

# Development Strategy for Talang Semut Areas as a Heritage Tourism Destination in Palembang

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## Article history

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**Abstract:** Talang Semut in the city of Palembang was designed by Thomas Karsten during the Dutch East Indies administration as a garden city for Palembang residents of European descent. In addition to a settlement, public and urban social facilities, including churches, hotels, swimming pools, and retention pools to prevent flooding, were constructed in this area. The architectural style in Talang Semut is distinct from local architecture due to the influence of Indies and modern architecture (de Stijl). As a historic district in Palembang, Talang Semut continues to expand and attract increasing numbers of tourists. The general public, especially building owners, does not correctly comprehend the growth of the Talang Semut neighborhood, which undermines its status as a historic district. In addition, there is no clear strategy for preserving and promoting Talang Semut as a heritage tourism attraction. This study aims to examine initiatives to prevent harm and loss of historical significance and the creation of heritage tourism sites. Observation, interviews, documentation, and questionnaires are used to collect data for this descriptive quantitative study. The results reveal that the community does not see Talang Semut as a heritage region that must be maintained in addition to its development as a tourism attraction. This study concludes that immediate technical and non-technical measures must be taken to prevent damage to the Talang Semut region. In addition to a more organized management structure, the Talang Semut area must be directed to enhance and add supporting amenities to become a heritage tourism destination.

**Keywords:** *Heritage tourism, development strategy, Thomas Karsten.*

## 1. Introduction

Palembang is one of the oldest cities in Indonesia, with numerous historical areas located on the riverbanks and in the city center. Depending heavily on the river for transportation and daily life, the ancient inhabitants of Palembang established settlements close to and facing the river. In contrast to the Dutch East Indies government during the colonial era, they established settlements on dry land instead of riverbanks. In general, the location chosen and occupied by the Dutch East Indies Government will become a historic area due to its strategic location, and it has been developing well up to this point. Talang Semut is one of the historic districts in the city of Palembang. Thomas Karsten conceived the first real estate concept in Palembang for the 1921 Dutch-built neighborhood. Real estate planning or upscale housing for Europeans is described as a garden city. A heritage brand is based on longevity, positioning, and value proposition, which need precise marketing and communication [1].

In this area, public and urban social facilities, including churches, hotels, conference rooms, tennis courts, swimming pools, and two retention pools to prevent floods, are planned and constructed. At that time, the majority of the city of Palembang consists of a tidal swamp area, including a portion of the

Talang Semut region. To prevent floods, two retention ponds are constructed to accommodate rainwater [2]. To convey a feeling of place, the architecture of the buildings in Talang Semut incorporates Indies architecture and modern architecture (de Stijl) that is distinct from local architecture. Modern architecture (de Stijl) is a modern architectural style that emerged between the 1920s and 1930s. Indies architecture was constructed during the Dutch colonial period [3].

The location of the historic area, which is in the middle of the city, has changed as the city's economy has grown. Because of this unplanned growth, the condition of the historic area has become very worrying. Urban development is getting more and more intense right now. If nothing is done to stop it, historic sites and old buildings will be destroyed and replaced with new ones. Historic places can show how people lived in the past, which may differ from how people live now and in the future. So, the city of Palembang historic heritage area should stay in good shape if it is taken care of and used correctly. Talang Semut area has changed in some ways, especially in the old buildings that have been torn down and replaced with new buildings or renovated into modern buildings, which do not fit in with the rest of the area. Some old buildings were turned into cafes and restaurants aimed at young people [2].

There are historical pieces in this area that could be developed and kept. Historical urban areas are the memory of a city, and the overall landscape they constitute displays the typical scene of a city in a certain historical period [4], [5]. Thus, they are of value for the protection and they are good for security [6]. Supported by Law Number 11 of 2010 about Cultural Conservation and Article 78 about the development of cultural heritage that considers its usefulness, safety, ability to be kept up, authenticity, and value [7]. Developing and preserving historical areas is crucial because they will have to compete with the development that leads to modernization. This is because the population is growing, the economy is growing, and technology is improving [8].

A central dilemma has been to preserve what is valuable while contending with, or even encouraging, modernization and development in the face of globalization [9], [10]. Most people, including the owners of old buildings, do not fully understand how the area of Talang Semut is being changed in a way that damages its identity as a heritage area. Also, there is no clear plan or direction for keeping and building up the Talang Semut area as a historical tourist spot. As a historic area, it is crucial to protect it so it does not get damaged and lose its historical value. One way to protect an area is to turn it into a place where people come to learn about its history. Conservation can be done in several ways, such as preserving, restoring, renovating, developing, and rejuvenating [1].

The problem in the Talang Semut area is becoming more and more worrisome because it threatens the area's identity. The government or the people in the area need to do something about it so that this historical area can be kept and kept up. This article aims to advise how to turn the Talang Semut area into a heritage tourism spot that can boost the local economy, make the city more attractive, and keep the architectural value of the area and buildings.

