

THE IMPACTS OF TOURISM INVESTMENT TOWARDS THE RESIDENTIAL AREA IN UBUD BALI: SPATIAL, SOCIAL AND ECONOMIC TRANSFORMATIONS

Gaek Raka Juniawati^{1*}, Anak Agung Ayu Oka Saraswati², Anak Agung Gde Djaja Bharuna³

^{1,2,3}Universitas Udayana, Jalan Raya Kampus Unud; Badung Regency, Indonesia.

Article Received on 24/04/2023

Article Revised on 15/05/2023

Article Accepted on 05/06/2023

*Corresponding Author

Gaek Raka Juniawati

Universitas Udayana, Jalan
Raya Kampus Unud;
Badung Regency,
Indonesia.

ABSTRACT

The captivating beauty of Bali, particularly Ubud, has invited tourists from all over the world to visit Bali which then brought various major changes. Local sources and interviews with community leaders indicated that tourism initially flourished in Ubud due to its intriguing culture. Moreover, the initial appeal of Ubud for tourists lies in its

social values, where visitors are engaged in social activities and experience typical to Ubud. Tourism has been a thriving sector, motivating local community to start offering homestays and rent houses. Recognizing this opportunity, investors have started providing funds to develop residential areas for the local community. However, the rapid growth of tourism has necessitated adjustments to the arrangement of settlements in Ubud. This study analyzed the resulting transformations and provided an overview of the changes occurring in the settlements of Ubud. This qualitative study employed a phenomenological approach, where data were collected through field observations, in-depth interviews, and field analysis to explore the phenomena of investment's impact on space, economy, and social aspects. The study's outcomes encompass macro and micro mapping of the observed changes, providing a comprehensive understanding of the functional shifts occurring in Ubud in terms of spatial organization, socio-cultural dynamics, and economic patterns.

KEYWORDS: Function, investment, settlement, tourism, Ubud.

INTRODUCTION

Bali has gained worldwide renown as a tourist destination due to its exceptional natural beauty, as noted by Sugiantara (2017), dan Trisna *et al.* (2015). While it is true that Ubud does not boast beaches or mountains like other areas in Bali, it still holds immense appeal for tourists. Despite being predominantly characterized by gently sloping terrain, as described by Miarta (2019), Ubud continues to attract a significant number of visitors. This is evident from the increasing annual data on Ubud's tourist arrivals, as reported by Susanthi (2020) and Meikassandra *et al.* (2020).

According to Meikassandra *et al.* (2020), Sutarya (2018), and Vickers (2019), tourism in Ubud was initially introduced as a place for relaxation and tranquility. The name "Ubud" itself comes from the word "Ubad," meaning treatment, indicating that tourists visiting Ubud seek to alleviate their burdens and find mental and physical calmness, as highlighted by Wijana & Rahmawati (2020) and Meikassandra, *et al.* (2020). This focus on healing and tranquility is evident in the various tourism facilities available in Ubud, such as yoga centers, reading retreats, and other amenities (Falabiba, 2019). As a result, Ubud has developed a distinct tourism identity over time, leading to its enduring popularity, as noted by Sudana, *et al.* (2020). Furthermore, MacRae (2005) suggests that the local residents' housing, which later became homestays, initially served as resting places for guests visiting Ubud. The cultural values of Bali as explained by Purwantiasning (2018) and Sudana *et al.* (2020) also play a role in shaping Ubud's tourism landscape. Even though certain villas and resorts are located outside Ubud area, they still associate themselves with Ubud, as mentioned by Susanti (2020). This further contributes to the attractiveness of Ubud name as an appealing destination, as emphasized by Trisna *et al.* (2015). These factors serve as significant attractions for investors interested in leveraging Ubud's appeal, as stated by Lianto *et al.* (2021).

The tourism industry in Ubud has led to rapid economic development, as highlighted by Anggi *et al.* (2020). According to Mr. Made Mudra, a local resident, the demand from tourists wanting to immerse themselves in Ubud's culture for several days led to the establishment of the first homestay in 1980. This paved the way for the rapid growth of homestays in Ubud, reaching its peak around 1998, as noted by Wiguna *et al.* (2018), Anon (2020), Hartawan (2021), Kalpikawati *et al.* (2020), Maulana (2017), Pinaria *et al.* (2021), Pitanatri & Pitana (2019), Pradana & Arcana (2020). Consequently, the livelihoods of the surrounding

community shifted significantly, with farmers transitioning to becoming tour guides and providers of various tourism-related services in Ubud, as mentioned by Rwa (2017) and Susanthi *et al.* (2020). In fact, currently, 80 percent of the people in Ubud rely on tourism for their livelihoods, as reported by Narottama & Moniaga, (2021).

