

# The Tourism Model for Colonial Architecture in Singaraja City, Bali's Old Town

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**Abstract.** Singaraja, an old city in Bali, is rich in cultural value, particularly for its Dutch Lines. When the Dutch Colonial Government acquired control of Bali in 1846, Singaraja became its center hub, leading the construction of different offices, commercial structures, governmental services, and houses. Using these urban components as tourist attractions is a critical step in preserving these ancient structures. We hope to educate tourists about the city's rich royal, colonial, and independent past by conducting informative tours of historical sites. This novel method has the potential to transform local tourism. To do this, we will utilize a combination of quantitative and qualitative approaches to gather and evaluate both numerical and narrative data. Our research revealed five critical features from Kevin Lynch's theory—roads, boundaries, districts, nodes, and landmarks—that contribute to the perception of urban structures as possible destinations for colonial architectural tourism. The relevance of this research is to serve as a stakeholder in the formulation of policies linked to the sustainability and enrichment of the Colonial Architecture Tourism Model, which may operate as a historical attraction in Singaraja City, Bali's old town region.

**Keywords:** colonial architecture, historical tourist attraction, the tourism model

## 1 Introduction

The National Development Program mandates that the objectives of tourism development are: i) develop and expand the diversification of national tourism products and quality; ii) based on the empowerment of local communities, arts, and natural resources (pecharma) with due regard to the preservation of traditional arts and culture and the preservation of the local environment; and iii) develop and expand tourism markets, especially foreign markets [1]–[3]. Tourism resources and capital are optimally utilized through the implementation of tourism, which aims to increase national income, expand and equalize business opportunities and

employment, encourage regional development, introduce and utilize tourist attractions and destinations in Indonesia as well as foster love for the homeland, and strengthen friendship between nations [4] [5].

The tourism sector is one of the locomotives of Bali's economy and is a source of Local Original Revenue, especially from hotel and restaurant taxes. For that reason, efforts must continue to be made to improve the tourism sector in accordance with regional potential, in synergy with other sectors, and with good coordination between districts and cities in Bali and all tourism stakeholders so that the development of Bali tourism can be sustainable. [6] [7].

Singaraja City is one of the priority districts or cities because Singaraja City has high heritage assets and cultural and historical wealth, both tangible and intangible. Cultural heritage assets that will be the focus of discussion in this study are colonial buildings in Singaraja City. This area is a place that has significant historical value, is a concentration of the distribution of many cultural heritage objects and intangible cultural heritage assets, and the environment around this area still depicts the Dutch Colonial heritage physically and intangibly [3].

Today, some colonial architectural heritage buildings still exist in their original state without any changes in terms of building architecture. The government itself, as stated in the Singaraja City Building and Environment Plan, has established a policy of management and preservation of buildings in Dutch colonial style along Ngurah Rai street, Gajah Mada street, Veteran street, and Pahlawan street for tourism activities. [3] [8].

One strategy to preserve these historic buildings (including residential and urban buildings) is to utilize urban elements such as colonial buildings as tourist attractions. People's attention will be drawn to certain aspects of the city as a tourist attraction, and the government and stakeholders will pay more attention to them. Heritage tourism is defined as conservation and cultural heritage, with an emphasis on ecotourism as well as cultural tourism [2] [9].

Attention to the use of social assets in the social travel industry is 1) Advantages to reinform the protection of these assets. 2) Benefits to advance value translation and implications that will directly address the importance of significant value and enhance guest experience (cross-cultural understanding) and 3) Benefits to society as a whole, which will ultimately increase ownership and awareness of these assets [4] [10] [11].

The exact location of the study is in the urban city of Singaraja City because of its location, which has a long history and unique cultural acculturation. The identification of utilization is also expected to be a guideline for the growth and revitalization of cities and villages as integral parts of the city. As one of the colonial cities in Bali, Singaraja City still holds many historical relics from the Dutch colonial period to the independence period [3] [8] [12].

Therefore, the author considers it necessary to conduct research to find out how the Colonial Architecture Tourism Model as a Historical Tourism Attraction in the Singaraja City Area Case Study of Singaraja City, Bali. The Dutch colonial government used to make a city plan for the city of Singaraja, which had many Dutch colonial heritage buildings. According to Kevin Lynch, the five elements that contribute to urban imagery are footpaths, ledges, districts, nodes, and landmarks [13] [14]. This model will use these five elements and is expected to be a reference for local governments and other city district governments that have the Singaraja city area with colonial architecture. Therefore, it is necessary to understand the level of social carrying capacity, the quality of relationships, and the application of appropriate values in tourism in a location so that the right tourism governance model can be applied in tourist areas proactively and anticipatorily to improve the quality of sustainable, responsible, and balanced tourism.