## 2. Method

The location of this research is in the Talang Semut area, one of the cultural heritage areas in Palembang (figure 1). The boundary of the study area is Jl. KH. Ahmad Dahlan in the north, Jl. Talang Kerangga on the west side, Jl. Mujahideen in the east, Jl. Merdeka, Jl. Joko, Jl. Ratna, and Jl. Hang Jebat in the south.



Figure 1. Study Area Map, map source: Google Map

This research uses the descriptive-quantitative method. "Quantitative descriptive research method is a method that aims to create a description or descriptive of a situation objectively using numbers, starting from data collection, interpretation of the data and appearance and results [11]. Observation, interviews, documentation collected data, and questionnaires were distributed randomly to participants such as visitors, traders, and building owners or users to determine the views and perceptions of participants. The sample selection was conducted by random sampling as a technique to obtain samples that are directly carried out on the sampling unit. Thus, each sampling unit as an isolated population element has the same opportunity to be a sample or to represent the population [12].

This sampling technique is called simple because the sampling of population members is done randomly without regard to the existing strata in the population [11], [13]. The data is processed to determine the positive and negative values present in the area and to provide guidance regarding this location's status as a historic tourism destination in Palembang. Aspects with positive values will be kept and enhanced, while those with negative values will be developed and enhanced to transform them into aspects with positive values.

## 3. Results and Discussion

### 3.1. Observation of Talang Semut Area

Sometimes, the status of the historic district in the middle of the city escapes the supervision, care, and protection of the government sector and the people who live and work nearby. Therefore, analysis and assessment of this historic district's condition were conducted, focusing on the available urban infrastructure and facilities. There is infrastructure in Talang Semut area, including public roads and street furniture. In the meantime, the area facilities include public transportation, green open spaces, or parks, jogging paths, walkways, public toilets, parking lots, environmental security, and the provision of sales tenants. This element is based on personal observation, the perspective of the local community, and visitors in

the area.

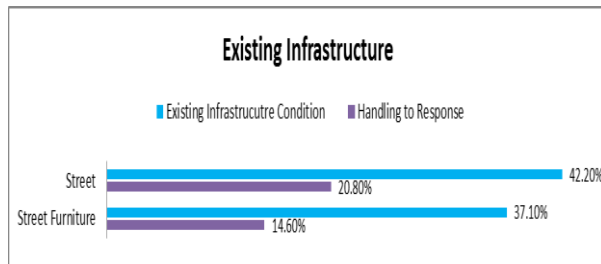


Figure 2. Percentage of existing infrastructure condition in Talang Semut

Figure 2 demonstrates that the current infrastructure is in good condition, with (42.2%) of respondents stating that the roads in Talang Semut area are in good condition and 20.8% stating that repairs must be made at various spots along the road. In the meantime, respondents reported that the condition of street furniture is still pretty good). However, (37.1%) of locations lack street furniture, and (14.6%) require development and enhancement in the street furniture sector.

In figure 3, few components of the facilities, such as public transit (27.6%), jogging track conditions (75.9%), and pedestrian path (54.3%), are in good shape. The status of the facilities requires repair, construction, and development. Open spaces such as parks (30.8%), provision of public toilets (64.6%), car parking lots (36.2%), level of location security (32.3%), and organization and provision of good sales tenants (34.6%) are examples of existing facilities that require a reaction.

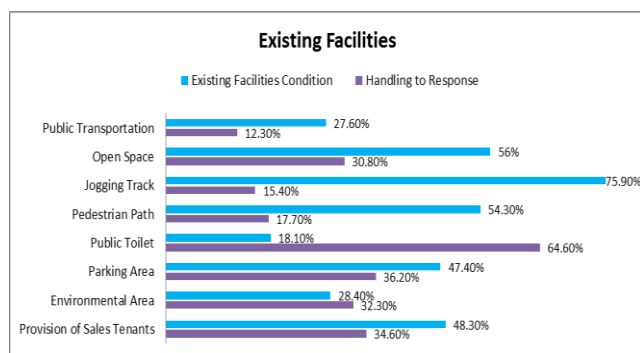


Figure 3. Percentage of existing facilities condition in Talang Semut

Based on current conditions, Talang Semut region is in good form. However, components of the area that are not in good condition must be handled with treatments such as repairs development on aspects that still have negative values as reported by respondents in interviews and questionnaires. This negative aspect is the result of inadequate facilities and a lack of attention, supervision, maintenance, and planning, which will have a negative impact on the area's reputation, reducing the level of visitor comfort, and possibly resulting in a decline in the

number of visitors to the Talang Semut area. One of the negative values of the facilities in Talang Semut area is due to social factors, namely activities by some people who violate social norms, such as crossing out street furniture, which makes this area appear dirty and untidy, and where the government is less socialized to the local community and visitors about the heritage area.

