

WHTER102 Tourism and Impacts of the Waterfront Development: The Case of Manado Waterfront Development, Indonesia

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ABSTRACT

Waterfront development and redevelopment have been increasingly used to create a centre for business, leisure and lifestyle that can strengthen the local community and economy. Manado Waterfront Development (MWD) has been controversial and a much disputed subject within the regional economic development of North Sulawesi. This research explores how and why waterfront development has made negative impacts and at the same time has made a significant contribution economically and socially. This research involved a mixed methods approach, combining quantitative and qualitative research techniques. Fieldwork comprising questionnaire surveys, interviews and on-site observations were used to provide evidences of waterfront development in Manado. The questionnaire surveys were coded and analyzed using The Statistical Package for the Social Sciences (SPSS). It was used to calculate descriptive statistics, such as frequencies and means; to generate cross-tabulations; and to prepare graphs. Likert scales were used in the questionnaire, with possible scores from 1 to 3, and 1 to 5, to generate numerical indicators of the level of importance that respondents attached to their responses. Observational data were also recorded for this research and was used to document the physical setting and the developments that had occurred up to the time that the study was undertaken. This research confirms the crucial position of Manado waterfront in the city's tourism planning from social, environmental and economic perspectives. Additionally, MWD has been widely perceived as an economic initiative that may improve the quality of life through the provision of employment opportunities, economic diversity, tax revenues, and business opportunities for festivals, restaurants, natural and cultural attractions and outdoor recreation both for the city residents and visitors. However, the study findings also underline the serious concerns that can undermine the quality of life in the form of crowding, traffic congestion, parking problems, increased crime, increased land prices in surrounding areas and increased costs of living. This research concludes that the

main purposes of MWD is to create socio-economic advantages both for city residents and the region in which the city is located. MWD has greatly influenced the coastal areas and environmental modification is unavoidable. In the case of Manado, waterfront development is being achieved at considerable environmental costs. As a consequence, there is an urgent need to take a more integrated approach to the waterfront development to strengthen a broad range of economic and social outcomes and to protect the environment.

Key words : *Tourism, socio-economic impact, environmental impact, waterfront developemnt*

INTRODUCTION

Waterfront development in Manado has massively expanded the economic opportunities that are urgently required in less-developed countries. However, such development is occurring at the coast of adequate environmental protection. The study provides evidence that there was substantial support for the development and positioning of Manado as tourism destination. Manado was positioned as a waterfront city for it has a long coastline and the business centre has evolved in close proximity to the sea. In congruence with stakeholders' perceptions of Manado Waterfront Development (MWD), tourism was expected to be the leading sector within the region and was considered to have an important role in city development. The respondents saw the Manado waterfront as being a key component of tourism. Thus, through urban tourism planning, MWD was expected to be the focus of residents' activities in support of tourism and community development. The aim for Manado to be a tourism destination was predicated upon the role of tourism in MWD. This vision was recognized by residents and governments at all levels. However, the high priority of the city government to use tourism as a stimulus of regional development, through MWD, was blurred by the lack of detailed guidelines for implementation. MWD has greatly influenced the coastal areas and environmental modification is unavoidable.

Manado waterfront was selected as the site for this study because it is a location that is undergoing massive land reclamation in an area that has important tourism resources in Manado. For development purposes, Manado waterfront has been divided into three clusters that are to be developed consecutively: clusters A, cluster B and cluster C (Figure 1). However, for the study purposes, cluster A was selected as the study area. This site was selected due to the high level of use by the local community as described in the Manado Tourism Plan Document (2007). The Boulevard area has become the primary zone for shopping and local recreation and provides access, through the port, to the offshore islands, including Bunaken National Park. There are many buildings that are used for trade and business purposes. The spatial distributions of tourism, commercial and residential land uses overlap as can be seen in the development plan (Site Planning of Developers, 2003). The area exists in the middle of the city or Central Business District (CBD) with a high level of use and a wide variety of uses by and for the local community. Furthermore, changes in waterfront uses to date have primarily taken place in cluster A. One of the fishers said during

an interview that the area was the place where the family made a living a few years ago but it has now developed rapidly (personal communication, 20 June 2011). Consequently, massive environmental impacts have arisen as economic and social benefits have been sought from Manado waterfront development. The study site within cluster A covers Manado Harbour as the border with cluster C in the north, the Manado Boulevard area, the Manado Convention Centre (MCC) and the Manado Fresh Mart as the border zone to cluster B in the south. Division of Manado Waterfront into Cluster A, Cluster B and Cluster C is shown on the map on figure 1.