In the early 2000s, investors began to contribute to the development of Ubud's tourism industry (Badan Koordinasi Penanaman Modal, 2020). Historical developments in Ubud suggest that besides internal factors, external factors play a substantial role in this development, as mentioned by Wiguna *et al.* (2018), Couteau (2013), Susanthi *et al.* (2020), and MacRae (2005). External factors, including the influence of investors, have significantly impacted the changes in Ubud, as stated by Ernawati *et al.* (2018) and supported by in-depth interviews with local community leaders. The interviews revealed that a significant change occurred in 1998 when investors approached residents to offer funds for building homestays and transforming the front areas of their houses into shops. This marked a turning point, leading to continuous physical changes in the area, as also acknowledged by Pitanatri & de Pitana (2019). The close relationship between tourism, spatial organization, social dynamics, and economic development plays a pivotal role in shaping and enhancing the area, as emphasized by Purwantiasning (2018).

The impacts caused by tourism development consist of several aspects, namely economic, social and cultural aspects as stated by Cakabawa & Tuni (2018). Many infrastructures play a supporting role for evidence of the development of a region as explained by Tupamahud & Tipka (2016) apart from that local policies are also very helpful for the economic development and investment of a region according to Wulandari (2014) the economic and tourism sectors are interrelated with one another (Adinugroho, 2017).

Another very visible impact due to investment in tourism is the social impact due to acculturation (Surwiyanta, 2003). Apart from that, of course, the impact caused by tourism is the environmental opinion of Miswanto (2018). Not only that, but a lot has changed since tourism entered Ubud according to Ubud (Christine Pratama *et al.*, 2016). Which is further away from the beginnings of Ubud's fame. Observing this, we will graphically convey the development of Ubud from several years ago. With this aim, I try to collect existing data and analyze the changes that have arisen and provide an overview of the developments in the changes in the function of settlements in Ubud Village.

METHOD

In this study, a qualitative method with a phenomenological approach was employed to examine the actual situation in the field and understand the changes that occurred based on existing phenomena, as supported by Anon (2002), Wahidmurni (2017), Gunawan (2014), Lexy (2010), Moleong (2019), Somantri (2005) serta Sugiyono (2018).

The study involved several initial stages, including data collection through field observations and interviews. The interviews were conducted multiple times, employing both open-ended and closed-ended questions. The researchers sought insights from various sources, including the local community of Ubud and influential leaders involved in investment activities within the region. Following data collection, the analysis stage employed a descriptive analysis approach. This involved describing the results of the analysis through a comprehensive paragraph, providing detailed information and insights into the findings. In addition, the accuracy of the data was ensured through the triangulation method, as suggested by Febrian *et al.* (2020), Putri (2019), Sugiantara (2017), serta Wartaman & Koestoer (2007).

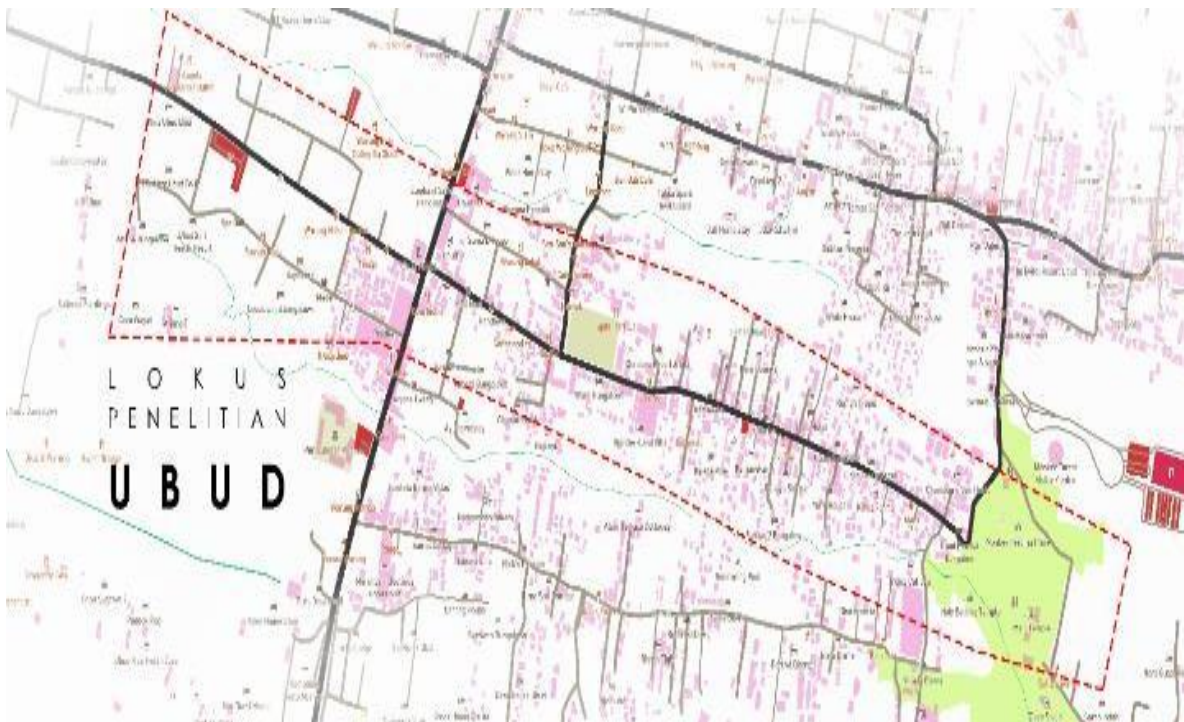


Figure 1: Site Map.

