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## **APPENDIX I. INTERVIEW SHEETS**

### **In-depth interview with experts (institutional based)**

Part 1. Profile (name, position, institution)

Part 2. Tourism Planning Strategy

1. How is the process of tourism planning in Palembang? In which phase the process is?
2. Who are the actors and the institutions involved in this process?
3. What are the objectives of this process?
4. What are the methods for the implementation?
5. What are the plans/ policies and the limitation?
6. What are the expected results and what have been already achieved?

Part 3. Palembang as tourist city

1. Is the river tourism in Palembang well-planned? If yes, from which side and if not, from which side?
2. Is the other type of tourism in Palembang well-planned? If yes, from which side and if not, from which side?
3. What are the positive and negative impacts of tourism developments and activities?
4. What are the tourism development projects that are being observed?
5. Are there any demolition projects coming along the tourism development projects? If yes, where and how?
6. How about the infrastructures improvement in the city?

Part 4. City Marketing and Urban Branding

1. The effort of city marketing in term of cultural events?
2. Collaboration aspects with government, private enterprise and community?
3. What needs to be improved?

Part 4. Tourism-making

1. City image construction and marketing
  - how is the process of tourism planning in Palembang?
  - how is the tourism development in Palembang in comparison with other region?
  - what are the attractiveness factors of the city ?
2. Place identity
  - how is the local culture diversity generates spatial pattern in the inner city? The history of indigenous, Chinese, Arab and Dutch ?
  - what are the efforts of the local government in order to accommodate these cultural diversity?
  - are there any grassroots initiatives that are integrated as the part of planning strategy?

Part 5. Urban tourist attraction

What are the most attractive areas in Palembang for leisure and tourism? List 10 of the main attractions.

## **Semi-structured interview for the local inhabitants**

### **Part 1. Profile**

1. Name
2. Age
3. Education
4. Family status
5. Address
6. Occupation
7. Inner city transport mode
8. Origin

### **Part 2. Perspective of the transformation**

1. The observed development during the last 10 years? What kind of new urban developments which are affecting their daily life?
2. Perspective upon the transformation?
3. Actual problems the city has?

### **Part 3. Palembang as tourist city**

7. Is the river tourism in Palembang well-planned? If yes, from which side and if not, from which side?
8. Is the other type of tourism in Palembang well-planned? If yes, from which side and if not, from which side?
9. What are the positive and negative impacts of tourism developments and activities?
10. What are the tourism development projects that are being observed?
11. Are there any demolition projects coming along the tourism development projects? If yes, where and how?
12. How about the infrastructures improvement in the city?

### **Part 4. The Opinion**

1. Palembang as International destination for tourist
2. Is tourism involving community participation?
3. Is tourism improving investments and the number of accommodations and services?
4. Is tourism generating job opportunity for the community?
5. Is tourism improving the public infrastructure quality in the community area?
6. Is tourism generating the land use conflict?

### **Part 5. Relation with tourists and visitors**

1. Interaction level (high, medium, low)
2. The influence of visitors on the daily life
3. The tourism activities
4. The social and economical role to tourism industry

### **Part 6. Urban tourist attractions**

What are the most attractive areas in Palembang for leisure and tourism? List 10 of the main attractions.

## **In depth interview for the experts (local government)**

### **Part 1. Profile and role**

### **Part 2. The Urban Transformation**

1. How about the city's transformation during the last 10 years, what are the differences between centralization and decentralization eras?
2. Is Palembang ready to be internationally competitive? What are the supportives factors and what are the challenging factors?
3. What are the urban planning strategy to enhance Palembang as a metropolitan city?
  - objectives, policies and urban planning strategy
  - spatial structural plan for the city
  - the development of strategic area of the city
  - the development of green area
  - space for informal economy/activities and how they are regulated
  - what are the local economy model

### **Part 3. The Tourist city**

1. What are the effort to integrate the local culture to Palembang tourism?
2. What kind of tourism infrastructures are being developed?
3. Was there any conflict of interests between the tourists and the inhabitants? And between the local government and the inhabitants?
4. Tourism planning (Regional, local and site scale)

