Comparison of Landmarks in Medan, Bukittinggi, and Siak as Heritage Tourism

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Abstract

As part of heritage tourism features, landmarks play a vital role in enhancing a city's identity to make it more attractive and recognizable. Sumatra has heritage tourism with a similar culture and history to Medan, Bukittinggi, and Siak. This study aims to determine how this Landmark compares with similar heritage tourism in Sumatra. The third essential element of landmarks, iconography, contrast, and accessibility, was examined using the mixed-method. This study shows that monumental architecture and historical histories have become landmarks in the three historical tourist cities.

Keywords: heritage tourism; place identity; distinctiveness; Landmark

1.0 Introduction

Tourism is one of the country's most significant sources of foreign exchange (UNWTO, 2012; Ginting, 2016), notably in developing countries where economic growth and regional development are priorities (Diniz, 2014). Indonesia has a rich history and cultural heritage, reflected in indigenous wisdom. In terms of urban factors, a heritage city is a city with historical traces of an asset, with authentic local wisdom. The identity of the place is created by the existence of a heritage city (Ginting, 2016). In addition, the values of local wisdom as a place feature are attractive to heritage tourism (Dela Santa and Tiatco 2019). One factor that shapes the image and identity of historic cities is the landmark aspect (Hussain, 2018). Landmarks are often seen by distant observers and serve as wayfinding signposts. When heritage tourism is used as a landmark/symbol, it is considered a landmark that stands out from the surrounding area and is easily accessible.

Due to its cultural and historical diversity, Sumatra has excellent potential for heritage tourism. Medan, Bukittinggi and Siak have similar cultures and histories in Sumatra. It is difficult for tourists to distinguish one historic tourist destination from another. Therefore, this study compares places of interest with similar cultural heritage tourism in Sumatera, namely Medan, Bukittinggi, and Siak. These results will show differences between similar heritage tourism sites in Sumatra, thereby creating impressions and influencing people's memory of heritage tourism in Sumatra.

2.0 Literature Review

2.1 Heritage Tourism

The type of tourism that combines educational, cultural, tourism, conservation activities, and economic activities is also called heritage tourism. (Yagi and Frenzel 2022). Heritage tourism is the most in-demand type of tourism (Ginting & Wahid, 2015). Fusion of history and culture The experience of a place can be provided in heritage tourism. Historical heritage objects are attractions that make heritage tourism one Alternative to the homogenization of global tourism (Dela Santa and Tiatco 2019). The main reason tourists visit a historical relic is the remarkable quality of The items offered, the architectural appeal of historic buildings (Wells et al. 2016), and the city's historical value or historical area. Those cities have the potential for heritage tourism. Tourists will be satisfied if they can enjoy the uniqueness of existing heritage Tourism objects and generate emotional and psychological responses between visitors and these objects (Rahmawati et al. 2014). For tourists, heritage tourism leaves a unique value experience that enhances the impression of a place and encourages them to return to that place. There are two types of inheritance: substantial inheritance and intangible inheritance. (Gao and Su 2019; Selmanovic et al., 2018). Substantial inheritance is the immovable inheritance, such as B. buildings, statues, ruins, and landscapes of the area. In addition, intangible heritage is transferable heritage, such as personal collections and literary works.

2.2 Landmark
One of the factors shaping the image and identity of a historic city is its landmarks (Hussain, 2018). Landmarks are vertical elements used as directions or road signs (Jashari-Kajtazi and Jakupi 2017). Therefore, markers are often used as an identity and a signpost to go somewhere. Landmarks are classified as local, constructed, natural, and distant (Riza, Doratli, and Fasli 2012), so they do not have to be vertical or three-dimensional objects. Landmarks that characterize the cityscape are physically unique and can impress and affect people's memory. A landmark in a location can also create uniqueness, as a landmark is a prominent object that serves as a measurement point for an area (Hussain, 2018).

The features of landmarks shape the city's image and shape the city's memory. Landmark describes several properties, including orientation/symbol/reference point, uniqueness/difference/contrast, symbolism, and architectural values (Ongul, 2012). Landmarks are said to be contrasting if there are one or more large differences between the object and its environment (Ginting, 2020). The context between the Landmark and the surrounding area is also maintained to create continuity of icon and identity. Then accessibility is also a landmark parameter. Good accessibility influences future visitors (Ginting, 2016). In this study, a landmark is an element of a landmark that can be used as a place/symbol as long as it stands out from the surrounding area and is easily accessible (Table 1).