Source: Private Data, 2018.

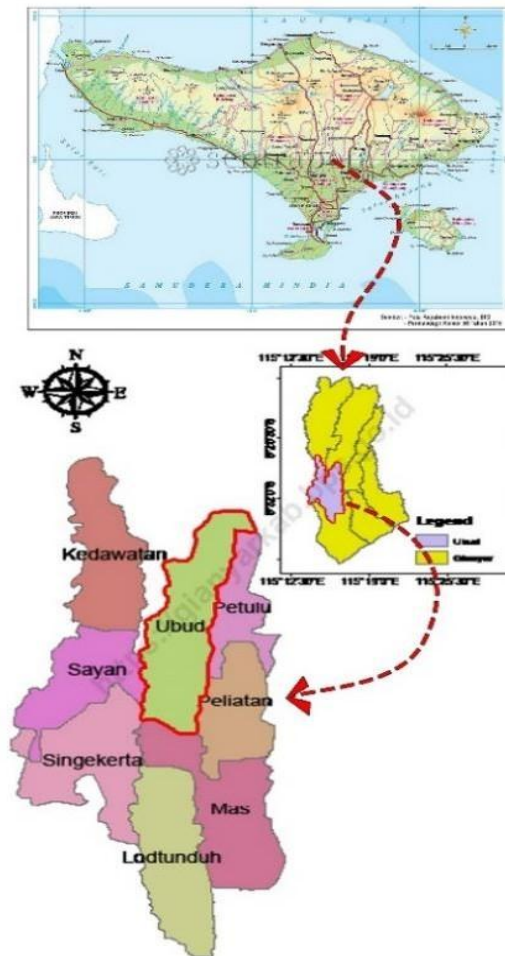


Figure 2: Map of Ubud District.

Source: Statistics Indonesia, 2021.

The research focused on Ubud Village, along with seven neighboring villages: Petulu Village, Peliatan, Mas, Lotunduh, Singakerta, Sayan, and Kedawatan, as identified by the Central Bureau of Statistics (2020). The research locus commenced from Ubud's zero point and extend along Jalan Suweta and Monkey Forest Road, covering a horizontal area of two hundred meters from Ubud's zero point. The study gathered data from 50 samples along Jalan Suweta and 60 data samples along Monkey Forest Road to provide insights into the specific areas under investigation and to capture a representative picture of the phenomena occurring in those locations.

RESULTS AND DISCUSSIONS

a. Transformation of Spatial Function Order in Residential Area in Ubud

In Ubud, residential buildings typically adhere to the Balinese housing concept, characterized by the presence of a central courtyard called "natah," depicted by a white box in the area of

each sample. However, with the advent of tourism and investment, residential buildings in Ubud have undergone various additions and modifications, represented by the colors red, yellow, and blue. These changes include alterations to the spatial arrangement, such as the addition of extra floors and the relocation of building functions to these new levels. The building samples were selected randomly from different positions to ensure representation across the area. These samples were divided into two groups based on their location: the west road and the east road.

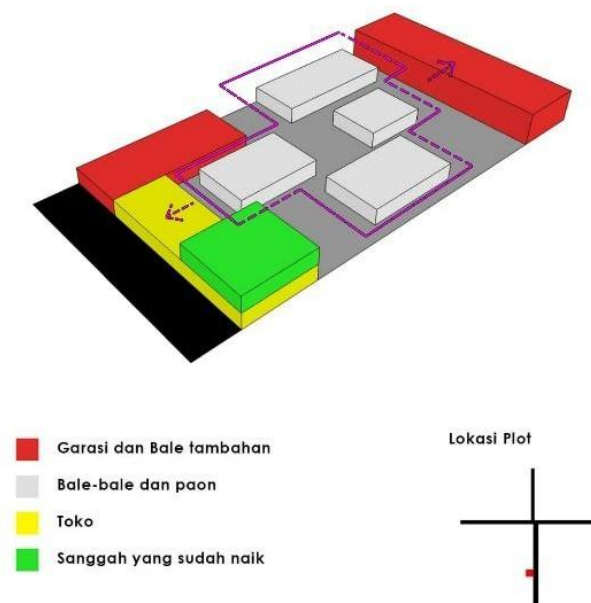
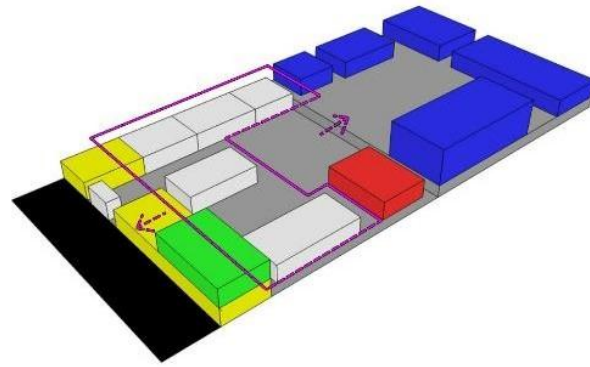


Figure 3: The Typology of Sample House 1.

