Model development of Pasar Gedhe Hardjonegoro, Surakarta for sustainable tourism

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Abstract. Surakarta is currently being developed as a tourist destination that focuses on historical, religious, cultural and traditional tourism. One of the historical and cultural tourist destination which has great potential is Pasar Gedhe Hardjonegaro central market, which is a cultural heritage building. The development of the central market as a tourist destination is expected to improve this valuable place as one of the cultural and historical tourism destination. This paper aims to formulate the strategies to develop the Pasar Gedhe central market as the tourist destination towards sustainable tourism. For this purpose, a literature review was carried out to understand several terms and definitions, respect to sustainable tourism. This paper explores and discusses the aspects for developing a central market as a tourist destination and identifies the aspects for sustainable tourism by interpreting tourism in the context of sustainable development. The strategies are found by improving the local and cultural value, and the qualities and characteristics of place.

Keywords: model development, central market, sustainable tourism,

1. Introduction

The form and type of tourism can be categorized as trip /leisure tourism, business tourism, cultural tourism, recreation tourism, sport tourism, and convention tourism. Surakarta has a tourism mission as a cultural and recreation tourism. It is currently being developed as a tourist destination that focuses on historical, religious, cultural and traditional tourism. Some historical and cultural tourist destinations that have great potential are Pasar Gedhe Hardjonegara, which is a cultural heritage building as a central market. Pasar Gedhe is part of the main historical and cultural area in Surakarta which has been promotes by city government as a heritage city.

Surakarta stipulates 7 (seven) tourist zoning area which is referred to the City Tourism Strategic Area. Zoning area A is a strategic tourism area of Surakarta Palace-Pasar Gedhe. This area includes the Surakarta Hadiningrat Palace, Kampung Baluwarti, North and South Alun, Bungker of City Hall, Bank Indonesia Museum, Masjid Agung (Great Mosque), Kampung Batik Kauman, Pasar Klewer (Klewer Market), Gedung Juang 45, Vastenburg Fortress, Gurawan Mosque, Kampung Pasar Kliwon, Kampung Loji Wetan, Gladag, Ndalem Joyokusuman, Gajahan, Jenderal Sudirman street, Kreteg Gantung, Kampong Balong and Pasar Gede. [1]
Tourism development expected to open greater business opportunities so can eventually improve public welfare. Surakarta as a City of Culture and Tourism requires the development of traditional market strategies as one of the tourism assets in the city of Surakarta. Tourism is expected to be able become a generator to develop regional economy, revitalizing culture local, as well as preserving traditional markets. The goals of Surakarta Tourism are: bring as many tourists as possible (unlimited visitors), hold tourists for possible (length of stay), expenditure (expenditure) and the impact of a multiplier effect. [2]

For this purpose, this paper aims to formulate the strategies to develop the Pasar Gedhe central market as the tourist destination towards sustainable tourism.

1.1. Pasar Gedhe Hardjonegoro
Pasar Gede Hardjonegoro was the grandest central market of its time, located in front of Surakarta City Hall on Jalan Jendral Sudirman and Jalan Pasar Gede at a village of Chinatown descent named Balong and is located in Sudiroprajan Village. It built during the reign of PB X with architect Thomas Karsten, inaugurated by PB X and the consort GKR. Hemas on January 12, 1930, as a two-storey monumental public market, cost by 650,000 guilders. with a distinctive form of Javanese colonial architecture. Pasar Gede Hardjonegoro is until now it is a historical artefact of colonial architecture and local architecture that still exists. [2]

Pasar (market) means gathering to exchange goods or buy and sell, which is held once in 5 Javanese days. The word pasar (market) is presumably from the Sanskrit word Pancawara. The main one in market activities is social and economic interaction in one event. Gather in the sense of meeting each other advance and sell on market day be a kind of periodic social calling. Wiryomartono (1995) was revealed that (the market) in Java was a routine activity where socioeconomic activities occurred and developed. [3]