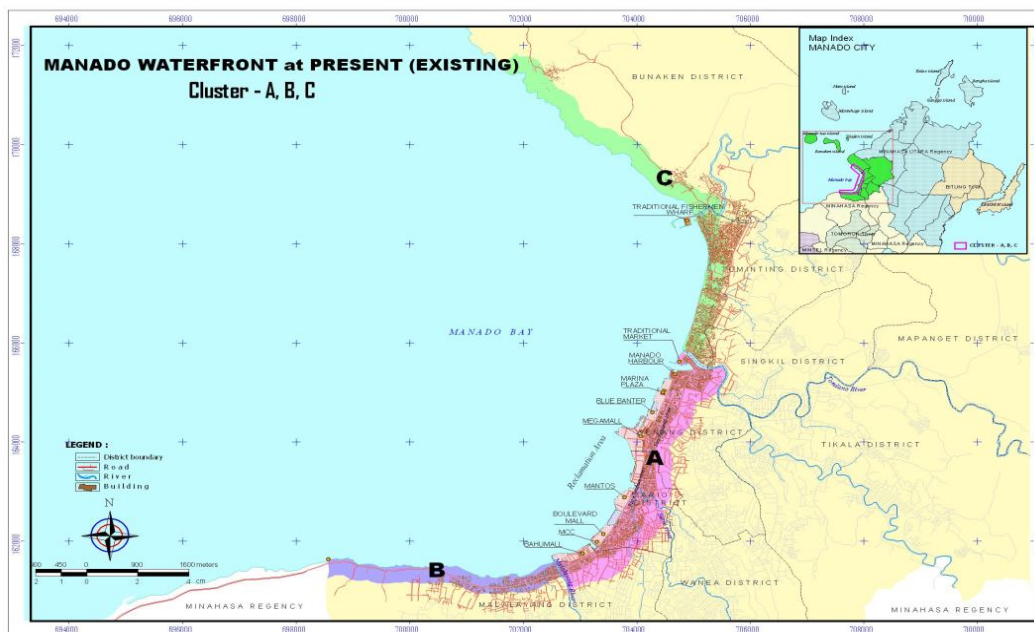


Figure 1: Cluster A, B and C of Manado Waterfront

LITERATURE REVIEWS

Tourism and recreation as important uses of the waterfront

In the modern era of increased leisure and recreational activities and increased environmental and heritage concerns, many of the world's major waterside cities have been redeveloped to meet conservation, recreation and tourism goals. Craig-Smith (1995) claimed that there is little doubt that recreation and tourism can be used as a catalyst for redevelopment, but there may be concerns when tourism and leisure are used as the only purposes of redevelopment. He suggested, therefore, that the future of waterfront revitalization efforts should be to generate self-sustained economic growth by building new and permanent markets as fundamental programs in redevelopment strategies. Several attempts to transform the city from a single economic base to a more diversified one involve strategies not simply of diversifying its economic potential, but also of changing the city's

industrial image and replacing it with a new vibrant one. A study of the work of the Dundee Project by Di Domenico and Di Domenico (2007: 327) indicated that the aim was to establish the city as the 'City of Discovery' in order to change its image for the better, to transform its economy from a manufacturing base to a modern one and to put the city on the tourism map. The key issue in this study is that the waterfront development is being undertaken to make the city a pleasant place to visit and to stay, which is attractive not only to tourists but also for the local residents.

