

A Study of Regenerative Tourism in Strengthening the Sustainability of Surabaya's Old City as an Urban Heritage Area

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Article History	Abstract
Received: 11 April 2025 Accepted: 30 May 2026 Published: 27 June 2026	<p><i>This study examines the role of regenerative tourism in strengthening the sustainability of Surabaya's Old City as an urban heritage area facing physical degradation, spatial conversion, and limited community participation. This study aims to analyze the role of regenerative tourism in strengthening the sustainability of the area. Using a qualitative approach, data was obtained through observation, literature review, and interviews. Data analysis was conducted thematically by grouping findings based on environmental, social, cultural, and economic. The findings reveal that regenerative tourism supports the conservation and adaptive reuse of heritage buildings, enhances community empowerment through MSME and local stakeholder involvement, strengthens historical narratives and cultural activities, and stimulates a heritage-based creative economy that improves local welfare. In conclusion, this study lies in integrating regenerative tourism with urban heritage sustainability in the context of Surabaya's Old City, highlighting tourism not only as a preservation strategy but also as a restorative and community-centered development approach. This research contributes to sustainable tourism studies by offering a holistic and participatory model for managing heritage destinations that are inclusive, resilient, and culturally meaningful.</i></p> <p>Keywords: <i>regenerative tourism, sustainable, surabaya old's city, urban heritage,</i></p>



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INTRODUCTION

Previous studies on urban heritage tourism have mainly focused on heritage conservation, revitalization policies, and collaborative tourism governance. For example, research by (Mandaka, 2021) discusses heritage conservation through tourism approaches, while (Mahindra & Megawati, 2022) examines the implementation of revitalization policies in Surabaya's heritage areas. In addition, (Soesiantoro, 2025) highlights the role of cross-sector collaboration in developing heritage tourism in Surabaya's Old City. Although these studies provide important insights into heritage preservation and tourism development, they primarily emphasize conservation, policy implementation, and stakeholder collaboration within the framework of sustainable tourism.

As a port city, Surabaya has grown into an economic gateway to East Java. The Old City area serves as historical evidence of Surabaya's role in international trade and Dutch colonialism. Buildings such as former trading company buildings, colonial government offices, and Chinese-Indonesian homes demonstrate the diverse functions and communities that once flourished in this area. Therefore, Surabaya's Old City is not only architecturally valuable but

also preserves the community's collective memory of the city's dynamic history (Collins et al., 2021).

However, as the modern city develops, this area faces various problems. Many old buildings are abandoned, damaged, or converted without attention to conservation aspects. The pressures of urbanization, lack of maintenance, and low public awareness contribute to accelerating the area's degradation (Khairina et al., 2024). Revitalization efforts undertaken by the city government in recent years have focused on physical aspects, while community involvement and strengthening of the area's cultural identity have not been optimal. The scale of revitalization is divided into macro and micro levels. The process of revitalizing an area includes improvements to physical, economic, and social aspects. The revitalization approach must be able to recognize and utilize environmental potential (history, meaning, uniqueness of the location, and image of the place). Revitalization itself is not solely focused on improving physical beauty; it must also be complemented by improving the community's economy and introducing existing culture. Implementing revitalization requires community involvement. This involvement extends beyond formalities that require public participation. Furthermore, the community involved includes not only the local community but also the wider community (Hidayat, 2020).

In the context of tourism, Surabaya's Old City has significant potential to be developed as a heritage destination attracting both domestic and international tourists. However, to ensure that the development of this historic area is not merely cosmetic or commercial, a more inclusive and sustainable approach is needed. A regenerative tourism approach could be a solution, emphasizing restoration, strengthening, and improving the quality of the environment, culture, and the well-being of local communities (Arimbi et al., 2016).

Regenerative tourism is a tourism approach that aims to increase sustainable positive impacts while minimizing negative impacts on the environment and culture. Unlike sustainable tourism, which focuses on the responsible management of natural and social resources, regenerative tourism has a more ambitious goal: restoring and improving environmental and social conditions (Aditya S Sari, 2024). Regenerative tourism continues the existing concept of sustainability by positioning the paradigm of tourism activities as interventions that develop the capacity of places, communities, and tourists to operate harmoniously within an interconnected socio-ecological system (Nurfara, 2024).

