Developing Water-related Tourism for Infrastructure and Economic Development:
Case study on Kali Banger, Semarang, Central Java, Indonesia

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Java Sea
Banger Area
Semarang, Central Java, Indonesia
**Past Problems:** Damages & economic losses are occurred following daily flood & inundation.

**Option of solution:** Polder System
1. Sea defence
2. Dikes
3. Pump
4. Retention pond

**Flooding problems due to**
1. Land subsidence of coastal areas
2. The rise in sea water level

**Requirements of polder development:**
1. Construction cost (Indonesia-Dutch government)
2. Operational & Maintainance cost (Banger population)
**Facts** in Banger Area:

1. Municipality’s limited financing capacity for O&M cost
2. Banger-community’s low income level (48% of population are poor people)
3. 80% population works in informal sectors (indicating irregular income hence risk of unstable supply for O&M costs)
4. 8% population from higher education (indicating the barrier for entering the formal sector)

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**Education Profile of Population in Banger Area**

**Composition of professions in the Banger Area and surrounding area**
Strength factors in Banger:

Uniqueness:
1. The 1st polder system in Semarang
2. Traditional food (culinary)
3. Rivers-side settlement

Indicator of potential tourism:
Recreation area for local people (Semarang)

Strategic Location:
In Center of North Semarang area as Tourism Business District (culinary, accomodation, recreation)
Financial Solution for sustainable OM of Banger Polder ???

OM cost of polder system needs contribution from household + event:

- **Household Fee:** IDR 6,000/month/hh (≈0.7 USD/month/hh)
- **Participant Kali Banger Festival Fee:**
  - **Temporary Polder Board:**
    - Representative of community
    - Educated People
    - Many professions
    - Leadership

Funding OM of Polder system
A. Local Economic Development (LED) :
a strategy to promote economic opportunities and growth by addressing constraints &
improving the overall business environment to encourage entrepreneurial behaviour & investments.

B. Tourism as one of financial solution of OM cost in Banger Area
**LED** concept by **Banger community** through:

2. *Unit Pengelola Keuangan* (**Financial Management Unit**) = lending the loans to *Kelompok Swadaya Masyarakat* (Self-Sufficient Community Group) to improve income of Small Medium Enterprise

The **Temporary Polder Board** initiate to create **alternative financing sources:**
(i) Kali Banger Festival (as water-related & community based Tourism)
(ii) Community empowerment through the processing of plastic waste,
(iii) Composting
(iv) Souvenirs from recycle/reuse material.
Water-related Tourism & Small Medium Enterprise as Potentially Economic Generators

1. *Kali Banger Festival I in 2006*: a river festival, parade of local cultural activities
   It was covered by 6 TVs & media which later made Banger had grants to build 500 m dikes.

2. *Kali Banger Festival II in 2007*: ornament-boat festival, boat races parade of local cultural activities and batik exhibition
   It was attracted Hochheemraadschap van Schieland en de Krimpenerwaard (HHSK) of Rotterdam, the Netherlands to give some grants for this event.

3. *Kali Banger Festival III in 2008*: ornamental boat competition, boat races, parade of local cultural activities, exhibited local products & traditional food by distributing the outlets to neighborhood
   It was attracted private sector to give sponsorship as CSR

   It was attracted private sector to give sponsorship as CSR & tourism operators to promote
Annual Kali Banger Festival
(Source: Petrus Puji Sarwono and Dwi Ratih Sartika, 2009)

Variety Production of Souvenirs from Banger Polder Community

Organic Compost  Ornamental Plant Cultivation  Reuse-textile doormat  Reuse-plastic bag
<table>
<thead>
<tr>
<th>Types of Tourism</th>
<th>Business Unit</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>Community Based Tourism</td>
<td>Composting:</td>
<td>Composting, marketing, sales</td>
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<tr>
<td></td>
<td>•Organic fertilizer</td>
<td></td>
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<td></td>
<td>•Liquid fertilizer</td>
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<tr>
<td></td>
<td>Reuse</td>
<td>Small Medium Enterprise, marketing, sales, training, modeling</td>
</tr>
<tr>
<td>Trading Waste</td>
<td>Buy waste from society</td>
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<tr>
<td>Waterfront Area:</td>
<td>•Planting Jatropha</td>
<td>•Planting &amp; cultivation Jatropha</td>
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<tr>
<td></td>
<td>•Producing vegetable oil</td>
<td>•Small Medium Enterprise, marketing, sales, training</td>
</tr>
<tr>
<td></td>
<td>Retention pond</td>
<td>Fishing competition, fish farming training, marketing, sales</td>
</tr>
<tr>
<td>Art Appreciation (Water-related Tourism)</td>
<td>Banger Festival</td>
<td>cultural &amp; art performances, race boat, ornamental boat competition</td>
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<tr>
<td>City recreation</td>
<td>Water tourism</td>
<td>Rent water bike, fishing, water bike race, water tour</td>
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<tr>
<td></td>
<td>Fishing pond</td>
<td>Fishing competition</td>
</tr>
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<td></td>
<td>Promenade</td>
<td>Public space for society, art installation</td>
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<tr>
<td>Traditional Food (Culinary)</td>
<td>Fishing pond</td>
<td>Restaurant, snack</td>
</tr>
</tbody>
</table>
Conclusion

1. River based tourism (water-based attractions & SME’s products) give \textbf{bigger opportunity to increase affordability to finance OM cost}

2. the system of Self-Supporting Community Board & Self-Supporting Community Group are able to be used as \textbf{tools to create institutional framework} for integrating environmental protection (river quality)-infrastructure (polder)-economic development (household saving and O&M costs)

\textbf{3. integrating all developmental aspects into single management} is key principle to lead community, governmental, private towards the balance of economic & development.
Thank you

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