

Evoking traditions and creating uniqueness: traditional settlements and tourism in disruptive era

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Abstract. Culture is a capital of a tourism development in many tourist destinations including Bali. However, Balinese beaches are the most popular attractions in some regions even though they have unique traditions or traditional settlements. This presents that they are not confidence to utilize their traditions as main resources to get tourist attention. In this disruptive era, new tourist destinations try to get more tourist attention by creating many interesting activities and designing very attractive tourism areas. These attempts are challenges for popular destination like Bali to prevent its popularity by promoting uniqueness and diversity of Balinese traditions and culture. To do so, uniqueness and diversity of Balinese culture could be maintain and reinvent especially the culture in less popular tourist areas such as Amed and Bunutan. By examining the setting and forms of the traditional Balinese settlement and houses in these areas, this study discusses and contextualises the attempt to maintain uniqueness and diversity through reinvent or resurrect local traditions and traditional settlement and architecture. One of the uniqueness of Balinese culture is the diversity of Balinese architecture and traditional settlements. Therefore, maintaining these diversities is the way to present the distinctiveness of Bali with others in this disruptive era.

Keywords: uniqueness, traditional settlement, disruptive era, Balinese architecture

1. Introduction

Culture is a capital of a tourism development in many tourist destinations. Tourists' desire to see and experience an original nature and culture has motivated tourist destinations such as Bali to protect and maintain their culture. On the other hand, Balinese living in tourist areas desire the economic benefits they can derive from tourism. Cultural activities are the most important to create uniqueness of tourism destination. The uniqueness plays a vital role to attract tourists in this disruptive era. However, some tourist destinations that have beaches usually rely on the beach as capital for tourism developments. They do not realize the power of culture in attracting tourists in which since some beaches in Bali are similar conditions, the use of beaches as main resources can cause the destinations are no unique. If the places are not unique, it causes the destinations become less popular and loss their visitors. In this disruptive era, tourist destinations should try to get more tourist attention by creating many interesting activities and designing very attractive and unique tourism areas. These attempts are challenges for popular destination like Bali to prevent its popularity by promoting uniqueness and diversity of Balinese traditions and culture.

Bali accentuates its culture to be a magnet for tourists. However, tourist development in Bali is divided into "*sunlust*" and "*wanderlust*." The first is tourists motivated by the desire for the three "s"

namely: sun, sea and sand. The second is tourist activities that focus on the experiencing of different peoples and cultures [1]. In this model, there are two ways for tourists to experience the culture. The first is called “tours of living culture” [2] in which tourists can see cultural forms in their natural setting: religious shrines, markets, ceremonies, etc. The second is related to cultural performances as staged productions. These include artisans working, chefs cooking, dance and theatre performances [2]. Cultural activities, such as many ceremonies dedicated for God, the environment and ancestors, can be seen by tourists, as suggested by Wood [2], as “tours of living culture.” A village and traditional houses are stages for cultural performances including ritual processions, from a traditional house to a graveyard and from a temple or a traditional house to beaches. Tourists can freely witness such activities in streets, cemeteries, beaches or other places in a village.

The abovementioned activities are performed based on the *desa kala patra* concept [3]. The concept teaches the Balinese that everything and activities are performed in accordance to location or space, time and circumstance [3, 4, 5]. Using this concept, external cultures such as those of China and India, are modified to fit the novel conditions, beliefs and values of Balinese societies. These are then integrated and adopted into the culture of the Balinese so that gradually they are recognized as an original culture [6]. The paper begins with the method used in this paper. The following section explores the relationship between the disruptive era and tourism development. Finally, the discussion about the role of the uniqueness of Balinese culture and the diversity of Balinese architecture, and their relationship with tourism development in this disruptive era are explored.

2. Method

Therefore, by examining the setting and forms of the traditional Balinese settlement and houses in Amed and Bunutan, this paper discusses and contextualizes the role of architectural aspects as part of culture to create uniqueness in tourism development. This paper argues that maintaining local culture through reinventing or resurrecting local traditions and traditional settlement and architecture is an attempt to sustain tourism activities. In order to achieve the purpose, the physical pattern of the village and houses were recorded and investigated through visual documentations and examinations. The implementations of cultural uniqueness to attract tourists were then investigated through interviewing the tourism stakeholders.