Source: Authors' analysis, 2021.

In sample one, the original residential building (depicted in white) has undergone changes due to tourism investment. An additional commercial function (represented in yellow) has been introduced on the second floor, and the sitting area has been relocated accordingly.



- Bale tambahan
- Bale-bale, paon, dan angkul-angkul
- Toko
- Sanggah yang sudah naik
- Homestay

Lokasi Plot

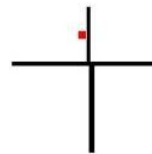
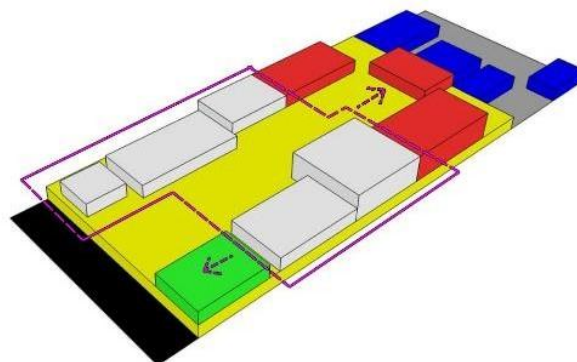


Figure 4: The Typology of Sample House 2.

Source: Authors' analysis, 2021.



- Bale tambahan
- Bale-bale, paon, dan jineng
- Toko
- Sanggah yang sudah naik
- Homestay

Lokasi Plot

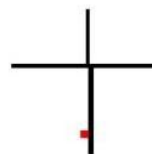


Figure 5: The Typology of Sample House 3.

Source: Authors' analysis, 2021.

Samples two and three also exhibit similar transformations. The original residential buildings (in white) have acquired an additional commercial function (in yellow) on the second floor. Homestay function has been incorporated into one of the courtyards, reflecting the influence of tourism investment.

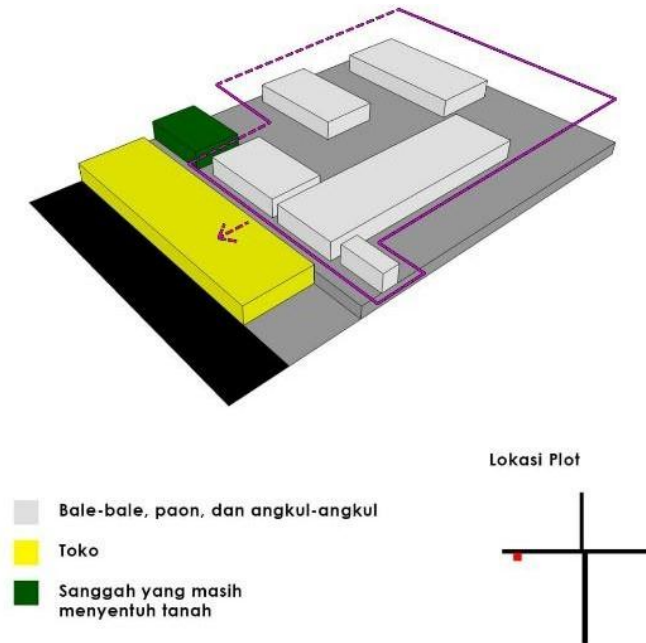


Figure 6: The Typology of Sample House 4.

Source: Authors’ analysis, 2021.

Sample four demonstrates the addition of a commercial function (in yellow) to the original residential building (in white), with the sitting area (in green) remaining on the ground floor. However, the shop's elevation has slightly decreased.

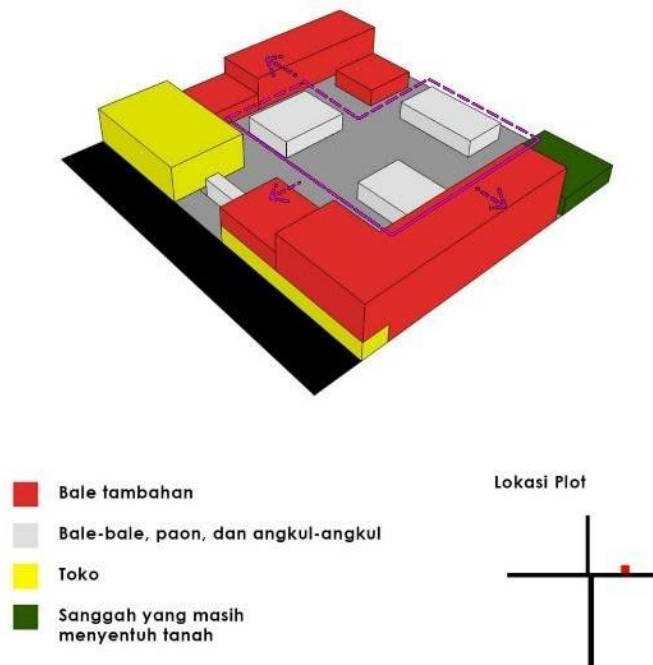


Figure 7: The Typology of Sample House 5.