## **2 Methods**

### **2.1 Research Design**

This study used a combination of model research methods and sequential explanatory designs. The combination method of sequential explanation models is a research method that combines quantitative and qualitative methods sequentially, where in the first stage the research is carried out using quantitative methods and in the second stage it is carried out using qualitative methods. Quantitative methods play a role in obtaining measurable quantitative data and can be descriptive, comparative, and associative, while qualitative methods play a role in providing, strengthening, deepening, expanding, weakening, and canceling quantitative data that has been obtained at an early stage. There are two data sources used, namely the primary data source and the secondary data source.

### **2.2 Collecting Data**

The primary data sources are colonial buildings along Ngurah Rai street, Pramuka street, Surapati street, Imam Bonjol street, Gajah Mada street, and Veteran street, which are used as research objects, along with informants from the owner or the surrounding community. Secondary data sources in the form of literature include journals, previous research results, documents, manuscripts, architectural drawings, regional regulations such as Law Number 28 of 2002 concerning Buildings, Law Number 11 of 2010 concerning Cultural Heritage Buildings, and other literature that can be used to determine the Colonial Architecture Tourism Model as a Historical Tourism Attraction in the Singaraja City Area Case Study of Singaraja City, Bali. This secondary data is mostly obtained from libraries and partly from the internet and private collections. Research instruments used to collect data include researchers, interview guidelines, cameras, meters, paper, and stationery [8].

### **2.3 Research Methods**

The most important research instrument in qualitative research is the researcher himself, meaning that the results of observations and existing data, both library data and selected informants, will be processed by the researcher. Cameras are used to document the physical condition of colonial buildings in Bali, with the results obtained in the form of photographic images. The meter is used to measure each building; other instruments used are paper and stationery to sketch and record the measurement results and the results of interviews with informants related to the Colonial Architecture Tourism Model as a Historical Tourism Object in the Singaraja City Area Case Study of Singaraja City, Bali. Data collection by qualitative methods such as interviews, observations, and documentation Interviews are a qualitative data collection strategy sourced from informants, namely the owners of buildings that are used as research objects, as well as competent surrounding communities due to limited time, cost, and available resources. Observation and documentation are carried out by observing and taking colonial building data, with results in the form of photographs and measurements of building

objects to strengthen previous data.

## 2.4 Singaraja City Profile

This research was conducted in Buleleng Regency, Bali, Indonesia, in the historical area of Singaraja City, precisely in the Singaraja City area. It is located at  $25^{\circ}55''-115^{\circ}27'28''\text{E}$  and  $08^{\circ}03'40''-08^{\circ}23'00''\text{S}$   $114^{\circ}$ . The location of the investigation is indicated in the Detailed Spatial Plan Connecting City Center I (commercial and commercial center) and City Center II (district-scale government office center) in the Singaraja city area. In addition to functioning as a connecting system in Singaraja City, the research location is also included in the City Area Section II, which contains instructions for making historical building conservation areas for urban communities. The research location is an area located in the center of Singaraja City or the center of government in Buleleng Regency. It covers an area of approximately 132.59 ha and has a mix of office, educational, business/commerce, residential, and residential activities [3].



**Fig. 1.** Research Location

## **2.5 The Heritage of Singaraja City's Colonial Buildings**

Since the Kingdom of Buleleng fell into the hands of the Dutch, the Dutch government has begun to interfere in regulating government affairs in Bali. This was done by replacing the name of the King as the ruler of the region with the name of regent for the Buleleng and Jembrana regions and placing P.L. Van Bloemen Waanders as the first controleur in Bali. Furthermore, during the colonial period of the Dutch East Indies in Bali, especially North Bali in 1846, this also gave color to the development of Singaraja City [3]. At that time, Singaraja City became the center of Dutch East Indies government activities in Bali. Finally, Singaraja City was the capital of the Lesser Sunda Islands and the capital of Bali Province until 1958. Various important roles were owned by Singaraja City in the past, especially during the Dutch East Indies administration, so that various government facilities were built in Singaraja City with a distinctive building appearance according to its era, namely Post-Modern buildings, which in Indonesia are known as Colonial-style buildings. Singaraja, during the reign of the Dutch East Indies, was a city with the most complete facilities in Bali, which contained ports, terminals, trade centers, and the Dutch government on the island of Bali [3] [8] [12].

The Singaraja City area is the center of urban activity orientation, and the main purpose of development is to try to restore the image of the city while still paying attention to historical value and increasing city development in various economic activities. In addition, it also seeks to develop urban activities for tourism, trade, and business activities while still prioritizing historical and cultural values that already exist in the city. The growth of Singaraja City itself has developed and widened in all directions, so that the function of the area that was once the center of trade is shifting. With the development of Singaraja City like this, the trading center during the Dutch East Indies and the early days of independence in Singaraja City has now become a city that needs to be maintained. The development of regional potential empowerment includes beautiful landscapes as a combination of mountain and beach scenery in a relatively close distance. Colonial heritage buildings, as historical heritage potential, are colonial heritage tourism potential (city tours) that must be developed [13] [15].