Table 1. Observation of Facilities and Infrastructure Condition

No	Infrastructure/Facilities	Conditions / Description
1	Infrastructure	
	Street,	Roads conditions are good but roads in residential area need improvement
	Street Furniture	Road signs are not complete, Park and road lighting is installed well, Faucets with drinking water are available, Gazebo and benches are good, sports equipment in public parks is good.
	Public Transportation	Only a few bus stop, good public transportation, there are pedicabs
2	Facilities	
	Cleanliness Area	Cleanliness is maintained, there are general trash cans scattered evenly, but some need to be replaced
	Parks and Open Space	The condition is good, functioning well, water catchment areas are lacking, grass maintenance needs to be intensive
	Jogging Track	Condition is good but needs improvement
	Pedestrian Path	Pedestrian paths are inconsistent, few needs quality improvement
	Public Toilet	Lack of public toilets
	Parking Area	Lack of parking space, parking on the street so that traffic is disrupted and causes congestion
	Environmental Area	The neighborhood is well maintained and low crime rate
	Provision of Sales Tenant	Poor the arrangement of sales tenants on the street
	Disabled Facilities	Lack of facilities for disabilities
3	Supporting Facilities	
	Worship Place	Three old churches and one mosque are in good conditions
	Lodging	Swarna Dwipa Hotel and De' Premium Hotel Kartini
	Restaurant & Cafe	Restaurants and cafes with modern concepts and

utilizing old buildings, provide more modern food rather than local food  
Only one local bank ATM

## Banking

According to Table 1, Talang Semut area is responsible for three factors, which have positive and negative values based on area observations. These include infrastructure (road conditions, street furniture, and public transportation), facilities (cleanliness area, open space, jogging track, pedestrian path, public toilet, parking area, environmental area, provision of sales tenants, and disabled facilities), and additional facilities (place of worship, lodging, restaurant & café, and banking).

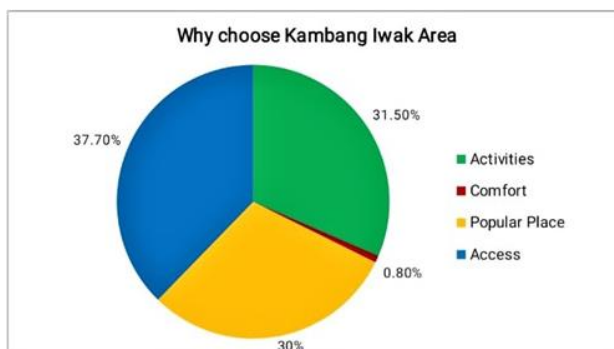


Figure 4. Visitors choose Kambang Iwak as their destination

Based on figure 4, the results of interviews and questionnaires, visitors prefer the Kambang Iwak area because the location is in the city center (37.7%). This is followed by activities that can be done by visitors and the local community in the area, such as looking for culinary, exercising, as a recreational destination, and other activities (31.5%), and the fact that the area is popular in Palembang city (30%). The low percentage of the comfort component suggests that something must be fixed or handled further to increase the area's comfort level.

## 3.2. Building Condition

The findings show that most visitors and the local community do not know that the Talang Semut area was designed and constructed by the Dutch, resulting in a lack of careful building management in the local area. Based on the results of area observations, there are four types of building conditions in the Talang Semut area with various conditions, such as buildings that change function, buildings that change facades, buildings that need to be renovated, and new buildings that replace old buildings [2].

### 3.2.1. Building changing the function

Unwittingly, some elements of Talang Semut area have evolved from residential and office districts

to mixed-use districts incorporating housing and commercial enterprises. The buildings on the main road or critical access around Kambang Iwak turned commercial enterprises. As a result, many buildings have transformed from residential areas to restaurants, cafes, or other commercial establishments. Several governments, private offices, and schools are also located in Talang Semut. Changes in the building function result in alterations to the building, such as the facade being replaced and the interior and exterior being repaired. In Talang Semut area, some historic buildings were replaced with new structures of varying architectural styles, resulting in adverse changes to the built environment. In addition to architecture, the building becomes taller because it is adapted to the needs of new functions.

### 3.2.2. Building with a changing façade

Buildings that are rented out to businesses and services, such as restaurants and cafes, also receive changes to their façade. The facade of the building has been adapted to adapt to modern architecture, which is seen as attractive to potential tenants. Modifications to the façade were also made by building owners, who continue to occupy the building for repair and maintenance purposes. Therefore, the modified building's facade is in strong contrast to the old one.