There are many common issues in the development and redevelopment of waterfronts for tourism and recreation. For example, Fagence (1995) and Ashworth (1992) argued that leisure and tourism activities on waterfronts can become an important part of the urban setting. Orams (1999) examined the use of waterfronts as areas for developing marine sport tourism which he claimed to be the fastest emerging marine tourism sector. Waterfront developments around the world are perceived as tools to strengthen and diversify economic activities and Waterfront developments around the world are perceived as tools to strengthen and diversify economic activities and change the urban image to include tourism (for example, Bryfogle, 1975; Di Domenico and Di Domenico, 2007). Tourism, as an important urban function, has drawn greater attention to natural resource utilization in urban areas. A large and growing body of literature has explained the complexity of urban and tourism relationships and the need for tourism planning (for example, Jansen-Verbeke, 1987, 1992; Ashworth, 1989, 1992; Bryfogle, 1975; Law, 1991; Inskip, 1991, Page 1995; Fainstein and Judd, 1999; Wall, 2003, 2006; Di Domenico and Di Domenico, 2007). Rehabilitation of waterfront settings for urban tourism has been proposed in many large cities in the western world (Tyler and Guerrier, 1998; Perdue *et al.*, 1990; Akis *et al.*, 1996; Yoon *et al.*, 2001). A well-known definition of sustainable development and its principles (World Commission on Environment and Development, 1987; Moughtin, 1996; Andereck *et al.*, 2005) suggested the goal of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It is self-evident that residents' attitudes towards the environmental effects of tourism are important to this, as revealed in many studies of residents' attitudes (Sheldon and Abenoja 2001; Ko and Stewart 2002; Jurowski and Gursoy 2004; Kuvan and Perran 2005). Waterfront development offers multiple opportunities for marketing the city as a tourist destination. Previous research (Blank, 1994) has indicated that five major factors characterize cities as tourism destinations: (1) high populations, which attract high numbers of tourists who are visiting friends and relatives; (2) they are major travel nodes that serve as gateways or transfer points to other destinations; (3) they are focal points for commerce, industry and finance; (4) they possess concentrations of services such as education, government/administration centers and healthcare services; and (5) they are places that offer a wide variety of cultural, artistic and recreational experiences. Numerous studies (Andriotis 2005, Ioannides 1995; Squire 1996) have shown that tourism generates employment and income for residents of destination areas. It is also often perceived as being a means of heritage and environmental preservation, as well as a stimulus for the creation of infrastructure, inter-cultural communication and even political stability. Land reclamation in

coastal cities with limited flat land has raised conflicts among many stakeholders. Rapid changes take place on the waterfront to create a new urban setting and tourist attractions. Pressures on coastal areas arising from tourism require the attention of land use, coastal and urban tourism planners. Integrated planning is required with respect to environmental and economic issues. Previous studies (Harrison and Price, 1996) have shown that social and economic benefits are counterbalanced by congestion and costs arising from land use competition, as well as the degradation of habitats.

The most usual case in the creation of leisure-related activities in waterfront areas is that the waterfront provides opportunities not available elsewhere where leisure activities may flourish and be enhanced (Fagence, 1995: 143). Perhaps one of the major concerns regarding waterfront development and redevelopment for coastal cities is that such developments become very significant and, in fact, they are the main common attribute of coastal cities. One key issue is that tourism and recreation are likely to be important functions of waterfront development and redevelopment. Serious attention is required to support cities with waterfront development to apply information technologies, and to globalize and internationalize the cities as tourist destinations. This has challenged both private and public sectors and other involved parties to enhance the role of recreation and tourism in waterfront development. This issue has a close relationship with discussion of the recreation and tourism developments which contribute to the image of the waterfront cities. One question that needs to be addressed, however, is whether an increased demand for the urban waterfront to provide tourism and recreational opportunities will also continue to increase the range of future benefits to the environment and the local community within the areas.

Economic and social impacts of the waterfront development

Regardless of the negative impacts of waterfront developments, the literature has stated that successful waterfront revitalization throughout North America has made contributions to the strength of the development. Wrenn (1983: 40) argued that many waterfront projects have a mix of recreational, residential and commercial uses that clearly demonstrate the tremendous development potential of urban waterfronts. Probably the most significant social advantage of waterfront development is that it creates a centre for business, leisure and lifestyle that can remarkably strengthen the local community and local economy. Moreover, waterfront development has been widely perceived as a potential economic support, providing opportunities that may improve the quality of life, such as employment opportunities, economic diversity, tax revenues, business opportunities for festivals, restaurants, natural and cultural attractions, and outdoor recreation. Employment opportunities surrounding the waterfront could range from malls, food stalls, fashion shops, taxi services to parking services and they will have consequences for the improvement of the quality of life for local people. However, there are also serious concerns that it can have negative impacts on the quality of life in the form of crowding, traffic and parking problems,

increased crime, increased land prices in surrounding areas, increased cost of living, conflict between tourists and residents and alteration of hosts' lifestyles. Thus, there is a need to define within the context of an urban community what should be done to enhance both the economic and social impacts resulting from waterfront development.

