

# Developing Water-related Tourism for Infrastructure and Economic Development:

## Case study on Kali Banger, Semarang, Central Java, Indonesia

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**Semarang, Central Java, Indonesia**

**Past Problems:** Damages & economic losses are occurred following **daily flood & inundation.**

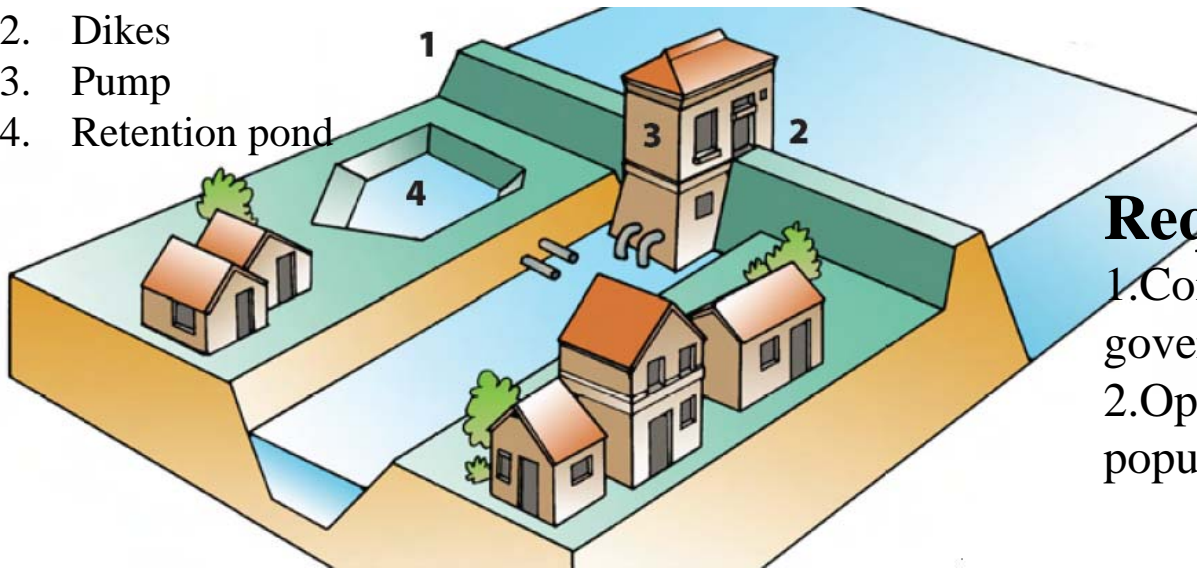


**Flooding problems due to**

1. land subsidence of coastal areas
2. the rise in sea water level

**Option** of solution: **Polder System**

1. Sea defence