### 3.2.3. Building needs renovation

Some old buildings are starting to damage due to old conditions and occur in parts of building materials such as wood, floors, and tile roofs. In addition to lack of care, buildings are particularly impacted by the tropical environment and high humidity, which significantly reduces the longevity of building materials. Therefore, the building is expected to need maintenance, such as repainting and replacing damaged parts [9], [10], [14], [15]. Some building owners have done well by repairing or revitalizing building materials without changing the architectural facade of buildings like the Siloam Church, AEKI's Coffee Palace Building, and the Garuda swimming pool. Some buildings that were revitalized by changing their architecture experienced the opposite effect. This is extremely harmful to the historical buildings that qualify as cultural heritage buildings and must be conserved. However, there are still many historical buildings that are in a state of deterioration or require immediate repairs, but necessary maintenance and repair measures have not been done.

### 3.2.4. The new building replaces the old building

During the past two decades, many new buildings have been constructed in the Talang Semut area to replace the older buildings. The owner denied and abandoned the building, causing it to fall into disrepair and eventually be sold progressively. The new land and building owners subsequently construct new buildings

on the land according to their desires, which typically serve different purposes than the previous structures. Therefore, new buildings in the Talang Semut area are typically incompatible with the architecture of old buildings. One of the new buildings in the Talang Semut area is modeled after the Limas house, which afterward served as a restaurant and cafe that was extremely popular with visitors.

In general, these modifications take effect because the owners of the historical buildings and those who purchased the site were unaware of the Cultural Conservation Law. In addition, the City Government conducts less extensive socialization about the significance of the Law on Cultural Conservation for the historically significant Talang Semut area in Palembang. The findings also revealed that several participants were unaware of the Law on Cultural Conservation, which protects Palembang's historic buildings. Nonetheless, several participants were familiar with implementing the preservation of the old city in Semarang and Jakarta.

### 3.3. Economic Activities in the Talang Semut Area

#### 3.3.1. Utilization of the Region Encircling Kambang Iwak

The area around Kambang Iwak has a relatively high degree of purchasing and selling activities, including purchasing and selling goods, services, and food and beverages. On weekdays, there are fewer buying and selling transactions than on holidays and weekends. In this instance, the participants are retailers, service providers, homeowners, and café and restaurant proprietors. Heritage conservation has multiple values: cultural, aesthetic, educational, environmental, social, historical, and others. A more recent addition to this value is the economic value of heritage conservation [8]. The economic value of historic preservation is an addition to this list of values. Consequently, it is vital to utilize the value of historical regions, one of which has the most significant potential as a heritage tourist destination in Palembang.

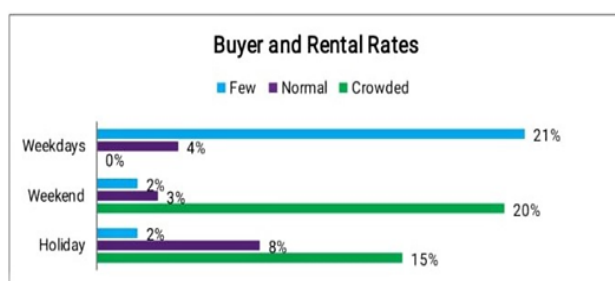


Figure 5. Quantity of Visitors who conduct transactions

Figure 5 demonstrates an imbalance between weekday, weekend, and holiday purchasing and selling activity. By designating it as a heritage tourism area, it is hoped that the local community's

economy which is based on this ratio, according to the time allowed to sell by the area manager. On normal days, the percentage of transactions activity is relatively less activity (21%), and compared to normal conditions (4%). On weekends, transactions activity is classified as busy or high transactions activity (20%), followed by normal conditions (3%), and less activities (2%). On holidays, transactions activities are also classified as busy (15%) followed by normal conditions (8%), and less activities (2%).

#### 3.3.2. Building Utilization

Economic activity in Talang Semut area involving buildings such as houses, sellers who own or rent houses, and landlords are included. Typically, this property is transformed into a cafe or restaurant, and its facade is changed and given a modern design. Changes in architecture or building facades are claimed to attract tourists and provide co-working space for students. This is related to the target audience being teenagers, college students, and young adults. Changes to the building's architecture in Talang Semut have caused the building's design incompatible with the area.

#### 3.4. Sense of Place in Talang Semut

Sense of place is the creation of space elements, consisting of environment, social community, cultural activities, and tangible-intangible aspects so that humans can experience space. According to [3]. Sense of place in heritage spaces is notable from several aspects. Heritage spaces change through time which affects their sense of place; it should be noted that although the structure of a place is not stable and change through time, places maintain their identity; in other words, a heritage place has the potential to accept different contents in its identity framework. Talang Semut area has a sense of place that provides tourists with an atmosphere that cannot be found anywhere in Palembang City. This history tourism area's sense of place can provide regional tourists with value because they will be able to visualize, feel, and remember the area. To promote the development of the Heritage Tourism Area in the Talang Semut area, this research must thus identify and analyze its components.