But over time and with the onslaught of urban development, this area is often neglected and loses its identity. Arrangement and Revitalization of this area as an effort to restore and revive the function of urban areas that have existed in the past so that they can function again in the present and in the future (sustainable) The rapid development of the research area has made the role of the region important for Singaraja City and Buleleng Regency. The existence of government offices, public facilities, historical buildings, statues, monuments, important activity centers (nodes), and open spaces helps build an image of the area. The research location is the center of activities for district-scale government offices and health services, as well as educational areas, while still paying attention to and preserving buildings with Dutch Colonial Architecture that have historical value. So it is concluded that the existence of a research area is very important for the development of Singaraja City [11] [16] [17]

## **2.6 Identification of Cultural Heritage**

This historical area must be preserved as a cultural heritage city because of the many buildings in Singaraja City, both in terms of function and architectural style. The stories of the

past will be imprinted in the architectural heritage, making it easy to remember them for present and future generations. Heritage cities are cities that have historical value, natural cultural heritage, both tangible and intangible, as well as various types of cultural heritage that are regional heritage assets or part of an area that lives, grows, and develops. managed effectively. According to field studies, the immovable cultural heritage of Singaraja city can be used as an identifier of heritage cities, including:

#### A. Buleleng Regent Office

The Dutch government at that time built the Dutch Resident Building, which became the center of all kinds of state and socio-cultural activities of the Dutch government. After independence, this residential building was still used as the center of government for Lesser Sunda (Lombok, Sumbawa, Sumba, Timor, and Flores). In 1963, the capital of the Bali government was moved to the south of Bali, namely to Denpasar, so that the residential building changed its function and became the office of the regent of Buleleng. Currently, the Buleleng regent office is one of the centers of activity in the city of Singaraja, especially for district-level government activities, and is also the center of government [3] [7] [12].



**Fig. 2.** Buleleng Regent Office

The position of this building is located on Pahlawan street, with coordinates of  $8^{\circ} 7' 31.09$  S and  $115^{\circ} 5' 34.20$  E; around it is the central government building of Buleleng Regency. The shape of the building can be maximally exposed from the south. The orientation of the building faces the street. The shape of the building is that of a colonial building that has been pasted in Balinese Style in the form of masonry since the 1990s. While the interior still uses white according to the original. The condition of office buildings in general has changed, especially the structure and decoration of buildings that have undergone restoration and some additions to Balinese architectural styles. However, there are some parts of the building that still have the characteristics of Dutch building architecture, especially the inside of the building, including the shape of the roof, ventilation, and door and window frames. Its ownership and management are now under the District Local Government .

#### B. Lion Statue of Ambara Raja

The Lion Ambara Raja statue stands tall in front of the Regent of Buleleng's office. The winged lion holding a "corn gembal" on one of its front legs on this statue is a symbol of Buleleng Regency. The position of this monument is located at the T-junction of Pahlawan street with Ngurah Rai street coordinates of  $8^{\circ} 7' 28.92$  S and  $115^{\circ}$  The shape of the building and the orientation of the statue can be maximally exposed from the south. The color of the monument on the lion's body is dominated by golden prada, while the podium is white. The condition of the building is very well maintained and has not changed much under management under the

Regency Regional Government. Because of its distinctive shape, this monument is unlike other monuments in the world and became the "landmark" of the city of Singaraja. This monument is a popular attraction for Singaraja City and Buleleng Regency because it is located at the intersection of Veteran street, Pahlawan street, and Ngurah Rai street, which are often visited by tourists.



**Fig.3.** Buleleng Regent Office

#### C. TNI-AD Hospital Building

The position of this building is located on Ngurah Rai street, with coordinates of 8°6'49.63"S115°5'30.45"E. The shape of the building can be maximally exposed from the west. The orientation of the building faces the street. The shape of the building is still mostly colonial. Building walls with brick walls, high doors and windows, and steep roof slope angles are characteristic of colonial buildings.



**Fig. 4.** TNI AD Hospital Building

Several changes have been made by the Government as manager, including door and window shutters. The hospital building originally used crepe doors and windows, which were replaced with glass doors. The previous wall paint color was replaced with light green and Singaraja green on doors, windows, and tile roof coverings. The architecture of the TNI-AD hospital building is one of the surviving Dutch heritage buildings. This building used to function as a barracks or canteen for the Dutch army.

