

Traditional Balinese Architecture as a Tourist Attraction in Bali: an Architect's Perspective

Syamsul Alam Paturusi, Widiastuti

Program Studi Arsitektur Fakultas Teknik Universitas Udayana Bali, INDONESIA

E-mail: syamsul@unud.ac.id, widiastuti@unud.ac.id

Submitted: June 01, 2023 | Revised: June 05, 2023 | Accepted: October 05, 2023 |

Published: October 10, 2023

ABSTRACT

The purpose of this research is to analyze the driving factors and inhibiting factors for the transformation of Balinese Traditional Architecture (ATB) designs in tourism facilities in Denpasar and Badung. Through a questionnaire as many as 48 samples from Architects working in Denpasar and Badung were analyzed through IFAS and EFAS and the Internal External Matrix, the general positions and strategies were obtained. The results of the study show that the main strength of internal factors is the existence of Provincial and Denpasar Regional Regulations regarding building layout which is a very meaningful back-up for implementing Balinese-style designs in tourist facilities. Meanwhile, the main driving factor from external factors is the development of tourism in Bali which is quite large. In this way, in the future, a mutually beneficial relationship will be created between Balinese Architecture and Tourism.

Key words: traditional Balinese architecture; tourist attraction; Denpasar, Badung; continuity.

INTRODUCTION

Tourist attractions can be in the form of natural beauty, man-made objects and man and his culture. Ritchie (2003) elaborates on twelve (12) cultural aspects that can become tourist attractions, including: handicrafts, language, traditions, gastronomy, art and music, ways of working and technology, architecture, religion and beliefs, the education system, clothing and entertainment activities. Architectural works that can become a tourist attraction can be in the form of modern architecture and/or traditional architecture. These two styles can attract tourists to visit a destination. Architectural works with a modern and futuristic style have the same allure as works of cultural heritage architecture in the form of traditional architecture (vernacular architecture) (Ning Wang, 1997).

Based on Kierchhoff's research (1996) regarding tourists' perceptions of the physical form of tourist attractions (especially architecture), states that due to massive globalization there has been a monotonous uniformity of the faces of architectural works, so that the uniqueness and characteristics of every world tourist destination hardly appear. Whereas according to According to Maitland and Newman (in Scerri, 2018), tourists are not interested in tourist attractions, but what they are looking for is "the quality of place and culture - 'architecture', 'people', 'food', 'culture' and 'diversity' ". The relationship between tourism and architecture has many sides. On the one hand, architecture contributes to the choice of destinations and product development in the form of buildings that can attract tourists either because of their uniqueness, ornaments and decorations, nuances (Krausler, 2016). In short, tourists are looking for uniqueness Local architecture in every tourist destination.

Some local architecture is a form of settlements, places of worship, meeting halls, aesthetic elements and other supports, all of which are public facilities. In the context of this research, the local architecture is also one of the tourist attractions, but this research is more focused on the architecture used in tourism supporting facilities such as accommodation, restaurants and other tourist facilities.

Bali as one of the world's tourism destinations in its development policy relies on cultural tourism (Bali Regional Regulation No. 2 of 2012). The decision to make cultural tourism the foundation of Bali tourism is quite reasonable, based on Ardika's research (2007), around 69.6% (46 of 66 tourist attractions in Bali) are in the form of archaeological remains. It is also reinforced by Rai Utama's

research (2015) entitled Denpasar City Tourist Attraction, that of the 10 tourist objects studied, 80% are in physical form.

The role of architects in Bali in realizing the Balinese style in the design of tourism facilities as a reflection of Balinese culture is actually quite strong. Supported by Bali Provincial Regulation No. 5 of 2005, concerning Architectural Requirements for Buildings. Especially in Denpasar, Denpasar City Regional Regulation No. 5 of 2015, concerning Buildings. Explicitly and very clearly, the two regional regulations require that any form of building design in the province of Bali must adopt traditional Balinese architectural styles, including tourism facility buildings. Then in terms of culture and beliefs, Balinese architectural styles have been known for generations, as well as the availability of human resources in technical and practical terms. Academic support at various public and private universities whose architecture study programs are oriented towards Balinese architecture.