Table 2. Analysis of Physical Aspects Sense of Place in the Talang Semut area

No	Physical Aspects	Conditions / Description
1	Area Potential	Many heritage buildings depict the atmosphere of the past. There are churches and old settlements with a typical Dutch colonial design. There are island roads and median roads around the area included two old retention ponds that serve as recreation centres
	Problem	Lack of parking space, the area is experiencing environmental degradation, the yard is reduced in several places, unstructured sales tenants
2	Architecture Potential	Typical Dutch colonial buildings, especially indie and contemporary architecture (de stijl), Showcasing a timeless and authentic design, the main structure is generally a single-storey building with a large courtyard, Palembang style architecture inspired feature lines, geometric designs, and the triangular shape of the roofs of colonial buildings
	Problems	Some buildings have changed their architectural style and are no longer in harmony with their surroundings, building materials that begin to deteriorate with age
3	Ambience Potential	The beautiful atmosphere in downtown Palembang which is hard to find anywhere else in the city, creates a strong impression of a green area filled with large trees that provide shade, a retention pond provides a cool appearance, a pedestrian bridge crosses the retention pond, public transportation and traditional pedicabs still available.
	Problem	The condition of signage and street furniture is a bit concerning and incomplete, in some locations it is rather dirty due to a lack of landfills or cleaning too late
4	Access Potential	The area is easily accessible, the road network forms a radial and the area is more contoured than its surroundings.
	Problem	Several locations in the area require pedestrian paths, some parts of the road are damaged, public transport stops are limited, weekends and holidays witness congestion

Table 2 demonstrates that the sense of place elements owned by the Talang Semut area are physical and social aspects, each having both

development potential and development-related barriers. It comprises the environment, building and area, atmosphere, and access to the location from a physical aspect.

Table 3. Analysis of Social Aspects Sense of Place in the Talang Semut area

No	Social Aspects	Conditions / Description
1	Activity Potential	Many activities available in Talang Semut region, including exercise, recreation, culinary exploration, etc
	Problem	Damage to parks and grass as a result of activities has adverse effects.
2	History Potential	It is one of the city's historic districts and contains many old structures, including Dutch colonial residences, churches, hotels, and swimming pools, There was formerly a zoo
	Problems	The loss of the zoo, Lack of traditional and cultural events displayed, The government is less socialized to the local community and visitors about the historic area.
3	Local Community Potential	The interaction between visitors, local people, and interaction with nature, which creates a distinctive atmosphere, Seller are pretty friendly in terms of transactions, A wide variety of goods and services are offered
	Problem	There are rude thugs and street performers, Inappropriate vehicle parking rates

Based on table 3, the social aspect comprises activities that can be performed in the area, the place's history, and the local community. Sense of place as an attitude concept has three dimensions: place identity (cognitive component), place attachment (affective component), and place dependence (conative component) [16]. Meanwhile, sense of place has three main elements such as physical environment, immaterial environment, dan activity experience. Physical environment refers to everything inanimate in that local community, including history, culture, building architecture, and regional architecture that can serve as an attraction and affect the area [17].

### 3.5. The formula for Heritage Tourism Development in the Talang Semut Area

#### 3.5.1. Preservation

Preservation is one of the activities to maintain and develop historical areas; this is directly proportional to the results of interviews and questionnaires indicating that this area is better preserved, maintained, and

maintained as a tourism area (86.6%), renovation and restoration of the area and historic buildings (41.4%), increasing knowledge and learning about local history and culture (28.7%), and developing the area through tourism (28.7%).

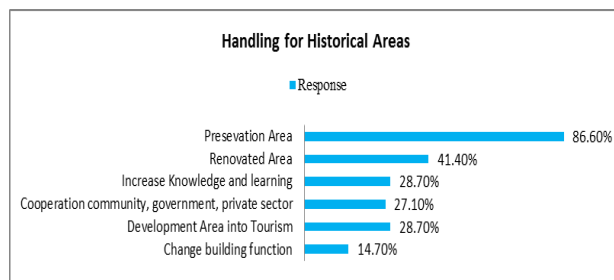


Figure 6. The local community and visitors respond to the Heritage Area in Talang Semut

Figure 6 explains the strategy of preservation utilized in Talang Semut area transforms it into a heritage tourist destination. Several old buildings in this area have also been maintained through renovation and restoration. The purpose of restoring the modified design of the building facade is to restore architectural continuity and harmony between the building and the local area. Additionally, the conversion of abandoned or unmaintained buildings is needed. Homes that are left unoccupied and poorly maintained will sustain more severe damage. By utilizing the building to promote tourism-related activities, the building will be preserved and well-kept due to its occupancy or proper purpose. In addition, the area is developed by enhancing and providing complete infrastructure and facilities to enhance the comfort of tourists in the Talang Semut area.

