I Nyoman Gede Maha Putra, 1
Ni Wayan Nurwarsih, 2

AUTHOR 1

I Nyoman Gede Mahaputra: Lecturer at Architecture Department, Universitas Warmadewa and senior Researcher at Warmadewa Research Centre. Focusing on architecture and urban design particularly on the issues of space-identity, traditional vs modern, history of architecture, morphological analysis of the urban area, etc. As a lecturer, he manages and teaches classes of Urban Design, Architecture Design Studio, and Design Method. He has published articles in journals, periodicals, and mass media as well as speaking in numerous seminars, conferences, and public lectures.

AUTHOR 2

Ni Wayan Nurwarsih is a lecturer at the Architecture Study Program at Warmadewa University. Research focuses on patterns of space formation and space consumption.

Urban Transformation of A Traditional Settlement Shaped By Global Tourism.
The Case of Ubud, Indonesia.

" Place-identity is closely related to the memories and experiences of a person or a group of people who live in a particular place as well as visitors who come but do not stay in that place. The identity of a place can be contained in a place narrative. Place narrative forms meanings both individually and collectively. "

Ubud On The Internet And In Reality

The notion of Ubud as a peaceful place was reproduced in the tourism brochure. It is used to attract visitors. If we hit the word Ubud in google we will find how the word Ubud has been recognized as a place where people will find peace and harmony. Beautiful hotels, resorts, villas with beautiful rice fields flooded the internet.

However, in reality, Ubud is full of shops, accommodation of various scales, restaurants, and cafes, and other facilities. The number of ricefield has declined sharply. One can only find a peaceful place in higher rate accommodation: resorts, villas, or five-star hotels. Moreover, each facility and business develop their own identity. This has resulted in Ubud as an arena of contested identities.

IMAGE OF UBUD ON GOOGLE SEARCH ENGINE
Sawah Puri Akomodasi wisata Pura lain-lain
23% 10% 55% 8% 4%
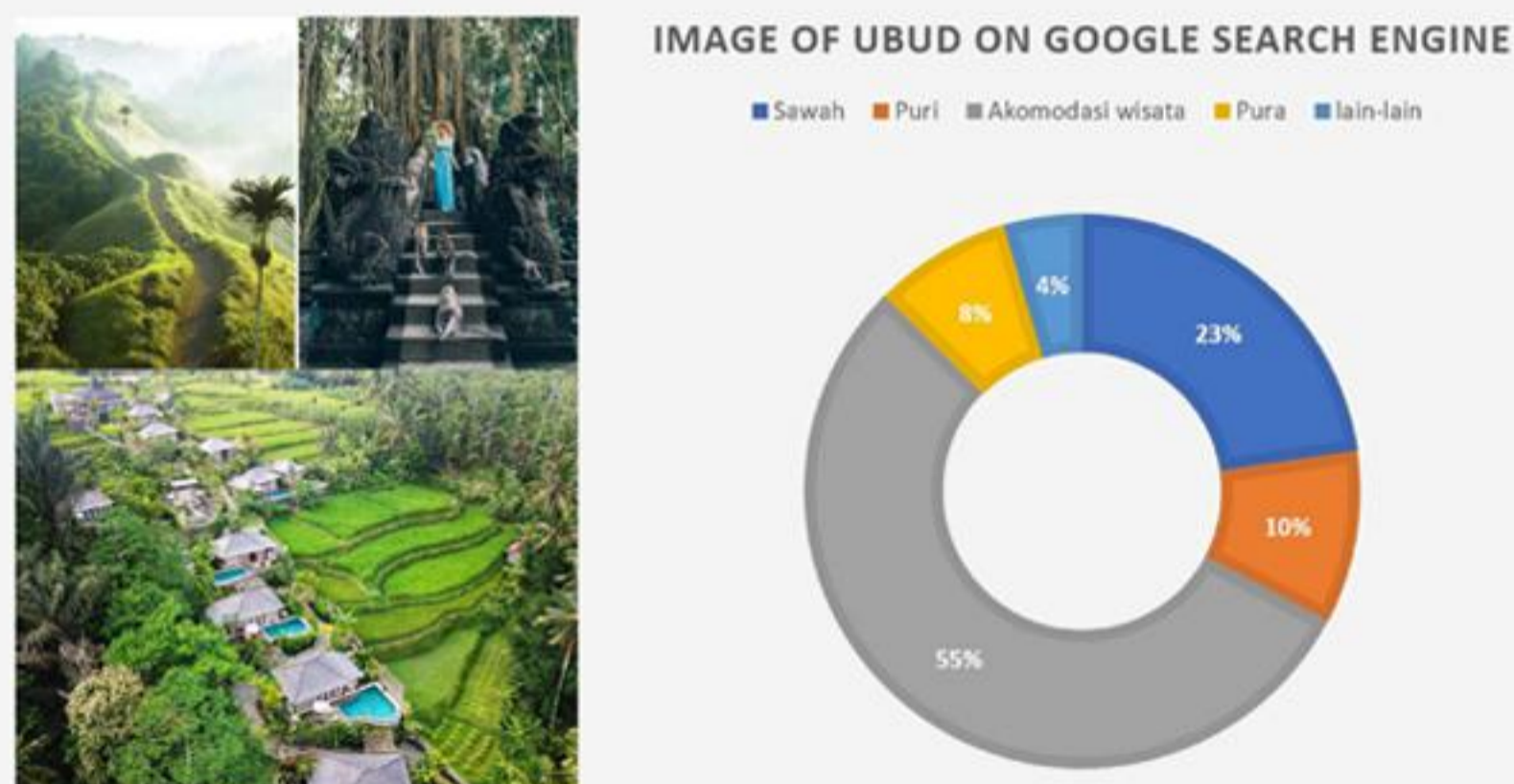
Negotiated identity

