

The Analysis of Tourists' Perceptions of Pedestrian Facilities in Kesawan Medan Old Town

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Abstract

Kesawan Medan Old Town is a tourist destination in Medan City with historical, cultural, and architectural values that attract visitors. As an area frequently visited by pedestrians, the availability of pedestrian facilities significantly influences tourists' comfort and safety. However, several pedestrian facilities remain inadequate. This study aims to analyze tourists' perceptions of pedestrian facilities in Kesawan Medan Old Town, identify facilities requiring improvement, and develop recommendations for pedestrian facility development. This study employed a qualitative method with a descriptive approach. Eight tourists who had used pedestrian facilities in the area were selected through purposive sampling. Data were analyzed using the Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing. The results show that tourists generally have positive perceptions of several pedestrian facilities, including sidewalks, street lighting, seating areas, waste bins, zebra crossings, and disability pathways, which support comfort and safety. However, tourists identified several shortcomings, particularly the limited availability of shading structures, directional signage, zebra crossings, and pedestrian barriers or bollards. They therefore expect improvements and additional facilities to enhance comfort and safety. The findings provide recommendations for relevant stakeholders to improve pedestrian facilities and create a more comfortable, safe, accessible, and pedestrian-friendly tourism environment in Kesawan Medan Old Town.

Keywords

Kesawan, Medan Old Town; Pedestrian Facilities; Pedestrian Street; Tourist Perceptions



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INTRODUCTION

The development of the tourism sector is influenced not only by the attractiveness of a destination but also by the availability of facilities that support tourists' comfort, safety, and convenience during their visits (Jannah et al., 2025). Amenities and accessibility are important components of destination development because they contribute to tourists' overall experience (Candra & Sari, 2024). Adequate facilities can increase tourist satisfaction, encourage repeat visits, and influence

tourists' willingness to recommend a destination, whereas inadequate facilities may reduce the quality of the tourism experience (Audrey et al., 2025). One facility that plays an important role, particularly in urban tourism destinations, is the pedestrian street.

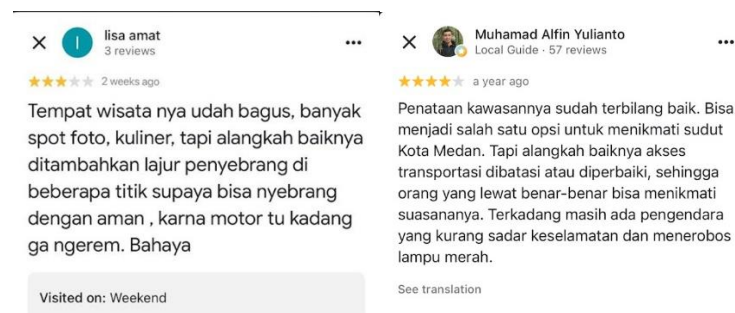
A pedestrian street is a space designed to facilitate pedestrian movement in a safe, comfortable, and convenient manner (Hasan et al., 2025). Beyond functioning as a circulation route, a pedestrian street is also part of the tourism experience because it allows visitors to explore an area, appreciate its surroundings, and observe attractions more closely (Rahmah et al., 2025). Well-designed pedestrian facilities can reduce conflicts between pedestrians and vehicles and create a safer environment for users (Theodorus et al., 2024). Therefore, the quality of pedestrian facilities needs to be considered in the development of urban tourism areas, particularly those with high pedestrian activity.

Medan City is one of the cities in North Sumatra with considerable tourism potential, including historical, cultural, culinary, urban, and architectural heritage attractions (Agustini et al., 2022). One area that represents these historical and urban tourism characteristics is Kesawan Medan Old Town. The area possesses significant historical and architectural value, with several buildings retaining colonial characteristics that contribute to the historical identity of Medan City (Koestoro et al., 2022). In addition to being a historical area, Kesawan Medan Old Town has developed into a public space used for various activities, including culinary tourism, cultural tourism, photography, recreation, and community activities (Tambunan & Tarigan, 2022).