#### D. Former MULO Teacher's House



**Fig. 5.** Building of the Former MULO Teacher's House

This building used to be the residence of an English teacher named Yakob (a Dutch citizen) who taught at SMPN 1 Singaraja, but now it belongs to one of the Singaraja residents. The position of this house is located on Gajah Mada street, coordinates  $8^{\circ}6'36.50$  S,  $115^{\circ}53'1.24$  E; the north is the UPTD Environmental Laboratory office; the east is a residential area; and in the south is the LPP RRI Singaraja office. The shape of the building can be maximally exposed from the west. The condition of the building is very well maintained and has not changed much, and the management is individual.

#### E. SMPN I Singaraja Building

During the Dutch East Indies Government, SMPN 1 Singaraja was a military and armament school in Singaraja City. The Japanese government later used this building as a public school and gave it the name Chugakko. The position of this building is located on Gajah Mada street, coordinates  $8^{\circ}6'38.49$  S  $115^{\circ}53'0.49$  E; in the north is a residential house; in the west is SMAN 1 Singaraja; and in the south is the office of the Housing, Settlement, and Land Office of Buleleng Regency. The shape of the building can be maximally exposed from the east. Although part of the wooden façade has been removed and some wooden beams have been replaced with concrete, the walls, doors, windows, and vents retain the characteristics of the colonial era. Striking changes were found in the canopy roof, from a gable shape with gables to a pyramid shape. The building has undergone a complete transformation. Current use is closely related to this modification. The new roof seems to reflect this modification. New buildings have been added, especially at the rear, with the addition of classroom locations, which is another change. The building continues to function as a public school to this day.



**Fig. 6.** SMPN I Singaraja Building



#### F. Sunda Kecil Museum

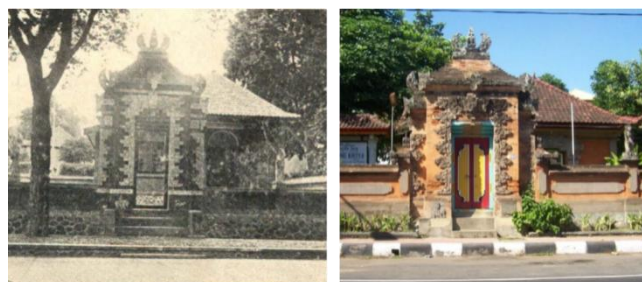
During the reign of the Kingdom of Buleleng, the Buleleng Port area was a residential area for the Bugis community. During the Dutch East Indies administration, the former Port of Buleleng was Bali's main gateway, especially for goods distribution activities. The port building is one of Singarajan's monuments, along with the Yudha Mandalatama monument, Segara Temple, Shahbandar Building, and Ling Gwan Kyong Temple. The old warehouse building was demolished by the Buleleng Regional Government and replaced with a new building in Balinese architectural style. The position of this building is located on Erlangga street, coordinates  $8^{\circ}$  on the east is Ling Gwan Kiong Temple; on the west is the Imaco Port Building; and on the south is a residential area. The shape of the building can be maximally exposed from the north. Several changes have been made by the Government as manager, including door and window shutters. The museum building originally used crepe doors and windows, which were replaced with glass doors. Striking changes were found in the canopy roof, from a gable shape with gables to a pyramid shape.



**Fig. 7.** Sunda Kecil Museum

#### G. Gedong Kirtya

A Dutchman named L.J.J. Caron came to Bali to meet with kings and religious leaders to discuss the abundant literary arts (lontar) throughout Bali. He built Gedong Kirtya in Singaraja. The position of this building is located on Veteran street, coordinates  $8^{\circ}7'30.11''S$   $115^{\circ}5'46.85''E$ , in the east is Singaraja Penitentiary Class II B; in the west is the Buleleng Museum; and in the south is a residential area. The shape of the building can be maximally exposed from the north. The Gedong Kirtya Building has changed from time to time, especially on the outer walls of the building. The manager has made several changes, especially to the façade of the building. Now the outer walls of the Gedong Kirtya building are decorated with Balinese ornaments and patches of brick, and these decorations are clearly visible from the north and east.



**Fig. 8.** Gedong Kirtya

These buildings are called colonial buildings. Colonial architecture is architecture grafted from its mother country, Europe, to its colonies. Landhuis or Dutch architecture, that the Dutch brought to Indonesia at the beginning of its development was inspired by modern European architecture. Colonial architecture was then adapted to Indonesia's climate, which was different from Europe in several ways, including: Because Indonesia has a hot climate and has a pyramid roof due to a lot of rain, the building is high with a pyramid roof. Utilizing the potential of existing architecture to develop its architectural face is one way to develop regional identity. Modern architecture cannot directly harness the potential of local architecture; However, in order for the two to be compatible, a transformation process must be carried out. As a result, transformations can be implemented in one or more aspects to integrate with current designs. The mutual interaction between man and his physical environment constitutes the identity of architecture. Places are influenced by people, and people are influenced by the way they look around them. The relationship between people and place is necessary for the development of a sense of place. Likewise, if the physical environment of the neighborhood makes people feel like they belong there, or if there is a sense of belonging to a place that connects people with the environment, then connections can be made.