Surabaya's Old City represents a critical case for examining this issue because it possesses significant historical, architectural, and multicultural heritage values, yet simultaneously faces serious challenges such as physical degradation of heritage buildings, spatial conversion, declining historical functions, and limited community participation in preservation efforts. As one of Indonesia's major colonial port cities, Surabaya's Old City also reflects complex interactions between urban heritage, tourism development, and modern urbanization pressures. Therefore, investigating regenerative tourism in this context is important to demonstrate how heritage tourism can move beyond preservation toward regeneration, creating long-term environmental, socio-cultural, and economic sustainability for urban heritage areas.

LITERATURE REVIEW

This research uses a regenerative tourism and urban heritage approach. Regenerative tourism is an approach to creating change that aims to optimize the potential of tourist destinations for rapid growth and development, while also providing a positive overall impact by enhancing the regenerative capacity of the community and its environment (Bellato et al., 2022). Regenerative tourism aims to increase the benefits gained by all parties involved in the tourism industry, including the environment, tourists, local communities, and governments, while still supporting the well-being of future generations (Hui et al., 2023).

Karlstrom (2014) Urban heritage is defined as the physical remains of history, encompassing present-day urban areas. These remains, often referred to as urban "monuments," are built structures of architectural and historical significance. These include places of worship such as churches and other religious buildings, castles, city walls, palaces, and institutional buildings. Meanwhile, according to Hernandez et al. (2019), The definition of urban heritage is divided into two; (1) refers to a collection of heritage elements located in urban areas; including archaeological remains, historic buildings, local architecture, historic parks, as well as various social practices, rituals, and celebrations, and (2) urban heritage can also mean a city as a form of heritage, which is a particular type of cultural property that is closely related to the environment, city centers, and historic areas.

Research conducted by (Ikaputra, 2021) the paper, titled "Urban Heritage Tourism: A Concept of Conservation Through a Tourism Approach," discusses how to preserve historic buildings so they can be maintained, passed down, and passed on to future generations, thereby maintaining the identity and character of a city. The method used is a literature study. Second research (Megawati, 2022) entitled "Implementation of Cultural Heritage Area Revitalization Policy (Study on Jalan Panggung Kota Lama, Surabaya)", examines how the revitalization policy on Jalan Panggung Kota Lama is implemented, its challenges and effects on cultural heritage buildings, and its relationship with heritage tourism is suitable for viewing the policy and management section.

Third research (Soesiantoro, 2025) entitled "Cross-Sector Collaboration in Developing Potential Heritage Areas Through Surabaya Old City Tourism" analyzes the process of cross-sectoral collaboration in developing heritage areas through Surabaya Old City tourism, and identifies the actors involved and making significant contributions to the process. This study also examines the roles of government, private actors, communities, and academics in collaborative heritage tourism development. Of the three studies above, none has examined the regenerative tourism approach in Surabaya Old City. This research is more complex in relation to the concept of regenerative tourism, where Sustainable tourism focuses on minimizing negative impacts so that tourism does not damage the environment or local culture, while regenerative tourism goes further, not only maintaining but also restoring and improving environmental, social, cultural ecosystems, and community welfare. Regenerative tourism assesses success not only from the number of tourists or economic benefits, but from the positive changes generated in the place and community.

RESEARCH METHOD

This study employed a qualitative case study approach to examine the role of

regenerative tourism in strengthening the sustainability of Surabaya's Old City as an urban heritage area. A qualitative approach tends to identify research phenomena in a natural, in-depth manner, focusing on personal perceptions and individual experiences (Gunawan, I., 2022). Furthermore, this study uses a case study to examine issues related to the role of regenerative tourism in strengthening the sustainability of urban heritage in Surabaya's Old City. A case study is a method for examining a phenomenon that is new and not yet well known by certain groups (Abdussamad, 2021). The purpose of conducting a case study is to gain in-depth knowledge related to a phenomenon that occurs (Darmalaksana, W., 2020). The phenomenon to be studied will focus on the phenomenon using a regenerative tourism approach in Surabaya's Old City.

Data were collected through direct observation, literature review, documentation, and semi-structured interviews with stakeholders involved in tourism and heritage activities in the area. The study involved 15 participants selected using purposive sampling. The sampling criteria were based on participants' direct involvement, experience, and knowledge related to tourism activities, heritage preservation, and local economic activities in Surabaya's Old City. The participants consisted of local tour guides, pedicab drivers, wagon drivers, MSMEs owners, local photographers, tourists. These participants were chosen because they represent different perspectives regarding the environmental, social, cultural, and economic dimensions of regenerative tourism in the heritage area.