Environmental impacts of waterfront development

As in other developments, waterfront development causes physical changes to the environment. In addition to the benefits and good opportunities created on the waterfront, development unfortunately has contributed to unavoidable physical and environmental changes through the creation of new land. It is an ongoing process which can create remarkable changes. Wrenn (1983) listed several case studies of waterfront development. In Boston, conflicts occurred over the location of waterfront facilities where new lands were created by filling in the harbour. Toronto's shoreline was changed in order to create land for new uses and the expansion of existing uses. The Toronto waterfront has successfully used landfill operations to extend the shoreline further into the harbour. Perhaps one major drawback of the waterfront developments is that the environmental and physical changes reflect the uncertainty and conflicting practices associated with the complexity of development goals. McGovern (2008) suggested that many cities view their waterfronts as an engine for economic growth, as a vehicle for generating jobs and tax revenues, and as a means of stimulating private reinvestment in surrounding areas. However, efforts should be made to combine and balance the economic benefits and the environmental risks that stem from the planning through to the implementation processes.

METHODS

This research involved a mixed methods approach, combining quantitative and qualitative research techniques. Fieldwork comprising questionnaire surveys, interviews and on-site observations were used to provide evidences of waterfront development in Manado. The questionnaire surveys were coded and analyzed using The Statistical Package for the Social Sciences (SPSS). It was used to calculate descriptive statistics, such as frequencies and means; to generate cross-tabulations; and to prepare graphs. Likert scales were used in the questionnaire, with possible scores from 1 to 3, and 1 to 5, to generate numerical indicators of the level of importance that respondents attached to their responses. Interviews were conducted to ascertain the involvement of the respondents and how they assess the impacts of Manado Waterfront Development (MWD). This is crucial to get first-hand information about the process of MWD. Observational data were also recorded for this research and was used to document the physical setting and the developments that had occurred up to the time that the study was undertaken.

RESULT AND DISCUSSION

Environmental Impacts Assessment (EIA)

An EIA (Environmental Impact Assessment) document, which is locally named AMDAL (*Analisa Mengenai Dampak Lingkungan*), is required in all major development projects in Indonesia. The AMDAL document clearly identified a variety of likely impacts, but the commitment to address them appears to have been weak. One might have expected the stakeholders of MWD to be aware of possible impacts, since many of them had been documented. However, their amelioration required more than awareness. A strong commitment and ongoing support from stakeholders was needed to push the local authorities and developers to address the issues and these were lacking. For example, certain specifications in the AMDAL documents were ignored and the developmental phases were changed based on short-term expediency and market demands. Data shows each developer's planned uses of the reclaimed land according to the EIA documents. It indicates that tourism functions will become important on the Manado waterfront as each developer is expected to allocate reclaimed land for such purposes. This means that tourism is highly regarded by each developer for it is included in their business plans and development programs. However, field observation revealed that changes to the documented land uses have emerged as developers modified their plans to meet the needs and demands of the market.

AMDAL document has become the guideline for all developers, communities and governments for monitoring and management programs. It was further suggested that the environmental issues have only been related to water quality and that those who follow the guidelines have good water quality in their vicinity. However, results of monitoring within Manado Bay indicate that negative impacts to the environment have been recognized and, therefore, these consequences should be taken into account by the responsible authorities, such as the local government. Solutions are required and, ideally, consensus should be reached on what should be done. Recommendations and guidelines on compensation for affected parties should be established. There is an agreement between the city authority and the developers that 16% of the reclaimed land of each developer should be dedicated to public use. This includes the area for boulevard part 2 (road), open and green space designed to be the city forest and the lungs of the city. Future maintenance is the responsibility of the government. Environmentalists from the local NGO have claimed that the reclamation within Manado Bay, including the Manado waterfront, has resulted in massive environmental changes which have reduced environmental quality. Thus, remedial action and renewed efforts to develop in a sustainable manner are crucial but seem to be impossible to implement in practice for economic benefits for developers and for local people and regional development have become the main priorities. This is supported by the local government because MWD is the centre of trade and business development and a large source of tax income. Indeed, one part of the boulevard along the Manado waterfront is currently known as 'B on B' (Boulevard on Business). Local people and visitors are very familiar with this spot as it is a centre of business, restaurants, recreation and amusement in the city.

