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**Tourists' Preferences for the Architectural Attractions in Bali**

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**Abstract**

Architectural attractions in Bali could be more appealing to tourists. A research study is initiated to explore the various iconic architectural attractions in Bali and analyze tourists' preferences regarding these iconic architectural styles. The research employs qualitative methods involving questionnaires and interviews with 100 tourists. The study has identified ten iconic architectural tourist attractions in Bali, and tourists mainly visited and favoured the type that is the essence of Bali's cultural heritage while embracing innovation and modernity. It is an ongoing challenge to honour Bali's rich traditions while catering to the evolving tastes and preferences of tourists seeking novel experiences.

**Keywords:** iconic architectural; tourist attractions; typology; preferences

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**1.0 Introduction**

Tourism and architecture are two different sciences. Tourism is a travel activity carried out by a person voluntarily and temporarily to enjoy tourist attraction (Yoeti, 2010), while architecture studies the planning of the built environment, starting from the macro level, namely urban areas, and landscaping to the micro level, namely buildings and interiors (Ching, 1996). Rizqi and Ashadi (2020) revealed that the relationship between architecture and tourism can be seen from the attractiveness of architectural tourism, which can support tourism development. Every country or region seeks to develop tourism by developing iconic architectural tourist attractions. Iconic architecture is a building or built environment that is striking compared to other buildings around it so that people who see it can easily remember the identity of the building and deserve to call it a marker (Lie and Sutisna, 2019).

According to the results of Rahayu's research (2019), Bali has many architectural tourist attractions, such as temples, castles, historic buildings, and monuments. Still, the number of visits to architectural tourist attractions is minimal compared to other attractions that display natural beauty, such as Kuta Beach. Wiranatha, et al (2019) also revealed that tourist attractions in Bali are attractive to tourists and offer natural beauty (29.5%). In second place, there is cultural uniqueness (28.5%), followed by the friendliness of the population (11.3%), relatively cheap vacation prices/costs (11.1%), quality tourism facilities (10.5%), diverse tourist attractions (7.4%), and several other attractions (1.7%). Cultural tourism attraction ranks second. Wiranatha, et al (2019) also outlined the types of cultural tourism attractions that tourists are interested in, namely traditions/customs occupy the highest position (20.5%), typical food / culinary (19.1%), traditional arts (12.8%), spa & aromatherapy (12.2%), architecture (10.2%), handicrafts (7.5%), religion/spirituality (7.1%), historical and ancient relics (7.0%), rural community life (3.4%), and several other attractions (0.2%).

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Based on these data, the attraction of cultural tourism, namely architecture, is in fifth place. This indicates that the architectural tourist attraction in Bali is less attractive to tourists compared to tourist attractions that display other cultures. The iconic architectural tourist attraction developed in Bali shows Balinese architecture and adopts different architectural styles, such as modern or contemporary styles. The types reflect modernity and incorporate various forms, which may obscure Bali's identity as a cultural tourism destination. Therefore, research is needed to analyze tourist preferences towards architectural tourist attractions in Bali, especially iconic ones.

## 2.0 Literature Review

### 2.1 Iconic Architectural Attractions

Maitland and Newman (2008) revealed that it is challenging to discuss tourism without discussing architecture because architecture is a commodity of tourist consumption and cultural capital objectified and used as a tourist attraction. The typology of architecture can be seen through three aspects, namely *firmitas*, utility, and *venustas* (Vitruvius, 1960). *Firmitas* is related to the selection of appropriate materials. The principle of utility is related to function. *Venustas* encompasses aesthetics. Waterson (1998) expressed the same thing: combining architectural richness and diversity with beautiful natural beauty landscapes and the uniqueness of tradition as cultural expressions motivate tourists in tourist visits. Architectural works are essential in regulating and maintaining a tourism area to provide a beautiful visual image (Bosak, 2019). Architecture can be a potential tourist asset. Not even a few iconic architecture become tourists' main attraction to a place. Jencks (2005) said iconic architecture must present something that is easy to remember and liked by many people and stands out in the surrounding environment, both physical presentation and presupposition/metaphorical storytelling. Rizqi and Ashadi (2020) also added that iconic architecture is a place marker architecture or era marker.

