

PLACE ATTACHMENT STUDY IN KUTA BEACH COMMERCIAL CORRIDOR

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Abstract - Kuta Beach has undergone a change in function and a shift in activity which began with the opening of the trading port function to become a popular beach tourism area in Bali. The development of tourism on Kuta beach is currently experiencing a very drastic increase as evidenced by the very rapid development of tourist accommodation and infrastructure arrangement by the government. The increase in the number of hotels, inns and various other types of functions indicates the high interest in investment in the Kuta beach road area. Indirectly, this dynamic changes one's bond in the Kuta Beach corridor. The study of Place attachment in the commercial corridor area of Kuta Beach aims to determine the important factors in the formation of a place's identity, corridor characteristics, visitor preferences, activity studies, and magnetic identification of an area. The research method in place attachment studies in the Kuta beach corridor uses a quantitative approach accompanied by a qualitative descriptive explanation to find out the phenomena and perceptions of visitors. Knowing the important variables and elements in the corridor becomes the focus of the study to obtain data on the level of place attachment that exists in the commercial corridor of Kuta beach. Based on the literature study, the place attachment study is one of the cornerstones in assisting the planning of an area by assessing the level of attachment to a place.

Keywords – Place Attachment; Commercial Corridor; Place Identity.

Introduction

Place attachment is a bond that is formed between a person and an environment created from personal emotional experience, this can be in the form of a historical or religious experience. In the psychological dimension, place attachment is an emotional state that occurs when dealing with an environment (Scannell and Gifford, 2010). Various studies on place attachment in the corridor of architectural dimensions focus on a bond in the context of residence, city, village, and public space. This study seeks to examine the extent to which individuals are bound to an area and see the factors that form these bonds. A person's psychological awareness of a place needs periodic studies that aim to obtain a pattern that can be associated with changing places and changing human behaviour. Attachment behaviour is rooted in physiological system that processes the information of the surroundings, environment, or place and it will affect the behaviour systematically for individual purposes (Giuliani, 2003).

Place attachment studies are closely related to scholarly fields such as sociology, psychology, geography, urban planning, village, architecture and philosophy. This study has a focus on understanding human behaviour that manifests in various situations. The situation in a person is often manifested by the emergence of a sense of pleasure, pride, love, comfort, and calm

in a place. According to Scannell and Gifford (2010), the emergence of these conditions will be indicated by the consistency of repeated visits or inviting others to visit.

Exposure to globalization which is manifested by an increase in investment in tourism areas in Bali is a phenomenon that needs special attention. Kuta Beach which is the locus of this research is an area that has undergone very drastic changes. Initially Kuta Beach was a haunted area and then turned into a trading port function in the 14th century which was marked by the presence of Majapahit royal troops under the leadership of Gajah Mada anchored in the Kuta area, precisely on Tuban beach. After an increase from the existence of a trading port, Kuta turned into a tourist area which was marked by the appearance of a book entitled "Prise to Kuta" by Hug Mahbett. This encouraged tourism and the high growth of tourist accommodation in the 1960s. These changes continued to be developed with the addition of infrastructure in the form of walls and gates in Balinese architectural style. The dynamics of these changes have received many responses which indirectly indicate a community bond to the commercial corridor on Jalan Kuta Beach. The place attachment study seeks to empirically record aspects of activity, building functions and building characters as well as related aspects that affect corridor characteristics.

Table 1. Definition of Place Attachment

Authors	Description
1. Jorgensen dan Stedman dalam (Halpenny, 2010)	Place attachment is an emotional, cognitive, and functional bond with a place and examines the specific effect of the relationship between place attachment and pro-environment.
2. (Tuan, 1977)	Local people in general have ties to a place that is often used to organize cultural activities
3. (Ujang, 2012)	Three factors affect the occurrence of bonds, namely: 1. Physical elements, Activity and Image.
4. (I S Wijaya, W Purnamasari, 2018)	Place attachment is occurs when person has long term relationship in a particular region or place so that the special experience formed by each individual by various elements of interaction.
5. (Hidalgo, M.C.; Hernandez, 2001)	Place attachment relates to the relationship between humans, groups in certain places.
6. (Scannell and Gifford, 2010)	Place attachment is a bond between an individual or a group of individuals with a place in terms of spatial, social and physical levels which is realized through affective, cognitive, and behavioral psychological processes.
7. Grace, Imam and Achmad (2015)	place attachment can be associated with a quality of a relationship between a place and an individual emotionally.