Table 1 presents an evaluation done by the EIA team who conducted the study of the impacts of reclamation on Manado Bay divided into physical, biological and socio-cultural aspects. As before, the evaluation was undertaken for the three project phases: pre-construction, construction and post construction. However, these phases are further divided to

highlight the roles of particular activities. The pre-construction stage involved administrative requirements and determination of the borders of the project area. The construction stage focused on technical aspects including the supply of infill for the reclamation. The post-construction stage addressed the operation of activities such as tourism, hotels and restaurants, trade and business activities.

All specific plans were assessed by the EIA team to identify important negative impacts, unimportant negative impacts, important positive impacts and unimportant positive impacts. The grid shows that most impacts assessed were judged to be negative, both important and unimportant. Three factors were assessed as important positive impacts: 1) job opportunities and income in the pre-construction stage; 2) positive important impact on fauna during the construction stage. This is explained in the following paragraph; and 3) aesthetics, particularly of the built environment, as well as enhanced regional income at the post-construction stage. The positive implications of construction on fauna are attributed to the building of wave breakers on the sea floor which become a good substrate for coral organisms to settle. If this occurs, other coral reef organisms such as fishes, crustaceans and algae are provided with a new habitat.

Table 1: Evaluation of important impacts of reclamation on Manado Bay

MATRIX FOR EVALUATION OF IMPORTANT IMPACTS OF INTEGRATED RECLAMATION OF MANADO BAY															
ACTIVITY PLAN	PHASES OF ACTIVITY														
	Pre-construction		Construction									Post-construction			
Environmental Components	PC-1	PC-2	C-1	C-2	C-3	C-4	C-5	C-6	C-7	C-8	C-9	O-1	O-2	O-3	O-4
PHYSICAL/CHEMISTRY															
Micro Climate											-UI				
Air Quality / Ashes				-I	-I	-UI	-UI	-UI		-I	-I				
Air Quality / Gas				-UI	-UI										
Crowding				-UI	-UI	-UI	-UI				-UI				
Water Quality						-I	-UI	-UI		-I	-UI	-I	-I	-UI	-UI
Water structure							-UI								
Erosion							-UI	-I	-I						
Hydrology/flooding										-I					
Hydro-oceanography						-I									
Spatial structure	-UI						-UI								
BIOLOGY															
Marine Biota															
Plankton						-I				-UI		-I			
Benthos						-I				-UI		-I			
Nekton						-I				-UI		-I			
Coral Reefs						-I				-UI		-I			
Terrestrial Biota															
Flora						-UI	-UI	-UI	-UI	-UI	+I				
Fauna							-UI	-UI							
SOCIO CULTURAL															
Aesthetics						-UI	-UI	-UI				+I	-I	+UI	-UI
Flexibility															
Job Opportunity			+I												
Income			+I												
Traffic				-I	-I	-UI									
Urbanization												-UI	-UI	-UI	-UI
Demography												-UI	-UI	-UI	-UI
Conflicts	-I	-I													
Community Perception							-I	-UI	-UI						
Fishermen's St of living						-I									
Community Health				-I	-I	-UI	-UI	-UI		-I	-I				
Social Culture												-UI			
Boulevard Beauty						-UI									
Regional Income												+I	-I	+I	+I
Index :															
PC-1 : Administration requirements			O-1 : Tourism activity			-I : Important Negative Impacts									
PC-2 : Determination of proj. area borders			O-2 : Restaurant activity			-UI : Unimportant Negative Impact									
C-1 : Manpower supply			O-3 : Trade activity			+I : Important Positive Impacts									
C-2 : Tools supply			O-4 : Offices activity			+UI : Unimportant Positive Impacts									
C-3 : Material supply															
C-4 : Installation and arrangement of the waterways															
C-5 : Rock mining in <i>Tateli</i>															
C-6 : Soil mining in <i>Taas</i>															
C-7 : Soil mining in <i>Kairagi</i>															
C-8 : Soil dumping															
C-9 : Development at reclamation area															

Source: IEA document for MWD, 2010

Tourism on Manado Waterfront

Manado City Government set the goal of becoming a world-class international tourism city by 2010 and this message was advertised in various media to introduce it to both residents and visitors. More than half (54%) of respondents were very enthusiastic about the potential of Manado to become a prominent waterfront city as well as a tourist destination and a further 43% agreed somewhat (Figure 2). Only 3% felt that Manado lacked potential to become a waterfront tourism destination. Thus, it is evident that there was substantial support for the development and positioning of Manado as tourism destination.