Local people tried to get an advantage from the fame of Ubud. They used their parcel of land as capital to gain economic benefit. The people redevelop their houses from inward-looking known as pola natah to a more outward-looking. On their parcel, the boundary walls that are facing the road were demolished to make way for commercial spaces. In extreme cases, the house was raised on a platform where all ground floors were rented out. As a result, all houses on the main roads are nowadays facing outward.
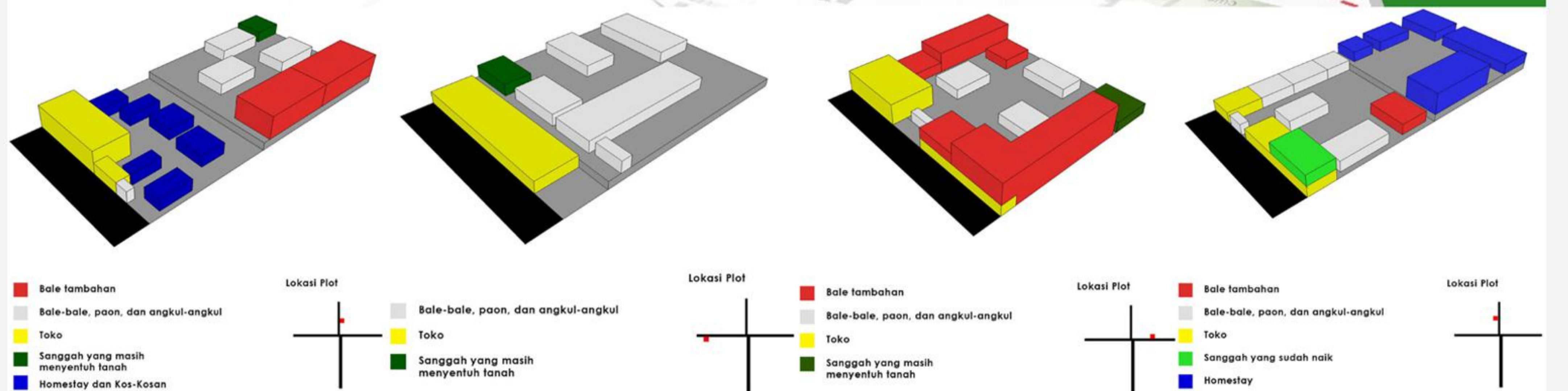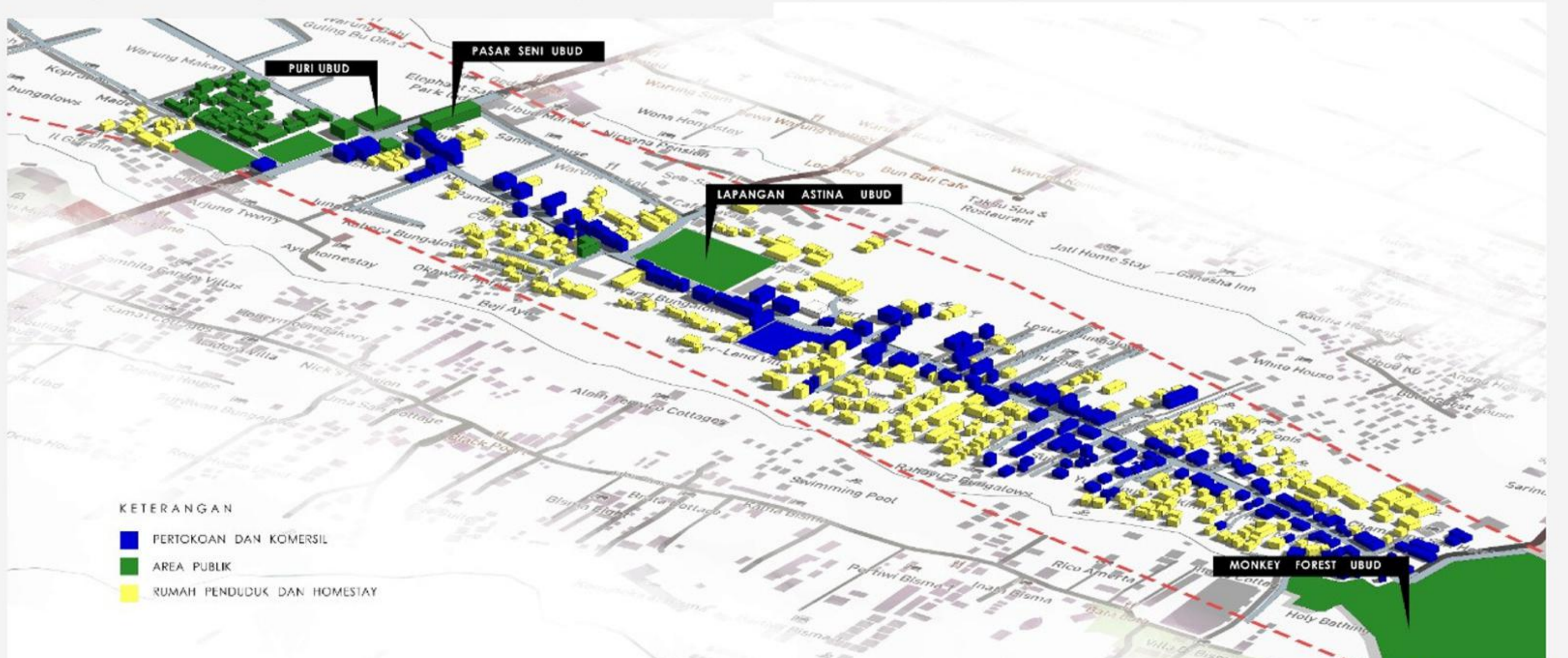
Losing Memories Vs Economic Benefit.

