6 digital room</li> <li>7 ATM &amp; other machines</li> <li>8 cycle rack</li> <li>9 other street furnitures &amp; space for rent</li> </ul>	 <p>PARK</p> <p>TRANSIT STOP AREA</p> <ul style="list-style-type: none"> <li>1 transit stop box</li> <li>2 transit stop signage</li> <li>3 information board</li> <li>4 seating</li> <li>5 toilet box</li> <li>6 waterfaucet (drinkable)</li> <li>7 other street furnitures</li> </ul>
Perspective		

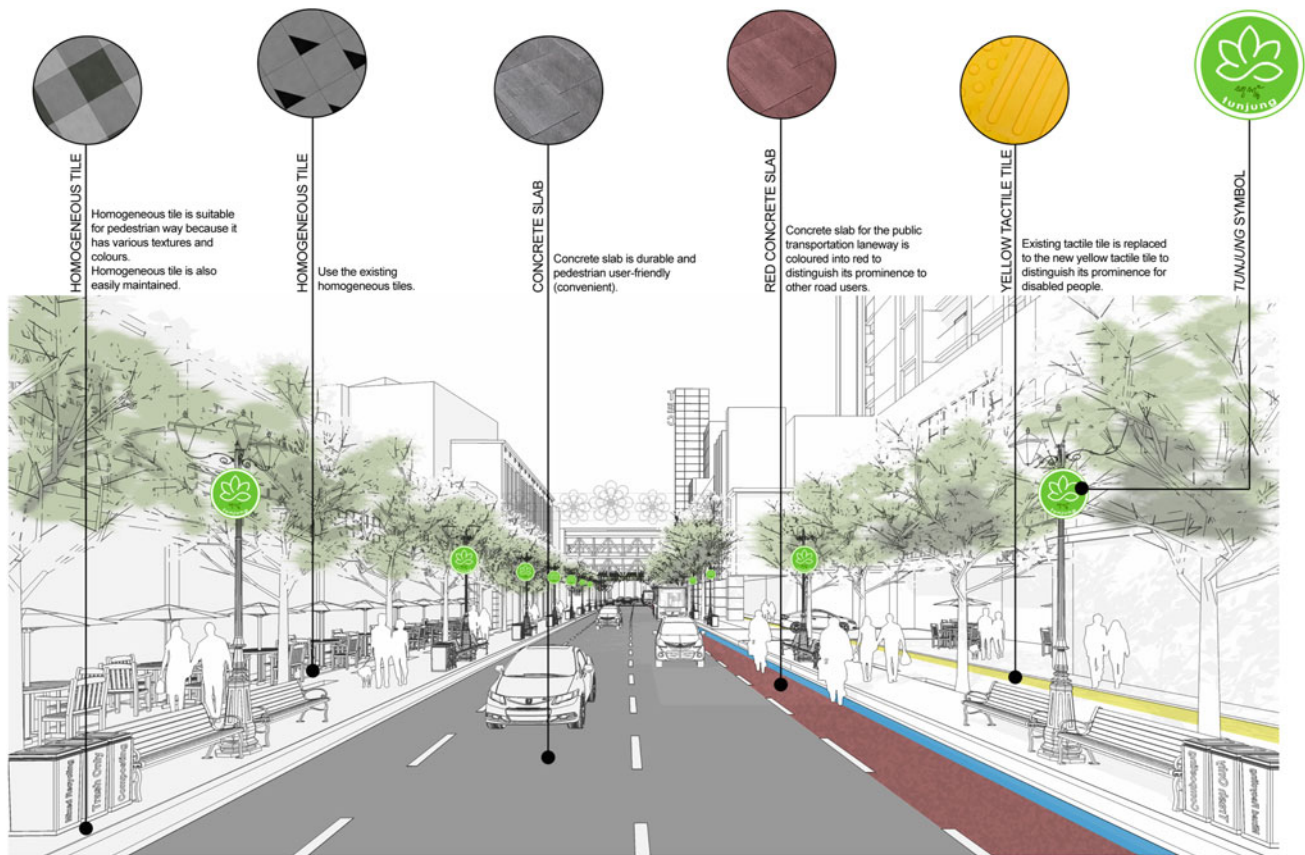
Source Authors' Research Document (2019)



**Fig. 1.9** Proposed design of clear lane division in *Tunjungan* district. Source Authors (2019)

necessary criteria and alternative design for *Tunjungan* district are as follows:

- Four major commercial street and buildings in this area (*Tunjungan Street*, *Tunjungan Plaza*, *Plaza Surabaya*, and *Grand City*) are identified as the main attractions, and the supporting functions (*Kalimas*, *Surabaya Youth Centre*, and others) are regarded as the secondary attractions.
- The gate to the commercial heritage tourism area in the *Tunjungan* district is *Tunjungan Street* which has the highest historical value derived from a set row of heritage buildings.
- Public transportation stops, equipped with adequate elements of streetscape and digital spaces, aim to serve various public transportation systems and users.
- Parking spaces are provided in specific areas to maintain the continuity of pedestrian-ways and to create sense of comfort for the pedestrian users, and a pedestrian bridge and/or underground crossing is provided.
- The lanes are divided clearly and make use of materials, according to international requirements, to serve the needs of all road users and to provide spaces for seasonal festivals.



**Fig. 1.10** Proposed materials in *Tunjungan* district. *Source* Authors (2019)

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