Participant characteristics varied in terms of occupation, length of involvement in the area, and interaction with tourism activities. Most local participants had been actively involved in tourism or economic activities in Surabaya's Old City for more than five years, providing rich contextual insights into the transformation and challenges of the heritage area. Tourists interviewed were selected based on their participation in heritage tourism activities within the Old City area.

RESULT AND DISCUSSION

1. Urban Heritage Potential in Surabaya's Old City

Surabaya's Old City area is a historic area that plays a significant role in the city's development. Established during the colonial era, this area served as a center of trade, government, and residential activity (Pawitro, 2015). The presence of various old buildings with distinctive architectural characteristics makes this area a vital part of Surabaya's historical identity. These buildings not only possess aesthetic architectural value but also represent the city's historical, social, and economic past.



Figure 1. The Architecture of Surabaya Old's City
Source: Authors, 2026

A local tour guide explained that the historical atmosphere of Surabaya's Old City remains a major attraction for visitors:

"Many tourists come because they want to experience the atmosphere of old Surabaya directly. They are interested not only in the buildings, but also in the stories behind them." (Interview with local tour guide, 2026)

Physically, Surabaya's Old City area boasts various urban heritage elements, such as colonial buildings, old trading warehouses, historic shophouses, and supporting infrastructure that reflect the city's past layout. The area's architectural character is generally influenced by Dutch colonial architecture combined with local elements. These distinctive features are evident in the use of large windows, high ventilation, wide corridors, and building structures designed to adapt to tropical climates.

Apart from its architectural value, this area also has strong historical value because it witnessed the development of trade and economic activities in Surabaya in the past. (Wulandari, 2025). As a strategic port city, Surabaya played a vital role in international trade networks. The old City area became a hub of commercial activity involving various community groups, including local merchants, Chinese, Arab, and European communities. (Putri, 2024). The interaction of these various communities has created cultural diversity which can still be found today in the form of traditions, culinary delights, and economic activities of the people around the area.

The urban heritage potential of Surabaya's Old City can also be seen from its tourism appeal. Tourists visiting this area not only enjoy the beauty of historic buildings but also gain an educational experience related to the city's history. Potential tourism activities in this area include heritage walking tours, architectural photography tours, traditional culinary tours, and arts and cultural activities that utilize public spaces in the old City. These activities can provide tourists with a deeper understanding of the historical and cultural values inherent in the area.

Furthermore, Surabaya's Old City area has the potential to be developed as a creative

public space that supports social and cultural activities. Old buildings that are no longer functional can be revitalized through the concept of adaptive reuse, which involves repurposing old buildings for new functions without losing their historical value. Examples include the use of heritage buildings as art galleries, community museums, tourist information centers, themed cafes, or creative spaces for creative economy players. This approach not only helps preserve historic buildings but also adds economic value to the area.



Figure 3. Abandoned Building
Source: Authors, 2026

Similarly, a local photographer emphasized the visual and cultural value of the area:

“The architecture here is unique and different from modern Surabaya. The old buildings provide a strong historical character that attracts photographers and creative communities.” (Interview with local photographer, 2026)

However, observations also indicate that the urban heritage potential in Surabaya's Old City area has not been optimally utilized. Several heritage buildings are still in poor physical condition, and some are even disused, potentially leading to further damage. From a regenerative tourism perspective, the urban heritage potential in Surabaya's Old City is seen not only as a tourist attraction that must be preserved, but also as a resource that can sustainably revitalize the old City area (Soesiantoro, 2025). This approach emphasizes the importance of integrating heritage building conservation, tourism development, and local community empowerment. Thus, area development is oriented not only toward increasing tourist visits but also toward strengthening cultural identity, improving the quality of the urban environment, and creating sustainable economic benefits for the surrounding community.