The increasing tourism and pedestrian activities make the availability of pedestrian facilities important for supporting the quality of the area. Facilities such as pedestrian crossings, lighting, seating, waste bins, disability access, and other supporting facilities can contribute to a safe and comfortable environment for tourists (Linata & Ginting, 2022). Adequate pedestrian facilities can also facilitate tourists' movement and improve their experience when visiting cultural heritage areas (Vany et al., 2023). The Medan City Government has supported the development of Kesawan Medan Old Town through various activities, including Car Free Night (CFN), which is held twice a month. During the event, restrictions on motorized vehicles provide greater space for pedestrian activities and increase the intensity of public-space use. This condition further emphasizes the importance of providing safe, comfortable, and adequate pedestrian facilities (Dinas Pariwisata Kota Medan, 2026).

Despite these developments, several problems remain regarding pedestrian facilities in Kesawan Medan Old Town. A study by Ardhanajaya and Rambe (2025) found that the pedestrian street in the area generally provides comfort for users; however, several facilities remain inadequate, particularly pedestrian crossings, lighting, and waste bins. These findings indicate that improvements are still needed to enhance pedestrian comfort and safety. Similar concerns can be identified in visitor reviews on Google Review (2026). Some visitors have appreciated the area's attractiveness and arrangement but have also highlighted the need for better vehicle management and additional pedestrian crossings at several locations. These reviews indicate that, although Kesawan Medan Old Town has strong tourism appeal, pedestrian safety and comfort remain important aspects requiring attention.

Figure 1. Google Review of Visitors to Kesawan Medan Old Town



Source: Google Review (2026)

Previous findings indicate that the quality of pedestrian facilities in Kesawan Medan Old Town still requires attention. However, previous research has primarily evaluated the general function and physical condition of the facilities, while tourists' perceptions as direct users have not been specifically examined. Tourists may have different needs and expectations from local residents. Their perceptions can provide information about their actual experiences with existing facilities, aspects they consider adequate, and facilities that require improvement (Wahyu & Sari, 2025). Such information is important because users' perceptions can serve as a basis for developing facilities that better correspond to tourists' experiences and expectations (Bong et al., 2024).

Based on this research gap, this study aims to analyze tourists' perceptions of pedestrian facilities in Kesawan Medan Old Town. The study focuses on three aspects: the current condition of the pedestrian street, tourists' perceptions of the available facilities, and their expectations regarding future pedestrian facility development. The study is expected to provide an overview of pedestrian facility conditions and tourists' needs and to serve as a reference for the local government, area managers, and other

stakeholders in improving the quality of the tourism area and creating a safer, more comfortable, and pedestrian-friendly environment.

Specifically, this study aims to: (1) identify the current condition of the pedestrian street in Kesawan Medan Old Town; (2) analyze tourists' perceptions of the existing pedestrian facilities; and (3) identify tourists' expectations regarding pedestrian facility development as a basis for recommending future improvements.

METHODS

This study employed a qualitative research method with a descriptive approach. Qualitative research is used to describe and explain phenomena occurring in the field (Nurhayati et al., 2024), while a descriptive approach aims to describe situations, phenomena, or objects as they naturally occur (Sugiyono, 2023). This approach was selected to analyze tourists' perceptions of pedestrian facilities and identify their expectations regarding the improvement and development of pedestrian facilities in the Kesawan Medan Old Town area.

The informants were selected using purposive sampling, in which participants are determined based on specific criteria relevant to the research objectives (Machali, 2021). The informants were selected based on their experience of visiting and using pedestrian facilities in the Kesawan Medan Old Town area. The inclusion criteria were: (1) tourists who were currently visiting or had previously visited the Kesawan Medan Old Town area; (2) had used or passed through pedestrian facilities in the area; (3) were at least 17 years old; and (4) were willing to participate as research informants. A total of eight informants participated in the study. The selection of informants was continued until data saturation was reached, namely when the information obtained became repetitive and no new relevant information emerged (Lu et al., 2024). The profile of the informants is presented in Table 1.