Concept of tripartite organizing Framework of place attachment

Scannell and Gifford (2010) describe the concept of the Tripartite Organizing Framework of Place attachment is a multi-dimensional framework between the human aspect, psychological aspect, and place dimensions. The human aspect includes two sub categories, namely culture or community which includes religious and historical factors. The second category is individual which includes experience, reality, and important events or stages. The aspect of place has two categories, namely social (the arena and social symbols) and physical (natural and artificial). The last aspect is the psychological process which has three categories, namely Affect (happiness, pride and love), Cognition (Memory, knowledge, schema, and meaning), and behavior which includes the reconstruction of a place and proximity.

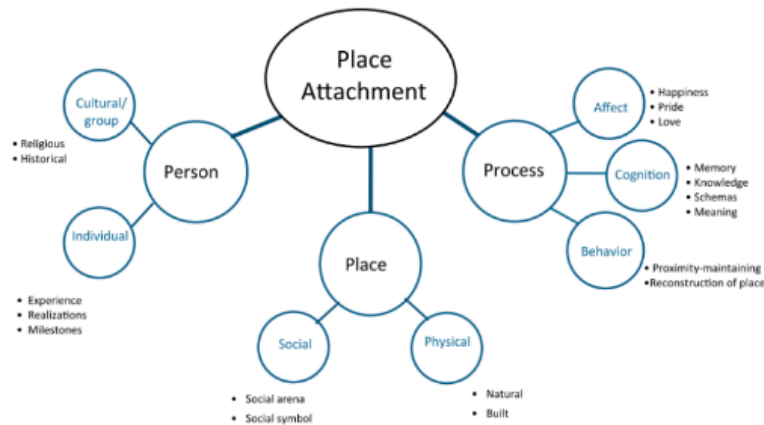


Figure 1. Concept of tripartite organizing Framework of place attachment
Source: Scannel and Gifford (2010)

According to a summary of research by Ujang (2012), it can be understood that in addition to physical factors, activity and visual places also play an important role in the formation of place attachments. (See table 2)

Table 2. Place attachment component

COMPONENT	ATTRIBUTES	ELEMENTS
PHYSICAL ELEMENT	Accessibility	Location Access Layout Signage Greenery/trees View Landscape features Building and facade Landmark/Nodes Shopping complexes
	Legibility	
ACTIVITY	Vitality	Liveliness Street activity People watching Entertainment Products/services Food and eating spots Day and night activities Mixture of people Price Banking and communication centres Street vendors
	Diversity/ Choice	
	Transaction	
IMAGE	Legibility	Image Popularity
	Distinctiveness	Public open spaces Distinction Uniqueness Traditional
	Comfort	Resting space Convenience Facilities Environmental quality
	Safety/Security	Maintenance Surveillance Pedestrian

Source : (Ujang, 2017)

The description in the table regarding the factors that influence the place of attachment can be divided into three components, namely: physical element, activity, and image. These three components are the variables in measuring the level of Place attachment in Kuta Commercial Corridor.

Research Method

Descriptive analysis through questionnaires to analyse field data so as to obtain primary data to review place attachments. The data is qualitative. Further analysis is the activity on the corridor to the coast which has a significant effect on the character of the corridor and the coast. This activity will be accumulated in the form of a table so it is necessary to give a score for each

variable. According to Sugiyono (2010) the Likert scale is a size scale for attitudes, opinions, perceptions of a person or group of people about social activities or social phenomena. Photos of buildings and surrounding activities will be used as data in concluding the characteristics of the corridor by adjusting the level of place attachment that occurs. So that this method is able to provide a classification of corridors related to the function and purpose of the activities that occur.