### **Part 4. Tourism-making**

3. City image construction and marketing
  - how is the process of tourism planning in Palembang
  - how is the tourism development in Palembang in comparison with other region
  - what are the attractiveness factors of the city
4. Place identity
  - how is the local culture diversity generates spatial pattern in the inner city? The history of indigenious, Chinese, Arab and Dutch
  - what are the efforts of the local government in order to accommodate these cultural diversity
  - are there any grassroots initiatives that are integrated as the part of planning strategy

**Part 5. Tourist attractions . What are the most attractive areas in Palembang for leisure and tourism? List 10 of the main attractions.**

## APPENDIX II – Urban Attraction Survey

Name/Sex/Age:

Institution: community representative

Please rate the following questions in regards to the quality of each thematic zones, scale 1-5

(1) poor, (2) fair, (3) good, (4) very good and (5) excellent;

1. From range 1 (poor) to 5 (excellent) How do you rate the **environment** quality of:

Zona 1:

Zona 2:

Zona 3:

Zona 4:

Zona 5:

Zona 6:

Zona 7:

Zona 8:

Zona 9:

Zona 10:

Zona 11:

Consider this items: Safety; cleanness; public spaces; interesting architecture; historic appeal; interesting local culture; walk able pedestrian.

2. From range 1 (poor) to 5 (excellent) How do you rate the **experiencing** quality of:

Zona 1:

Zona 2:

Zona 3:

Zona 4:

Zona 5:

Zona 6:

Zona 7:

Zona 8:

Zona 9:

Zona 10:

Zona 11:

Consider this items: friendly environment, opportunity to meet local people, vibrant urban atmosphere, no language barriers

3. From range 1 (poor) to 5 (excellent) How do you rate the **attractions** quality of:

Zona 1:

Zona 2:

Zona 3:

Zona 4:

Zona 5:

Zona 6:

Zona 7:  
Zona 8:  
Zona 9:  
Zona 10:  
Zona 11:

Consider these items: Shopping facilities, special events, unique heritage sites, museums and galleries, unique natural landscape.

4. From range 1 (poor) to 5 (excellent) How do you rate the **services** quality of:

Zona 1:  
Zona 2:  
Zona 3:  
Zona 4:  
Zona 5:  
Zona 6:  
Zona 7:  
Zona 8:  
Zona 9:  
Zona 10:  
Zona 11:

Consider this items: Good and safe local transport, good availability of tourist information and tourist guide, easy to find attractions and services.

5. From range 1 (poor) to 5 (excellent) How do you rate the **accommodation** quality of:

Zona 1:  
Zona 2:  
Zona 3:  
Zona 4:  
Zona 5:  
Zona 6:  
Zona 7:  
Zona 8:  
Zona 9:  
Zona 10:  
Zona 11:

Consider this items: Reasonable prices, friendly workers, good location

STRUCTURE AND NETWORK	ZONA 1					ZONA 2					ZONA 3					ZONA 4					ZONA 5				
	I	II	III	IV	V	I	II	III	IV	V	I	II	III	IV	V	I	II	III	IV	V	I	II	III	IV	V
Palembang Municipality: 1. Mr. Nur 2. Mr. Aris				v				v	v					v			v		v				V		
Tourism and Culture Board: 3. Ms. Maulida 4. Mr. Tabrani				v					v	v			v	v			v		v			v	v		
Spatial Planning Board: 5. Mr. Tri Hidayat 6. Ms. Yulis			v	v				v	v				v	v			v	v				v	v		
Urban Transport Board: 7. Mr. Wawan					v					v			v					v					v		
8. PHRI, Mr. Erlan			v					v					v				v					v			
9. DKSS, Mr. Budiono				v					v				v					v					v		
ASITA: 10. Mr. Anton 11. Ms. Oka					v				v	v			v	v				v	v				v	v	
UNSRI: 12. Ms. Hilda Zulkifli 13. Ms. Tutar 14. Mr. Adam			v	v				v	v			v	v					v	v			v	v		
NGO Cinta Musi: 15. A. Kemis			v					v					v						v				v		
Archaeology Research Institute: 16. Mr. Rangkuti 17. Ms. Fifi				v				v	v			v	v					v	v			v	v		
Heritage associations 18. Mr. Anwar Arifa'i				v				v					v				v					v			