**Fig. 9.** Colonial Building Location

### **3 Result and Discussion**

#### **3.1 Identify factors to determine the stage of development of Singaraja City as a cultural heritage tourism**

In analyzing the stage of development of tourist destinations, it is necessary to identify supporting factors that can be carried out by a destination. There are four factors identified: tourism attractiveness, accessibility, tourism support facilities, and tourism support services.

##### **A. Tourist Attraction Factors**

As a city rich in history from the pre-independence era. Singaraja City offers many components of the city that can be a tourist attraction, both cultural heritage objects and human culture that is still maintained today. Tourist attractions in the form of historical buildings that are still physically maintained. The threatened attraction is the colonial building, which leaves only 17 units [8]. Luckily, the family still retains the original shape and structure of this building, so it can still be seen and studied by the current generation. Intangible cultural heritage can only be enjoyed by tourists on certain days, so tourists must look at the calendar to be able to enjoy it.

##### **B. Accessibility Factors**

Because it is a city in the middle of the city, accessibility to Singaraja City is easy to achieve. It's just that the distance from the airport in the southern region of Bali, which is quite far from Singaraja City, is an obstacle to reaching this city. Singaraja City has the potential to become a destination for local and domestic tourists, especially those who love history and culture. The construction of the airport in Buleleng provides hope and optimism for the community to preserve the cultural heritage of this city.

##### **C. Factors of Tourism Supporting Facilities**

In terms of tourism supporting facilities such as hotels in Buleleng Regency, in general, the number is quite adequate. The growth of hotel tax revenue in Buleleng Regency from 2018 to 2022 increased by 4.34%, from 7.32% to 11.66%. Significant increase over three years in the number of guests staying at the hotel [3].

##### **D. Support Service Factors**

Support services are needed for tourists when visiting a tourist destination. While in the tourist area, tourists need telecommunication services and internet networks, money exchange through banks, and also health services to ensure the safety of tourists [18] [19]. Singaraja City itself is a city that has complete facilities to meet the needs of the community and tourists who visit.

In the tourism development stage, Singaraja City is still in the exploration stage. This stage is still in the process of identifying locations or places that will be developed as tourist destinations. The tourism potential in Singaraja City related to cultural heritage is very adequate. Cultural heritage, both tangible and intangible, can be an attraction for tourists to visit this city in the future [20] [21].

### 3.2 Imageability Analysis

Imageability is a theory from Kevin Lynch that examines how the physical qualities of an object provide a great opportunity for the emergence of a strong image received by others. According to Lynch (1980), the physical quality produced by a region is based on five elements. These elements are implemented in the Singaraja City Area.

#### A. Path Elemen

Paths are the paths through which the observer usually moves and passes through them. Paths can be highways, sidewalks, transit lines, canals, railway lines. For many, this is the dominant element in their image.

The path in the Singaraja City area is formed from the pedestrian circulation path that surrounds this area. The pedestrian path in this area is directly adjacent to the buildings on its edge. Path in the Singaraja City area, this core zone has a varying size in each existing path. Paths in the Singaraja City area are connected to each other.

The road in the city of Singaraja is divided into 2, namely paths for pedestrians and for motorized vehicles. A pedestrian path on Veteran street - Ngurah Rai street - Pramuka street, on the left side. This pedestrian path is directly adjacent to the path for motor vehicles. In addition, on this line there is also a bus stop that can be used as a transition channel from public transportation to pedestrians. Pedestrian Path on Surapati street - Imam Bonjol street - Gajah Mada street, this channel is on the right side bordering and close to the building. This pedestrian path underwent revitalization and was completely converted to pedestrians from the vehicle path.