3. Result: Disruptive era and tourism in Bali

Disruptive innovation is not just in term of economy activities but this also includes many aspects of activities such as government, law, politic, construction and urban planning [7]. Focus of this innovation is related to how far the activities are related to the demands of their customer or users [7, 8, 9]. The character of this disruptive innovation and era is that new technology can disrupt mainstream economy activities when they refuse to adopt the advance of technology or when they do not address the demands of their users. Disruptive era is marked by the rapid changes of advance technology and communication so that the delay in anticipating such progress may result in the abandonment of an economic activity or community service by its users. However, an economy activity should be careful to use or offer some products or technologies to their users since some users still want to find something olds or to refuse to use a new technology offered. In this case, an economy activity can avoid and pay careful attention to potentially disruptive technologies that do not meet current costumers’ needs [8]. Since innovation become an important aspect in the integration of technical and market information, it is essential for an economy activities and community service to identify any changes in the technologies and recognize the changes of users’ needs [9].

In tourism economy, offering something new and unique to tourists is an important aspect to attract tourists. Sun, sea and sand are important aspect in tourism activities. This aspect categorize as “*sunlust*” in which according to Gray [1], this category offers a destinations for relaxation for tourists. Many tourist destinations in Bali are confident to use sun, sea and sand as their advantage and main resources. They focus to attract tourists in their beaches and sea. They create many beaches’ activities

such as canoe, sun bathing, boat and other activities. Some others rely on the sea where they create activities in the sea such as diving. Such destinations do not aware that the resources like they have are also everywhere in which many their competitors have similar resources even much better. This unawareness has a potent to cause their customers will leave them because other competitors offer something similar with more reasonable price. In this disruptive era, something unique must be created and identified so that their resources will more interesting than the others. Aspects that can create uniqueness in a tourism destination are cultural activities called. These activities usually called cultural tourism are different in every location.

In this cultural tourism, traditional villages and houses become stages of cultural performances. Many festivals are performed in a temple and utilise many areas of a village during the ceremonial processes. *Melasti* is one of the rituals during a festival in a temple that attracts visitors. This activity is dedicated to God in order to purify spiritual offerings. Villagers bring offerings and parade from a temple to either a river or a beach. *Ngaben* is another ceremony that is performed in both a traditional house and village facilities. This ceremony is performed in a house, and a family, helped by the villagers, brings a dead body to a graveyard using a tower building called *wadah*. Such activities are found in almost every village in Bali and become a cultural performance to attract tourists.

There is an interrelationship between tourism development and culture. A culture that consists of artefacts, performances and other products or services of ethnic groups is a resource for development in many tourist destinations, including Bali. Cultural preservation supports tourism, and its development has stimulated the awareness of the people to preserve the richness of their culture [10]. However, critics of tourism as an agent for cultural preservation have pointed out that the tourism industry has negative impacts, such as the degradation, commercialization, cultural deterioration and turistification of culture including architecture [11]. Tourism has also produced and shaped a new architectural concept that gradually overlooks the diversity of locality in architectural traditions into a single, unified Balinese architectural style, the Gianyar architectural style [12]. This style has been applied in many buildings including public buildings and houses and has become the preferred architectural style in Bali. Therefore, local identities and styles that contribute to the diversity of Balinese architecture are no longer represented.