2. Implementation of the Regenerative Tourism Concept in Surabaya's Old City

The concept of regenerative tourism emphasizes a tourism approach that not only maintains the sustainability of destinations, but also strives to improve and revitalize the environmental, social, cultural and economic ecosystems in an area (Afriza, 2025). In the context of Surabaya's Old City, this approach is highly relevant because the area holds significant historical value, yet also faces various challenges such as the degradation of heritage buildings, limited space utilization, and a lack of integration between cultural preservation and tourism activities. The implementation of the regenerative tourism concept in Surabaya's Old City can be achieved through several key, integrated strategies: heritage area revitalization, local community empowerment, creative economy development, and collaborative destination management. First, the revitalization of heritage buildings and areas is a crucial step in implementing the regenerative tourism concept.

Revitalization focuses not only on the physical repair of historic buildings but also on efforts to revitalize the area's social and economic functions. Many heritage buildings in Surabaya's Old City have the potential to be reused through the concept of adaptive reuse (Saputra et al., 2013), this means utilizing old buildings for new functions without losing their historical value and architectural character. For example, old buildings can be converted into museums, art galleries, community centers, cultural exhibition spaces, themed cafes, or tourist information centers. In this way, historic buildings are not merely preserved as static objects but also become active and productive spaces for the community.



Figure 3. Wagen's Tour
Source: Authors, 2026

Second, empowering local communities is a crucial aspect in developing regenerative tourism. This concept places communities at the heart of the management and development of tourist destinations. Local communities can be involved in various tourism activities, such as acting as heritage tour guides, traditional culinary entrepreneurs, and creative product artisans (Wibowo S Belia, 2023), and organizing cultural activities.

A wagon driver, highlighted the growing community participation in heritage tourism activities:

“Since tourism activities became more active, local residents have become more involved. Some people work as guides, sell food, or participate in cultural events.” (Interview with wagon driver, 2026)

This community involvement not only provides direct economic benefits but also increases awareness and a sense of ownership of the heritage area. In this way, the community plays a role in preserving and preserving the historical and cultural value of Surabaya's Old City area. Third, the development of a heritage-based creative economy is also an important part of the implementation of regenerative tourism (Roofiif et al., 2025). The Old City area has significant potential to become a hub for creative economic activities, leveraging its rich culture and history as inspiration. Examples include developing craft products themed around Surabaya's history, organizing cultural festivals, art exhibitions, traditional music performances, and even creative community activities utilizing heritage spaces. These activities can enhance the area's appeal to tourists while simultaneously creating new economic opportunities for the community.

Fourth, collaborative destination management is a key factor in the successful implementation of regenerative tourism. The development of Surabaya's Old City requires collaboration between various stakeholders, such as local government, academics, heritage communities, tourism industry players, and the private sector. The government plays a role in providing policies and regulations that support the preservation of heritage buildings and the development of sustainable tourism. Academics can contribute through research and scientific studies on heritage area management strategies (Koby, 2025). Meanwhile, local communities and tourism industry players can play a role in developing various creative and innovative tourism activities.

In addition, the implementation of regenerative tourism can also be supported through the development of educational and participatory tourism experiences (Dakwah et al., 2025). Tourists are not merely passive visitors; they can also be involved in activities that positively contribute to the area. Examples include guided historical tours by local communities, cultural workshops, heritage building preservation activities, and community-based tourism programs that allow tourists to interact directly with the local community. This approach can create a more meaningful tourism experience while raising tourist awareness of the importance of cultural heritage preservation.

By implementing these strategies, the regenerative tourism concept in Surabaya's Old City area is expected to create a balance between preserving historical value, improving the area's environmental quality, and developing the local economy. This approach is oriented not only toward increasing tourist visits but also toward rebuilding the vitality of the old City area so that it can become a sustainable, vibrant tourist destination that provides long-term benefits for all stakeholders.

3. The Impact of Regenerative Tourism on the Sustainability of Surabaya's Old City Area

The implementation of the regenerative tourism concept in Surabaya's Old City area has had various positive impacts on the region's sustainability, including environmental, socio-cultural, and economic aspects. This contrasts with conventional tourism approaches that focus more on increasing tourist visits (I S Liana, 2024). Regenerative tourism is oriented towards efforts to create a tourism system that is able to improve regional conditions while providing long-term benefits for the community and the environment.