The scale used in this study is the Likert scale, used to measure attitudes, opinions and perceptions of a person or group of people about the existence of social phenomena (Sugiyono, 2010). The questionnaire is divided into two parts, the first is to find the level of place attachment and the second is to find out the factors that affect the place attachment in the Kuta Beach Commercial Corridor. The questionnaire uses a five-point Likert scale, with scores:

1. Strongly Agree SA (4)
2. Agree A (4)
3. Neutral N (3)
4. Disagree D (2)
5. Strongly Disagree SD (1)

Result and Discussion

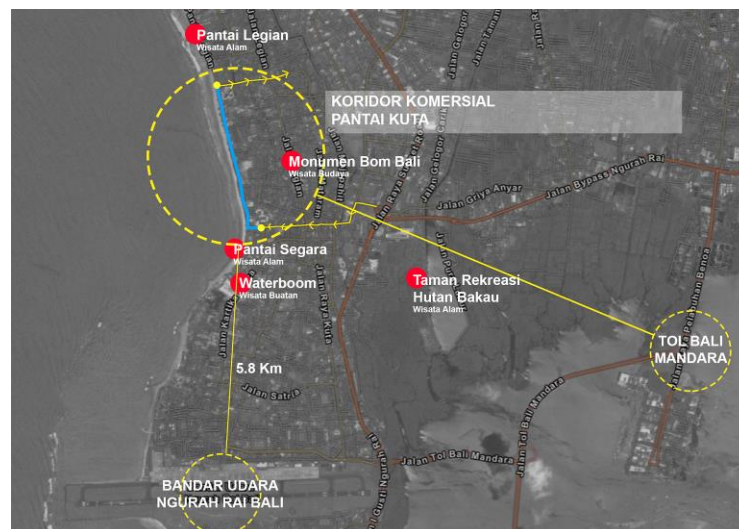


Figure 2. Kuta Corridor location

Source: Author

The commercial corridor of the Kuta beach area is in the form of a linear pattern that connects commercial activities on the east side and the west side boundary, namely Kuta beach. In general, the Kuta beach corridor was formed as a result of the development of the tourism sector which began in the 1970s. This commercial corridor on Kuta Beach is bordered by Segara and Legian beaches which have different characteristics from Kuta Beach. The commercial corridor is a place that has the potential to increase economic growth and acts as a magnet for investors. The development of commercial properties and tourist accommodations that are not managed in a corridor is accompanied by further impacts, namely the physical quality and comfort of the space of a place, so it is necessary to have an understanding of the attachment formed through the Place attachment study.

Overview of Kuta Beach Commercial Corridor

Kuta Beach, which is located in Kuta District, is one of the natural destinations that became a Bali tourism magnet in the early 1970s. Kuta was originally a fishing village that has undergone significant changes. The development of the Kuta area can be described as follows:

1. The Kuta area in 1960 was a temporary residence for European foreign tourists
2. Foreign tourists who are dubbed as hippies or tourists with minimal living costs.
3. In 1980, the Kuta area developed rapidly with various hotel accommodation facilities, resorts, tourist lodges, and homestays



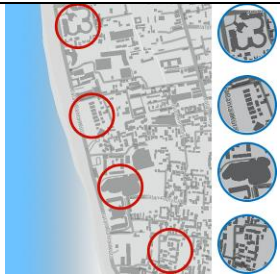
4. In 1990, Kuta became a favourite destination based on visit data and the number of tourist accommodations that were full. It also attracted the attention of sellers of artwork and various swimsuits.
5. In 2002, Kuta experienced a disaster that resulted in about 200 people being victims.
6. In 2005, Bali experienced a massive decline in tourist arrivals due to the second bombing incident which was located in three places.
7. In 2012, the development of a mixed-use area on the Kuta Beach Road corridor created a new atmosphere for the corridor environment. In addition to the new facilities, the mall's natural facilities, namely Kuta Beach, remain an interest for tourists to surf.
8. In 2019 to 2021, the covid-19 pandemic caused the economic condition of the commercial corridor of Kuta beach to experience a drastic decline. This causes many shops and restaurants to close due to tourist visits which are limited by regulations.

