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Place Attachment at the Ritual Bakar Tongkang for Heritage Tourism in Bagansiapiapi

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Abstract

A concept of place attachment is required to understand the relationship between humans and the tourism environment. The concepts have been integrated into spatial studies with no universal agreement to explain the human-place bond. This systematic literature review focuses on the relationship between place attachment and heritage tourism using the PRISMA principles. This research proposes a conceptualization focus on the ritual approach as a human-place relationship. The place attachment conceptual framework has been influenced by multiple variables such as familiarity, length of engagement, emotional attachment, place character, and rituals. In contrast, heritage tourism's conceptual framework is influenced by curiosity and authenticity.

Keywords: heritage tourism; place attachment; environmental; rituals

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1.0 Introduction

Over the past few decades, the concept of place attachment has been studied in a variety of scientific disciplines. The theory has focused on place-people bonding and has applied to many disciplined have psychology (Lomas et al., 2023), sociology (Chang et al., 2023), geography (Dlamini & Tesfamichael, 2020), and others. Despite the concept's beginnings in the local environment, it has found adoption in tourism-related studies (Dang & Weiss, 2021). Place attachment defines the emotional connection of people with a place (Lomas et al., 2023) based on experience and the time spent (Lebrusan & Gómez, 2022). Attachment to a place indicates a unique emotion when connected to the place where you were born or lived most of your teenagers (Dandy et al., 2019). People who reconnect participate in festivities and rituals that provide long-lasting memories (Dwyer et al., 2019). Visitors may develop a stronger attachment to the ritual site (Woosnam et al., 2018)

This study proposed a literature review to examine place attachment concepts. It integrates ritual practices to determine place attachment to develop a heritage tourism attraction. The research question is: how do analyze the place attachment to developing tourism in heritage areas? It is possible to understand the significance of place attachment in heritage tourism by applying a conceptual approach based on the literature analysis conducted. As a result, the proposed conceptual framework is founded on two characteristics of place attachment and two features of heritage tourism. The study was conducted and contributed theoretically to developing the

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literature on place attachment within heritage tourism. Although belongingness and memories are key components in place attachment, they are not the only determinants. This highlights a limitation in our conceptual framework.

2.0 Literature Review

2.1 Place Attachment

Place attachment concepts are an affective bond that connects people with places (Sieng & Szab, 2023). The definition and aspects of place attachment can be seen in Table 1 below.

Table 1. Definition and Aspect of Place Attachment

Author	Place Attachment Definition	Aspect/Variable
Sieng & Szab (2023)	Bonds formed with a place	Sense of belonging; self-esteem
Lomas et al. (2023)	Interrelationships between people, time, and place	Emotional bonds; memories
Lebrusán & Gómez (2022)	Linked to the influence of emotional attachment derived from previous family experiences	Memories; social ties
Madgin et al. (2016)	The physical and social dimensions influenced the formation and expression of attachment	Collective memory; social bonding
Mandal et al. (2023)	Residing for a generic time and mixing develop strong bonding	Memory; cultural bonding
Davis (2016)	Direct experience and a degree of continuity	Sense of belonging, continuity
Ujang (2016)	Investigating people's lived experiences	Belongingness, place memory

(Source: Authors, 2023)

Table 1 shows that place attachment is a combination of multiple variables. Place attachment refers to relationships developed with a place that provides a sense of belonging and self-esteem (Sieng & Szab, 2023). Lomas et al. (2023) define place attachment interrelationships between people, time, and place. It focuses on the role of time in place attachment throughout the experience of place change. The attachment would include the emotional bond as being emotionally attached and feeling kind affection (Lebrusán & Gómez, 2022). Place attachment as a double dimension such as social belonging and attitudes it ties connected to the same time with the previous view. According to Madgin et al. (2016), place attachment consists of physical dimensions and social dimensions that influence the formation of collective memories and social bonding with emotional response. Mandal et al. (2023) define cultural bonding as an important contributor to a place developing an attachment. People residing for a substantial time develop a strong attachment through festivals and celebrations. Davis (2016) stated an emotional attachment to a place can occur if there are direct experiences, a degree of continuity, and place identity. Ujang (2016) defines meaningful places as relating strongly to place attachment and the sense of belonging to historic places in the city.

2.2 Belongingness

Belongingness refers to a strong emotional attachment (Ginting & Siregar, 2020) and functional attachment (Vivita et al., 2023). Emotional attachment can occur anywhere because of a direct experience and continuity (Alcindor, 2021; Davis, 2016). A person's attachment to a place he likes increases as he likes increases as he ages (Hernandez et al., 2020). People develop the idea of emotional and emotional solidarity with spending time, especially when they are young or teenagers (Aleshinloye et al., 2019).