1.2. Tourism and sustainability
The concept of sustainable tourism is part of the concept of sustainable development in the field of tourism which was developed in the early 1990s. According to Dangi and Jamal, sustainable tourism is defined as tourism activities that emphasize current conditions and future impacts on the economy, social and environment and satisfy the needs of tourists, industry, the environment, and local communities (stakeholders) [4]. Sustainable tourism means tourism activities that take into account the impact of economy, social and environmental for today and the future [5]. Sustainable tourism applied on all types of tourism such as mass tourism, cultural tourism, mountain tourism, seaside tourism, spa tourism, business tourism, medical tourism, rural tourism, urban tourism and so on [6]. Principles of sustainable tourism overlook the characteristics of the production and consumption of tourism. [7]

The definition of tourism according to Spillane (1987) is travel from one place to another temporarily, can be done individuals and groups as a business looking for balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions [8]. Tourism is essentially place-based and involves the production of destination identity at different scales. At any one time, organizations at national, regional and local levels are actively engaged in presenting and promoting place identity in order to attract tourists and increase market share [9].

2. Method
Some literatures were reviewed to derive the reference and indicator for sustainable tourism and brings up an outline of the development of the Pasar Gedhe. For this purpose, a literature review was carried out to understand several terms and definitions, respect to sustainable tourism. This paper explores and discusses the aspects for developing a central market as a tourist destination in sustainable way with the goal for sustainable tourism. The model derived based on the guidelines from the Ministry of Tourism which are used as frame work for analysis. The guidelines divided into four parts as the management of sustainable tourism destination, the economic benefit to local communities, cultural preservation for the community and visitors and the environmental conservation [10]. The discussion is done based on the
criteria and indicator used for analysis. The indicators contained in this regulation refer to actions for policy makers rather than strategies that can be taken. Therefore, this discussion will arise based on another point of view.

3. Result and Discussion

3.1. Sustainable tourism

To figure out the aspect of Pasar Gedhe model development for sustainable tourism, it is assessed based on criteria and indicator form the four guidelines sustainable tourism destination [10]. This criterion is a broad scale assessment that covers aspects of policy, management to operations. In this paper discusses aspects that are carried out related to the Pasar Gedhe in a built environment. Not all criteria can be applied such as the criteria related to the policy and management which is mostly talking about regulation, law, policy and planning by local regulator, government and policy maker.

On criteria I management of sustainable tourism destination, mostly talking about regulation, policy and planning by local regulator, government and policy maker. There are three of them that can be included in discussion of the tourist attraction, and others as access for all and safety and security can be applied on the building design.

Criteria II as the optimization of economic benefits for local communities are mostly discussing in tourist attraction. Public participation and local access discuss in different view.

Criteria III can apply cultural heritage protection and criteria IV which can largely be applied to the design of the development of the central market.

Based on these all criteria’s, central market building will be discussing in term of access for all, safety and security, local access, cultural heritage protection, environmental conservation besides of a tourism destination to develop as a central market for sustainable tourism. Table 3 show the criteria related to development of central market as tourist destination.

| Criteria | Discussion | Criteria | Discussion |
|----------|------------|----------|------------|
| Sustainable Destination Strategy | attractions | III. The optimization of cultural preservation for the communities and visitors. | Attraction protection | attractions |
| Access for all | Applied | Cultural heritage protection | Applied |
| Safety and Security; Promotion | Applied | Site interpretation | attractions |
| Inventory of Tourism assets | Tourist | IV. Environmental conservation | Greenhouse gas emissions | Applied |
| Inventory of Attractions. | Tourist | Energy conservation | Applied |
| II. The optimization of economic benefits for local communities | | | Greenhouse gas emissions | Applied |
| Public participation | attractions | Energy conservation | Applied |
| Local access | Applied | Water management | Applied |
| Support for community | attractions | Water security | Applied |
| Supporting local entrepreneurs and fair trade | | Water quality | Applied |
| | | Wastewater | Applied |
| | | Solid waste reduction | Applied |
| | | Light and noise pollution | Applied |
| | | Low-impact transportation | Applied |

3.2. Tourist destination

The tourist seeks various physical and soul experiences and pleasure. The nature of these will largely determine the destinations chosen and the activities enjoyed. One of them is by visiting a place that is unique and different from the place of origin. Pasar Gede Solo is a central market that has a unique value as a traditional market with a high historical value (the largest traditional market in Solo that was built
during the Dutch colonial period) which is seen through its distinctive architectural style characteristics. This is what distinguishes it from other traditional markets so that it has its own charm.