“Visiting Surabaya’s Old City is different from ordinary tourism because we can learn about history and interact directly with local people.” (Interview with Aryo as a tourist, 2026)

From an environmental perspective, the implementation of regenerative tourism can encourage the preservation and reuse of heritage buildings in Surabaya's Old City area. Many previously neglected or underutilized historic buildings can be revitalized through conservation and adaptive reuse approaches (Trihariastoto, 2025). This approach allows old buildings to retain their historical value while repurposing them for various productive activities, such as museums, art galleries, community centers, themed restaurants, or creative spaces. Repurposing old buildings can also reduce the need for new development that could potentially damage the character of heritage areas. Furthermore, revitalizing areas can improve urban spatial planning, create more comfortable public spaces, and enhance the overall quality of the urban environment.

From a social and cultural perspective, regenerative tourism contributes to raising public awareness of the importance of preserving the city's cultural heritage and history. Surabaya's Old City area holds various historical values related to the city's development as a center of trade and economic activity during the colonial era. Through heritage-based tourism activities such as historical tours, cultural exhibitions, art performances, and historical education programs, residents and tourists can gain a deeper understanding of the area's historical value and cultural identity. These activities can also strengthen the community's sense of pride in local cultural heritage. Furthermore, the involvement of heritage communities and community groups in tourism activities can strengthen social networks and encourage active community participation in maintaining the area's sustainability.



Figure 4. Siropen Factory
Source: Authors, 2026

From an economic aspect, the development of regenerative tourism in the Old City area of Surabaya is able to create various new economic opportunities for the local community. (Destriana et al., 2020) The presence of tourists can encourage the development of various small and medium-sized businesses, such as traditional culinary businesses, souvenir shops, tour guide services, and creative businesses that utilize historical and cultural values as tourism products. Furthermore, cultural events, heritage festivals, and creative community activities held in the old City area can also attract more tourists. This indirectly increases community income and strengthens the local economy.

“Tourists who visit the Old City often buy local products and traditional food. This helps small businesses like ours survive and grow.” (Interview with Siropen’s staff, 2026)

In addition to providing benefits in these three main aspects, regenerative tourism also plays a role in revitalizing old city areas as active social and cultural spaces. Many heritage areas in various cities have experienced decline in function as economic activity has shifted to more modern areas (Ramadhani et al., 2025). With the development of regenerative tourism, Surabaya's Old City area can once again become a vibrant hub of community activity through various cultural, creative economic, and social activities. This will enhance the area's vitality while maintaining the city's historical function.

However, the positive impact of regenerative tourism can only be achieved if the management of the area is carried out in a planned manner and involves various stakeholders (Triyanti, 2019). Local governments, heritage area managers, local communities, academics, and tourism industry players need to collaborate to design a sustainability-oriented development strategy. With proper management, regenerative tourism can not only enhance the tourist appeal of Surabaya's Old City but also serve as a model for the development of sustainable and competitive urban heritage areas in the future.

CONCLUSION

Based on the research and discussion on regenerative tourism to strengthen the sustainability of urban heritage in Surabaya's Old City, it can be concluded that the Old City area of Surabaya has significant potential for development as a sustainable heritage-based tourism destination. The presence of historic buildings, the area's historical value, and the cultural diversity of the community are key attractions that can support the development of heritage tourism in the area.

The application of the regenerative tourism concept in the management of Surabaya's Old City area demonstrates that this approach focuses not only on preserving heritage buildings but also on efforts to revitalize the area's social, cultural, and economic functions. Revitalizing historic buildings through the concept of adaptive reuse, developing culture-based tourism activities, and involving the local community in tourism activities are crucial factors in strengthening the area's sustainability. Furthermore, the development of regenerative tourism also has a positive impact on the area's sustainability, from an environmental, socio-cultural, and economic perspective. Revitalizing heritage areas can improve the quality of the urban environment and preserve historic buildings. Meanwhile, heritage-based tourism activities can raise public awareness of the importance of historical preservation and open new economic opportunities for local communities through various creative economic activities.

However, the development of regenerative tourism in Surabaya's Old City area still faces several challenges, such as limitations in the management of heritage buildings, a lack of coordination between stakeholders, and the need for stronger policy support for the preservation of historical areas. Therefore, synergistic collaboration is needed between the government, the community, heritage communities, academics, and the private sector in designing an integrated and sustainable area management strategy. With proper management, the concept of regenerative tourism can be a strategic approach in developing Surabaya's Old City area as an urban heritage tourism destination that not only attracts tourists but also strengthens the city's cultural identity, improves community welfare, and maintains environmental sustainability and historical heritage for future generations.

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