A long-term frame (Karsono et al., 2021) tends to build a sense of belonging through a feeling of security and well-being somewhere (Ujang, 2016) and generate a meaningful symbol and familiarity (Ujang & Zakariya, 2018). The symbol is a legacy of things that have a traditional image and become something that can be sections of society. A sense of security and safety will build a strong belongingness (Mandal et al., 2023; Alirhayim, 2023; Alcindor et al., 2021).

2.3 Memory

The assertion that time is critical to deepening meaning and emotional connection in a place is the basis of place attachment theory (Lomas et al., 2023). Time is considered an important component of place attachment, and duration of stay is one of the components identified by human memory to play an important role in the process (Lebrusan & Gómez, 2022). People can see the connection between the present and the past through biographical memories and experiences associated with a particular space.

A place can summarize memories of experiences and events that happened there. Besides, places can affect the memory of things and people that may be associated with places (Lewicka, 2014). In previous research on favorite places, memories and familiarity (which suggests repeated visits) have emerged. Memory has influenced time, leading to nostalgia and implication for place attachment (Lomas et al., 2023).

According to Ratcliffe and Korpela (2016), memory components consist of the affective properties of place memory, autobiographical properties, narrative, and memory accuracy, as well as memory to exercise and predict imaginary perceptions of a location. If a person is asked to recall memories and stories specific to the place, these findings can inform opportunities to gain a greater than person's emotional benefit and involvement. When one has more time to be active and interact in a particular place, it is more likely for one to build strong attachments. The physical and natural qualities of a place, along with its emotional aspects, can encourage people to seek closeness and even become dependent on the place (Counted, 2016).

3.0 Methodology

The study used a Systematic Literature Review (SLR) based on the PRISMA guidelines (Dang & Weiss, 2021). All databases multidisciplinary from the university library's online database were selected. The research implemented the systematic quantitative literature review method (Ghasemieshkaftaki et al., 2023). We used five databases for the systematic literature review including ProQuest, Taylor & Francis, Emerald Insight, Scopus, and Sage Premier Journal. The search criteria that we applied followed (1) the term place attachment must mentioned in the title; (2) the term heritage tourism must mentioned in topics; and (3) the term restricted to English peer-reviewed papers with years of publication must be between 2013 and 2023. The keywords chosen based on the terms "Place Attachment" and "Heritage Tourism".

The new search produced a total of 147 papers. This search query returned 16 items from ProQuest, 28 results from Taylor & Francis, 20 results from Emerald Insight, 62 results from Scopus, and 22 results from Sage Premier Journal. From these, it is 88 results while there are 59 duplicate results eliminated. Titles and abstracts are manually reviewed by authors in the qualitative analysis to ensure relevancy and prevent repetition. 73 results remained after these were filtered out as books, conference papers, and dissertations. The final stage resulted in the selection of 44 articles removing 22 review papers and seven irrelevant literature studies from the analysis (Figure 1).

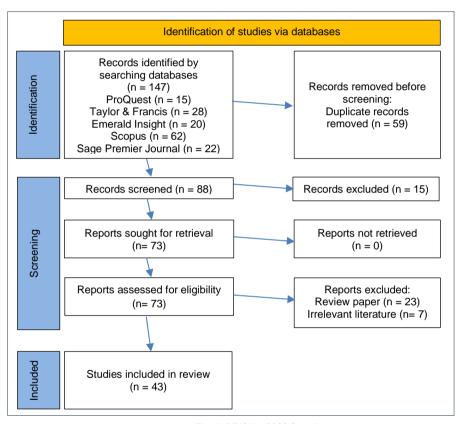


Fig. 1: PRISMA 2020 flow diagram (Source: author illustration based on PRISMA. http://www.prisma-statement.org)

4.0 A conceptual framework for place attachment and heritage tourism

According to the literature reviewed in Table 1, the place attachment domain has two components: belongingness and memories. Familiarity, length of engagement, and emotional attachment contribute to a sense of belonging. While memories are established by the character of a place and the rituals (Figure 2). Heritage tourism has two components such as authenticity and curiosity. Local culture and making strong connections contribute to authenticity. Uniqueness and storytelling contribute to curiosity (Figure 3).