There should be a meeting point between the supply side as stated above and demand (the desire of tourists), ideally all tourism facility designs in Bali with local Balinese nuances can easily be realized. But in reality, various facilities such as hotels, villas, restaurants and other tourist buildings are designed in a modern style. The model can be easily found anywhere in various tourist destinations both domestically and abroad. The architectural style of the buildings along the Kuta to Seminyak road corridor, for example, is almost no different from Walking Street in Pattaya, Thailand or the Myeongdong area in Seoul.

Thus Architects, have a central role when faced with design choices that impact on the sustainability or non-sustainability of tourism facilities in Bali. It is not easy to hold this mandate and role, because there are so many factors, both internal and external, that will influence design decisions. With this research, it is hoped that it will be able to encourage an increase in the welfare of the community (architects, traditional craftsmen and their followers); can preserve Balinese cultural values; and the sustainability of Bali tourism that is based on culture.

Research on tourism development from the demand side has been carried out, for example research on tourist perceptions and motivation. (Wahyu Nirmala, 2014; Sri Astuti, 2015; Ayu Nusantini, 2015; Rizal, 2016) Likewise from the supply side, for example the quality of service for tourism workers (Mala Meko, 2013; Eka Suwintari, 2011; Siti Aisyah Sucihati, 2011). The research that will be carried out will focus more on the supply side, highlighting the Architect profession as a provider of design services for tourism facilities in Bali, which has never been done before. This research will analyze the opinions of Architects practicing in Bali about Balinese Traditional Architecture in the tourism context; It will also analyze the strategies that must be adopted in order to create synergy or mutualism for the sustainability of ATB and Bali Tourism.

Based on the background above, the questions to be answered in this study are as follows: (1) How are the internal and external factors of ATB seen from the perspective of an architect practicing in Bali; (2) What efforts have been made to create a mutually beneficial synergistic relationship between ATB and Bali Tourism?

RESEARCH METHODS

Methods

Based on the formulation of the problem that has been stated previously, then to answer this is done by mixed research methods (Mixed Methods) between qualitative and quantitative. The research locations were carried out in Denpasar and Badung as research case areas with the consideration that these two locations are tourism centers in Bali and are the places where most of the architectural consulting services are located, both freelancing and having their own offices.

The population of this study are architects practicing in Bali, registered as members of the Indonesian Association of Architects (IAI) in Bali who are domiciled in Denpasar or Badung. Until now there are 841 members of IAI Bali, of which around 70% (580) are domiciled in Denpasar and Badung. The number of samples taken was 10%, namely 60 people. From the questionnaires that were returned there were 12 whose data were not valid (incomplete, not in accordance with the expected data) so that the remaining 48 questionnaires were analyzed.

Data Analysis

Data analysis was carried out using qualitative descriptive techniques while for future design strategy analysis was carried out using Strength Weakness Opportunities Threats (SWOT) analysis with EFAS (External Factors Analysis Summary) and IFAS (Internal Factors Analysis Summary) matrices which would produce a general strategy (grand strategy)

RESULTS AND DISCUSSION

General description of the transformation of Traditional Balinese Architecture

Architects have an understanding of various interpretations of Balinese Traditional Architecture (ATB) as contained in the Provincial and Denpasar Regional Regulations regarding building layout. There are those who think that the transformation of ATB into a new function (including tourism facilities) is enough with the placement of ornaments in the design; some interpret it as not enough ornament but the elements of "head - body - feet" must be present; the more moderate ones argue, not just the physique but more importantly the philosophy. Theoretically, the transformation of traditional (vernacular) architecture can be carried out in three ways, namely: (1) Adopting elements of traditional architectural forms into modern forms; (2) Transferring the nature and ways of how traditional architecture is formed to create new forms; (3) Understanding the essence of traditional architecture towards modern architectural forms. Wondoamiseno (1991) describes the gradation of traditional architecture in modern buildings as follows: (1) embedding of traditional architecture in modern buildings; (2) the physical elements of traditional architecture are integrated into modern architecture; (3) the physical elements of traditional architecture are not clearly visible in modern architecture; (4) The form of traditional architecture dominates modern architecture; and (5) Expression of traditional architectural forms integrated into modern architecture.