Source: Authors’ analysis, 2021.

In sample five, the original residential building (in white) has acquired a commercial function (in yellow) with a pedestal position (in green) on the ground floor. Furthermore, an additional building (in red) has been constructed for housing purposes.

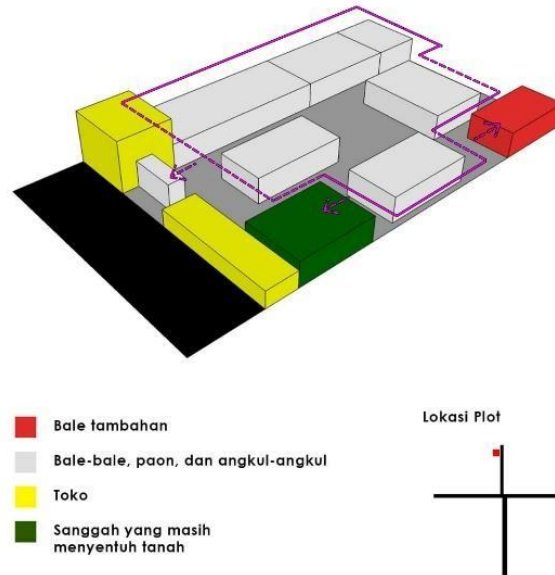


Figure 8: The Typology of Sample House 6.

Source: Authors' analysis, 2021.

Sample six features the original residential building (in white) with a commercial function (in yellow) on the first and second floors. The sitting area (in green) remains on the ground floor, and there are additional structures used for housing.

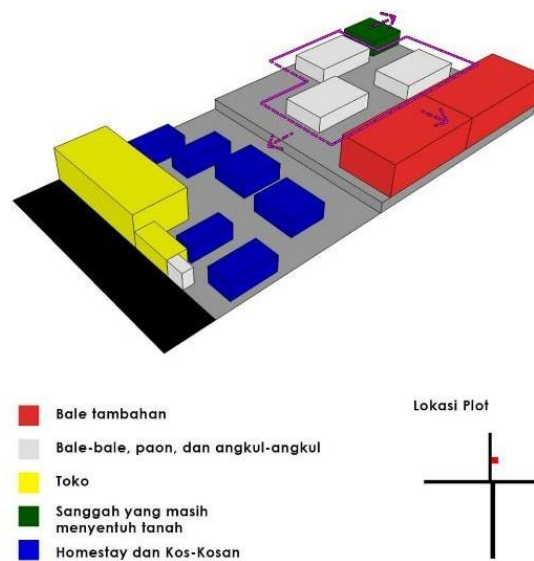


Figure 9: The Typology of Sample House 7.

Source: Authors' analysis, 2021.

Lastly, sample seven showcases the original residential building (in white) with an added commercial function (in yellow) and a homestay function (in blue) on the ground floor.

b. Transformation of Functional Order in Ubud Locus Area.

The functional order at the locus of the area can be divided into three regional zones based on changes. The first zone, represented by the color green, indicates insignificant changes in function. These areas include the monkey forest public area, the Astina Ubud field, Bale Banjar (community meeting spaces), and the sacred places of temples. These locations have maintained their functions for more than fifteen years, with their positions and spaces remaining unchanged.

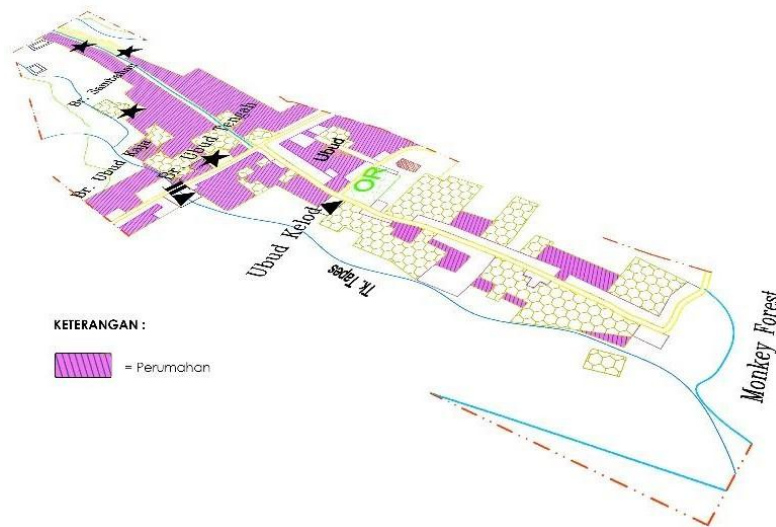


Figure 10: Ubud 2001.

Source: Authors’ analysis, 2021.