Table 1. Profile of Research Informants

No.	Name	Gender	Age	Origin	Occupation	Visit Frequency
1	J	Male	22	Manado	Entrepreneur	4 times
2	A	Female	45	Medan	Private employee	7 times
3	H	Male	46	Medan	Private employee	5–6 times
4	Jo	Male	52	Medan	Entrepreneur	>10 times
5	C	Female	21	Aceh	Private employee	5–6 times
6	M	Female	25	Medan	Entrepreneur	5 times
7	Jy	Female	23	Medan	Entrepreneur	4 times
8	L	Female	21	Medan	Entrepreneur	4 times

Source: Author, 2026

Data were collected through observation, structured interviews, and documentation (Sugiyono, 2023). Observation was conducted directly in the Kesawan

Medan Old Town area to examine the existing condition of pedestrian facilities. Structured interviews were conducted with eight tourists, both face-to-face and online via Zoom, using an interview guide based on the theory of perception proposed by Kotler et al. (2022) and the pedestrian facility standards stipulated in Pedoman Perencanaan Teknis Fasilitas Pejalan Kaki No. 07/P/BM/2023. The interviews focused on tourists' perceptions of the existing pedestrian facilities and their expectations regarding facility improvement and development. Documentation was used to complement the observation and interview data through field photographs, interview documentation, and other relevant supporting materials.

To ensure data credibility, data triangulation was applied by comparing and integrating information obtained through observation, interviews, and documentation (Arianto, 2024). The triangulation process was used to verify the consistency of information regarding the physical condition of pedestrian facilities, tourists' perceptions, and their expectations for future development.

Data analysis followed the interactive model of Miles and Huberman, which consists of data reduction, data display, and conclusion drawing (Citriadin, 2020). Data reduction involved selecting, grouping, and categorizing information according to the research focus, namely the condition of pedestrian facilities, tourists' perceptions, and tourists' expectations. The reduced data were then displayed descriptively according to identified themes, including sidewalks, seating, waste bins, lighting, pedestrian crossing facilities, signage, bollards, and shading facilities. The final stage involved drawing conclusions by relating the empirical findings to the theory of tourist perception, pedestrian street theory, pedestrian facility standards based on Pedoman Perencanaan Teknis Fasilitas Pejalan Kaki No. 07/P/BM/2023, and amenity theory. The findings were subsequently used to identify facilities that meet tourists' needs, facilities requiring improvement, and tourists' expectations as a basis for formulating recommendations for pedestrian facility development in the Kesawan Medan Old Town area.

FINDINGS AND DISCUSSION

Pedestrian Street Conditions in Kesawan Medan Old Town

The study was conducted in Kesawan Medan Old Town, Medan City, North Sumatra, a historic area that developed as a center of Medan during the Dutch colonial period and continues to retain several heritage buildings (Koestoro et al., 2022). The area has also developed as a heritage and culinary tourism destination as well as a public space. One of its main landmarks is the London Sumatra Building (Lonsum), which attracts visitors and strengthens the area's historical identity (Wiguna & Wisdianti, 2023).

Figure 2. London Sumatra Building (Lonsum)



Source: Author, 2026

Field observations identified several pedestrian facilities, including sidewalks, street lighting, seating, waste bins, zebra crossings, guiding blocks, directional signage, dining areas, and parking spaces. Most facilities were available and functional, although their distribution was not uniform throughout the area.

Figure 3. Existing Pedestrian Street Conditions in Kesawan Medan Old Town



Source: Author, 2026

Observations were conducted on June 20, 2026, while interviews were conducted from June 20–23 and July 1–3, 2026, with eight tourists aged 21–52 years who had visited the area four times to more than ten times. Data collection reached saturation when subsequent interviews no longer produced substantially new information (Lu et al., 2024).