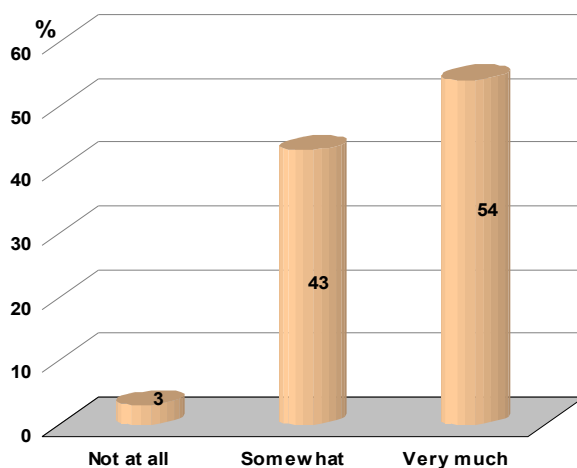


Figure 2: Manado's potential as a waterfront tourist destination (Survey 2010)

Figure 3 presents respondents' assessments of the significance of the Manado waterfront as a resource. A particularly large proportion of respondents (85%) recognized the importance of MWD for coastal resources and land management, environmental protection (82%), wider job and business opportunities (80%), tourism and leisure (74%) and as an attraction for tourism and recreation (67%). Thus, it is clear that the waterfront was widely recognized as being a rich resource with the potential to be used for a variety of sometimes incompatible purposes. For example, the values for environmental protection and, at the same time, as a base for the acquisition of economic benefits were both acknowledged by most respondents.

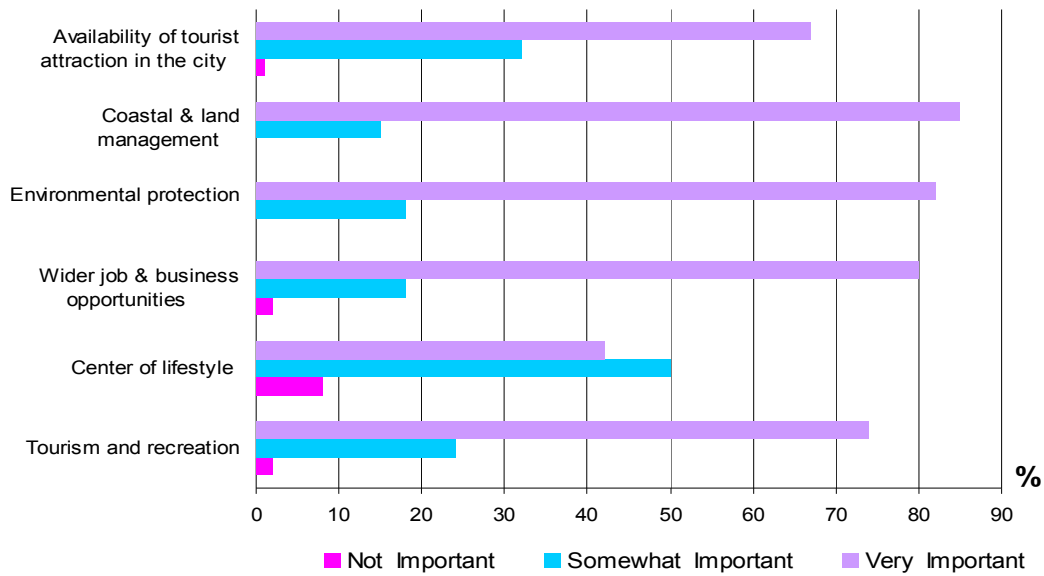


Figure 3: Significance of the Manado waterfront as a resource (Survey 2010)

Table 2: Impacts of MWD

IMPACTS of MWD	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total %
	%	%	%	%	%	
MWD as important part of city tourism	1	0	5	35	59	100
MWD improves city potentials as tourist destination	0	3	8	31	58	100
MWD will bring more tourists in the city	0	2	13	29	56	100
MWD helps protection of land & coastal	53	22	15	5	5	100
MWD has positive impacts to local business	0	2	16	27	55	100

MWD improves local economy development	0	2	9	32	57	100
MWD increases traffic congestion	6	25	25	27	17	100
MWD creates noise, air, water pollutions	9	29	28	21	13	100
MWD creates more crowding in the area	5	23	15	24	33	100
MWD improves the appreciation to environment.	31	27	28	8	6	100
MWD improves awareness on environment protection	44	24	24	4	4	100
MWD reduces people access to waterfront	7	5	10	30	48	100

