



ARTÍCULOS

UTOPIA Y PRAXIS LATINOAMERICANA. AÑO: 25, n° EXTRA 2, 2020, pp. 297-302
REVISTA INTERNACIONAL DE FILOSOFÍA Y TEORÍA SOCIAL
CESA-FCES-UNIVERSIDAD DEL ZULIA. MARACAIBO-VENEZUELA.
ISSN 1316-5216 / ISSN-e: 2477-9555

Surabaya tourism management in colonial period (1906-1945)

Gestión turística de Surabaya en el periodo colonial (1906-1945)

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Este trabajo está depositado en Zenodo:
DOI: <http://doi.org/10.5281/zenodo.3809429>

ABSTRACT

VTV was a national tourism organization formed in 1908 to promote and organize tourism activities in the Dutch East Indies, with Batavia as its headquarter. The results of the analysis explained that Surabaya was not only a tourist destination but also a tourist sender. Main tourist objects were often visited by tourists with various backgrounds such as researchers, students, officials, and government employees. The dynamics of Surabaya's tourism were heavily influenced by major events such as the Great Depression in 1930 and World War II.

Keywords: VTV, Surabaya, tourist attraction, dynamics of tourism.

RESUMEN

VTV era una organización nacional de turismo formada en 1908 para promover y organizar actividades turísticas en las Indias Orientales Holandesas, con Batavia como sede. Los resultados del análisis explicaron que Surabaya no solo era un destino turístico sino también un remitente turístico. Los principales objetos turísticos a menudo eran visitados por turistas con diversos antecedentes, como investigadores, estudiantes, funcionarios y empleados del gobierno. La dinámica del turismo de Surabaya estuvo fuertemente influenciada por eventos importantes como la Gran Depresión en 1930 y la Segunda Guerra Mundial.

Palabras clave: VTV, Surabaya, atracción turística, dinámica del turismo.

Recibido: 22-03-2029 • Aceptado: 30-04-2020



INTRODUCTION

The development of tourism in the Dutch East Indies was directly proportional to its economic activities. The differentiation of the tourism concept also clarified the pattern of tourism development. In urban areas, tourism development usually closely related to its trade, culture, art, and other entertainments that are commonly referred to as urban tourism (Ashworth & Page: 2011, pp. 1-15). In the peripheral areas, tourism was oriented to the beauty of nature and the coolness of the air. After being designated as Gemeente (city) in 1906, the characteristics of Surabaya tourism prioritizing the city's modernity and historical background. In contrast to the regions in Malang and Pasuruan, the characteristic of the tourist attraction was the natural scenery.

This study examines Surabaya's position in tourism from 1906 to 1945 and the effect of major events on its tourism. This research studied Surabaya's position as a tourist sender or tourist destination, while the major events examined include the Great Depression and World War II, furthermore, its influence on Surabaya tourism. After discovering the effects of these events, the authors analyzed changed patterns in Surabaya tourism.

METHODS

For this research, the authors will use the library research method, which is the research focused on the search and literature review related to the subject matter of both primary and secondary data. Those stages are heuristic (searching for sources); source criticism; interpretation; and historiography (historical writing). Heuristics is the process of gathering historical sources. Historical data obtained from written sources (books, newspapers, archives), artifacts (photographs, video documentaries, old buildings, and other historical heritage objects) obtained by observation, literature study, and document analysis (Garraghan: 1957; Tauran: 2018, pp. 135-141). Source criticism is an attempt to obtain source authenticity and credibility. At this stage, the authors classified information from various sources relevant to the problem in this study. This classification process uses the method of external criticism and internal criticism. External criticism aims to obtain the authenticity of the source based on the physical form of the historical source under study. For example, sources such as documents or newspapers will be analyzed based on its physical form (shape, quality, type, and size of the paper used). Internal criticism focused on the credibility of the content or information. The aim is to find out whether the information is trustworthy (Pranoto: 2010; Wibawa et al.: 2016). Next is the process of interpretation which is the process of interpreting historical data to assess objectively as a historical fact based on the relationship between sources so that a systematic and logical sequence occurs (Garraghan: 1957; Indrianto et al.: 2017, pp. 185-194).

RESULTS

Around 1908, there was a negotiation between the government represented by Governor-general Van Heutsz (1904-1909) and several representatives of the private sector working in the tourism sector. The purpose of the meeting was to formulate an association engaged in tourism. After a long period of preparation, a tourism association in the Dutch East Indies was formed. It was entitled to Vereeniging Toeristen Verkeer (VTV), which was formalized on April 13, 1908. The association's funding comes from private-sector donations (trade offices, hoteliers, ship agents) and government subsidies (Sunjayadi: 2007).