4.1 Belongingness

4.1.1 Familiarity

Strong familiarity with a place may enhance a sense of belonging (Karsono et al., 2021). Aliryahim (2023) argues that familiarity is developed by knowledge of the place and a specific residence duration. This duration influences a person's engagement with familiarity (Karsono et al., 2021). An individual who formerly acknowledges a place is familiar with its physical aspects and is conscious of its developments (Ujang, 2016).

Ujang (2016) states that a person familiar with the place will be involved in daily routines for survival. Bazrafshan et al. (2023) agree with Ujang (2016) that familiarity established by a place's cultural background affects emotion toward the place. Cultural preference theory explains preferences as a result of social and cultural norms, individual characteristics, memories, and experiences (Tveit et al., 2018)

4.1.2 Length of engagement

Place attachment is influenced by the length of engagement and frequency of visits. The length of engagement has influenced the level of engagement in a specific place (Karsono et al., 2021). Long-term engagement encourages a sense of belonging (Ujang & Zakariya, 2018; Karsono et al., 2021). People who lived in the area may have developed bonds with it for a variety of reasons over time. These variables could contribute to their tendency to perform actions that are advantageous to their community (Song & Soopramanien, 2018).

Individuals create personal and social meanings and ties through continuous engagement with public places. The length of engagement and the connection between the individual and the place are determined by their goals (Ujang et al., 2018). The space's affection ought to establish an atmosphere for individuals to develop while encouraging a variety of activities. It will allow individuals to dedicate additional time to it. The length of engagement and the connection between individual and place are determined by their goals.

4.1.3 Emotional attachment

The ability of a place to fulfill the psychological needs of its user is shown by the emotional attachment to the place (Ujang, 2016). An individual who is emotionally attached to a place develops a feeling of attachment (Ginting & Siregar, 2020). Emotional attachment is experienced positively by describing feelings of satisfaction, comfort, fear, and safety (Alirhayim, 2023). Satisfaction provides a sense of comfort and security for every person in the city, as well as opportunities to build emotion (Latiffa et al., 2020). The study shows the significance of security and safety. People who feel safe and secure are more inclined to engage in each goal's uniqueness, which results in a more memorable experience (Mandal et al., 2023).

4.1.4 Character of place

Activity in historical places has significant component that affects individual attachment (Karsono et al., 2016; Garcia et al., 2018; Stylidis, 2017). Historical places provide a functional connection to a wide range of activities. The character of a place has defined by physical features such as architecture (Stylidis, 2017) and monuments (Garcia et al., 2018). Public places, scenery, and temperature are more variables that contribute to the character of the place (Ózkan & Yolmaz, 2019).

4.1.5 Rituals

Variety of customs had been performed out in the streets and squares as places of ritualized performance had been influenced by cultural dynamics (Downey & Sherry Jr, 2022). Rituals should provide local attractions and engagement between residents and visitors (Lee & Kyle, 2014). Furthermore, cultural components represent different attractions and create a pleasant atmosphere for novelty-seeking and hedonism (Tsaur et al., 2019) as well as experiences (Woosnam et al., 2018). Rituals conducted continuously represent local themes and socio-cultural meanings, including unique aspects of celebration and remembering, and attempt to generate happiness and prosperity for the community and enhance cultural identity (Tsaur et al., 2019).

4.2 Heritage tourism

Heritage tourism is a space experience that presents tangible and intangible elements visitors perceive as part of their heritage (Poria & Ashworth, 2009). It's related to the desire to see things that represent the past and the present in tourist destinations (Park et al., 2019). Cultural, historical, and natural values become the center of this tourism (Bonn et al, 2007). Poria et al. (2003) argue that travelers who are personally associated with the heritage they visit tend to express deeper emotional involvement than those who are unrelated.

4.2.1 Curiosity

According to Lee (2015), heritage tourism is nostalgia and a collection of memorable experiences. Nostalgia is influenced by personal emotions and cultural heritage. While attraction and telling stories are part of memorable experiences. Tourists visit heritage areas related to curiosity (Yagi & Frenzel, 2022). Curiosity is the desire to know the authenticity of local culture, history, and stories. Tourists visiting heritage places are highly curiousity and value local culture as an attraction. Curiosity's findings include local culture, history, and the origin narrative of the location. History and connection with the local community fosters curiosity (Power & Smyth, 2016). According to Yu et al. (2021), who conducted their research online, attraction was significantly influenced by cultural features, history, and significance.