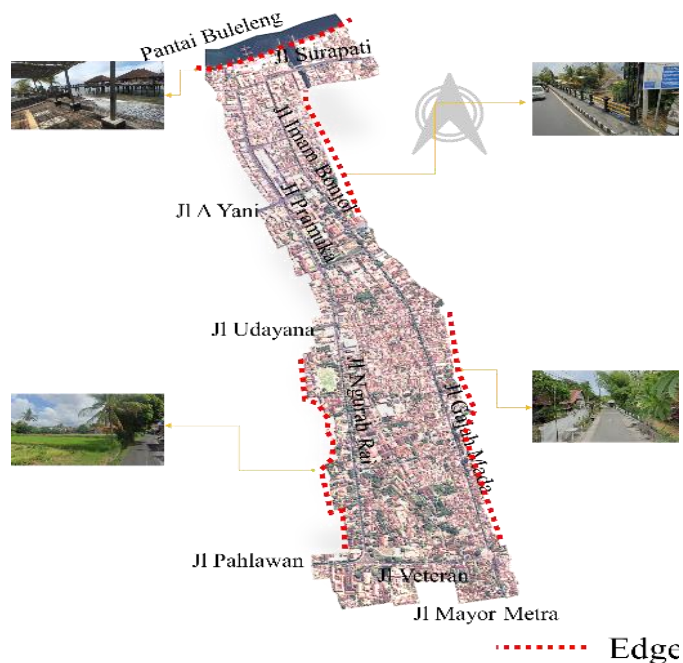


Fig. 10. Bahari Museum Area

## B. Edge Elements

The edge represents the boundaries of a region. The edge of the Singaraja City area is dominated by boundaries in the form of water and railway lines. On the west and north sides, this area is bordered by rivers such as rice fields in the west and the Buleleng river in the east. In the northern part of this area, which is directly bounded by the sea and has a port, The southern part of this area is bounded by community settlements. The picture below shows the boundaries of the Singaraja City area, both on the north, south, east, and west sides.

The Buleleng River is the boundary of Singaraja City on the west side. This is a natural boundary that exists in the Singaraja City area. In addition to natural boundaries such as rivers, there are also sidewalks. Rice fields are the boundaries of Singaraja City, on the east side. This is a natural boundary that exists in the Singaraja City area. In addition to natural boundaries such as rice fields, there are also sidewalks. The Old Port is the boundary of Singaraja City on the north side. This boundary is in the form of the ocean and the seaside. There is also a port for goods. Community settlements are the boundaries of Singaraja City on the south side. This limitation is an artificial boundary in the Singaraja City area.



Fig. 11. Bahari Museum Area

### C. District Element

A district is an area that exists in a city. Based on its function, the Singaraja City Area consists of five types of areas: office areas, health building areas, trade areas, port areas, and education areas. The function of the buildings that dominate the Singaraja City area is the office and trading area. In addition to their function, district buildings in Singaraja City can also be divided based on historical building areas. The division of areas based on tourist buildings is as follows: District I is an office building area in the research location that still characterizes colonial buildings, namely the regent office building complex (the former resident building). The application of the form of the building is more influenced by the function that must be accommodated so that the original nuances of the region (colonial or Balinese) are preserved. District II is a health building area consisting of the Wirasatya RSAD building, a former Dutch army barracks or mess. In addition to the hospital building, health services are also supported by several other facilities in the form of pharmacies, maternity clinics, and doctors' practices. District III is a trading building area consisting of shopping buildings along Pramuka Street, Surapati Street, and Imam Bonjol Street. District IV is a port building area consisting of the former Customs Office building, which is now used as the Lesser Sunda Museum. District V is an educational building area consisting of school buildings, namely SD Negeri 1, 2, and 6 Singaraja, SMP Negeri 1 Singaraja, and Rumah Guru MULO, which characterize colonial architecture.

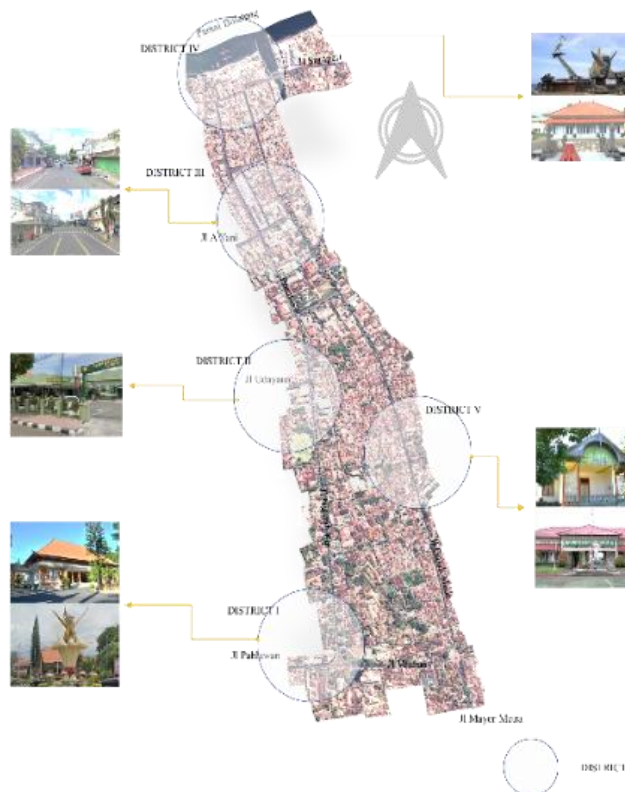


Fig. 12. Bahari Museum Area



#### D. Node Element

A node element is the intersection of a road, which is a place where one road meets another. This intersection can be a T-junction, an intersection, an intersection, and so on, according to the number of roads that meet. In the Singaraja City area, there are quite a lot of road intersections due to the many circulations from various directions.