Table 1: Aspects of Landmark

Landmark	Indicator
Icon/Place Orientation	Historic buildings, cultural heritage objects, and cultural activities
Contrast with Environment	Building contrasts with the environment, and the building is part of the city's Landmark.
Accessibility	Easy access, public transportation, and pedestrian path

(Source: Author)

3.0 Methodology

3.1 Research Area
This research took place in Medan, Bukittinggi, and Siak (Fig.1). The city is well-known for its heritage tourism. Bank Indonesia, London Sumatra, the Old Post Office, Maimun Palace, Al Mahsun Grand Mosque, Sri Deli Park, Tjong A Medan City Hall Fie's House are just a few of the city's prominent heritage tourism attractions. The Deli Sultanate's heritage buildings include Maimun Palace, Al Mahsun Grand Mosque, and Sri Deli Park. The architecture is a mix of Malay heritage, European architecture, and Islamic architecture. Meanwhile, heritage structures from the Dutch colonial era include London Sumatra, the Tjong A Fie's House, Medan City Hall, Post Office, and
Bank Indonesia.

The Japanese Hole Pagaruyung Palace, Jam Gadang, Bung Hatta's Birth House, and Fort de Kock are all popular tourist attractions in Bukittinggi. Pagaruyung Palace is a Pagaruyung Kingdom monument. The longhouse became the design style for the Palace, with a set of characteristic Minangkabau horns projecting from the roof like buffalo horns. On the other hand, Jam Gadang was a gift from Queen Wilhelmina of the Netherlands. Then there is Bung Hatta's Birth House, where Indonesia's first vice president was born and spent his youth. A historic fort is also located in the town. Fort de Kock is a Dutch fort. It was constructed atop a hill to provide a view of the surrounding area of Bukittinggi. There is also a Japanese heritage in Bukittinggi, particularly the Japanese Hole. It was constructed underground for the benefit of the people.

Afterward, the famous heritage tourist attractions in Siak are Syahbudin Great Mosque, Dutch Tangsi, Siak Sri Indrapura Palace, and Kato Ship. All of that buildings are heritage buildings of the Siak Sultanate. Meanwhile, a Dutch heritage fort is located beside the Siak river, Tangsi Holland.

Figure 1: Research area
(Source: Author)

3.2 Methods

This research employs a mixed-method approach, combining aspects of Landmark through field observations, questionnaire distribution to 150 respondents, and in-depth interviews with 12 key respondents in Medan, Bukittinggi, and Siak. The questionnaire was distributed using the Google application form via social media, including Instagram, Facebook, Twitter, WhatsApp, and e-mail. In addition, conduct in-depth interviews with key informants from the government, institutions, academics, and heritage tourism destination managers. Field observations with collecting the physical characteristics of the building, activities, public facilities, access, pedestrians, and any other required information. The questionnaire was then graded on a five-point scale for landmark aspects of heritage tourism, from consent (5) to strongly dissentious (1). The significance of landmarks in heritage tourism is examined.

4.0 Results

4.1 Respondents

This study is located in Medan, Bukittinggi and Siak involving 75 local people and 75 tourists from 150 respondents who visited heritage tourism. In each city there are 50 respondents divided into 25 local people and 25 tourists. The results obtained were that the majority of respondents were women (n= 97; 64.67%) and men (n= 53; 35.33%). The average age range of respondents is 18-24 years (48%), 25-49 years (34.67%) and 50-65 years (17.33%). The most recent education of respondents is Bachelors (89 people; 59.33%), High School (43 people; 28.67%), Masters (16 people; 10.67%), and Doctors (2 people; 1.33%). Individuals with other individuals certainly have different education. Individuals with other individuals certainly have different education, instilling a different mindset. Different mindsets can undoubtedly influence a person's behavior in making decisions.

4.2 Landmark Aspect

The heritage buildings and sites in the Medan, Bukittinggi, and Siak are representative of the city landmark. The data tabulated found that local people and tourists positively perceived Tourism heritage from a landmark perspective. Table 2 manifest the mean scores for the eight items from the Landmarks aspect. The question with the highest average score was "When I remember these places, I remember those historic buildings" (Table 2). It shows that respondents agree that a historic building can be a orientation/icon of a place. It shows that the monumental buildings formed a landmark of these three historic tourist towns. On the other hand, accessibility to public transport and the quality of the sidewalks are rated the worst.