In general, the development of the Kuta area stems from the number of tourists and publications about Kuta which make Kuta as one of the tourism magnets in addition to the Sanur and Ubud areas. But in the other hand, the tourism facilities that is dominates the area cause the decline of sustainability of corridor during covid-19 pandemic.

Physical Element of Kuta Beach Corridor

The study of attributes and elements of place theory is closely related to the physical components, activities, descriptions of a place. The table below is about component valuation from the point of view of a commercial corridor on the Kuta beach.

Table 3. Accessibility Attribute

	A. LOCATION	B. ACCESS	C. LAYOUT
ACCESSIBILITY			
	The location of the corridor is right on the coast of Kuta Beach with walls on the west side and buildings on the east side. The 1.7 km long corridor is directed to the north and south so that the buildings located on the east coast get a sunset view.	Access to the Kuta beach corridor can be achieved through 6 accesses, namely: 1. Kuta Highway 2. Segara Beach 3. Legian Beach 4. Popies Street I 5. Popies II Street 6. Benesari Street The only road that can be passed by four-wheeled vehicles is Jalan Raya Kuta which is the main access road to Jalan Pantai Kuta which is a one-way street.	The layout or composition of buildings along the Kuta Beach Corridor emphasizes a linear pattern with buildings located in the eastern part of the corridor. Architecturally, the buildings along the corridor have large dimensions and tend to be massive and dominate the character of the corridor so that the diversity of the functions of the buildings along the corridor have similarities.

Source: Author

Table 4. Legibility Attribute

	D. ACCESSIBILITY	E. GREENERY	F. VIEW
LEGIBILITY			

<p>The road is large enough for two cars to pass side by side. The entrance to the Kuta beach corridor is decorated with the majestic landmark of the temple bentar with the dominant white color.</p>	<p>The Kuta Beach Corridor has shady trees that function as pollution filters, cool the air, improve physical and mental health conditions. This affects the comfort of pedestrians walking along the corridor.</p>	<p>Beach panoramas and sunsets are tourism magnets that are one of the forming characters of the coastal corridor area. The walls of Kuta with Balinese nuances limit the visual view of pedestrians to see the beach.</p>
<p>G. BUILDING FACADE</p>	<p>H. LANDMARK</p>	<p>Landmarks along the Kuta Beach corridor consist of several buildings and panoramas that are often the benchmark or identity of an area to facilitate the identification of places, distances, locations and are attractions. Based on studies conducted in mapping, it can be concluded that there are four landmarks along the Kuta Beach corridor, namely:</p> <ol style="list-style-type: none"> 1. Bentar Temple 2. Hardrock Kuta 3. Beachwalk 4. Panorama of Kuta Beach Pantai <p>The four landmarks above are points that are often used as benchmarks or gathering points before starting activities along the corridor. Besides being used as a gathering point, the landmark is also an interesting photo spot due to the composition of monumental landmarks that characterizes Balinese identity. However, brands such as Hardrock and Beachwalk have also become one of the landmarks because the facilities and identity are identical to Kuta.</p>
 <p>Accommodation and tourism support buildings along the Kuta Beach corridor have varied facades. Modern to contemporary Balinese architectural styles make up the physical space of the area.</p>		

Source: Author

The commercial corridor of Kuta which is directly adjacent to the natural attractions of the beach gives its own uniqueness to this physical corridor. The study of physical components along the corridor generally shows varied characteristics such as components of building form, landmarks, trees, architectural styles, and physical environment. Physical Features or physical features of an environment in the context of place attachment have high substance in the formation of physical built character of place. The value of a place from combining aesthetic, symbolic, and material elements has a positive relationship that is able to form a distinctive character (Wallis in Mantey, 2015). The shape of the building that has a variety of different architectural styles along the corridor is not able to represent the traditional atmosphere even though the boundary wall between the beach and the corridor uses a traditional style. Balinese architectural values are often presented in buildings so that the feel of the corridor is able to provide a clear picture of the existence of individuals. This also enriches an area, especially corridors so that an understanding of historical and contextual values is built through the physical building and environment.