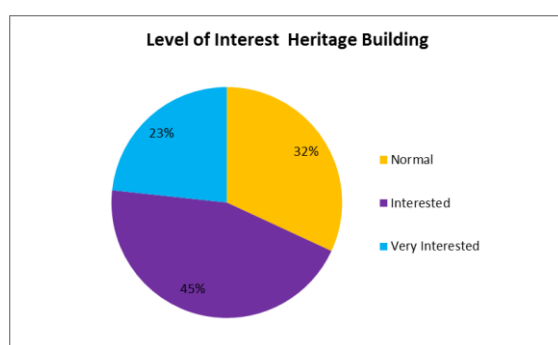


Figure 7. The interest of the local community and tourists in Talang Semut's historical buildings

From Figure 7, It is pretty encouraging that the local community and visitors are very interested in the historical buildings in the Talang Semut area (23% and 45%, respectively). The Talang Semut area is still considered one of Palembang's most intriguing old city areas. Therefore, protecting the area and existing historical buildings is appropriate by preserving the tourist destination area.

### 3.5.2. Education, Area Branding, and Promotion

In developing a heritage area into a tourist destination, some elements such as education, regional branding, and marketing cannot be ignored. Regarding education, the government must begin to socialize the local community regarding Talang Semut heritage area, as 63.1% of the population is unaware that the area was planned or designed during the Dutch Colonial period, compared to 36.9% who are aware. Adding signage to each historical structure can also educate tourists, such as a photo-illustrated explanatory board in front of historic structures. Following the implementation of the education points, the next phase is to brand the area so that the general public is better familiar with Talang Semut area and has a positive perception of it. The area's excellent image will make it more attractive to investors who wish to develop it for heritage tourism.

Branding this area can begin by determining the target market to know and understand the behavior and lifestyle of the local community in Talang Semut, determining the mission of a brand by describing the purpose or reason for the establishment of this historic tourist area, understanding the unique aspects of the brand, such as providing good service and high productivity, and building perceptions of the brand as being welcoming to visitors, informative, and an expert in its field [1], [18], [19]. Therefore, the branding strategy can positively affect Palembang city and the local community of Talang Semut, as it can enhance income. A tourism destination's regional branding strategy is based on two approaches: subjective and objective positioning [20]–[23].

To increase the number of visitors to Talang Semut region, City Government must engage in the direct and indirect promotion of the region companies [24], [25]. Direct promotion is promotion without intermediaries, promotions that can be applied to Talang Semut area such as applying a car-free day (already implemented on Sunday, before the pandemic car-free day on Saturday and Sunday), highlighting the history of Talang Semut area by giving or conducting dummy exhibitions such as an old house equipped with a regional master plan, establishing several souvenir shops, and providing facilities to support regional activities[8]. Indirect promotion includes promotion through intermediaries such as managers of tourist attractions working with travel [26]. Other strategies for promoting tourism destinations that can be used in Talang Semut region include harnessing social media and enhancing the area's infrastructure and facilities to be comprehensive, comfortable, and well-maintained. Additionally, a comfortable and secure environment will stimulate investor interest in developing and constructing historic regions as tourist destinations.

### 3.5.3. Formula 6A

The tourism development strategy is a unified plan that is comprehensive and integrated from elements of

the government, private sector, community, and academics to examine constraints and internal and external environmental conditions of tourism objects so that they can become sustainable and highly competitive tourism destinations [27].

There are "Six As Framework for the analysis of tourism destinations [28]

- Attractions (natural, artificial, purpose-built, heritage, special events).
- Accessibility (entire transportation system comprising of routes, terminals, and vehicles).
- Amenities (accommodation and catering facilities, retailing, other tourist services).
- Available packages (pre-arranged packages by intermediaries and principals).
- Activities (all activities available at the destination and what consumers will do during their visit).
- Ancillary services (tourist services such as banks, telecommunications, post, newsagents, hospitals, etc.)."

The components of tourism development that must exist are attraction and accommodation [29]. Tourism supplies include everything offered to tourists including tourist attractions, accommodation, transportation, infrastructure, supporting facilities [16], [23]. Therefore, in the formula for developing heritage tourism in Talang Semut area, the experts' three analyses are not all used because they are in Talang Semut area. The aspects applied to the Talang Semut area are 6A (Attractions, Activities, Accessibility, Amenities, Accommodation, and Ancillary). To formulate a heritage tourism development strategy, consider other aspects, including heritage potential, sense of place, and the components of heritage tourism that have been analyzed previously.