To develop a tourist destination, the most important thing is that the place must have attractions to attract people to visit. These attractions can be divided into cultural attractions, natural attractions, events, recreation and entertainment attractions [11]. Table 2 contains an information related to the types of attraction on Pasar Gedhe.

Observations at the Pasar Gedhe on the building and the activities, resulted several possibilities and potentials attractions that can be developed as a tourist destination. Based on the observations on the attraction, Pasar Gedhe can be developed with tourism potential with architectural and historical sites, ethnic and culinary. Community and festival events and trade and shopping facilities. Cultural tourism is not limited to visiting museums, historic sites, or art galleries; it also includes cuisine, gastronomy, and culinary practices. Pasar Gedhe has several points of attractiveness factors those can be developed like historical site, architectural site, cuisine, community events, festivals, trade events, and performing arts centers.

Table 2. Types of attractions

| Types of Attractions | Observation                        | Types of Attractions | Observation                        |
|----------------------|------------------------------------|----------------------|------------------------------------|
| Cultural             |                                    | Recreation           | not applicable                     |
| sites                | Zoning area A of Surakarta         | Entertainment        | Casinos                            |
| Architectural sites  | Pasar Gedhe and City Hall          | Theme parks          | -                                  |
| Architecture         | Pasar Gedhe 1 and 2                | Amusement            | -                                  |
| Cuisine              | Authentic solo cuisine,            | Cinemas              | -                                  |
|                      | traditional snacks, others         | Performing arts      | centres                            |
| Monuments            |                                    | Shopping             | Wet market                         |
| Industrial sites     | -                                  | Natural              | Not applicable                     |
| Museums              | Possible : small                   | Events               | Mega events                         |
| Ethnic               | Java and Chinese town             | Festivals            | New year,                          |
|                      | (pecinan) area                     | Religious            | GongXi                             |
| Concerts             | -                                  | Community            | Thanks giving                      |
| Theater              | -                                  | Sport                | internal                           |
|                      |                                    | Trade                | Wet market                         |
|                      |                                    | Corporate            | -                                  |
|                      |                                    | Sport complex        | -                                  |

3.2.1. Historical and architectural sites. Pasar gedhe central market is part of the main historical and cultural area in Surakarta which has been recognized as a heritage city. and part of a zone A historical site of Surakarta. This market also has an important meaning for the history of the city of Surakarta.

Not only as a heritage building, the Pasar Gedhe Harjonegoro is also a historical, cultural and traditional tourist destination. Pasar Gede Harjonagoro, known as one of Surakarta City's identities. From a historical point of view, Pasar Gede is inseparable from the history of the Surakarta Hadiningrat Palace. The existence of the market is a condition for the existence of the Javanese Palace. The existence of a market is a condition for the existence of a palace in Java, based on Catur Gatra Utama that: Keraton as a symbol of Government, Alun-alun as a symbol of democracy, the Great Mosque as a symbol of religion, Market as a symbol of livelihood [12].

Pasar Gedhe is close to another main historical site such as Vastenburg fortress, the palace complex and “Alun alun” the main square of Surakarta. Pasar gedhe has connected to another heritage sites by a public transportation such as namely batik solo trans. It is also connected to another city by public transportation to airport, train station and bus station. Pasar gedhe also a walking distance from another sites and accommodation. The tourist can walk on three hours to reach all the main tourist destination.
Figure 1. Pasar Gedhe central market is a heritage building at an architectural site and part of a zone A historical site of Surakarta.

Table 3. Sustainable tourism criteria on historical and architectural site attractions

| Criteria                                                                 | Historical & architectural site                                      |
|-------------------------------------------------------------------------|----------------------------------------------------------------------|
| I. Management of sustainable tourism destination                       |                                                                      |
| Sustainable Destination Strategy                                       | Connected area on historical heritage area zone A                   |
| Access for all                                                          | Diffable access must be provided to and in the Pasar Gedhe building.|
| Safety and Security;                                                    | connect with other sites by public transportation ('solo batik’ bus) |
|                                                                        | connect to airport, train and bus station by public transportation. |
| II. The optimization of economic benefits for local communities         |                                                                      |
| Public participation                                                    | Multiplier effect as                                                |
| Local access                                                            | -Accommodation by local community                                   |
| Supporting local entrepreneurs and fair trade                           | -Lesehan style food on the street                                   |
| III. The optimization of cultural preservation for the communities and visitors |                                                                      |
| Attraction protection                                                   | -Preserve the design architecture                                  |
| Cultural heritage protection                                            | -Information in other languages                                    |
| Site interpretation                                                    |                                                                      |
| IV. Environmental conservation                                          |                                                                      |
| GHG emissions & Low impact transportation                              | Green sites                                                        |
| Energy conservation                                                    | -Water quality and management                                       |
| Water management, security, quality and waste water and Solid waste reduction | -3R solid waste                                                    |
| Light and noise pollution                                              | -Public transportation                                              |