So far, Balinese architects in terms of transforming ATB into modern buildings (including tourist facilities) have only been at the interpretive (derivative) stage of transformation (Ozkan, 1985), no one has yet reached the transformative stage, as did Yu Sing (Menara Pinisi in Makassar; Residential house in Cimanggis). This allegedly collided with existing regulations.

Steps to be taken for Balinese Traditional Architecture and sustainable tourism

To formulate a strategy for ATB management, internal and external factors are first described, which are then derived respectively in the form of a matrix. The internal environment in the IFAS Matrix (Internal Factor Analysis Summary) and the EFAS Matrix (External Factor Analysis Summary) environment. These two matrices will produce a general strategy (grand strategy). IE and SWOT Matrix analysis will produce alternative strategies.

General Strategy Analysis

General strategy analysis was carried out using the IFAS and EFAS Matrix tools. The results of the processing of the IFAS matrix can be seen in Table 1. From the internal conditions, it can be concluded as follows:

- The total IFAS score is 2.65 which indicates the internal position is in an average position.
- The total value of IFAS strength is 2.25 and weakness is 0.4, this shows that strength > weakness.

Table 1. Results of the IFAS Matrix Analysis

Internal Factors Strategy	Weight	Rating	Scoring
Strength			
1. Relations with religion	0.15	2	0.3
2. Part of the culture	0.2	4	0.8
3. Government regulations	0.2	4	0.8
4. Availability of skilled craftsmen	0.15	3	0.3
5. A distinctive ornament	0.05	1	0.05
			2,25
Weakness			
1. Need a large area	0.1	1	0.1

	Internal Factors Strategy	Weight	Rating	Scoring
2.	Lack of creative freedom, monotony, lack of innovation	0.03	2	0.06
3.	Expensive investment, complicated, maintenance costs	0.05	1	0.05
4.	Understanding of traditional architecture	0.02	2	0.04
5.	The interest of the younger generation is declining	0.05	3	0.15
				0,4
Total		1,0		2.65

Based on the results of the matrix of "strengths" and "weaknesses" shows that:

- a. Factors "Regional Regulations" and "Balinese Culture Section" get a high weighted score of 0.8. These two factors are strength factors which are considered very important because they have a weight of 0.2 each.
- b. The "reduced interest of the younger generation in ATB" factor is the main weakness of ATB transformation with a weighted value of 0.15 and indicated by a rating value of 3 with a weight of 0.05.

EFAS Matrix Analysis (External Factor Analysis Summary)

The results of processing the EFAS matrix can be seen in Table 3 with the following conclusions:

- a. The total value of the EFAS matrix is 3.23 which indicates that external influences on ATB management are high.
- b. The total value of the "opportunity" factor is 2.7, which is greater than the "threat" factor of 0.53.

Table 2. Results of the EFAS Matrix Analysis

	External Strategy Factors	Weight	Rating	Weight X Rating
Opportunity				
1.	The development of tourism in Bali	0.2	4	0.8
2.	Contribute to the economy and empower local communities	0.15	3	0.45
3.	Giving spatial identity, local identity	0.2	4	0.8
4.	Uniqueness	0.15	3	0.45
5.	Collaboration with modern architecture	0.1	2	0.2
				2,7
Threat				
1.	Increasingly limited land	0.05	2	0.1
2.	The variety of typologies and complex functions that are not adaptive is a burden for entrepreneurs	0.03	4	0.12
3.	Modern architecture that is simpler, minimalist, Modernization	0.02	3	0.06
4.	Increasingly rare building materials, beautiful and strong fabrication materials	0.05	3	0.15
5.	Control and supervision	0.05	2	0.1
				0,53
Total		1.0		3.23

Based on the results of the EFAS matrix in Table 3 for "opportunities" and "threats", it shows the following:

- a. The factors of "tourism development in Bali" and the longing for a "local Balinese identity" are the main opportunities for ATB transformation with a weighted value of 0.8 each. these factors become opportunities that have the highest level of importance with a rating value of 0.2 with a weight of 4.
- b. While the main "threat" factor is "the increasing difficulty of local building materials" with a weighted value of 0.15 which is considered the most important because it has a weight of 0.05 with a rating of 3.