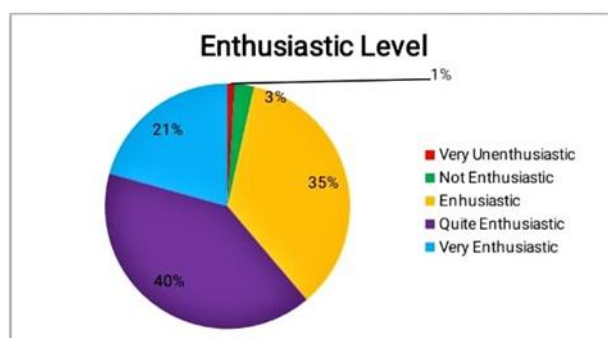


Figure 8. The enthusiasm of the local community and visitors to the historical area in Talang Semut

Figure 8, which is the result of surveys and questionnaires, demonstrates that the majority of the local community and visitors to the area have a high level of enthusiasm for the historical area in Talang Semut area, with only a small minority having a lower level of enthusiasm and interest in the historical area. The enthusiasm was divided

into three major categories: the desire to participate in cultural arts training (40.5%), the desire to promote the history, culture, and traditional cuisine of Palembang (62.2%), and self-development in responding to and supporting Heritage Tourism (40.5%).

This type of zeal is depicted in Figure 8. Conclusion: the attractions built in the Talang Semut area can support the local community's passion and visitors, including developing an organization that can house and teach about Palembang culture, such as dancing studios. Then, a museum was developed from the conversion of a Dutch Colonial house into a source of income for the homeowners, or the development of a textile museum in the Talang Semut area, with Indonesian and European-style architectural designs that display collections related to textiles, such as ancient batik cloth and songket, as well as the tools used to make batik. This Textile Museum also has an area dedicated to batik, where visitors may observe and learn how to create batik. Thus, tourists gain knowledge of batik.

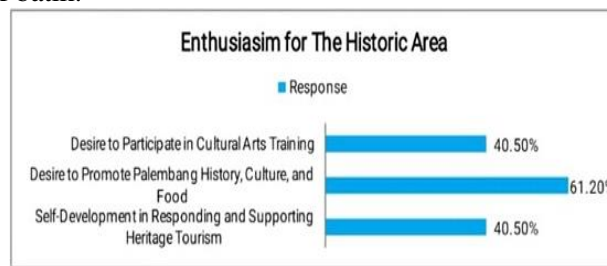


Figure 9. The level of enthusiasm for the historical area in Talang Semut

Based on figure 9, in the Talang Semut area, there are already restaurants and cafés with a variety of core menus; the most popular are modern and fast food, and the majority of customers are young people. In contrast, there is no suitable location for selling traditional Palembang food. The selling of traditional Palembang dishes such as pempek, models, and tekwan is restricted to modified bicycles or motorbikes. Traditional Palembang dishes, such as pempek, tekwan, kemplang, maksuba, celor noodles, and many others, must be sold in more convenient locations.

To assist self-development in responding to and promoting Heritage Tourism, the government and regional parties must provide tour guides, invite visitors around the area (a sort of heritage walk), and narrate and explain the history of Talang Semut so that visitors can learn about the past in Talang Semut. "Heritage is anything transmitted from the past, especially: original cultural and natural material; the built environment; the archaeological resource; the intangible heritage; the natural heritage, that 'heritage' is perceived by our multicultural society as having a quality or significance that makes it worth preserving for its own sake and the appreciation of current and future generations" [4].



### 3.5.3.2. Planning Activities to Attract Tourist

The most popular activity in the Talang Semut area is culinary, which is dominated by fast food, modern food, and beverages (36.9%), followed by exercising such as jogging, skateboarding, or using public sports equipment that has been provided (26.2%), shopping various kinds needs such as clothes, pants, and other necessities (20%), and recreation such as playing a scooter (electric bicycle), taking photographs, and engaging in activities with children at "Kambang Iwak Internet Park" such as drawing, coloring, and play in the park (13.8%), health checks assisted by the Sriwijaya Medical Assistance Team (TBM) Faculty of Medicine Sriwijaya University (UNSRI) with the theme "Public Health For Fund" (1.5%), and others (1.5%).

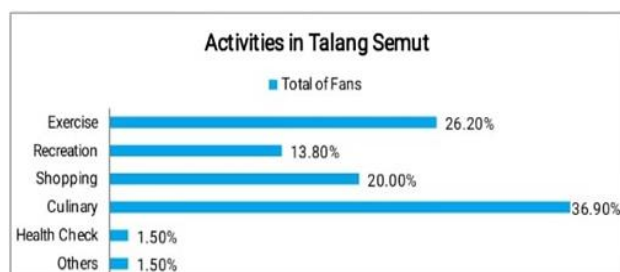


Figure 10. Popular activities are carried out in Talang Semut area

To support all activities, it is required to enhance facilities because some facilities are not in good condition (figure 10). Heritage tourism is a phenomenon related to tourists' motivations and perceptions of the site rather than simply site attributes and specific artifacts presented. Heritage tourism is directly related to experiencing both tangible and intangible heritage, be this at a local, national or international level [30]. In this case, no activity has historical and cultural significance. Consequently, organizing events such as a weekly cultural festival to acquaint the general public and area visitors with Palembang's culture on a car-free day is required.