3.2.2. Architecture. The central markets itself exhibit originality and architectural merit and represent historical market building typologies and have been preserved in their original forms. Visitors can enjoy the uniqueness of colonial buildings in a local activity. Pasar Gedhe consist of two building as main building in the East and the other building in the West, separated by road. The main building maintains its original function as a wet market and an office on the second floor. The west market serves as fruit market in the first floor and modern food court in the second floor. Some elements of colonial architecture can be seen here such as curved windows and jalousie windows, vernacular-colonial roofs, and thick walls. The architecture itself has a unique and distinctive characteristic such as a ventilated Javanese roof and curve high window on the façade (fig.2)
Pasar Gede is analyzed based on the sustainable tourism criteria and produces derived criteria that apply to the Pasar Gedhe. Table 4 describes there are derived criteria related to the central market as sustainable tourist destination such as the diffable access for wheelchair and blind. The attention on sanitation, food safety, fire and evacuation and security. Multiplier effect on local communities as area for local or traditional seller. Based on environmental conservation, the design has to green, and this central market naturally should be green with low GSG emission, low energy and low impact transportation. It should pay more attention and concern on the waste and odour pollution.

| Table 4. Sustainable criteria on Pasar Gedhe Building |
|---------------------------------------------|
| Criteria | Main Building | West Building |
|-----------|---------------|---------------|
| Origin    |               | 1st Fl | 2nd Fl | 1st Fl | 2nd Fl |
| I. Management of sustainable tourism destination | | | | | |
| Access for all | Wheel chair ramp, blind way pitch, | - | - | - | - |
| Safety and Security | Health / sanitation | * | ** | * | ** |
| | Fire & evacuation | - | - | - | - |
| | Food safety | ** | ** | ** | ** |
| | Security | ** | ** | ** | ** |
| II. The optimization of economic benefits for local communities | | | | | |
| Public participation | Multiplier effect on local traditional | | | | |
| | communities | traditional local communities | | | |
| Local access | Local access | ***** | ***** | ***** | ***** |
| Supporting local entrepreneurs and fair trade | UMKM small medium business | ***** | ***** | ***** | ***** |
| Local product | | | | |
| III. The optimization of cultural preservation for the communities and visitors. | | | | | |
| Attraction protection | Rehabilitate & preserve | ***** | ***** | ***** | ***** |
| Cultural heritage protection | Maintain to other party / sponsor | *** | *** | *** | *** |
| Site interpretation | Information in others language | - | - | - | - |
| IV. Environmental conservation | | | | | |
| Greenhouse gas emissions | GSG | **** | **** | **** | **** |
| Energy conservation | Natural ventilation and light | ***** | ***** | ***** | ***** |
| Water management | The use of metered regional | *** | *** | *** | *** |
| Water security | water supply | ***** | ***** | ***** | ***** |
| Water quality | ***** | ***** | ***** | ***** |
| Wastewater | Min side effect | *** | *** | *** | *** |
| Solid waste reduction | 3R | * | * | * | * |
| Light and noise pollution | odor pollution | | | | |
| Low-impact transportation | Public and traditional | ***** | ***** | ***** | ***** |

Observations on Pasar Gedhe building resulted in several factors that influence this central market for tourist destination, such as access, cleanliness, sanitation, zoning and function re arrangement based on the function proposed (table 5 and 6). At the main building serves as wet market is designed with neat and wide aisle equipped with blind way. An open plaza behind the entrance welcomes the visitors. Main market has a high ceiling with mezzanine floor (second floor) surround, provides a spacious view to the entire floor below. It is bright, and well ventilated through the roof. The 2nd floor looks like not much visited, mostly is empty. There is food kiosk, meat kiosk and facilities. This floor has the potential for tourism relate to the view, rarely accessed by wet market buyers and more private area. This floor can be used for activities related to tourism such as culinary, souvenirs shop, events or exhibition or others dry goods kiosk.