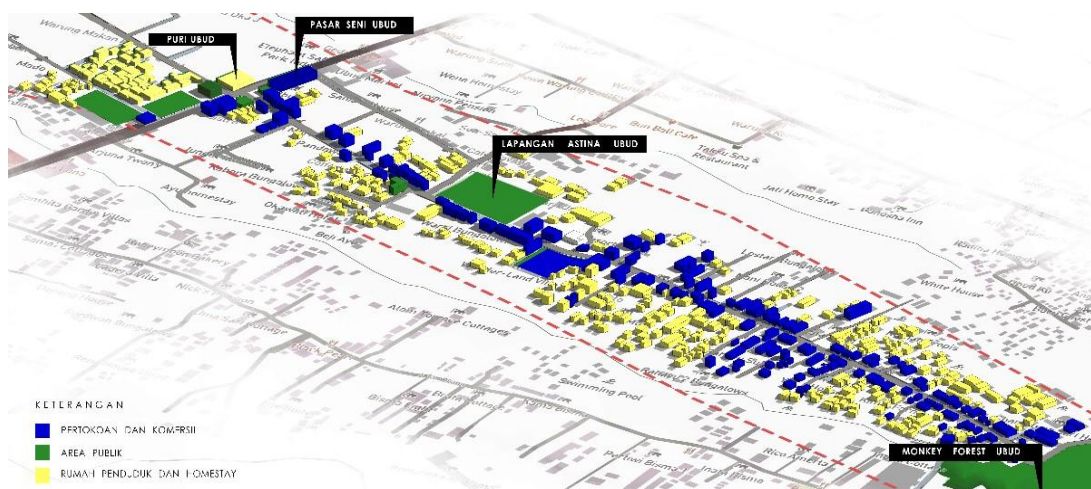


Figure 11. The Current Residential Area Map.

Source: Authors’ analysis, 2021.

The second zone, represented by the color blue, pertains to the commercial area that is experiencing increasing encroachment on its existence. However, at the locus of this area, its state remains unchanged. This area is situated at the outermost part of the residential areas and has been developed by investors as shophouses or shops.

The third zone encompasses the function of housing. In the research locus area, the housing function has undergone significant development, with changes and additions occurring within a span of less than five years. Various modifications, both in terms of mass and function, have been made within the residential area itself.

Non-Physical Transformations in Ubud

c. Economic Transformation: Shift in Community's Occupations

Tourism investment in Ubud has brought about a notable economic impact on the local community. Previously, the residents of Ubud primarily relied on farming as their main source of income. However, with the rise of tourism, there has been a notable shift in livelihoods, with many individuals transitioning to roles such as tour guides or other occupations related to the tourism industry. Based on interviews conducted, it has been found that approximately 80 percent of the population in Ubud now depend on the tourism sector for their livelihoods. This economic transformation has historically led to improved economic conditions for the people of Ubud.



Figure 12: Ubud in the Past.

Source: Bali toursclub, 2021.



Figure 13: Commercial Area in Ubud Recently.

Source: Private Data, 2021.

d. Social and Cultural Transformation

As tourism in Ubud developed, its initial purpose was to gain a deeper understanding of the daily lives of the local people. Over time, Ubud's tourism industry has grown significantly, showcasing unique daily activities. While this transformation has brought about changes in people's lifestyles, with many former farmers transitioning to become tour guides, it has also altered the social dynamics. Initially, tourists had direct involvement in experiencing and becoming part of Ubud community. However, the current situation has shifted, as visitors now seek locations with cliffs, deviating slightly from the original cultural focus that initially drew tourism to Ubud.



Figure 14. Ubud in the Past.

Source: Bali toursclub, 2021.

CONCLUSIONS

This study described the micro and macro changes that occurred due to the impact of tourism investment itself. The impact of tourism was not only positive but also had negative effects. Both physical and non-physical changes occurred in line with the development of tourism in Ubud. Non-physical impacts included economic, social, and cultural effects. Economically, the development of Ubud village resulted in the emergence of numerous tourism-supporting facilities, such as clothing shops, souvenir stores, and culinary delights. In terms of the social and cultural impacts, the community, which was previously composed mainly of farmers with a strong cultural identity, transformed into tourism guides, leading to a reduction in traditional social activities in Ubud. On the physical front, there were changes in housing typology, and the regional functional order underwent a transformation that differed from its previous state.

ACKNOWLEDGEMENT

The completion of this article becomes possible because of the grace of the Almighty God. Gratitude is expressed to supervisor, lecturers and staff of the Master of Architecture Program at Universitas Udayana. Gratitude also goes to those who have assisted the open and structured interviews, Ubud community, and Ubud community leaders as well as other parties whose contributions are highly valued.