### 3.5.3.3. Development in Access to Reach the Location

Talang Semut area is easily accessible due to its location in the center of the city, accessibility via public transportation, and relatively good road conditions. This area has also been provided with a pedestrian path. However, additional building and development are required because, at some points, the pedestrian path is not in good condition, and at other spots, there are no pedestrian paths. In areas without pedestrian paths, these spaces are typically utilized as vehicle or motorcycle parking spots, which might block pedestrian movement. Traditional modes of transportation, such as old bicycles and pedicabs,

continue to circulate in the Talang Semut area, contributing to the area's unique character.

To support access in this area, it is recommended to provide special transportation around Talang Semut area, as well as a means of introducing visitors to the area and its historical buildings, such as a bus tour with a tour guide, so that visitors can gain an understanding of Talang Semut area. There is a need for development in terms of public transportation stations because there are no proper stops in this area, causing traffic congestion in Talang Semut. It is anticipated that the improvement in terms of accessibility will facilitate the circulation of visitors and the local community.

### 3.5.3.4. Provision of Amenities for Heritage Tourism

The supporting facilities in this area are complete, but some sectors still need to develop and organized them. Some sectors still need to create and arrange the supporting infrastructure in this area, but it is primarily accomplished. One disadvantage of the Talang Semut area did not have an information center that could assist visitors and the local community. The availability of public toilets in bad condition can reduce the comfort of area visitors; thus, it is required to develop and construct public toilets that conform to the Indonesian public toilet requirements. In Talang Semut area, quality improvements are also required for street furniture, jogging tracks, green open spaces or parks, drainage, and street lighting.

In terms of offering food and beverages, this area already has restaurants and cafes, from permanent structures to temporary sales outlets. Also available in this area are retail establishments that can be disassembled or covered with rugs or plastic. Because they have buildings, all restaurants and cafes are open every day. In addition, stores that still use tenants and mats and plastic mats are only open on weekends or during what is known as the spill market, and the area is used as a parking lot. Thus, sellers may sell their goods on the street or at police security unit-approved locations. Nonetheless, it is vital to organize and regulate the site so that the area does not look like a slum due to the irregularity of the selling location, which might produce congestion.

There is only one local bank ATM in the area, which makes it difficult for visitors and the local community to withdraw money for transactions. Therefore, installing other ATMs with a wider variety of banks is required to accommodate visitors and the local community. Inadequate parking areas are available around the area, and the parking attendants do not charge standard parking prices. The Swarna Dwipa Hotel, located directly in front of Kambang Iwak, lacks sufficient parking space; therefore, when an event is hosted at the hotel, car owners parking on the side of the road, creating congestion. Due to limited land and an unbalanced quantity of weekend visitors, parking space availability is a significant issue in this area.

### 3.5.3.5. Provision of Accommodation Around the Heritage Tourism Area

Only two hotels, Swarna Dwipa and De' Premium Hotel Kartini can be utilized as overnight or temporary housing for visitors in Talang Semut area. Therefore, the development and addition of lodging in Talang Semut areas, such as homestays, guesthouses, and hostels that utilize old buildings or houses to make income for their owners and provide a unique experience for their guests, is essential. Using an old building or house for development may involve restoration, refurbishment, or re-enablement such that the building's historical value is not lost.

### 3.5.3.6. Improvement of Ancillary Service Through Management Organization

Forming an organization to produce and coordinate tourism events, such as the Palembang cultural festival, which may promote Talang Semut region, is one of the developments that must be made in terms of supporting services. In this case, organizations might come not just from the government but also from the private sector, tourism associations, and local communities who want to assist in protecting this area. Organizations can also develop the area for the better; consequently, this organization's participation in improving this historic district is crucial. Cultural and Heritage Tourism is a tool of economic development that achieves economic growth through attracting visitors from outside a host community, who are motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution [31].

## 4. Conclusion

The Dutch Colonials designed Talang Semut with the first real estate concept in Palembang, giving it the character of a garden city. The old city area has the potential to be developed as a heritage area due to its historical and cultural significance. With the participation of the government, the community, investors, and academics, this potential can be realized by promoting history and culture through tourism. This area is supported by classic Dutch colonial buildings and residences, which offer visitors a sense of place, notably the local area and the retention pool, which is the focal point of the area's activities. Directions for the development of this historic area into a historic tourist area include infrastructure, facilities, sense of place area, condition of existing buildings, local economic activities, preservation, educating the local community and visitors, branding the area, conducting promotions, and applying the 6A formula (Attractions, Activities, Accessibility, Amenities, Accommodation, and Ancillary). All technical and non-technical directives must maintain and preserve the historical area from both a tangible

and intangible point.

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