

Place-Making for Tourism in Rural Settlements and the Institutional Collaboration

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ABSTRACT

Most of place making for tourism in rural settlements supposed to consider two institutional models: First the adat/traditional or 'informal' indigenous institution and, second, the formal or extension of 'the state government' institutions. The adat institutions are fundamental organizing principles, reliance on local knowledge and capable for enabling local people, whereas, formal local area planning in Indonesia is essentially tied to national level goals and policy. At the local level, these are two institutions function as place-making agents generally. This paper begins with review of the processes of changes in rural settlements brought about by tourism. Further it explains the reason for informal and formal institution collaboration becomes more interactive, to bring the divergent objectives of different units into harmony, by agreeing upon frames of reference for future decisions and actions for tourism in rural settlements. Traditional informal institutions may not need 'formal planning' to make collective decisions for the tourism development in rural settlements. On the other hand, single units of formal organization in local government need integrated planning to synchronize their action with other elements of government and to articulate their objectives, and to design and evaluate future courses of action to meet possible contingencies in managing place-making for tourism development. This article show that as the tourism in rural settlement increase in scope, size, and complexity, hierarchical control becomes inadequate to identify and implement common purposes for place making. This article ends with suggestions for collaboration mechanism that makes the formal and informal place-making agents for tourism in rural settlements work better.

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