	I	II	III	IV	V	I	II	III	IV	V	I	II	III	IV	V	I	II	III	IV	V	I	II	III	IV	V
HPI Tourist guides: 19. Mr. Latif 20. Ms. Ria				v	v			v	v				v					v					v		
Part-time guide: 21. Ms. Echa 22. Mr. Rahadi				v	v				v	v				v				v		v			v		
Local entrepreneurs: 23. Ms. Nia 24. Ms. Sri 25. Ms. Harun			v	v				v	v				v					v				v			
Residential networks: 26. Mr. Mamat (18 Ilir) 27. Mr. Budi (18 Ilir) 28. Mr. Wicaksono (16 Ilir) 29. Mr. Angkara (9/10 Ulu) 30. Ms. Ani (16 Ilir) 31. Mr. Wahid (Ka. Kapitan) 32. Mr. Hermawan (9/10 Ulu) 33. Ms. Rahma (9/10 Ulu) 34. Mr. Mulyadi (Ka. Kapitan)			v	v				v					v	v				v			v				

### APPENDIX III

#### Sub- R.Q 1. Keynote interviews:

##### Q: Tourism planning strategy<sup>1</sup>

*" The government entrusted the partnership model with the related local stakeholders also to integrate the (tourism) infrastructure into the community scale.... , we enhance the UKKM (Usaha Kota Kecil Menengah / Small and Medium Urban Entrepreneurship) investment to boost the tourism production in the riverside kampongs..."*

*(Ms. Maulidia , Tourism Planning Department).*

*"We received the incentive from the collaboration with the autonomy. We mediate the tourist flows( together with travel agencies) with the (tourism) accommodation, also organize the international events in hotels for MICE..."*

*(Mr. Erlan, PHRI)*

*" Even if we are responsible for the human resources management for the HPI members (Himpunan Pramusiwasta Indonesia) the government still in control with the budgeting of the trainings..."*

*" Travel agencies are now competing with online travel agencies, it is important to have good offer and strategy to cooperate with other (international) agencies. We could be able to operate beyond borders, especially for the most biggest tourism market in Palembang (Malaysia and Taiwan)..."*

*(Mr. Anton, ASITA)*

*"Internatinal investors that are allocating their funds in terms of hotel development (Marion, Haston, Aryaduta and Novotel) have been increased within the last 10 years. I think the decentralization policy had have an influence on this., simply it gives Palembang a chance to lobby... not only Jakarta, or Surabaya..."*

*(Mr. Nur, Palembang Municipality)*

*"...(international) private actor had proposed the real estate investment (in Sudirman street/CBD), consisting of Parking area and Shopping center in collaboration with German consultant, GTZ"*

*" local investors on the other hand, are developing the hotels and shopping malls in rather outskirt areas, for instance in Sukarami, Alang-alang lebar and Gandus districts were chosen since they have more vacant plots (also less infrastructure)."*

*(Mr. Aris, Palembang Municipality)*

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<sup>1</sup> Detailed questions see Appendix I

Sub- R.Q 2. Keynote interviews:

Q: Tourism, city image and marketing:

*" Palembang has a sustainable urban transport improvement project, in 2009 Trans Musi is one of the best public transport in Indonesia (after Trans Yogya in Yogyakarta)..."*

*(Mr. Wawan, Urban Transport Department)*

*" (Palembang) has become a national city model in integration of land, air and water transportation. The problem is to convince private vehicle users into using public transportation. What we can do at the moment is to improve the quality of public transports. It is still our homework to reduce the traffic usage of private cars, we plan to establish the project of "park and ride" in the area of Ampera Bridge and IP Shopping malls to reduce the cars. But we cannot get the regional budgeting for the pedestrian area..."*

*" Benteng Kuto Besak was used to be a (illegal) market for food vendors, similar to the one of that 16 Ilir traditional market. Only that, BKB was prone to pick pockets and criminality, typical condition of dense urban area. After riverside revitalization, Benteng Kuto Besak is now accessible for all Palembang's inhabitant. It will be still improved with more accommodation and public infrastructure. The place also hosting cultural events, festivals, public tournaments, official ceremony...it becomes a safe public space"*