3.2.3. Culinary. Local cuisine and food are known as one of the things that are most hunted by tourists when visiting a place. Local food adds authenticity to the tourist experience and provides motivation for visitors to come to a location.
Table 5. Building condition at main Building (East)

| Condition      | 1st Floor | Notes         | 2nd Floor | Notes         |
|----------------|-----------|---------------|-----------|---------------|
| Heritage       | *****     | Well preserve | *****     | Well preserve |
| Structure      | ****      | Good          | ****      | Good          |
| Access for all | **        | Unmaintained  | **        | Unmaintained  |
| Cleanliness    | *         | Dirty         | *         | Dirty         |
| Water, sanitation | *      | Zoning Uncomplied | *      | Zoning Uncomplied |
| Spatial arrangement | *      | Wet market    | *         | Only half     |

Table 6. Building condition at 2nd Building (West)

| Building condition | 1st Floor | Notes           | 2nd Floor | Notes           |
|--------------------|-----------|-----------------|-----------|-----------------|
| Architecture heritage | *****    | well preserve   | ****      | Well preserve   |
| Structure          | ****      | good            | ****      | good            |
| Access for all     | -         | not available   | -         | not available   |
| Cleanliness & sanitation | **   | tolerable       | ****      | good            |
| Waste/water        | ***       | fair            | ****      | good            |
| Spatial arrangement | ****     | good            | ****      | good            |
| Function           | **        | good            | ****      | good            |

Gastronomy has become one of the fundamental elements in the choice of a tourist destination. This motivation influences the choice of the tourist destination and the experience affects satisfaction. Tourists even show a high level of satisfaction with the gastronomic offer of this destination [6].

Tourist will try authentic and original local food at the location he visited. When people eat local food in a local area, they have an authentic and original experience. Authenticity depends on environment, time, local setting, the process of cooking, and local people who prepare food (Wang, 1999) [13].

Figure 2. Culinary at Pasar Gedhe central market
Pasar Gedhe is known as a market that provides a variety of food and cuisine. Here are sold a variety of traditional Javanese food, local food and others. Based on the results of observations there are several types of foods in this central market refer to the authenticity, which is shown in the table below.

Table 7. Culinary and the authenticity

| Type          | Culinary Specialty | Authenticity | | | | |
|---------------|--------------------|--------------|---|---|---|---|
|               | Pasar Gedhe        | Environment  | Time | Local Setting | Process | Local People |
| Cuisine       | Nasi liwet         | √            | √    | √            | √        | √            |
|               | Soto segar         | √            | √    | √            | √        | √            |
|               | Gudeg Solo         | √            | √    | √            | √        | √            |
|               | Timlo Solo         | √            | √    | √            | √        | √            |
|               | Tengkleng          | √            | √    | √            | √        | √            |
|               | Pecel              | Java         | √    | √            | √        | √            |
|               | Brambang asem      | √            | √    | √            | √        | √            |
|               | Sate buntel        | √            | √    | √            | √        | √            |
|               | Cabuk rambak       | √            | √    | √            | √        | √            |
| Colonial      | Selat solo         | √            | √    | √            | √        | √            |
| Desert        | Dawet telasih      | √            | √    | √            | √        | √            |
|               | Es gempol pleret   | √            | √    | √            | √        | √            |
| Other products| Floss              | Java         | √    | √            | √        | √            |
|               | Fried Dry Rice     | Java         | √    | √            | √        | √            |
|               | Lenjongan          | Java         | √    | √            | √        | √            |
|               | Herbal drink       | Java         | √    | √            | √        | √            |
|               | Tea                | Java         | √    | √            | √        | √            |
|               | Coffee             | world        | √    | √            | √        | √            |

From culinary menu, there are several foods type such as Javanese foods, Solo special foods and Pasar Gedhe specialty foods, colonial foods, and other food products that have the potential to attract tourists. Based on the authentic value, it appears that the process carried out is still not appropriate to be used, even though this is very interesting for tourists. The cooking process can increase activities and additional tourist attractions such as live cooking, demos, and learning to cook. The Pasar Gedhe market can improve by complementing culinary delights that provide all typical foods of Solo and Central Java, that it becomes a one stop culinary Solo and Central Java by providing an environment and local culture food area by considering the uniqueness and authenticity of Solo.