Activity of Kuta Beach Corridor

The study of the activity components includes several elements which define elements of vitality and diversity that exist along the commercial corridor of Kuta beach. This study is focused on knowing aspects of life, traffic activities, human diversity, products, services, and entertainment

venues. This study is to see the composition of the land use that contributes to activities along the corridor.

Table 5. Vitality Element





VITALITY	A. LIVELINESS	B. STREET ACCESS	C. MIXTURE OF PEOPLE	D. ENTERTAINMENT
	 <p>In general, the density of Kuta Beach is due to the arrival of domestic and foreign tourists with complete accommodation and tourism support facilities so that Kuta Beach has a variety of forms of facilities that cause an increase in the number of visits.</p>	 <p>The Kuta commercial corridor is a one-way street that has many parking pockets bordered by a wall, making it easier for users of four and two-wheeled vehicles to park.</p>	 <p>The aspect of human diversity which is one of the aspects in the study of place attachment aims to understand the characteristics of visitors who visit a place. The attraction to Kuta Beach causes the diversity of people who have activities and visits to have a very high variation. Apart from the existence of Kuta Beach, the Beachwalk Mall has also become a magnet for the domestic community.</p>	 <p>Along the commercial corridor of Kuta beach there are several entertainments that can be enjoyed besides the sunset which is the main attraction. Entertainment such as water sports games, volleyball, beach soccer and surfing are also many choices</p>

Table 6. Diversity Element

DIVERSITY	A. PRODUCTS AND SERVICES	B. FOOD VENDORS	C. MIXTURE OF PEOPLE	D. DAY AND NIGHT ACTIVITIES
	 <p>In general, the density of Kuta Beach is due to the arrival of domestic and foreign tourists with complete accommodation and tourism support facilities so that Kuta Beach has a variety of forms of facilities that cause an increase in the number of visits.</p>	 <p>The Kuta commercial corridor is a one-way street that has many parking pockets bordered by a wall, making it easier for users of four and two-wheeled vehicles to pass.</p>	 <p>The aspect of human diversity which is one of the aspects in the study of place attachment aims to understand the characteristics of visitors who visit a place. The attraction to Kuta Beach causes the diversity of people who have activities and visits to have a very high variation. Apart from the existence of Kuta Beach, the Beachwalk Mall has also become a magnet for the domestic community.</p>	 <p>Along the commercial corridor of Kuta beach there are several entertainments that can be enjoyed besides the sunset which is the main attraction. Entertainment such as water sports games, volleyball, beach soccer and surfing are also many choices</p>

Image of Kuta Beach Corridor

The place attachment study has an image component that has several aspects such as security, comfort, uniqueness and regional impression. The study along the corridor found that the uniformity of the impression and atmosphere created was due to the similarity of land functions which were dominated by tourism functions, causing a lack of diversity in activities. Another aspect that arises when hearing Kuta is a place to see the sunset so that the image of the area and the number of visits is dominated in the afternoon towards the evening.



Figure 3 : Condition of the Kuta Beach corridor.
Source: Author

Studies conducted during the COVID-19 pandemic show that Kuta is become quiet and empty. This is an indication of the uniformity of land use functions which causes Kuta to be one of the most affected areas. The lack of variety of public spaces causes low interest in visiting Kuta beach which is the main magnet, while the data shows visits to Beachwalk to be the most visited place along the corridor. According to Rubenstein (1978), a mall is defined as an area that is the center of a pedestrian-oriented business area. The concept of a combination of open spaces at the Beachwalk mall forms a public space that becomes an interactional space that is very attractive to tourists. The variety of activities and the composition of mutually supportive functions make the Beachwalk mall an interactive oasis of public space.