Overall, tourists perceived the pedestrian street as relatively clean, organized, and comfortable. Most informants considered the sidewalks sufficiently wide and suitable for walking while enjoying the heritage buildings and surrounding activities. Street lighting and seating were also considered useful. However, several limitations were identified, particularly

the insufficient number and uneven distribution of waste bins, zebra crossings, shading facilities, seating, signage, and bollards. One informant also noted that some sidewalks became less adequate when visitor numbers increased.

These findings indicate that the pedestrian street generally supports walking and tourism activities, but its effectiveness remains influenced by the adequacy, distribution, and functionality of its facilities.

Current Condition of Pedestrian Facilities

The observation showed that most pedestrian facilities required to support walking activities were already available in Kesawan Medan Old Town. These included sidewalks, lighting, seating, waste bins, zebra crossings, guiding blocks, signage, and other supporting facilities.

Figure 4. Pedestrian Facilities in Kesawan Medan Old Town



Source: Author, 2026

The pedestrian paths use paving blocks and guiding blocks, while street lighting provides adequate illumination at night. However, motor vehicles were still observed operating around pedestrian areas, indicating that the separation between pedestrian and vehicular movement is not yet fully effective.

According to Ayuningtias et al. (2025), based on Pedoman Perencanaan Teknis Fasilitas Pejalan Kaki No. 07/P/BM/2023, pedestrian facilities include sidewalks, seating, waste bins, lighting, accessibility facilities, crossing facilities, signage, bollards, and shading. These facilities are essential for pedestrian safety, comfort, accessibility, and mobility (Kusumawati et al., 2024). Although most components were present in Kesawan, shading, bollards, waste bins, and crossing facilities remained limited in quantity and distribution.

The interview findings support these observations. Tourists generally considered the sidewalks clean, sufficiently wide, and well organized, while lighting was considered adequate at night. Seating was useful for resting, although insufficient during crowded periods. Waste bins, zebra crossings, shading, signage, and bollards were identified as facilities requiring further improvement.

The findings are consistent with Ardhanajaya and Rambe (2025), who reported improvements in pedestrian facilities in Kesawan while identifying limitations in several

supporting facilities. The present study further shows that tourists consider shading, seating, signage, and bollards important for improving pedestrian comfort and safety. Therefore, facility availability alone is insufficient; adequacy, distribution, functionality, and maintenance must also be considered.

Tourists' Perceptions of Pedestrian Facilities

Tourists generally had positive perceptions of the pedestrian facilities in Kesawan Medan Old Town. According to Kotler et al. (2022), perception involves selecting, organizing, and interpreting information to create meaning. In this study, tourists' perceptions consisted of cognitive evaluations of physical facilities and affective responses related to comfort, safety, and satisfaction (Sari & Situmorang, 2024).

Figure 5. Pedestrian Facilities Positively Perceived by Tourists

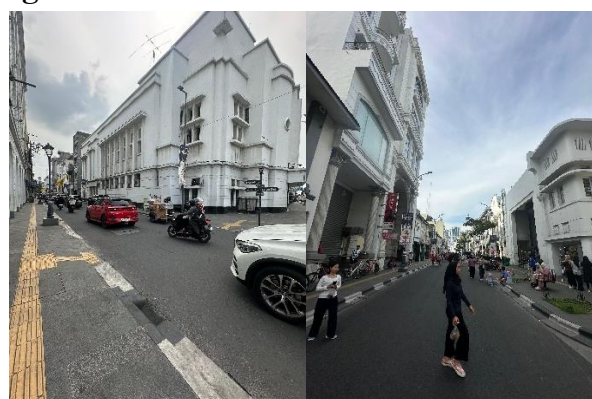


Source: Author, 2026

Tourists particularly appreciated the sidewalks, street lighting, seating, and general cleanliness. The sidewalks were considered sufficiently wide, clean, and organized, while lighting contributed to a greater sense of safety at night. Seating provided opportunities for rest, although its availability was limited in crowded conditions. These findings support Wahyu and Sari (2025), who found that good pedestrian facilities contribute to visitor comfort and positive tourism experiences.