Table 2: The Average Value of The Landmark Aspects of Heritage Tourism

Landmark Aspect		Statements	Medan		Bukittinggi		Siak		Mean
			LP	T	LP	T	LP	T	
Icon/Place Orientation	L1	When I remember these places, I remember the historic buildings	4,28	4,52	4,40	4,28	4,64	4,32	4,41
	L2	When I remember these places, I remember the cultural heritage objects (statues, paintings, photographs, documents, etc.)	3,60	4,00	3,68	3,60	4,32	3,60	3,80
	L3	When I remember these places, I remember the cultural activities	4,08	4,28	3,68	3,60	4,28	4,08	4,00
Contrast with Environment	L4	The building /area contrasts with the environment	3,92	4,16	3,68	3,60	4,20	3,88	3,91
	L5	Buildings /areas are part of the city's landmarks/ icons	4,48	4,48	4,72	4,56	4,80	4,72	4,63
Accessibility	L6	This place is easy to access	3,96	4,36	4,32	4,00	4,60	4,40	4,27
	L7	Easy to use public transportation to access the area	3,48	3,72	4,12	3,48	2,88	2,68	3,39
	L8	There is a comfortable pedestrian path	2,72	2,80	4,04	3,84	4,32	4,00	3,62
Value Format: 5 = strongly agree & 1 = strongly disagree LP= Local People, T=Tourist		Mean	3,79	4,04	4,07	3,90	4,29	3,98	4,01

(Source: Author)

5.0 Discussion

5.1 Icon/Place Orientation

Buildings or places that are easy to see and identify can form the basis of city symbols. The city's icon is designated as the city's Landmark. The city's landmarks play a vital role in attracting tourists. The uniqueness of an icon can come from culture, history, events, or the shape of buildings within an area (Ginting et al., 2020). Comparing those three cities, we find that the symbols of the cities are originate from the monumentality of the historic buildings (Fig.2). The palace building received the highest score as a representative of the city icon.

Local people and tourists in Medan (Local People= 4.28; Tourist= 4.52), Bukittinggi (Local People= 4.40; Tourist= 4.28), and Siak (Local People= 4.28; Tourist= 4.52) agree that historical buildings remind them of the city.

Maimun Palace, Medan   Pagaruyung Palace, Bukittinggi   Siak Sri Indrapura Palace, Siak
Figure 2: Icon of heritage tourism
(Source: Author)

Heritage tourism captures the attention of tourists by offering unique experiences. The material and immaterial values provided by the listed buildings and areas give the city its typical character. Aesthetic and educational aspects derived from historic buildings and sites can promote them as city symbols (Zakariya et al., 2020). Heritage building in Medan are more supportive of the Intangible aspect (Local People= 4,08; Tourist= 4,28), Bukittinggi (Local People= 3,68; Tourist = 3,60), and Siak (Local People= 4,28; Tourist= 4,08) is the cultural activities as cultural heritage objects such as statues, paintings, photographs, documents, etc. Respondents' perceptions of Bukittinggi scored the lowest concerning this statement compared to respondents in Medan and Siak. A fire disrupted the situation in Istana Pagaruyung in 2007.

Then, the existence of cultural activities will certainly promote heritage tourism areas and will increase tourist visits. Local people and tourists in Medan (Local People= 4,28; Tourist= 4,08), Bukittinggi (Local People= 3,68; Tourist= 3,60), and Siak (Local People= 4,28; Tourist= 4,08) agree that cultural activities also made them remember the city. Cultural events include festivals, parades, and traditional dances. Festival events include Serumpun Malay Title in Medan, Minangkabau Traditional Silk Festival in Bukittinggi, Siak Bermadah Festival and Siak's International Cultural Parade. Festivals and parades are usually held annually, except for traditional dances. Respondents' positive responses to cultural tourism indicate that they are motivated to visit cultural festivals, significantly impacting their satisfaction and willingness to return.

5.2 Contrast with Environment
The royal complex of the ancient Malay Sultanate generally consisted of royal palaces, mosques, mausoleums, and traditional kampongs. The tangible and intangible presence of the royal complex gives the heritage an important character. The history and architectural style of the king make this building stand out against other surrounding buildings (Samsudin et al., 2018). Comparing the histories of the Medan, Bukittinggi, and Siak Kingdoms, it can be said that the Pagaruyong Kingdom is the only kingdom that does not belong to the Malay

sultanate system. Although the kingdom had close ties to the Maimun and Siak Sri Indrapura sultanates, Pagaruyung still did not use the Malay sultanate system. Respondents' perceptions of the variants of cultural heritage sites and buildings with the atmosphere in Bukittingi (Local People= 3,68; Tourist= 3,60) also have differences from Medan (Local People= 3,92; Tourist= 4,16) and Siak (Local People= 4,20; Tourist= 3,88). In addition to the different royal systems of the Pagruyon Palace, Slingtonblanc Palace is a similar architectural form to the Palace, which does not make this historical building too contrasting with the surrounding environment (Fig. 3). On the other hand, Respondent agreed that the heritage site and buildings in Medan and Siak contrast with the environment.