Figure 4 : Open space on a Beachwalk mall.
Source: balitoursclub

Based on the study of the image of the area in the Kuta beach corridor, it can be seen that the role of the Beachwalk mall in the Kuta beach area is quite important as an additional facility that supports the natural attractions of the popular Kuta beach. But on the other hand, the high number of visits to the Beachwalk is an indication of the lack of public spaces that can attract domestic visitors during pandemic.

Characteristics of Respondents

The characteristics of the respondents from the interviews were divided into variables of age, gender, visit intensity and nationality. The population of respondents is targeted at domestic tourists only and not people who sell or have commercial purposes and are focused on citizens who are domiciled in Indonesia, especially in Bali to obtain regional data to understand the perspective of the community as tourists who move along the corridor.

Table 7. Respondents Characteristic

Variable	Characteristic	Number (Person)	Percentage (%)
Age	a) 18 - 30 Years	101	64,75%
	b) 31 - 40 years old	52	33,33%
	c) 41	3	1.92 %
Gender			

Gender	a) Male	96	61.54%
	b) Female	60	38.46%
Visit Intensity		Total	
Visit Intensity	a.) Rarely (< 2 times/1 month)	93	59.6
	b.) Often (> 2 times / 1 month)	63	40.4
Citizenship			
Citizenship	a) Indonesian citizens	156	100
	b.) Foreigner	-	

Source: Author

The characteristics of respondents based on age are dominated by those aged 18-30 years, which amount to 101 respondents, while 52 respondents are vulnerable aged 31-40 years and the least vulnerable are those who are more than 41 years old. Characteristics based on gender amounted to 96 people and 60 women, while the categories based on the intensity of visits obtained data that visits less than twice a month amounted to 93 respondents and more than twice as many as 63 respondents.

Data Recapitulation of Interview Results

The data recapitulation of the interview results shows three general aspects that need to be known in the study. The first aspect is about the respondent's consideration of visiting the object, the time of visit, and the place or facility most frequently visited by the respondent.

Hal apa saja yang anda pertimbangkan dalam mengunjungi Koridor Jalan Pantai Kuta?
163 responses

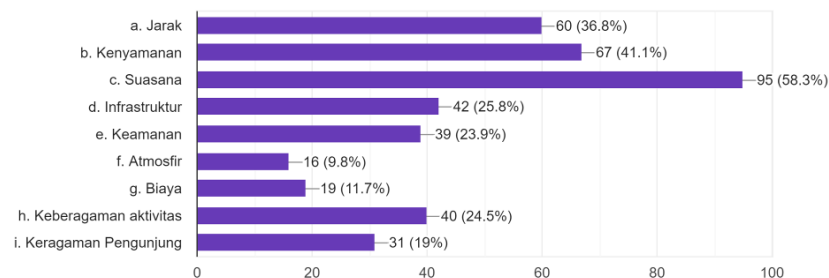


Figure 5: Data of Reason to Visit Kuta Beach Corridor.

Source: Author

The graph above shows that the highest motivation to visit the corridor is Environment at 58.3%, followed by comfort (41.1%) and distance (36.8%). Another thing that is slightly taken into consideration is the cost with a percentage of 11.7%.

Kapankah waktu yang menurut anda ideal untuk melakukan Kunjungan ke Koridor Pantai Kuta
163 responses

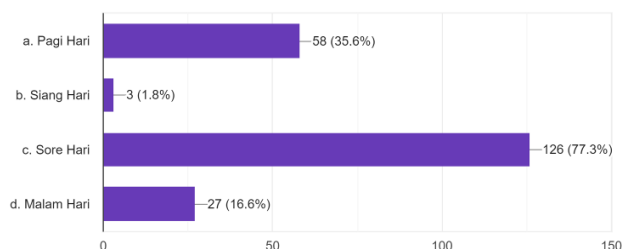


Figure 6: Data of Time to Visit Kuta Beach Corridor.

