

ACTORS THAT AFFECT PLACE-IDENTITY TRANSFORMATION OF A
TRADITIONAL SETTLEMENT IN THE AGE OF GLOBAL TOURISM
THE CASE OF SANUR IN DENPASSAR-BALI

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ABSTRACT

There are various arguments that revolve around the fact that place-identity influences aspects of human life: social, economic and political. A city with a strong place-identity is claimed to have stronger social cohesion among its population, better economic opportunities as well as stable political circumstances. The wave of globalisation which influences all parts of the world leads cities around the globe to adopt similar patterns of homogenisation. This makes cities look similar to one another and blurs their place identity. In order to maintain their character, many local authorities have tried to find appropriate solutions, because the global forces can not be curbed. Moreover, as a living space, a city is always on the move in accordance with the dynamics of its inhabitants. Although it is unimaginable to see a city without any progress, the cities hold some values that form their place-identity, construct their characters as well as make them attractive. For its unique features, the values regularly fascinate tourists, creating economic opportunities. However, tourism businesses may also influence the place-identity construction of the cities. This paper analyses the transformation of place-identity of an area rooted in tradition in Bali. Urban morphology study and qualitative interviews were conducted to analyse the continuity and change of urban components. Today, physical development that supports tourism sector influences the vernacular processes of the place. Some values are maintained by the locals but they also need to adopt global phenomena as a negotiation between being rooted as well as being part of the global tourism industry needs development. The negotiation, however, should not compromise the preservation of natural resources and the rituals, because these factors are as the essence of tradition by the locals.

Keywords: Place-Identity, Tradition, Tourism, Urban Morphology, Bali