3.2.4. Community and festival events. Event is one of the things that can attract people to come and visit a destination, therefore events must be held frequently in order to attract more tourists to come. Some activities are routinely held as major annual events such as Chinese New Year. Grebeg Sudiro is a local festival of this Sudiroprajan village as Javanese and Chinese cultural assimilation. This ethnic and cultural festival should be scheduled more. Some activities are also held by the merchant community incidentally such as thanksgiving or syukuran, congratulations event or selamatian or other activities. This activity can be published in collaboration with hotels, tour travel, media even social media.

Another events can create to attract tourist by organizing new activities such as cooking demos, local product exhibitions, bazaars and etc. Cultural type of attractions combines with the events attraction and on location / facility can create new activity as deliver in a matrix on Table 8.
Table 8. Events and type of attractions to create event agendas

| Attractions | Culture                  | Ethnic        | Cuisine               | Concert         | Theater           |
|-------------|--------------------------|---------------|-----------------------|-----------------|-------------------|
| Community   | Syukuran, selametan,     | Cooking demo  | Dangdut               | ketoprak        |                   |
| Festivals   | Bamboo exhibitions,      | Grebeg,       | Folk song             |                 |                   |
|             | photography exhibition   | Chinese New   |                       |                 |                   |
| Religious   | -                        | Year          | -                     |                 |                   |
| Sport       | Internal activities      | -             | -                     | -               |                   |
| Trade       | wet market, kiosk shop   | cafe          |                       | -               |                   |
| Location    | Road, plaza, west hall   | Food area     | West hall             |                 |                   |

3.2.5. Trade and shopping facilities. Trade and shopping is the main activity of the Pasar Gedhe so it needs to be strengthened to increase the attractiveness of tourists with products that are sought after and needed by tourists, such as crafts, souvenirs, etc. This product should be able to meet the following criteria to be able to satisfy the desires of tourists based on motivation from tourists. Numerous motivations were reported by the literature for shopping while travelling. These can be synthesized as follows (Moscardo, 2004; Timothy, 2005; Kim, et al., 2011) [14]

Table 9. The products to motivate tourism

| Motivation                                                                 | Product                                                                 |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------|
| purchase different, unique products that cannot be found or are rare elsewhere. | local products, craft, traditional stuff                               |
| capitalize on lower prices or on favourable exchange rates.               | traditional seller,                                                    |
| purchase gifts for friends and relatives in order to strengthen family and social ties. | souvenir                                                               |
| purchase souvenirs in order to preserve the memory of the places visited | Souvenir : picture of places such as Surakarta, Mangkunegara palace, heritage building, etc |
| escape from routine                                                       | Local store, authentic Java / Surakarta activities, culinary demo, workshop. |
| experience a different culture                                            | Authentic building, language such as Javanese and Indonesia language.   |

4. Conclusion

The Pasar Gedhe has several points of attractiveness factors those can be developed like historical site, architectural site, cuisine, community events, festivals and trade events, and shopping facilities. This value should be the main guide in developing the Pasar Gedhe Solo as a tourist attraction.

As a tourist destination can be developed with zoning arrangements, developing authentic culinary tourism areas and souvenir areas, cleaning facilities and parking areas for tourism.

Table 10. Conclusion

| Criteria                                                                 | Development as sustainable tourist destination                           |
|--------------------------------------------------------------------------|------------------------------------------------------------------------|
| I. Management of sustainable tourism destination                         | Main Building as a main tourist destination.                            |
| II. The optimization of economic benefits for local communities          | Multiplier effect                                                      |
| III. The optimization of cultural preservation for the communities and visitors. | Respect to Zoning: Kiosk, lay out and product varies                   |
| IV. Environmental conservation                                           | Cultural with activities & live                                        |
|                                                                          | Souvenir and local product zone: varies, unique and authentic          |
|                                                                          | Wet market waste and odor pollution (3R)                                |
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