Having been developed as the main tourist destination, Ubud enjoys many financial gains. Most people of Ubud are happy with the current situation. On the other hand, some people of Ubud lost their childhood memories due to the extensive development of the area. One resident who was raised in Ubud and spent some time abroad expresses her resentment of rapidly changing Ubud. She lost her childhood memory and could not connect with the new Ubud. Another resident who is a farmer said his income is diminishing. Furthermore, some visitors said that Ubud is no longer an innocent village but an urbanized area.

E-MAIL :
gedemahaputra@gmail.com
niwyn.nurwarsih@gmail.com

Analysis And Result

Historical analysis resulting in the history of Ubud. The historical roots of the traditional settlement of Ubud were not single but multiple. Several versions were found based on secondary data analysis. One version linked the origin of the settlement in the Markandeya Purana Text. The text told that Ubud was developed as one of the earliest areas to utilised subak systems for their ricefields. Another version mentioned the history of Ubud has a strong relationship with the kingdom of Sukawati whose descendants become the ruler of modern Ubud. It is believed that this ruling family introduces a high and stylistic culture to the peasant society. From the interview, we found that the origin of the word Ubud is coming from 'ubad' which means medicine. Therefore, Ubud is believed as a place to recover, a place of tranquillity where one can find peace of mind, body, and soul. These three roots have produced a shared identity of Ubud as a place of peasant community with artistic value.

KETERANGAN
PERTOKOAN DAN KOMERSIL
AREA PUBLIK
RUMAH PENDUDUK DAN HOMESTAY

Bale tambahan
Bale-bale, paon, dan angkul-angkul
Toko
Sanggah yang masih menyentuh tanah
Homestay dan Kos-Kosan
Lokasi Plot

Bale-bale, paon, dan angkul-angkul
Toko
Sanggah yang masih menyentuh tanah
Lokasi Plot

Bale tambahan
Bale-bale, paon, dan angkul-angkul
Toko
Sanggah yang masih menyentuh tanah
Lokasi Plot

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

Conclusions

The area of Ubud is rooted in a traditional settlement based on agriculture and peasant people with magical culture. These created an environment that is believed bring benefit to the ill souls. Therefore, the area is also believed as Ubad or a source of recovery.

The image of Ubud, particularly its agriculture and cultural events, has attracted tourists since the second decade of the 20th century. Since then, the area has greeted millions of numbers of tourists. These foreign visitors necessitate agriculture and traditional lands to transform into leisure amenities. This has pushed to transform. The morphology study shows that the locals negotiate their identity independently.

The negotiated identity may result in the changing landscape of Ubud in the future. Its attractiveness may lose and tourists probably leave the area. Therefore, it is suggested that the authority should start thinking about the transformation of the area. A new public policy to manage the transformation in order to sustain its identity should soon be formulated. This will guide the physical development of the area while maintaining its place identity.