### 2.2 Traditional Balinese Architecture

Judging from its function, architecture in Bali is classified into three namely: a) function as a place of worship and devotion to God, b) function as housing, c) function socially as public facilities and socio-cultural facilities (Goris, 2012). Architecture in Bali developed into three types, namely: (a) Heritage Architecture (Ancient), (b) Traditional Balinese Architecture, and (c) Non-traditional architecture in the style of Balinese Traditional Architecture (Putra, 2009). Heritage architecture is considered to have meaningful values for science, history, and culture (Gantini, 2009). Traditional Balinese Architecture is imbued with Hinduism and based on several philosophies (Wiryawan & Susanta, 2016). Non-traditional Balinese architecture does not apply traditional Balinese architectural norms but displays traditional Balinese architectural style (Gantini, 2009). In addition to these three types of architecture, there is also non-Balinese architecture (Gantini, 2009), which does not apply the concept of traditional Balinese architecture but uses other architectural styles, such as modern or contemporary.

## 3.0 Methodology

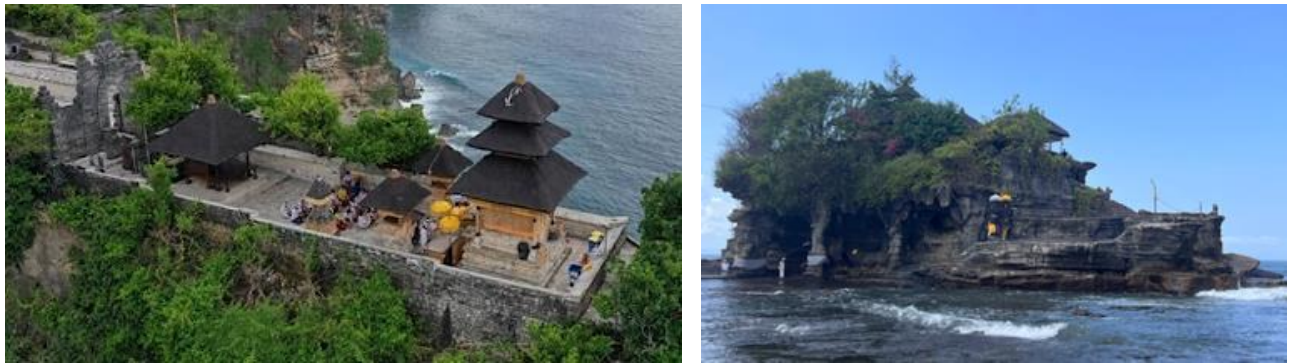
The study used qualitative methods through the distribution of questionnaires and interviews with 100 people who had visited Bali, consisting of 20 people from Indonesia, 20 people from Asia, 20 people from Europe, 20 people from Australia, and 20 people from America. The questionnaire contains images of iconic architectural tourist attractions, and tourists are asked to fill in preferences with neutral and dislike options. Data triangulation was carried out by data collection by questionnaires and interviews with four local tour guides. There are as many as 68 iconic architectural attractions in eight regencies and one city in Bali, with more than 500 reviews on Google. Respondents in this study Tourists who were respondents in this study were men (54%) and women (46%). The age of tourists aged 29-42 years (66%), between 43-58 years (18%), between 13-20 years (15%), and over 59 years (1%). Tourists who were respondents in this study, 57% of tourists who had visited Bali more than one time, and 43% had only visited Bali 1 time.

## 4.0 Findings

Based on the typology of Vitruvius (1960), this research has identified 10 types of iconic architectural attractions in Bali that are categorized according to three main aspects, namely *firmitas*, utility, and *venustas*. Type A is an iconic architectural tourist attraction that uses natural materials, likes stone, has a religious function, and applies traditional Balinese architectural styles. Iconic architectural attractions included in type A are Jagatnatha Jembrana Temple, Beji Sangsit Temple, Agung Melanting Temple, Tanah Lot Temple, Ulun Danu Beratan Temple, Batu Karu Temple, Taman Ayun Temple, Uluwatu Temple, Batu Bolong Temple, Tirta Empul Temple, Batur Temple, Goa Gajah Temple, Besakih Agung Temple, Lempuyang Temple, Goa Gajah Temple, Jagatnatha Great Temple. Tourists like type A as much as 90%, the most millennial tourists from Europe and America, because it features a unique and authentic architectural design, representing Bali's renowned temple architecture. It offers cultural attractions, art, beautiful natural landscapes, and a rich historical narrative, contributing to tourists' preference for Type A. The most visited tourist attraction is Uluwatu Temple. As many as 10% of tourists answer neutrally due to the limited activities at some tourist attractions. The results of the respondent are also supported by the informant's statement as follows:

"Pura Uluwatu is the most favored tourist attraction. Tourists are drawn to the beauty and uniqueness of the temple perched on the cliff and its history. Furthermore, the Kecak dance performance and the sunset add to its appeal. Unlike other temples that lack cultural

performances unless there are religious ceremonies, tourists greatly appreciate Pura Uluwatu. It offers a complete package” (Nelsye, August 8, 2023)



(a) (b)

Fig. 1. (a) Uluwatu Temple; (b) Tanah Lot Temple

(Source: documentation, 2023)

Type B is an iconic architectural tourist attraction that uses natural and artificial fusion materials. Type B has a religious function and uses non-traditional Balinese styles. Iconic architectural attractions included in type B are Palasari Church, Puja Mandala, Amara Buddhist Temple, Giri Dharma Vihara, and Satya Dharma Vihara. Tourist attractions that include type B are preferred by as much as 63%, and most are millennial tourists from Australia and America due to its unique and harmonious architectural design, which combines traditional Balinese elements with non-Balinese architectural styles. The most visited type B tourist attraction is Palasari Church. Tourists who answered not liking type B were 14%, and neutral was 23% due to the lack of supporting facilities around the tourist attractions. The following informant's statement also confirms this:

"Tourists highly favor Palasari Church, as they are intrigued by the building's design that combines traditional Balinese architecture with grand church architecture. Unfortunately, they often complain about its remote location and the lack of facilities, particularly accommodations for overnight stays." (Yolanda, August 15, 2023)



(a) (b)

Fig. 2. (a) Palasari Church; (b) Puja Mandala

(Source: documentation, 2023)

Type C is an iconic architectural tourist attraction that uses natural materials, has a socio-cultural function, and is a heritage architecture. Iconic architectural attractions included in type C are Tirta Gangga, Taman Ujung Sukasada, Wenara Wana Monkey Forest, and Kertha Gosa. As many as 100% of millennial tourists from America, Europe, Australia, Asia, and Indonesia like type C tourist attractions because of their unique architectural design, numerous Instagrammable photo spots, natural beauty, and historical narrative. Type C tourist attractions that tourists most visit are Tirta Gangga. The following informant's statement is related to type C:

"Tourists nowadays are highly interested in tourist spots that are Instagrammable or good for taking photos. They take pictures and then upload them on social media. Perhaps it's because we live in an era of advanced and sophisticated technology. Tourists are also drawn to tourist attractions with a story. It's not just historical stories but myths or narratives prevalent in the community that pique their interest." (Sutrawan, August 10, 2023)



(a) (b)  
 Fig. 3. (a) Tirta Gangga; (b) Sukasada Palace  
 (Source: documentation, 2023)

Type D is an iconic architectural tourist attraction combining natural and modern materials. Type D functions as socio-cultural buildings as parks/monuments/museums and is an architecture that applies non-traditional Balinese styles. The main tourist attractions type D are Garuda Wisnu Kencana Park, Wrdhi Budaya Art Center Park, Bali Handara Gate, Margarana Park, Bajra Sandhi Monument, Puputan Klungkung Monument, and Ground Zero Monument. As many as 75% of tourists like the tourist attraction of type D. The most are millennials from Indonesia and Asia. They want it because it has unique architecture, cultural and artistic attractions, diverse activities, and hosts interesting international-level tourism events. Type D tourist attractions visited by tourists are GWK. As many as 15% of tourists do not like the attraction of type D, and 10% are neutral due to the limited activities at some tourist attractions. The following informant's statement also confirms this:

"GWK is the tallest statue in Bali and one of the tallest statues in the world, which has a height of 121 meters. GWK statue has stories and performances that attract tourists. GWK is often used for international events, so it is more famous compared to other tourist attractions" (Yudha, August 22, 2023)



(a) (b)  
 Fig. 4. (a) Garuda Wisnu Kencana; (b) Wrdhi Art Centre Park  
 (Source: documentation, 2023)