2. Dikes
3. Pump
4. Retention pond

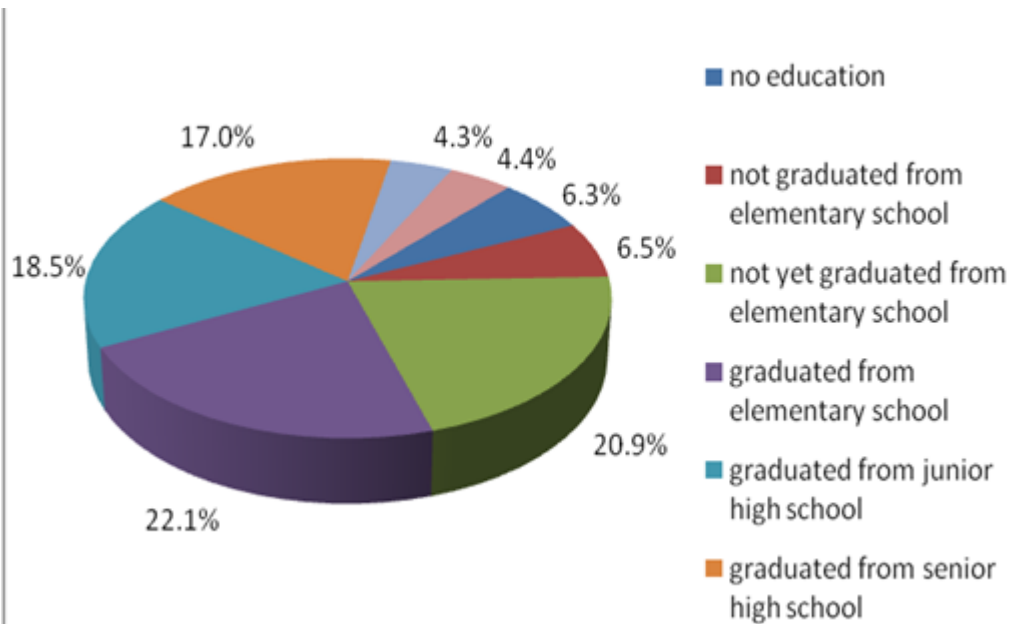


**Requirements** of polder development:

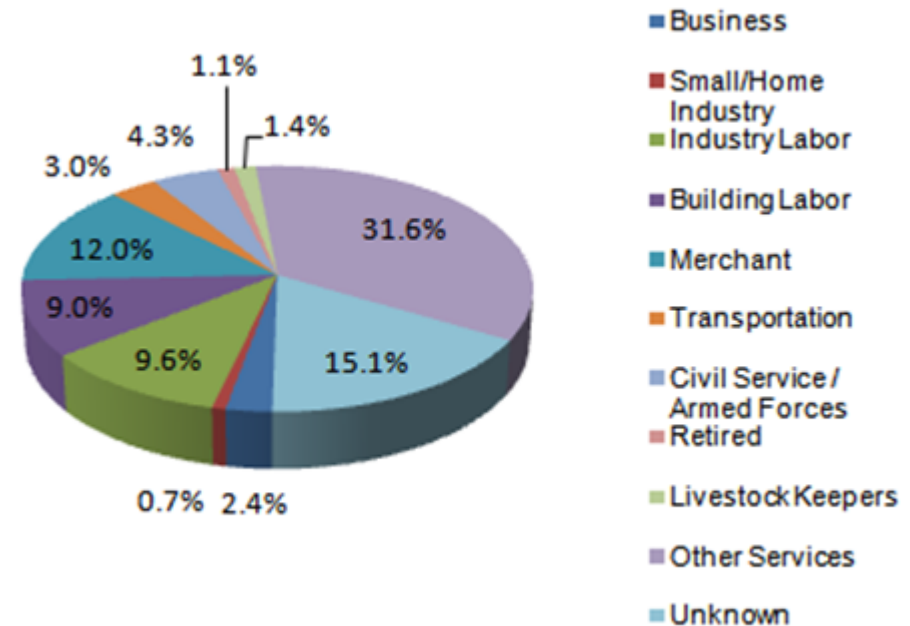
1. Construction cost (Indonesia-Dutch government)
2. Operational & Maintenance cost (Banger population)

## Facts in Banger Area :

1. Municipality's limited financing capacity for OM 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)



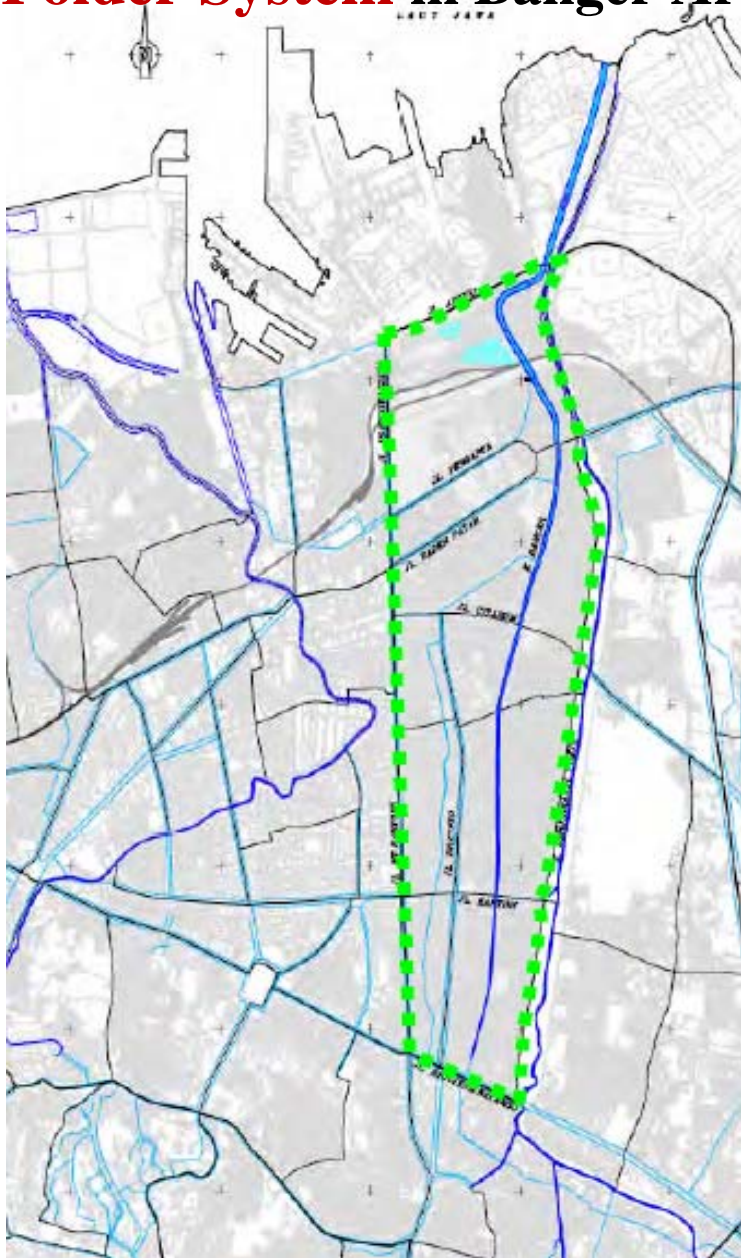
Education Profile of Population in Banger Area