4. Discussion: the uniqueness of traditional villages and houses as tourism attractions

Disruptive era has already caused the operators of business activities to create something new and unique for their sustainability. Disruptive innovation is a changing process in which the new businesses are slowly taking on the old business market if the old do not aware about the changes of technology and customer needs. In tourism activities, the desire of tourists to enjoy the local atmosphere has influenced tourism business. In Bali, since the introduction of tourism, the culture has been utilized as an asset for economic purposes. The preservation of Balinese culture is central to a “cultural tourism” economy as a means to attract tourists [13]. Therefore many tourist destinations in Bali try to maintain their culture including their architecture or their traditional settlements. Ubud, for example, regarded as the cultural capital of Bali, still uses the traditional architecture style in their tourist facilities. Many traditional house and settlement components are still used as an asset and as parts to attract tourists. In the traditional house, People built tourist facilities, in the front, compound and backyard, in which the facilities have been designed in such a way that tourists can enter the house and experience the traditional architectural style. In this case, the traditional houses have undergone a process of transformation. The transformation and the application of traditional style indicate that tourists have evoked awareness in people to maintain the traditional style in the house as a strategy to attract tourists [14]. Many traditional settlements have also been components to attract tourists such as Penglipuran and Tenganan.

This condition contrasts with the tourist destinations that rely on beaches as capital to attract tourists such as Kuta and Sanur that are still popular in Bali. However, data shows that some other tourist destinations using or relying on beaches have become less popular such as Candidasa and Lovina while some others become difficult to be popular beaches such as Amed and Bunutan. Some

guests report that they do not want to go to other beaches if the others are similar to Kuta and Sanur, so in these conditions, unique is very important to attract tourist. Beaches are everywhere in Bali and other regions in Indonesia, so if unpopular destinations rely on their beaches, they should have something special to attract tourists. In this disruptive era, the innovation of attractions for tourists will influence the increase of the number of tourists. Almost all tourist destination use

Amed and Bunutan have something good in underwater panorama. However, many places in Bali such as Nusapenida and Nusa Dua also have good panorama of their underwater. They also have many services for tourists to dive and other underwater activities. So that, in order to create tourist destinations to become more popular in this disruptive era, Amed and Bunutan should use other components to attract tourists stay longer. However, they just rely on their beaches in which they do not try to use other aspects to attract tourists. The development of tourist facilities and supporting component to attract tourists just focuses on the beaches. They do not try to use their villages' pattern or their architectural style as a part of touristic promotion. The village and the traditional house look like do not support the attempt to attract tourists. It can be seen from their villages' view. Some traditional houses and the front wall of the houses have been transformed to use modern architectural style so tourists are difficult to have special sense of space in particular tourism destination (Figure 2).



Figure 2. Two parts of traditional settlement in Amed

The component that can be used as an important aspect to attract tourists is their culture. The activities of people to visit historic sites, cultural landmarks, attend special events and festivals, or visit museums are getting popular [15]. These activities, in 1980s, began to be realized as cultural tourism [16]. These activities are influenced by the motivation of tourists to explore for cultural experiences consisting any products or services of local communities who share their history, culture and way of life [17]. Cultural tourism is the travels of persons for cultural motivations such as performing arts and cultural tours, travel to festivals and other related events [18]. Based on this phenomenon, many countries try to maintain their culture as resources to create attractions and gain tourist attention [19].

Based on phenomenon, in this disrupted era that focuses on the uniqueness of a product, Amed and Bunutan should evoke and utilize their culture as the others resources to attract tourists such as cultural and ceremonial activities, architectural styles, traditional houses and traditional settlement and pattern. The culture that is special in those regions to create uniqueness is the pattern of their traditional villages. Different from other Balinese villages, the pattern of the settlement of the both villages uses different orientation. The orientation concept in most villages in Bali is influenced by the geographical condition of Bali where the highland is situated in the middle of the island stretching from east to west. This condition causes *kaja* and *kelod* are variable directions. *Kaja* (toward to mountain) is the north and *kelod* (toward to sea) is the south in the southern part of Bali and vice versa. On the other side, *kangin* and *kauh* are fixed directions. *Kangin* is the direction of sunrise (the east) and *kauh* is direction of sunset (the west). *Kangin* where the sun raises bringing the light, day and life is the sacred direction. In contrast, *kauh*, where the sun has passed, is the profane direction (Figure 2)[20].