Source: Author

The data recapitulation based on the time of visit in the graph above shows the popular time, namely the afternoon as many as 126 people from 153 respondents, which is 77.3% and the choice of time during the day only gets 1.8%.

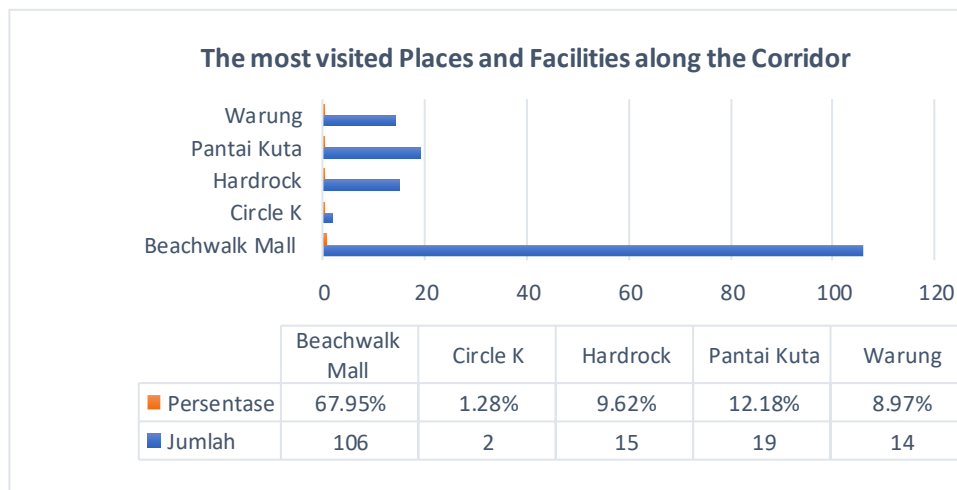


Figure 7: The most visited Place and Facilities
Source: Author

Data on visits to the commercial corridor of Kuta Beach, there are several facilities and places that can reflect the characteristics of the corridor. The data obtained shows the most popular facilities and places along Kuta beach, namely Beachwalk Mall which was selected by 106 respondents and Kuta Beach as many as 19 respondents.

From the results of the data above based on the level of visits, time and facilities, it can be concluded that the Kuta Beach corridor is in demand by respondents in the afternoon until the evening and because of the sunset panorama, the Kuta beach corridor is a corridor with a very interesting place value. However, corridor facilities such as malls are priority visits for respondents. The mall which is adjacent to the natural attractions of Kuta Beach has a mutually beneficial magnet. The point of concentration in the mall is due to the variety of types of activities such as places to eat, places to shop, places to play, places to relax and the beach atmosphere is still felt so that the Mall or shopping center becomes a public space that dominates the Kuta beach corridor.

Place Attachment on Kuta Beach Commercial Corridor

In place attachment research, the interview assessment method is weighted using a Likert scale. This is to obtain the percentage level of place identity and place dependence.

Table 8. Respondent data

KUTA BEACH CORRIDOR	Place Identity	Responded					Total	Score	Value
		SD	D	N	A	SA			
	I feel this place is a part of me.	4	26	61	42	23	156	522	780
This place is very special to me.	4	16	53	62	21	156	548	780	
I am very familiar with this place.	4	9	48	44	51	156	597	780	
I really feel at home and attached to this place.	6	17	72	38	21	156	513	780	
This place is able to represent me.	10	20	68	38	20	156	506	780	
This place means a lot to me	9	25	60	42	20	156	507	780	
Total							3193	4680	
Persentase									68,22 %
KUTA BEACH CORRIDOR	Place Dependence	Responde					Total	Score	Value
		SD	D	N	A	SA			
	This place is the best place to do the	4	21	53	52	26	156	543	780

activities I love.								
No other place can match this place.	21	39	53	29	14	156	444	780
I feel very comfortable being in this place compared to being anywhere else.	12	28	66	32	18	156	484	780
I'd rather do what I love in this place than anywhere else.	12	44	56	32	12	156	456	780
I don't choose any other place to spend my time and do what I love than this place.	16	47	51	27	15	156	446	780
I would feel comfortable spending time and doing what I love in a place similar to this one.	3	16	62	48	27	156	548	780
Total							2921	4680
Persentase								62,41%