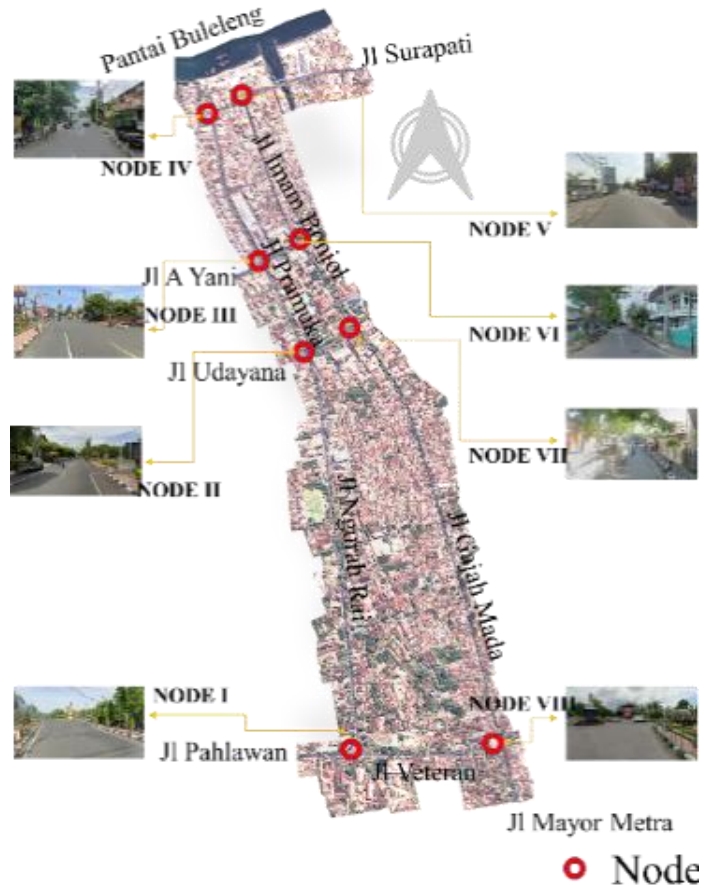


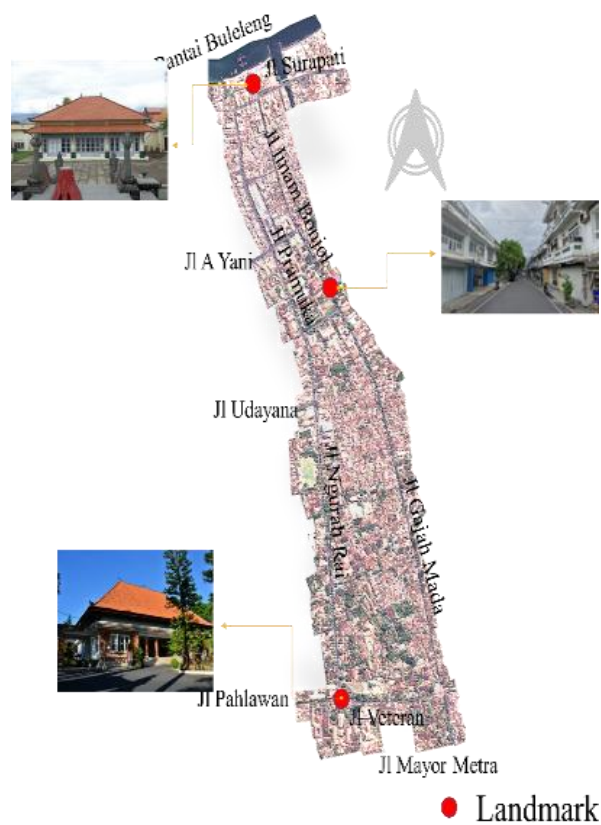
Fig. 13. A crossroads in Singaraja city.

Intersection I, Pahlawan Street, Veteran Street, and Ngurah Rai Street, was created because of two things: the intersection for vehicle lanes and the intersection for pedestrian lanes. Intersection II, on Ngurah Rai Street between Pramuka Street and Udayana Street, is an intersection obtained from the meeting of pedestrian paths with vehicle lanes. This intersection becomes unsafe for pedestrians because the transition is not felt due to the same height. Intersection III, on Pramuka Street with A Yani Street, was created because of the confluence of vehicle lanes. Similarly, the IV-V intersection of Pramuka Street with Surapati Street near the Old Port Other intersections are intersection VI, on Imam Bonjol street with A Yani street, and intersection VII, on Imam Bonjol street with Udayana street, which is an intersection obtained

from the meeting of pedestrian paths with vehicle lanes. The last intersection is intersection VIII, Gajah Mada Street, Mayor Metra Street, and Veteran Street, which is an intersection obtained from the meeting of pedestrian paths with vehicle lanes.