Type E is an iconic architectural tourist attraction that uses modern materials with socio-cultural functions in the form of museums or performance venues and is an architecture that uses non-Balinese styles, which belongs to type E, namely Uc. Silver, Blanco Museum, Soekarno Park. Secret Garden, Bali Chocolate Factory, Pasifika Museum, Rumah Gemuk, and Geopark Museum. 71% of tourists like type E tourist attractions, especially millennial tourists from Europe and Australia. Because of its attractive and unique modern building design, exhibitions, and exciting narratives about the displayed objects enhance tourists' knowledge and experiences. The type E tourist attraction most visited by tourists is the Batur Geopark. As many as 15% of tourists do not like Type E, and 14% are neutral because it is too modern and lacks the display of Balinese culture. The following informant's statement also confirms this:

"Type E is mostly a tourist attraction favored by domestic and Asian tourists because of its modern building design, viral on Instagram. Suppose foreign tourists do not like the modern. Foreign tourists like to go to Batur Geopark. They like to study history. The shape of the museum, although not Balinese but unique, resembles Mount Batur in Bali" (Yolanda, August 15, 2023)



(a) (b)  
 Fig. 5. (a) Geopark Museum; (b) Pasifika Museum  
 (Source: documentation, 2023)

Type F is an iconic architectural tourist attraction that combines natural and modern materials and social and cultural functions, namely traditional markets and non-traditional Balinese building styles. Iconic architectural attractions included in type F are Badung Market and Ubud Art Market. As many as 67% of tourists like type F, and most are millennials from Asia and Indonesia because of its strategic location near other popular tourist attractions and the opportunity for tourists to engage in bargaining interactions with the local community. Type F that is widely visited is Ubud Art Market. As many as 24% of tourists do not like type F, and 9% declare neutral because it has transformed into a more modern setting, losing some of the Balinese cultural touch. The following informant's statement also confirms this:

"Ubud market is now also much cleaner compared to Badung market. Ubud market is not only attractive because it sells Balinese handicraft items but also attractive for tourists, especially foreign tourists, because they can see the culture of the local people and interact directly with the local people in bargaining (Nelsye, August 8, 2023)



(a) (b)  
 Fig. 6. (a) Ubud Market; (b) Badung Market  
 (Source: documentation, 2023)

Type G is an iconic architectural tourist attraction that uses natural and modern blend materials with socio-cultural functions and non-Balinese building styles. Iconic architectural attractions included in type G are Beach Walk, Krisna, the Keranjang, Living World, Bali Galeria, Transmart, and Erlangga. As many as 45% of tourists like type G. The most are millennial tourists from Indonesia and Asia because of its strategic location, attractive architectural design, and tourists' interest in visiting after seeing posts and reviews on social media. The most visited tourist attraction is the Beach Walk. Tourist who dislikes type G is 51% and 4% neutral because it is too modern and lacks the display of Balinese culture. The following informant's statement also confirms this:

"Beach Walk is the most visited by tourists. But mostly domestic and Asian tourists. They have the characteristic of liking famous places, which are again much discussed on social media. Foreign tourists tend not to use buildings because, in their country, there are many. They look for traditional ones" (Yudha, August 22, 2023)



(a) (b)  
 Fig. 7. (a) Beach Walk Mall; (b) Krisna Souvenir  
 (Source: documentation, 2023)

Type H is an iconic architectural tourist attraction that uses natural and modern combination materials with the function of socio-cultural buildings, namely beach/day clubs. The building style used is a non-Balinese building style. Iconic architectural attractions included in type H are Omma Day Club, Cretya Day Club, Finns Beach Club, Mari Beach Club, Savaya, Potato Head, Atlas Beach Fest, and Del Mare. There are as many as 70% of tourists who like type H. Most are millennials from Australia and Asia because of the unique beauty of beach or river landscapes. Positive reviews of type H, especially on social media platforms like Instagram, and the presence of organized events make tourists like this type. Type H tourist attractions visited by many tourists are Finns. Tourists who do not like type H were 24% and neutrally were 6% because it is too modern and lacks the display of Balinese culture. The following informant's statement also confirms this:

"Domestic and Asian tourists highly favor Atlas. Aside from its unique building, especially at the entrance with the symbol 'A,' many tourists enjoy taking photos in front of the entrance to share on social media. The presence of Mr. Hotman Paris Hutapea and guest stars invited to the Atlas Beach Fest is also a significant attraction that entices tourists. Foreign tourists like to go to Finns because of the unique shape of the building" (Yudha, August 22, 2023)



(a) (b)  
 Fig. 7. (a) Finns Beach Club; (b) Atlas Beach Fest  
 (Source: documentation, 2023)