Source: Survey 2010

The general public sample expressed their thoughts regarding the impacts of MWD (Table 2). More than half made strongly favourable responses regarding positive aspects of MWD; 1) It was seen as an important part of city tourism (59%); 2) It will improve the city's potential as a tourist destination (58%); 3) It is good for local economic development (57%); 4) It will bring more tourists to the city (56%); and 5) It will have positive impacts on local business (55%). Thus, it was widely and strongly considered that it will be positive for tourism and economic developments in Manado. The acquisition of tourism benefits were widely recognized as a development priority. However, it was also acknowledged that infrastructure, human resources in tourism and other supporting facilities needed to be strengthened. The results also indicate that majority of the city residents and business operators at and around Manado waterfront have recognized positive impacts of MWD both for the community and region development. Although positive impacts are being realized, negative impacts were prominent. Almost half of the respondents (48%) strongly agreed that MWD had significantly reduced public access to the waterfront. It is clearly evident that malls, shophouses and many tall buildings have been developed in the reclaimed areas and they have blocked views and limited access to waterfront.

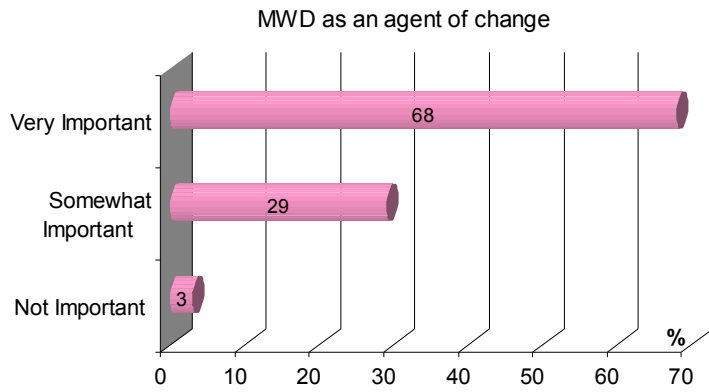


Figure 4: MWD as an agent of change (Survey 2010)

Thus, the responses show clearly that MWD has increased economic benefits for the community at the cost of considerable environmental damage. Significant proportions of the respondents claimed strongly that reclamation had occurred in the absence of integrated land and coastal management (53%), with lack of awareness of environmental protection (44%), that the environment had been neglected (31%) and that crowding had increased (33%). Furthermore, MWD was regarded as being a very important agent of change by more than two thirds (68%) and only 3% said that it was not important (Figure 4). Thus, whether for good or ill, MWD was widely recognized as being important to Manado, economically, environmentally and socially.

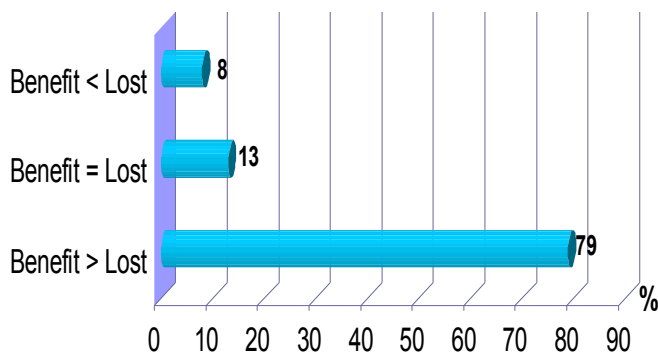


Figure 5: Overall assessment of MWD (Survey 2010)

Figure 5 shows that, all things considered, the great majority (79%) expected the benefits of MWD to exceed the costs.

CONCLUSIONS

MWD was expected to stimulate regional development in general and benefit city residents in particular. The main motivation for land reclamation and waterfront development is economic. However, these benefits could be undermined by environmental degradation and which will likely frustrate efforts to conserve land and coastal resources. This is also likely to be the case in most waterfront developments in mid-sized cities in less developed countries where economic gains are a priority for development. In such cases, the ideals of economic viability and environmental friendliness are particularly difficult to meet at the same time. Yet, where tourism is the main catalyst for development, the maintenance of environmental quality would seem to be an important pre-requisite of success. In Manado, MWD is widely and strongly perceived to be an important initiative but, in its present form, it is likely that economic benefits will be achieved at substantial environmental costs. In a developing country which places economic gains as a priority, the tangible benefits appear to exceed the apparent costs in the short term. However, for the long term, the maintenance of environmental quality is very important.

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