Composition of professions in the Banger Area and surrounding area



# Polder System in Banger 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:

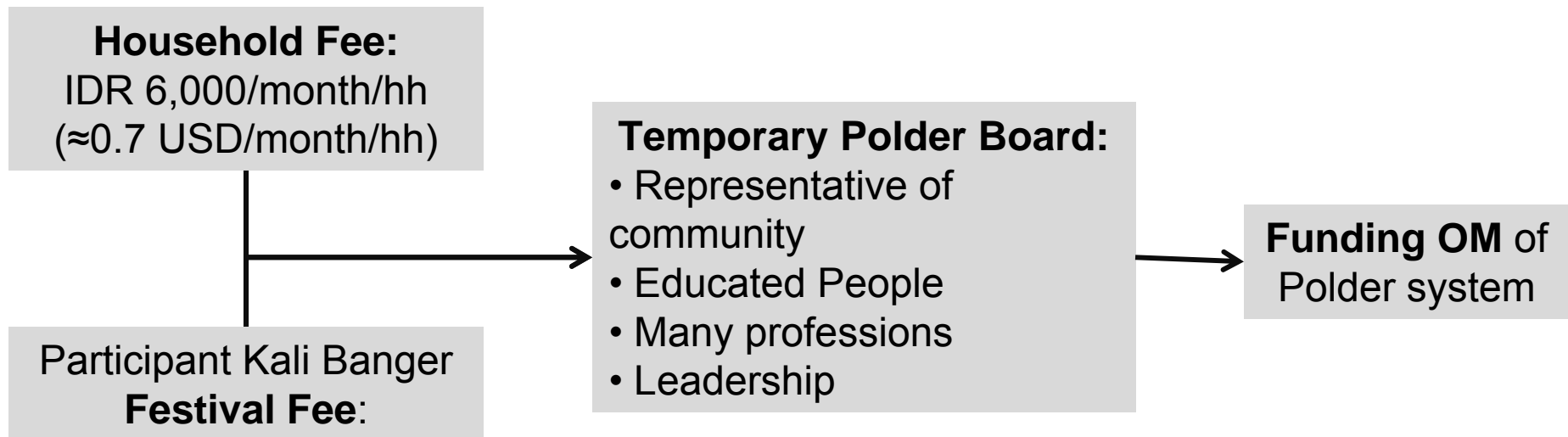
Recreation area for local people (Semarang)

### 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:**





### **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** thorough:

1. *Program Nasional Pemberdayaan Masyarakat “Mandiri”* (**National Community-Empowerment Program**) = soft loans as a stimulant for income improvement & poverty alleviation.

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 *Hoogheemraadschap 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
- 4. *Kali Banger Festival IV in 2009 - 2011*** : ornamental boats competition, boat races, SME exhibitions, green & clean environment competitions  
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-plactic bag

## Program of Tourism+SME by Temporary Polder Bord+Community of Banger Area

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

## Conclusion

1. River based tourism (water-based attractions & SME's products) give **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 **tools to create institutional framework** for integrating environmental protection (river quality)-infrastructure (polder)-economic development (household saving and O&M costs)
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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