Type I is an iconic architectural tourist attraction with natural and modern building materials that function as residences or what is called Puri and use traditional Balinese architectural style. Iconic architectural attractions included in type I are Puri Anom Tabanan, Puri Agung Karangasem, and Puri Ubud. Tourist who likes this type are as many as 74%. The most are millennials from Australia and America. They want this type due to its beautiful architecture, numerous reviews, and rich historical value. The tourist attraction that many tourists visit is Ubud Palace. Tourists who do not like type I are 19%, and neutral are 7% due to the lack of information or historical narratives related to the tourist attractions. The following informant's statement also confirms this:

"Puri Karangasem is the only palace that still maintains its authenticity. Compared to other palaces in Bali that have been significantly influenced by modernity. This, of course, appeals to foreign tourists who appreciate traditional values. Puri Ubud is a favorite and must-visit destination for international and domestic tourists. The robust Balinese architectural design of the palace buildings is a unique attraction that tourists can enjoy. Additionally, the historical and cultural significance of the palace adds to its appeal, as it was once a royal residence." (Sutrawan, August 10, 2023).



(a) (b)  
 Fig. 7. (a) Puri Ubud; (b) Puri Agung Karangasem  
 (Source: documentation, 2023)

Type J is an iconic architectural tourist attraction combining natural and modern building materials that function as community dwellings and use traditional Balinese architectural styles. Penglipuran Village, Tenganan Village is the iconic architectural tourist attraction in type J. Type J tourist attractions are favored by tourists as much as 89% of most millennial tourists from Europe and America. They like this type because it preserves traditional Balinese customs and conventional Balinese houses' unique and captivating architecture. Type J tourist attractions visited by many tourists are Tenganan. Tourists who do not like type J as much as 11% and neutral as much as 11% because few activities can be done. The following informant's statement also confirms this:

"If domestic and Asians like to go to Penglipuran because of the unique door architecture that is famous. Europe, Australia, and America like Tenganan because it is still strong in maintaining the integrity of tradition and many houses left by ancestors, as well as ancestral traditions that are still carried out by the village community" (Nelsye, August 8, 2023)



(a) (b)  
 Fig. 7. (a) Puri Ubud; (b) Puri Agung Karangasem  
 (Source: documentation, 2023)

## 5.0 Discussion

The research results show that tourists have other preferences depending on the type of architectural tourist attraction. The three iconic architectural tourist attractions that tourists most like are C, A, and D. Type C is the type that tourists from all tourist origins most like because it displays architectural beauty with a typical traditional Balinese architectural style combined with natural beauty. Tourists also like Type C because it is instagramable and has a solid historical narrative. Type A is favored because it has religious value and is an icon of Balinese culture. Tourists are attracted to the unique design and spiritual meaning of type A. Tourists interested in local culture and traditions often visit this type to view or even participate in ongoing religious or cultural ceremonies. The rich historical narrative and stunning natural beauty of locations also contribute to its popularity.

Type D, which combines traditional Balinese architectural styles with more modern functions, is also liked by tourists. Combining traditional Balinese elements and modern architecture creates a balanced atmosphere of cultural richness, and the existence of event tourism creates a unique and enchanting experience for tourists looking for something different while respecting and appreciating Bali's cultural heritage. The G is the one that tourists least like. This type is a tourist attraction that uses modern architecture or contemporary styles. This architecture is not liked because it is considered not to reflect Bali, which has a distinctive architectural style, and this tourist attraction is deemed unable to provide an experience of interaction with local culture, which some tourists consider valuable. These

findings align with Curtis and Waterson (2000) perspective, emphasizing the importance of combining architecture, landscape, and culture to attract tourists. Moreover, this research highlights the significance of showcasing myths, legends, or history to enhance the tourist experience.

## 6.0 Conclusion & Recommendations

Understanding tourist preferences is essential for Bali's tourism industry to balance preserving cultural heritage and adopting modernity in architectural development. Combining traditional Balinese elements with thoughtful, modern touches can create a stronger appeal. More intensive promotion and marketing efforts are needed on social media through tourist experience reviews and stories, histories, or myths of architectural tourist attractions. Improve activities and facilities around iconic architectural attractions to provide a better experience for tourists. Cultural events, art exhibitions, and performances around iconic architectural attractions can also increase tourist attraction and visitation.

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