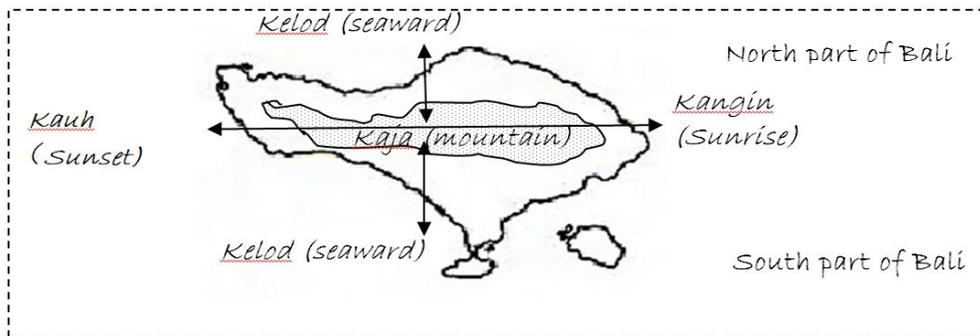


Figure 2. The two opposition concept, *kaja-kelod* and *kangin-kauh* in most villages in Bali[20].

On the other hand, in Amed and Bunutan, the orientation focuses on the main mountain around these villages namely Mount Bisbis and Seraya. The both mounts are small and not too high, but have special value for both villages. While in Southern of Bali, *kaja* is the north and *kangin* is the east, in Amed *kaja* is west and *kangin* is south. In Bunutan, on the other case, *kaja* is the south-west while *kangin* is east (Figure 3) [21].