*(Prof. Hilda Zulkifli, UNSRI)*

*" The most crucial factor in supporting Palembang to become a competitive International destination is accessibility. The location factor (of Palembang) already has potential. Palembang is now enhancing not only the quality of its air travel, but also enhancing its port network towards Singapore and Malaysia. Of course urban infrastructure development also has to follow..."*

*"Tourism zoning in Palembang helps us to document and sort out the facilities and accommodations related to the activities in each zone. Each zoning is connected with the road networks. For instance, water bus (the extension of Trans Musi) connects the tourism location of Kampong Kapitan, Kampong Arab, Kampong 9/10 Ulu and Pulo Kemaro..."*

*(Mr. Tri Hidayat, Spatial Planning Department)*

*"...inner city revitalization and slum upgrading are based on land conversion program. Kampong Ulu had a reputation as a slum from the transmigration era. Now the infrastructure is slowly being improved, in order to attract more investors to this area. But also to improve the living condition of the people. They have been compensated with sufficient fundings. This effort is realistic and fair..."*

*"...in Kebun Pisang (Kampung 9/10 Ulu), we are building the Jumputan (trans: traditional textile) workshop center. The idea is to provide the artisans with more access to the market, so they can compete with bigger boutiques in selling their products..."*

*(Ms. Yulis, Spatial Planning Department)*

Sub- R.Q.3 Keynote interviews:

Q: Perspective on the urban tourism

*" The governments are pro-investors. We as the local people are disregard in the name of "pembangunan" (development), I am talking about slum demolition in Kampong 9/10 Ulu. They evicted the hundreds of families, first is to build the turap (trans: riverside pedestrian), later there will be more housing gone..."*

*(Mr. Mamat, Head of Community of Kampong 18 Ilir, entrepreneur)*

*"Developers are more interested (to invest their money) in Ilir area, because of the cultural differences of Iliran and Uluan people as well as the disparities of the infrastructure conditions (between Ilir and Uluan). Here (Uluan area), there are not so many shopping malls, you know because just in the matter of months, they will destroy the facilities, steal the lights, paint the benches, that is Uluan..."*

*(Ms. Rahma, The inhabitant of Kampong 9/10 Ulu, water trader)*

*"... there have been several (activist) groups in suggesting the division of the city to achieve the even development, but I do not see it as a long-term solution..."*

*(Mr. Mulyadi, Kampong Kapitan)*

*"Inner city renewal and redevelopment, in Benteng Kuto Besak and 16 Ilir Traditional Market was coordinated with NGOs and Local activists. Demolition and eviction of the floating house community 15 years ago was also coordinated with BKM (Badan Keswadayaan Masyarakat) and NGOs. The aim was to negotiate the alternative solution with the government through building renovation. These days, the price of wood materials for renovation is becoming more expensive, without subsidies, the community is no longer able to maintain the cost. (so that) they had to move to the land to build permanent housing.*

*(Mr. Azis Kemis, NGO Cinta Musi)*

*"Floating house community actually did not get the building permit, let alone owning the land certificate...some of them (who work in the inner city) rented the rooms from other people in Kampongs Ulu, many had left. It is really sad because many generations have been lived on the water (Musi). "*

*(Mr. Wahid, Kampong Kapitan)*

*"Especially since the cafe on the banks of the Musi River (Warung Legenda), we can no longer see the Ampera Bridge. All covered by fence and the cafe building. Once, there were a lot of people who play here (riverside area) for enjoying the Musi River and the Ampera Bridge, as well food vendors. The municipality provide official food stalls in Kampong 16 Ilir, so that they can manage and earn taxes from that."*

*"... On the other hand, some Rumah rakit's inhabitants are starting to offer services and accommodation as a part of P2KP funding from the government since 2006. First they renovated the Rumah rakits and later was offered if they wanted to participate in the "Visit Musi 2008" programs. That is why not all the Rumah rakits are granted for this funding, it has been selected*