Internal External (IE) Matrix Analysis

Based on the processing results of the IFAS and EFAS Matrix above, it can be concluded as follows:

- a. The total weighted IFAS value of the ATB transformation is 2.65.
- b. The total weighted value of the ATB transformation EFAS is 3.23.

The two values above are combined in the mapping of the total weighted value which shows the ATB transformation cell is in cell II. (see in Figure 1)

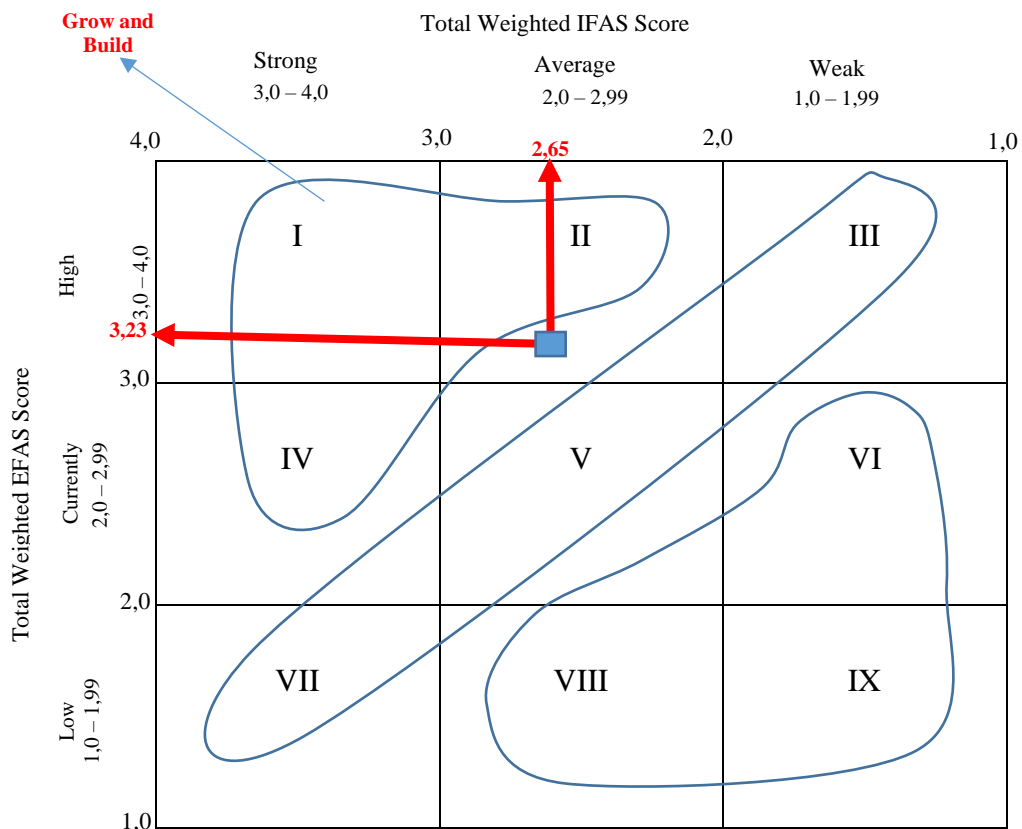


Figure 1. Internal External (IE) Matrix Results

The mapping of each total weighted value of internal and external factors places the ATB position in cell II. This shows that ATB is in an average condition that can be managed in the best way using a growth strategy. The placement of the Architect consulting manager also identified that architects/consultants had to anticipate threats from outside consultants who in the end mostly practiced in Bali. The right strategy for architectural consultants is a growth strategy through the development of design products.

Product design development strategy can be done by doing product design differentiation and innovation. Balinese architectural designs, which so far have only relied on the use of natural materials, are trying to be developed through the use of the latest materials (steel, aluminum, poly

carbonate); In terms of design, it is time to develop a design at a more adaptive level of transformation today without losing its innate identity.

CONCLUSION

Based on the results of the previous analysis, a conclusion is obtained which is the answer to the problem formulation as follows: 1). The internal factor that has become the strength of the transformation of the ATB design for tourism facilities is the existence of a back up of the Regional Regulations of the Provinces of Bali and Denpasar concerning building layout. Apart from that, another strength is that ATB is a Balinese culture that is rooted in very strong Hindu religious beliefs. On the other hand, the external factor which is the strength of "opportunity" is the development of tourism in Bali. 2). The right strategy for architectural consultants to develop ATB is a growth strategy through product design development. Product design development strategy can be done by doing product design differentiation and innovation.