Silinduang Bulan Palace, Bukittinggi   Pagaruyung Palace, Bukittinggi
Figure 3: Buildings with Similar Architecture Style in Bukittinggi
(Source: Author)

The heritage and contrast of the building and the environment did not affect the role of these historic buildings as urban landmarks. Respondents acceded with cultural heritage sites and building in Medan (Local People= 4,48; Tourist= 4,48), Bukittinggi (Local People= 4,72; Tourist= 4,56) and Siak (Local People= 4,80; Tourist= 4,72) which is part of the city's landmark. Siak Sri Indrapura Palace, Maimun Palace, and Pagaruyung Palace are also used as landmarks by the local government while promoting tourism. Identifying the city by the Palace also affects the mentality of tourists. Cultural heritage should be revitalized and protected, not only because of its physical form but also because they preserve the history of urban development. Transform heritage and architecture into symbols of the city to support its potential as a tourist attraction. The promotion of cultural heritage will open up business opportunities to improve the quality of life of local communities (Spirou et al., 2020). The cultural heritage contrasts of Medan, Bukittinggi, and Siak are more than tangible things. However, intangible aspects, such as the kingdom's history, reinforce it as a city symbol.

5.3 Accessibility
Accessibility is a metric or parameter of a signature property. Good accessibility and availability of public transportation can influence positive perceptions of tourist destinations (Araslı, 2014). In this study, accessibility was assessed based on accessibility to historic tourist destinations, public transport, road conditions, and walking routes. Accessibility can be interpreted as easy access to a destination or place (Shi, 2008). In this study, locals and tourists rated the ease of heritage tourism: Medan (Local People= 3,96; Tourist= 4,36), Bukittinggi (Local People= 4,32; Tourist= 4,00) and Siak (Local People= 4,60; Tourist= 4,40)

(Table 2). According to locals and tourists, heritage tourism in Siak is more accessible than in Medan and Bukittinggi. Vehicles and pedestrians can easily reach the heritage tourist destination of Siak because the road conditions are wide and flat. Medan and Bukittinggi, known as heritage tourism, also has broad roads, but when there are many tourists or problems with the highway, the traffic jams are quite severe.

| Medan | Bukittinggi | Siak |

Figure 4: Public Transportation
(Source: Author)

In conclusion, and improve well-being and reduce private cars by mobile families, good public transport plays a critical role (Mavoa, 2012). Found a positive assessment of the ease of using public transportation based on survey results, local communities, and tourists for heritage tourism in Medan (Local People= 3,48; Tourist= 3,72) and Bukittinggi (Local People= 4,12; Tourist= 3,48) (Tabel 2). Meanwhile in Siak it is difficult to get public transportation for heritage tourism (Local People= 2.88; Tourist= 2.68). In Bukittinggi and Medan, tourists can easily find public transport. However, public transport stops in Medan and Bukittinggi are hard to find. The public transport available to reach the historical tourist destinations of Medan and Bukittinggi is public transport, motorcycle taxis, rickshaws, and taxis. Also, find typical transportation in heritage tourism in Bukittinggi, the Bendima (Figure 4). They also have difficulty finding public transport in Siak, and there are no clear public transport stops in Siak. Availability of public transport and good accessibility to tourist destinations will influence perceptions.

| Medan | Bukittinggi | Siak |

Figure 5: Pedestrian Path
(Source: Author)

6.0 Conclusion

The study found that the Royal Palace is the most potent icon in heritage tourism and plays a vital role as an urban landmark. The contrast of the buildings is not only related to the historical sites and the importance of the buildings. Still, it is heavily influenced by the characters in its stories. The building's role in preserving the Medan tribe's history still encourages it to become an icon of the region, as happened on the historical tour of Bukittinggi. However, the shape of the building does not contrast too much with its surroundings. The easy accessibility of cultural heritage tourist areas also affects the presence of historic buildings and areas that are part of the city's landmarks. This research is still limited to landmarks, so more research is needed on other elements to support the diversity of historical tourism.

Acknowledgment

Paper Contribution to Related Field of Study

This research contributes to urban planning and tourism for heritage tourism development by applying landmark theory in cities.

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