*based on their social and economical capacity, so that they can manage and sustain the business without having to extend the funding."*

*(Mr. Hermawan, Head of community of Kampong 9/10 Ulu)*

*"I used to have my food stalls in the front of Kampong Ulu market, but now is no longer allowed. Some of the vendors were relocated to another market and some were moved here (16 ilir market) and it turns out to be not so bad, there are always costumer. Indeed we have to rent this official stall and pay annual taxes to the city. This is better than having our stalls destroyed by the Pamong Praja ( trans: official workers) because we were selling food in the forbidden area."*

*(Mr. Harun 16 Ilir food vendor)*

*" Palembang has lost its cultural icons and symbols along the Musi river... compare to other cultural city, Yogyakarta. They have Gapura (trans: Traditional artefacts) in the entrance of every kampongs. We do not have the nuances of Palembang as the heritage city. "*

*(Mr. Senapan Budiono DKSS).*

*"Musi river is always a part of Palembang culture, from the Majapahit, Sultanate,Colonialization era, until now. "Visit Musi 2008" is a way to celebrate our identity..."*

*(Mr. Zulkhair Ali, DKSS)*

On the other hand, Yandes Effriady sees culture as an embedded values and can not be represented with material objects:

*"That is pitiful if we only associate culture with historical artifact, with ancient remnants. We now have nothing to do with megaliticum era, can we adapt its value for our contemporary life? No. Rather, we should focus in tackling the issue of urbanization and marketization. If Palembang wants to survive, it needs to become more competitive and adaptable from the global influences. Not all of foreign cultures are bad..."*

*(Mr. Yandes Effriady, Editor Sriwijawa Post)*

*"(goverments) should not only supporting the big investments. Palembang kampongs also have the potential as local resources. Palembang has Kampong Kapitan, Kampong Arab, Kampong Kebun Pisang....Kampong should not be seen merely as an urban problem tackled with gusur, if we think of it as our social and cultural asset. We are not in New Order Regime..."*

*(Mr. Anwar Arifa'I, Palembang Historian)*

*"You heard (from the media) that wong kito (trans: Palembang natives) were peaceful during the 1997 riots. It was (peaceful) in comparison to what happened to Chinese ethnicity in other cities. But they burned the ruko, burned the market, burned the cars in the Sudirman street.... All the chinese symbols were destroyed or taken down. Only these days, Kampong kapitan is being preserved (by the government)..."*

*(Mr. Rangkuti, Archeological Center)*

## **Form for Declaration of Honour**

### Declaration of Honour

I hereby declare that I have completed the work presented without improper help from a third party and without using any sources not documented. Data and concepts directly derived from other sources are unmistakably documented. The following people helped me with/without payment as described with the selection and evaluation of the following materials:

1. ...
2. ...
3. ...

No additional people were involved in the production of materials or content of the work submitted. In particular, I did not use utilize paid help from placement or consulting services (doctorate consultants or others).

No one has received, indirectly or directly, monetary payment for work that is connected with the content of the submitted dissertation.

This material has not been submitted to any other examination office in Germany or abroad in this or any similar form.

I declare that I have told the truth to the best of my knowledge and have not concealed anything.

Weimar, 1.11.2016

...

## Degree Form

Bauhaus University Weimar

DOCTOR-Philosophy

Rizky Suci Ammalia Podlaszewska

The Bauhaus University Weimar, by means of the Faculty of Architecture, awards

Mrs. Podlaszewska, Born on **13<sup>th</sup> August 1986** in Bandung, Indonesia, the academic degree of Doctor-Philosophy (Dr.-Phil).

She has properly completed the doctoral procedure with her dissertation "Place-making of destination: Localization and Commoditization process in Urban Tourism. Study case of Palembang, Indonesia" and her disputation has proven her scientific proficiency and received the overall mark "Magda Cum Laude".

The reviewers were:

Prof. Dr. Frank Eckardt

Prof. Dr. Desmond Wee

Prof. Dr.-Ing. Sigrun Langner

Justin Kadi, PHD

Weimar, 31.05.2017

Dean of the Faculty of Architecture

...

President