REFERENCES

- Abali, Ayse Zekiye, Deniz Erinsel Onder.1990. The Local Architectural Image in Tourism. *Annals of Tourism Research*, Vol. 17. pp.280-311. 1990.
- Alan Fyall. 2008. *Managing-Visitor-Attractions-New-Directions*. Oxford: Butterworth-Heinemann.
- BMW A. 2007. Architecture in Tourism. (Abstract Journal). *Pla'Tou*, Mai 2007.
- Cooper, Chris. 2016. *Essentials-of-Tourism*. Eidenburg: Pearson.
- Farshidfar, Ramin, Iman Pourkhiz. 2014. Architecture of Tourism and its Effect on Attract of Tourism in Iran. *International Journal of Architecture and Urban Development*, Vol.4, No.4, Autumn 2014.
- Fatma Kürüm Varolgüneş. 2017. The Role of Traditional Architecture in the Development of Rural Tourism: The Case of Turkey. *International Journal of Scientific Research* · November 2017
- Khaskar, Ali, Ali Tahmouri, Sarvenaz Hoseinrazavi. 2011. The Reciprocal Effect of Architecture and Tourism: The Sustainability Approach. *Journal of Tourism, Hospitality & Culinary Arts*
- Kierchhoff, H. W. 1996. Architecture and Tourism. *Research Notes and Reports*, Sheffield Hallam University Sheffield S17 4AB, UK
- Kürüm Varolgüneş, Fatma, Ebru Doğan, Sadık Varolgüneş. 2017. The Role of Traditional Architecture in the Development of Rural Tourism. *International Journal of Scientific Study*. November 2017, Volume 5, Issue 8.
- Laloma, Indriani dkk. Pendekatan Arsitektur Nusantara Pada Desain Objek Kawasan Wisata Pantai Kabupaten Kepulauan Talaud. *Jurnal Fraktal* Vol.3 No 1 (11-20).
- Lasansky D. Medina and McLaren, Brian. 2004. *Architecture and Tourism: Perception, Performance and Place*. Oxford: Berg.
- Paturusi, Syamsul Alam dan Widiastuti. 2014. Transformasi Konsep Arsitektur Tradisional Bali Dalam Fungsi Modern. *Proceeding : Rangkaian Seminar Jelajah Arsitektur VI-2014*. Seminar Nasional Rumah Tradisional : Transformasi Nilai Nilai tradisional dalam Arsitektur Masa Kini. Mataram 19-20 November 2014. Kementerian Pekerjaan Umum, Badan Penelitian dan Pengembangan, Pusat Penelitian dan Pengembangan Permukiman
- Pla'Tou. 2007. Architecture in Tourism.
- Rachman, Delly. 2018. Pencampuran Arsitektur Tradisional dan Modern Pada Perencanaan Taman Walisongo di Cirebon. *Jurnal Arsitektur PURWARUPA* Volume 02 No 1 Maret 2018.
- Scerri, Moira, Deborah Edwards, Carmel Foley. 2018. Design, Architecture and the Value to Tourism. *Tourism Economics*1–16.
- Syahrbanu.2018. Arsitektur Regionalisme pada Fasilitas Wisata Budaya Sebagai Pengembangan Desa Wisata Wirun di Kabupaten Sukaharjo. *Senthong: jurnal ilmiah Mahasiswa* Vol.1 No.2 2018

Swarbrooke, John. 2002. *Development-and-Management-of-Visitor-Attractions*. Oxford-Butterworth-Heinamann.

Specht, Jan. 2014. *Architectural Tourism: Building for Urban Travel Destinations*. Munich: Springer Gabler.

Vukadinovic, Ivana. 2011. *Architecture in Tourism*. Master Thesis.

Weka Wendyputra, I Putu. 2013. *Arsitektur Modern Di Kawasan Pariwisata Amed*. JURNAL SAINS DAN SENI ITS Vol. 2, No. 2, (2013)