4.2.2 Authenticity

Heritage tourism according to Verbeke (2010), is the activity of traveling by collecting memories of the area visited through the story of the place. Yi et al. (2021) argue that heritage tourism is authentic with the uniqueness of experience and its beauty as well as listening to the history and culture of the place. Researchers agree that authenticity is a component of understanding heritage tourism (Ram et al., 2016). Authenticity encompasses validity, belief, originality, and lack of pretension which is defined as 'an object or event that is genuine, true, real, and uncontaminated in the minds of the person who sees it' (Park et al., 2019).

The authenticity that tourists feel when visiting cultural heritage sites enhances their memory. There are six elements that tourists can feel about sites: local architecture, overall layout, garden/landscape, stories and legends, souvenirs, and paintings/inscriptions (Yi

et al., 2021). Local architecture and different settlements give unique something perfect to tell history and culture to the present generation (Tinson & Saren, 2022). Lifestyle and religious traditions are local cultures that can told today (Esfehani & Albrecht, 2018).

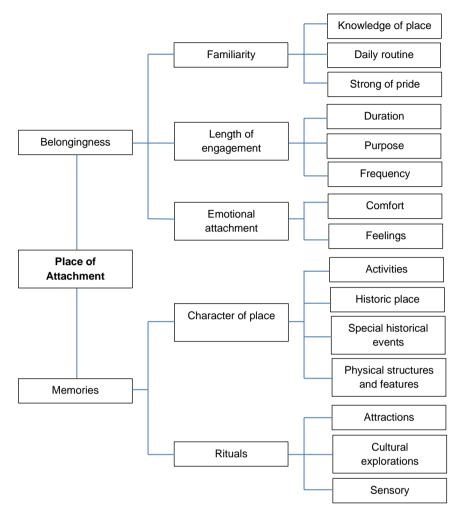


Fig. 2: Place Attachment Theory Framework (Source: Author 2023)

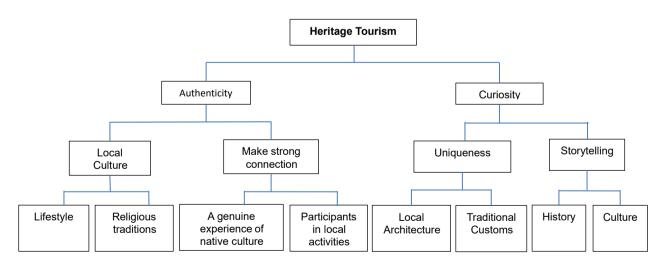


Fig. 3: Heritage Tourism Theory Framework (Source: Author 2023)

4.3 Conceptual Framework

According to the findings, studies on place attachment theory could potentially conducted to encourage heritage tourism. The place attachment concept has two aspects, belongingness and memories. The first aspect of belongingness has three elements that define

familiarity, emotional attachment, and length of engagement. The second aspect of memories has two elements that define the character of place and rituals. Heritage tourism has two aspects which are curiosity and authenticity. The first aspect of curiosity has two elements that define local culture and make a strong connection while the authenticity aspect has two elements that define uniqueness and storytelling (Figure 3). This conceptual framework structure offers an overview for a better understanding of place attachment for heritage tourism in Bagansiapiapi.

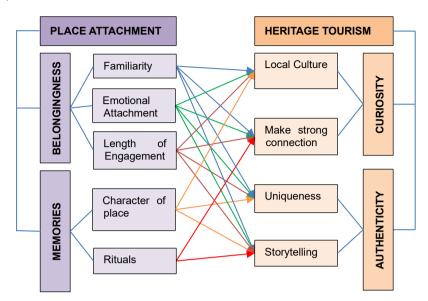


Fig. 4: Place Attachment in Heritage Tourism Conceptual Framework (Source: Author 2023)

5.0 Discussion

Place attachment refers to the emotional bonding to a place. It consist of places, people, and psychological processes (Altman & Low, 1992). Study in place attachment theory still partially and independently. According to the findings, studies on place attachment theory could potentially conducted to encourage heritage tourism. The place attachment concept influenced by multiple variables such as familiarity, length of engagement, emotional attachment, character of place, and rituals. This conceptual framework structure offers an overview for a better understanding.

6.0 Conclusion and Recommendations

The literature review is required to support the researchers doing the study. This paper described a literature review for place attachment theory has focused on rituals in heritage tourism. Data is analyzed and compiled from reliable journals. Based on the literature review, an earlier study conducted independently, and it is reasonable to conclude that using it is promising to produce a better result, particularly in heritage tourism.

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Paper Contribution to Related Field of Study

This research contributes to urban and tourism planning to develop heritage tourism by finding place attachment at the ritual of heritage area in Bagansiapiapi, Riau, Indonesia

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