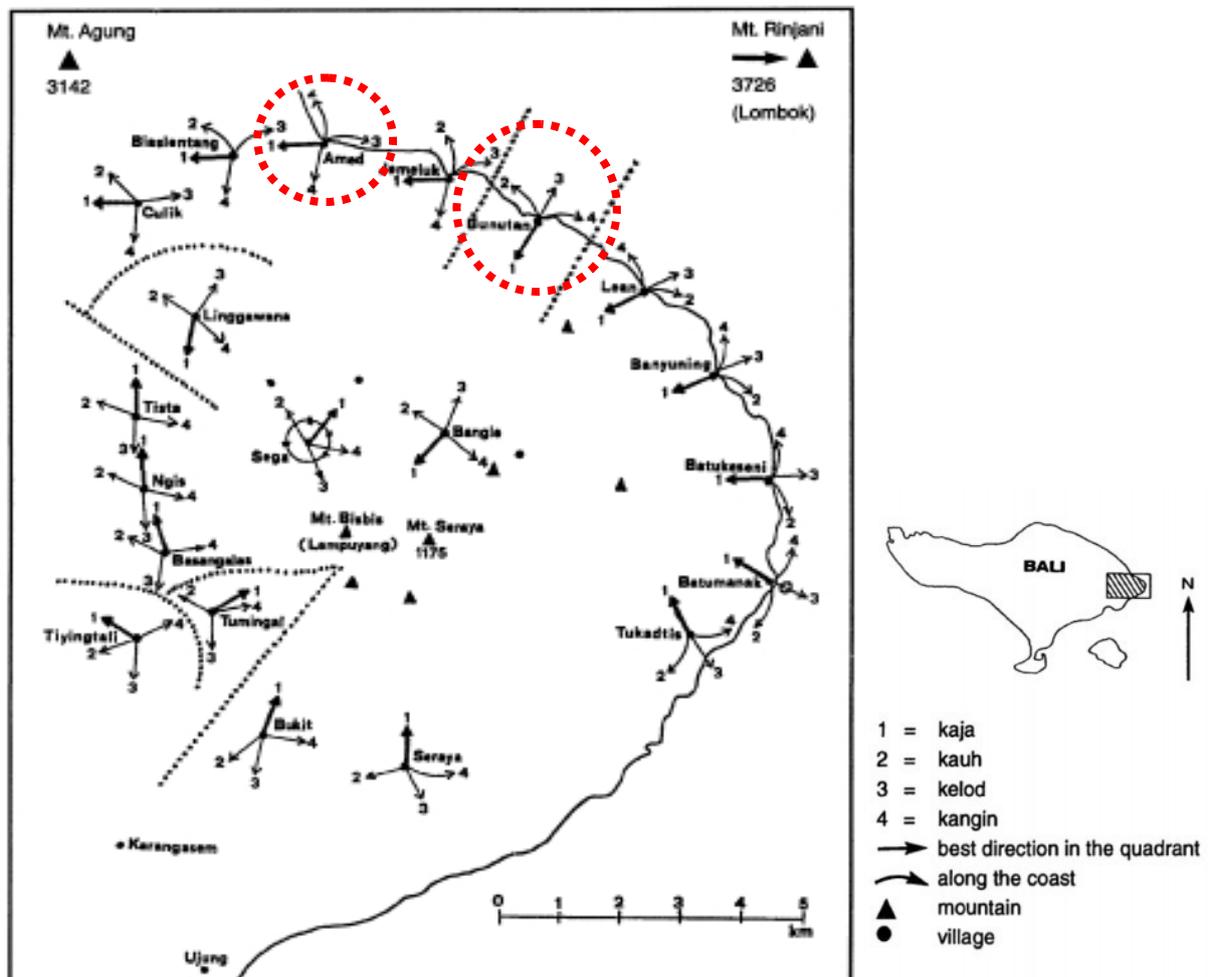


Figure 3. Traditional orientation system in many villages including Amed and Bunutan in Eastern of Bali [21].

Both directions are very important in Bali in which this is the main orientation as a place of God. This uniqueness influences the cultural activities and pattern in which here tourist will see the diversity of architectural styles and patterns in Bali that will make tourist more curious to explore Bali in general and specially Amed as well as Bunutan. Each village has a unique pattern that cannot be seen in other places in Bali. This uniqueness will affect to the tourism development and can be used as a mean to attract and enjoy tourists to stay longer in the both villages. The uniqueness of cultural attraction is an important resource to attract tourist. The dialects of Balinese architecture will give substantial impact and support to the developing of cultural tourism in Bali that one of important livelihood of Balinese communities. The uniqueness will become the resource to promote Amed and Bunutan. Using advance technologies such as online travel agent, the both village can produce interesting website and information to promote their spatial pattern and architectural uniqueness as a part of their marketing system. They can show the design of hotel, villa, restaurant, bungalow that use or apply traditional wisdom and architecture to attract tourists. The people also can open their traditional houses and use one or two of their rooms for tourist accommodations so that tourists can experience traditional daily life with local people. This experience will be important and interesting activities for tourists to visit and stay in the both villages. Tourism is dynamic phenomenon, so that the implementation of the architectural styles in tourism buildings is also dynamic.

However, there is the lack of studies about architectural style in many parts of Bali. The uniqueness of every style and pattern as well as the beauty of architectural diversity including the architecture and the pattern of village in Amed and Bunutan have not been exposed in detail and comprehensive. Consequently, the communities, local governments, and other stakeholders have little information and guidance for building practices. Therefore, the exploration in a comprehensive research of diversity of local architectural styles is essential. The exploration is necessary to evoke the uniqueness local architecture styles as parts of cultural identity. Therefore, this component must be identify and then apply in the architecture of tourist facilities in both villages. Evoking this component as their traditions is an attempt and challenge of local people to create uniqueness of the villages. As a part of culture, this component based on the orientation system is a way for both villages to sustain their tourism activities in this disruption era. These evoking local styles are a part of the inventories of architectural styles in Bali.

5. Conclusion

- In tourism economy, offering something new and unique to tourists is an important aspect to attract tourists however, some tourist destination just rely to something mainstream object such as beaches. This strategy has a potent to cause their customer will leave them because other competitors offer something similar with more reasonable price.
- In this disruptive era, something unique must be create so that the destination area will more interesting than the others. An aspect that can create uniqueness in a tourism destination is cultural activities. These activities usually are different in every location.
- The unique pattern of the village and house can be used as a way to attract tourists. However, these components should be identified and then applied in the architecture of tourist facilities. Evoking this component is an attempt and challenge that must be done by people to create uniqueness of the villages.

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