#### E. Landmark Elements

Landmarks are an important part of an area. Landmarks are the most striking parts or markers of an area that are most meaningful to people who see them. Here are some buildings in the Singaraja City Area that can be used as landmark elements. Based on the analysis and description of the building above the Regent Office building, it is a building that can be used as a landmark. Based on the landmark criteria, the Regent Office building has a building shape that is quite good enough to represent other buildings that have the same style, namely Neo Classic. While in the visual sense this building is the same as other Neo-Classic buildings, namely the many window elements, in its time it was used as a resident office. The location of the Regent Office building can be used as an orientation for the Singaraja City area because it is in the middle of the core zone. So based on the requirements of the Regent Office building, the Regent Office building is a landmark building in Singaraja City.



**Fig.14.** Landmark Candidate Mapping



### **3.3 Strategy to Realize Cultural Heritage Tourism in Singaraja City**

Management strategies are needed to make Singaraja City a cultural heritage tourist attraction. The strategy is a decision that utilizes cultural and natural resources by compiling a comprehensive and integrated sharing plan from various stakeholders to achieve the goal of becoming a tourist attraction visited by many tourists [6] [11] [22].

As a settlement that has been established since the Dutch colonial era, Singaraja City still looks neatly arranged from the main road corridor. Although there is dull and peeling paint on some buildings and many points of the wall are covered with graffiti or murals, the majestic impression is still visible. The firm street line implies that Singaraja City is generally a well-planned city and adopts the style of cities in Europe [11] [17] [23]. Over time, with various kinds of population activities in Singaraja City, there have been more and more diverse land and building uses in Singaraja City. The impression of slums is still a problem in arranging this city into a tourist destination that is ready to receive tourists.

Cultural heritage as a tourism commodity also has contemporary meanings that have the potential to be developed for ideological purposes. In the era of globalization, it is very important to have a regional identity that distinguishes it from other regions to avoid cultures that tend to be homogeneous. As a city, the residents of Singaraja City still characterize a city in general, both in terms of the level of kinship between residents and the traditional events of its citizens. Starting with the architecture that characterized the city in the colonial period, the buildings in Singaraja City are on average more than 50 years old, so they need to be used as cultural heritage to protect their existence and preservation.

The obstacle to determining cultural heritage is that many buildings are privately owned and are used for the benefit of their owners. Creating tourist routes that are integrated with adequate public transportation will make people interested in traveling to urban areas. The planned route is designed with travel time, distance between tourist attractions, and ease of reach in mind so that all tourist attractions can be visited within half a day or one day.

Support from local governments is needed in regional spatial regulations so that the use of historical buildings is in line with the conservation and revitalization program for historical buildings. The provision of incentives as an instrument of controlling the use of space is needed to keep the heritage of this power maintained, but it can also provide benefits for its owners [24] [25].

History education about the city by residents will increase the interest of tourists. People who understand the history of their birthplace will provide experience in terms of the perception and interpretation of tourists through historical information. Empowering local communities is needed to introduce history to out-of-town communities and visiting tourists. The increased role of society will ensure that these cultural resources remain and are passed on to the next generation. The principle of sustainability is expected to be created by paying attention to the environment and being accepted by the environment and socio-cultural environment of the local community, providing economic benefits. The role of the community can be in the form of education, involvement in the economic role of tourism, preservation of culture and customs, and the formation of a tourism-based society.

## 4 Conclusions

With the potential of cultural treasures generated through community activities from the past to the present, Singaraja City is extremely likely to be a tourist destination. Tourism based on cultural heritage is one such solution. Identification of both tangible and intangible cultural heritage. According to the tourist component, the presence of colonial buildings in the center of metropolitan areas makes facilities easily accessible. Singaraja City's tourist component is considered competent and encourages cultural heritage tourism. The method for creating tourist attractions is to rehabilitate historical structures, construct integrated itineraries, control space usage, educate the public about history, and improve the community's engagement in sustainable tourism development.

While the imageability of the city area in terms of path is fairly nice. Users benefit from the representation of pathways embodied on pedestrian paths. The path from the construction blocks to the end of the space is likewise easily accessible. The node element is formal, that is, it is a regular road intersection with little emphasis on the Old Town area's features. Nodes are frequently made up of both automobiles and people. Edge components are likewise kept to a minimum, focusing solely on natural features like rivers and oceans. Districts of Singaraja City are relatively diversified, yet their facades are not always identical, and their purposes are mixed. While the actual landmark, the Regent Office, is fairly nice, this structure is difficult to notice from the outside.

So, based on the above, the region's imageability may still be developed in order to establish an image of Singaraja City as a historical location. More study is needed to design Singaraja City as a community-based cultural heritage tourism attraction. Community participation in city management may also be employed as advanced study to see the contribution of tourism to the community in Singaraja City, in order to realize sustainable tourism.

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