REFERENCES

1. Adinugroho, Gilang. Hubungan Perkembangan Wisata Terhadap Ekonomi Wilayah Di Gunungkidul Selatan. *Journal Of Regional And Rural Development Planning*, 2017; 1(1): 16.
2. Agus Wiguna, I. Made, I. Made Adhika, Dan I. Nyoman Sukma Arida. (2018). Usaha Pondok Wisata Sebagai Pendukung Pariwisata Budaya Berkelanjutan Di Desa Wisata Ubud. *Jurnal Master Pariwisata (Jumpa)*.
3. Anggi, Mutiara, Diananta Prमितasari, Dan Syam Rachma Marcillia. Citra Ubud Bali Berdasarkan Peta Kognisi Masyarakat. *Langkau Betang: Jurnal Arsitektur*, 2020; 7(1).
4. Anon. Perbedaan Pendekatan Kuantitatif Dengan Pendekatan Kualitatif Dalam Metode Penelitian. *Jurnal Manajemen Dan Wirausaha*, 2002; 4(2).
5. Anon. Balinese Traditional Homestay In A Sustainable Tourism Entering The Millennial Era. *Journal Of Xi'an University Of Architecture & Technology*, 2020; Xii(Iii).
6. Badan Koordinasi Penanaman Modal. Ini Negara Dengan Investasi Pariwisata Terbanyak

- Di Indonesia. *Badan Koordinasi Penanaman Modal*, 2020.
7. Badan Pusat Statistik. (2020). Kecamatan Ubud Dalam Angka 2020.
 8. Cakabawa Landra, Putu Tuni. Hukum Investasi Dalam Industrialisasi Kepariwisata Bali. *Jurnal Magister Hukum Udayana (Udayana Master Law Journal)*, 2018; 7(1).
 9. Christine Pratama, Axel, I. Gpb Sasrawan Mananda, Dan I. Nyoman Sudarta. Karakteristik, Motivasi Dan Aktivitas Wisatawan Asia Di Kelurahan Ubud. *Jurnal Ipta*, 2016; 4(1).
 10. Couteau, Jean. Ubud: From The Origins To 19201. *Jurnal Kajian Bali (Journal Of Bali Studies)*, 2013; 3(1): 1–32.
 11. Susanthi, Dian I. Gusti Ayu Agung, Dan Anak Agung Istri Manik Warmadewi. “Kesantunan Dalam Percakapan Pemandu Wisata Di Ubud Bali.” *Kulturistik: Jurnal Bahasa Dan Budaya*, 2020; 4(1).
 12. Wahidmurni, M. P. Pemaparan Metode Penelitian Kualitatif. In *Repository Universitas Islam Negeri Maulana Malik Ibrahim Malang*. Ernawati, N. M., N. M. Sudarmini, Dan N. M. R. Sukmawati. (2018). Impacts Of Tourism In Ubud Bali Indonesia: A Community-Based Tourism Perspective. *Journal Of Physics: Conference Series*, 2017; 953(1).
 13. Febrian, Ayu Wanda, Dan Yunita Suresti. Pengelolaan Wisata Kampung Blekok Sebagai Upaya Peningkatan Ekonomi Masyarakat Berbasis Community Based Tourism Kabupaten Situbondo. *Jurnal Administrasi Bisnis*, 2020; 9(2).
 14. Gunawan, Imam. (2014). Metode Penelitian Kualitatif: Teori Dan Praktik. *Jakarta: Bumi Aksara*.
 15. I Putu Hartawan. Pola Persebaran Hotel Resrot Di Kawasan Pariwisata Ubud. *Jurnal Anala*, 2021; 9(1).
 16. Kalpikawati, Ida, Ni Wayan Pinaria, Dan I. Gusti Febrianto. (2020). Identification Of Homestay In Ubud Tourism Area And Peliatan Village Based On Asean Homestay Standard.
 17. Lexy, J. *Metodologi Penelitian Kualitatif*. Lianto, Fermanto, Naniek Widayati Priyomarsono, 2010.
 18. Lewin Nuramin, Dan Beatrice Wiratno. Ensuring Genius Loci Based On Spatial Experiences Of Three Resorts In Ubud, Bali, Indonesia. *Isvs E-Journal*, 2021; 8(1).
 19. Macrae, Graeme. Negara Ubud: The Theatre-State In Twenty-First-Century Bali. *History And Anthropology*, 2005; 16(4): 393–413.
 20. Maulana, Muhammad Sahidin Rizal. Perananan Homestay Dalam Pengembangan