Although the status of VTV was not part of a government-owned organization, it did not mean that there was no government interference. In addition to providing subsidies in the first year of its beginning, the government also placed several representatives in VTV. In the same year, VTV had arranged management at the regional level. The management structure of VTV in Surabaya was led by A. E Dinger, J. De Greve,

and H.J. De Bruijn. Representatives in Semarang were held by W. Bloemen, J. Scheltema de Heere and H. van Straaten. Meanwhile, the management of VTV in Padang was held by G.P.J. Caspersz, W.H.G Herklots, and J.F. Lankamp (Sunjayadi: 2007). VTV also opened representative offices in several regions such as Yogyakarta, Surakarta, and Kedu. The opening of representative offices in the three cities was an initiative of the Semarang VTV. Yogyakarta, Surakarta, and Kedu were in the kingdom region which has various cultural tourist attractions such as palaces, temples, performing arts and crafts. The Semarang VTV believed that those cities possessed great potential as tourist destinations.

The rapid development of Surabaya as a modern city causing Surabaya to become the busiest city in the Dutch East Indies. Also, the availability of various modern facilities and facilities such as Darmo Airport, which was built in 1920 way later than the construction of the railroad network that began in the 1800s, as well as the port of Surabaya was proposed since 1875, also become the prominent factors. The availability of transportation facilities and other supporting facilities such as entertainment centers and lodging made VTV set up a representative office in Surabaya in 1908.

The tourism sector was still managed by the Surabaya branch of VTV, which occasionally also provides input and collaborates with the Surabaya city government. Until 1936, tourism issues such as the number of visits and length of stay were still considered as serious problems for the Surabaya government. According to the city government and VTV, tourists only sojourned in Surabaya, then immediately continue to travel to their tourist destination (Aly: 2015).

Then, the Surabaya Government undertook various developments and improvements to the facilities which were considered capable of increasing the number of visits and prolonging the period of tourist visits in Surabaya. This development was thought to be under the control of the Public Works Service, which deals with the construction of public facilities; firefighters; buildings and land boundary rules; taxi operational regulations; rules on public roads; rules on parks and fields; public vehicle rules; mausoleum regulations; and labor. After Surabaya's status of Gemeente (city) had been established for ten years, in 1916, a burgemeester or mayor was officially appointed (Basundoro: 2012). The making of promotional books for tourists with the theme of tourist attractions in Surabaya was also made by VTV in collaboration with the city government. The tourist attractions displayed were the neat arrangement of shops, handicrafts, and the Surabaya zoo. Surabaya regularly reforms the organizational structure of its government (Aly: 2015). Among the tourist attractions in Surabaya were the Kalimas River, Surabaya Harbor, Arab town, Ampel region, Chinatown, zoo, and the Annual Night Market.

DISCUSSION

Around 1914, Cabaton, a health researcher from France, visited Surabaya. Cabaton considered Surabaya as the most notable example of a trade center. The people of Surabaya were described by Cabaton as being very active in trading and, in effect, making the indigenous people to be more involved into this activity especially at the port, although Surabaya had a less friendly climate; poor drinking water supply and quality; and the threat of cholera (Cabaton, 1920; Cochrane: 2007).

Another perception about Surabaya was expressed in the 1920s by Dutch tourists named HW. Ponder. He explained about the arrangement of Surabaya's settlements in the suburbs, which he considered an amazing work, especially in the European settlements in Surabaya. It was different from the local residential areas where many narrow streets or alleys were considered as rows of dolls' houses. Transportation facilities in Surabaya were quite modern with a variety of vehicles such as taxis, cars, electric trams, and quite wide roads. Unfortunately, all seemed in disarray because of the many pedestrians crossing the dangerous street where the vehicles run fast. Ponder and other tourists took the electric tram around Surabaya and watched people drove cars very fast and pedestrians had to risk their lives to cross the dangerous road (Ponder: 1990).

Rather negative perception about Surabaya came from a Dutch tourist named HW Ponder when he was in Surabaya in the 1920s. Ponder explained about the settlements, traffics, and the indigenous people in Surabaya. He thought that the arrangement of Surabaya's settlements in the suburbs was considered to be an amazing work, especially in European settlement areas. It was different from the local residential areas where many narrow streets or alleys were considered as rows of dolls' houses. Transportation facilities in Surabaya were quite modern with a variety of vehicles such as taxis, cars, electric trams, and quite wide roads. Unfortunately, all seemed in disarray because many pedestrians crossing the dangerous street where the vehicles run fastly. Surabaya's dangerous traffic condition was considered as a hazardous adventure. Ponder and other tourists took the electric tram around Surabaya and watched people drove cars very fast and pedestrians had to risk their lives to cross the dangerous road (Ponder: 1990).

An American researcher named Arthur Stuart Walcott also revealed his experience when traveling to Surabaya. After making a tour from Solo to Semarang by land, Walcott continued his journey from Semarang to Surabaya by boat. The first impression that came out of Walcott was about the hectic loading and unloading activities starting from Surabaya Harbor to the Red Bridge along the Kalimas River. Walcott then stayed at the Simpang Hotel with laundry facilities which he said were very cheap for 4 cents for a piece of clothing. According to Walcott, tourists who come to Surabaya will realize that this city was only a collection of villages and several European buildings, military sites, barracks, ports. Surabaya was only suitable for a stopover to other places that were more interesting (Walcott: 1914).