Nevertheless, perceptions were less positive regarding several supporting facilities.

Figure 6. Areas with Limited Pedestrian Facilities



Source: Author, 2026

Shading facilities were scarce, requiring visitors to use shopfronts as shelter from heat or rain. Waste bins and zebra crossings were unevenly distributed, while signage and bollards

were considered insufficient. Motor vehicles entering pedestrian areas and limited parking capacity were also identified as factors affecting pedestrian comfort.

These findings demonstrate that tourists' perceptions depend not only on the physical presence of facilities but also on their functionality and ability to provide comfort, safety, and accessibility. The findings support Bong et al. (2024), who found that facility quality contributes to tourists' experiences at destinations, and Pambudi et al. (2026), who highlighted the relationship between pedestrian facility quality and perceived walking comfort.

Tourists' Expectations for Facility Development

The interviews showed that tourists expected improvements in the quantity, distribution, quality, and maintenance of pedestrian facilities. The three facilities most frequently mentioned were shading, seating, and zebra crossings.

Seven of eight informants expected additional shading facilities. Tourists suggested trees, canopies, or similar structures at strategic locations to provide protection from heat and rain. Six of eight informants also expected additional seating because the existing facilities were considered insufficient during crowded periods.

Tourists also expected more zebra crossings, particularly at locations with high pedestrian activity. The limited distribution of existing crossings sometimes required visitors to cross roads without designated facilities, reducing their sense of safety.

Other expected improvements included additional waste bins, directional signage, and bollards. Informants also emphasized regular maintenance so that existing facilities remain functional and accessible. Thus, tourists' expectations can be summarized into three main aspects: facility provision, facility distribution, and facility maintenance.

These findings support Cooper's (2022) amenity theory, which identifies supporting facilities as an important component in meeting tourists' needs. They are also consistent with Rahma et al. (2025), who emphasize sustainable pedestrian development to create safe, comfortable, accessible, and pedestrian-friendly environments.

Overall, Kesawan Medan Old Town already provides a relatively functional pedestrian environment that supports heritage tourism and walking activities. However, improvements are still needed, particularly in shading, seating, pedestrian crossings, waste bins, signage, and bollards. Regular maintenance and more even facility distribution are also necessary. These improvements can strengthen the pedestrian street's function as both a circulation route and a public tourism space while supporting visitors' experience of the heritage character of Kesawan Medan Old Town.

CONCLUSION

This study concludes that the pedestrian street in Kesawan Medan Old Town generally provides a functional environment that supports walking and heritage tourism activities. Tourists' perceptions were generally positive, particularly regarding the sidewalks, cleanliness, street lighting, and seating facilities. However, the study also identifies a gap between the availability of pedestrian facilities and

users' needs, particularly in terms of shading, pedestrian crossings, waste bins, signage, and bollards. Thus, the development of pedestrian facilities should focus not only on providing facilities but also on their adequacy, distribution, functionality, and regular maintenance.

The findings indicate that tourists' perceptions can provide a useful basis for identifying facility development needs in a heritage tourism area. Improving pedestrian facilities in accordance with users' needs can strengthen the function of Kesawan Medan Old Town as a comfortable, safe, accessible, and pedestrian-friendly heritage destination. These findings may support local authorities and area managers in planning future improvements while maintaining the historical character of the area.

This study is limited by the small number of informants and the relatively short data collection period. Future research should involve a larger and more diverse range of participants, including local residents, government officials, area managers, and other stakeholders. Further studies could also examine pedestrian facility conditions quantitatively, assess accessibility and pedestrian safety, or develop a more comprehensive model for sustainable pedestrian development in heritage tourism areas.

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