- Pariwisata Berkelanjutan Di Ubud. *Ekp* 13(3).
21. Meikassandra, Prilicia, I. Wayan Sukma Winarya Prabawa, Dan I. Wayan Mertha, 2020.
 22. Wellness Tourism In Ubud. ‘A Qualitative Approach To Study The Aspects Of Wellness Tourism Development. *Journal Of Business On Hospitality And Tourism*, 6(1).
 23. Miarta, I. Wayan. Pariwisata Ubud Dalam Teologi Hindu (Manawa Dharma Sastra). *Pariwisata Budaya: Jurnal Ilmiah Agama Dan Budaya*, 2019; 2(2).
 24. Miswanto, Safaat. Dampak Pembangunan Industri Pariwisata Terhadap Alih Fungsi Lahan (Studi Tentang Kehidupan Sosial Budaya Masyarakat Desa Teluk Bakau, Kecamatan Gunung Kijang, Kabupaten Bintan, Kepulauan Riau). *Jurnal Nasional Pariwisata*, 2018; 10(1).
 25. Moleong, Lexy J. (2019). Metodologi Penelitian Kualitatif Edisi Revisi. Bandung : Remaja Rosdakarya.” *Pt. Remaja Rosda Karya*.
 26. Narottama, Nararya, Dan Natasha Erinda Putri Moniaga. (2021). Perkembangan Dan Interaksi Modal Ekspatriat Berbasis Tourism Area Life Cycle Di Ubud. *Jurnal Master Pariwisata (Jumpa)*.
 27. Ninla Elmawati Falabiba. Konsep Arsitektur Bali Aplikasinya Pada Bangunan Puri, 2019; 12(1): 1–23.
 28. Pinarria, Chintia, Ida Ayu Kalpikawati, Dan I. Gusti Agung Febrianto. Karakteristik Wisatawan Yang Menginap Di Homestay Dan Persepsi Wisatawan Mengenai Ubud Sebagai Destinasi Wisata. *Jurnal Kepariwisata*, 2021; 20(2).
 29. Pitanatri, Putu Diah Sastri, Dan I. G. De Pitana. Challenging The Giants: Factors Contributing To Local Homestay Competitiveness In Ubud Bali. *Journal Of Social Sciences Research*, 2019; 5(3): 796–802.
 30. Pradana, Gede Yoga Kharisma, Dan Komang Trisna Pratiwi Arcana. Hasil Pengelolaan Homestay Bercorak Budaya Ditengah Pengaruh Perkembangan Trend Millennial Di Sektor Pariwisata. *Jurnal Ilmiah Hospitality Management*, 2020; 11(1).
 31. Purwantiasning, Ari Widyati. Benang Merah Terbentuknya Pola Permukiman Dan Pola Hunian Desa Bali Mula Dikaitkan Dengan Aspek Sosial, Ekonomi Dan Budaya Studi Kasus: Desa Pakraman Julah, Kecamatan Tejakula, Bali. *Nalars*, 2018; 17(1).
 32. Putri, Amelia Permata. Nilai Budaya Pada Kelurahan Ubud Kabupaten Gianyar. *Jurnal Adminitrasi Bisnis (Jab)*, 2019; 68(1): 9–18.
 33. Rwa, Mas. Eksistensi Tanah Adat Di Bali Dan Problematika Hukum Dalam Pengembangan Investasi. *Kertha Patrika*, 2017; 39(2).
 34. Somantri, Gumilar Rusliwa. Memahami Metode Kualitatif. *Makara Human Behavior*

- Studies In Asia*, 2005; 9(2).
35. Sudana, Oka, Agus Suryadana, Dan Agung Bayupati. Rancang Bangun Sistem Informasi Rumah Tradisional Bali Berdasarkan Asta Kosala-Kosali Berbasis Web. *Jurnal Teknologi Informasi Dan Ilmu Komputer*, 2020; 7(5).
 36. Sugiantara, Anak Agung Gede. Identifikasi Dan Morfometri Taman Setra Di Kecamatan Ubud. *Identifikasi Dan Morfometri Taman Setra Di Kecamatan Ubud*, 2017.
 37. Sugiyono. Langkah Metode Pendekatan Kualitatif. *Angewandte Chemie International Edition*, 2018; 6(11): 951–952.
 38. Surwiyanta, Ardi. Dampak-Pengembangan- Pariwisata-Terhadap 1.Pdf. *Media Wisata*, 2003; 2(1): 33–42.
 39. Susanti, Christina Esti. The Effect Of Brand Reputation On Brand Loyalty Through Brand Trust On Yoga Tourist Destination In Ubud, Bali, Indonesia. *Journal Of Critical Reviews*, 2020; 7(8).
 40. Sutarya, I. Gede. Sekulerisasi Yoga Dalam Pariwisata Bali. *Pariwisata Budaya: Jurnal Ilmiah Agama Dan Budaya*, 2018; 3(2).
 41. Trisna, I. Made, I. Putu David, Dan Adi Saputra. Dampak Pengembangan Destinasi Pariwisata Terhadap Alih Fungsi Lahan Sawah. *Ilmiah Hospitality Management*, 2015; 6(1).
 42. Tupamahu, Maria K., Dan Jefri Tipka. Analisis Peranan Dan Dampak Investasi Infrastruktur Terhadap Perekonomian Maluku: Analisis Input-Output. *Barekeng: Jurnal Ilmu Matematika Dan Terapan*, 2016; 10(1).
 43. Vickers, Adrian. Creating Heritage In Ubud,Bali. *Wacana*, 2019; 20(2).
 44. Wartaman, Anita S., Dan Raldi H. Koestoer. Dampak Investasi Terhadap Ketimpangan Kesempatan Kerja Regional Di Indonesia. *Jurnal Kependudukan Indonesia*, 2007; Ii(1).
 45. Wijana, Nyoman, Dan Putu Indah Rahmawati. Short Communication; Medicinal Plants In Ubud Monkey Forest In Bali, Indonesia: Diversity, Distribution, Traditional Use And Tourism Attractiveness. *Biodiversitas*, 2020; 21(6).
 46. Wulandari Widia. (2014). Dampak Kebijakan Perizinan Investasi Bidang Pariwisata (Objek Dan Daya Tarik Wisata) Terhadap Perekonomian Kota Wisata Batu Tahun 2010-2013. *Ilmiah*.