The birth of social and religious organizations in the early 20th century gave its color for Surabaya tourism. At the beginning of the 20th century, Surabaya had become a center of organizational activity with a variety of backgrounds and goals. Members of this organization were later identified with new noblemen and noblewomen (Frederick: 1989). These new nobles who carried the habit of traveling for fun were the habits of Europeans and were considered more modern even though the kings of Java long ago also had these habits such as hunting and staying in the resting areas. These new nobles enjoyed tourist objects by using transportation facilities developed and provided by the colonial government, they gained new experience in terms of discovering "Indonesia" (Sunjayadi: 2007).

Three major events occurred during the period 1906-1945, including the Great Depression in 1929-1938 and World War II. According to Gartner, the Great Depression harmed global tourism. The number of tourists dropped dramatically and many companies lost money (Gartner, 1996; Ghodsi & Barzamini: 2018, pp. 39-44). Gartner's statement (1996) about the adverse effects of the global crisis on tourism is not entirely correct if we look at the condition of tourism in the Dutch East Indies. The global crisis in 1930 did not adversely affect the tourism sector in the Dutch East Indies as seen from data on the number of tourist visits to Bali.

The temporal limits used to see the impact of the Great Depression refer to the data in table 5.2, namely 1929-1938. For 10 years (1929-1938), the total increase occurred 7 times and decreased 3 times. The Great Depression could not be said to hurt tourism in the Dutch East Indies. Besides the frequency of increment was more often than the reduction, the impact of the Great Depression can also be seen on the increment and reduction which can be seen from table 2. The biggest increment of 4% occurred between 1934 until 1935 and the lowest increment of 1.27% occurred between 1929 until 1930. The biggest reduction was 1.3% and the lowest reduction was 0.4% (Aly: 2015).

Promotions conducted by VTV before and during the Great Depression had a positive impact to reduce the risk of foreign tourist reduction in Bali. In 1923, VTV published a Short Guide to Bali brochure that contained information on tourist objects that were recommended for tourists to visit while in Bali. This brochure also contains a brief introduction to Balinese customs, history, religion, and art. In 1928, VTV also collaborated with a famous magazine, National Geographical Magazine. VTV provides guide services while in Bali for Frankline Price Knot as article writer and photographer for the magazine. After his photographs were published, requests for information about Bali increased, causing VTV to promote Bali. One of their promotional campaigns was in 1931 at the Colonial Exhibition in Paris (Sunjayadi: 2007).

Most tourists only stop briefly in Surabaya, and as soon as possible continue to travel to other tourist attractions. The Government of Surabaya then provides subsidies for VTV to create a guidebook to promote Surabaya as a leading tourist destination. Surabaya was promoted as a city with beautiful shops, exotic handicrafts, and various tourist attractions to attract tourists to stay longer in Surabaya. The exact number of foreign tourist visits to Surabaya was unknown, but the maritime transportation that brought foreign tourists to and from Bali mostly stopped first in Surabaya. On the other hand, tourists who have been on holiday in Bali also often return to Surabaya to enjoy the views of the city which was far more modern compared to the scenery in Bali which prioritizes its traditional way of life and culture.

The World War II (1939 - 1945) caused sentiments towards the Germans in Surabaya. At that time, the government considered the Germans as a threat, so the government ordered an arrest. Some Germans who were victims of the arrest were Friehs and Stein (inspector officials in East Germany). Subsequently, German-owned shops such as Schlipper and Frow Wallow on Topekong Street, Dralle Soap Factory in the Ngagel area, and the Europa Shop near Maxim Cinema on Simpang Street was closed. This sentiment then causing the lack of tourist visits to Surabaya, and tourists from Surabaya prefer to travel to other regions in Java (Aly: 2015).

Film and cinema have become the entertainment of Surabaya residents. In the final days of Dutch colonialism, there were 22 cinemas in Surabaya. At that time, it was the highest number of cinemas in Java, compared to 19 cinemas in Jakarta, 16 cinemas in Besuki, and 12 cinemas in Malang (Kurosawa: 1987, pp. 59-116). In June 1942, the Japanese military held a meeting in Surabaya by inviting various regents from Central and East Java. This meeting was considered as a time to de-stress for the regents amid political conditions that are not conducive. Besides being filled with a lavish banquet with the military commanders at the Yamato Hotel, in the afternoon, a film screening was held about Japan's success in destroying the Pearl Harbor port in America and controlling Hong Kong (Onghokham: 1989).

CONCLUSION

Based on the research, it can be concluded that in addition to being a tourist sending area, Surabaya is also a tourist destination. It can be seen from a variety of attractions that we are able to attract tourists to visit there. Also, the people of Surabaya often travel to various areas outside Surabaya. Furthermore, the Great Depression between 1929 until 1938 did not harm Surabaya's tourism proved from the statistics of tourists visiting Bali. Tourists who visited Bali will stop first in Surabaya. World War II changed the tourism pattern visiting the Dutch East Indies. Before World War II, tourists mostly came from foreign countries. After the war, the Dutch East Indies filled with local tourists. Until 1945, Surabaya generally functioned as a sender of tourists rather than as a tourist destination because of the city's conditions that were considered not conducive.

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