Conclusion

Place attachment study is an approach that is used to measure individual attachment to a place. Studies with this approach are useful for viewing the phenomena that occur using three components, namely physical components, activity components and images or images of an area. The results of the place attachment study on a commercial corridor on the Kuta beach road considering the high level of attachment. Tabel below shows all aspects that cause the

Table 8. Recapitulation data of Place Attachment Study

PANTAI KUTA									
KOMPONEN PLACE ATTACHMENT	Responds					Total	Skor	Value	
	SD	D	N	A	SA				
PHYSICAL ELEMENT COMPONENTS									
A. This corridor has good location, access and arrangement.	2	10	32	59	53	156	619	780	
B. The corridor has an easy-to-understand marking system	2	5	36	75	38	156	610	780	
C. This corridor has a good view and Panorama	2	4	19	66	65	156	656	780	
D. This corridor has various types of shops	2	8	21	59	66	156	647	780	
E. This corridor has easy-to-see landmarks	1	4	28	68	55	156	640	780	
F. This corridor has excellent parking space	6	16	54	46	34	156	554	780	
Total							3726	4680	
Persentase								79.6%	
ACTIVITY									
A. This corridor has various human activities	1	2	3	57	82	156	652	780	
B. This corridor has convenient public facilities	1	13	37	62	43	156	601	780	
C. This corridor has a place of entertainment that I am very interested in	2	7	47	53	47	156	604	780	
D. This corridor has quiet road conditions	28	37	39	32	20	156	447	780	
E. This corridor has the products and services I need	4	15	67	40	30	156	545	780	
F. This corridor has culinary spots that I like	6	15	53	47	35	156	558	780	
G. This corridor has an affordable price	13	22	49	43	29	156	521	780	
H. This corridor has morning to night activities which I like	0	2	42	61	48	156	614	780	
Total							4542	6240	
Persentase								72.8 %	
IMAGE									
A. This corridor has become my favorite place	4	15	64	46	27	156	545	780	
B. This corridor has a comfortable and special public space	1	5	63	56	31	156	579	780	
C. This corridor has a uniqueness that does not exist in other corridors	5	7	55	55	34	156	574	780	
D. This corridor has comfortable and safe pedestrians	1	7	59	63	26	156	574	780	
E. This corridor has a good level of security	2	11	61	54	28	156	563	780	
F. This corridor has a good environmental quality.	4	6	60	58	28	156	568	780	
G. This corridor has a strong traditional feel	4	19	57	44	32	156	549	780	
H. This corridor is very popular	1	3	26	40	86	156	675	780	
Total							4627	6240	
Persentase								74.2%	
TOTAL (X1+X2+X3)									
Total Percentage Category								75,5%	
								Important	

Based on the recapitulation of the data obtained, it shows that the level of respondents' attachment to the corridor reaches the proportion of 75.5%. The high level of attachment created in the area is due to attractions such as sunset views, ease of access, good infrastructure and diversity of activities. However, the fact that the visit to the corridor is due to the Beachwalk Mall as a facility that supports the main attraction, the lack of attractive public spaces for pedestrians and tourists to be able to move. From the results of interviews, the most frequently visited place along the corridor is Beachwalk with 106 voters from Kuta Beach, only 19 respondents were selected from a total of 156 respondents. In this case, the commercial corridor of Kuta beach is a corridor that has a tourism designation which is dominated by five-star hotels, resorts and restaurants.

If it goes deeper, the modern shopping center or shopping mall, which was initiated by Victor Gruen, stems from his vision to create a third place or third space which is a space that can be used as a place to gather and socialize with various functions in one place. The concept of the mall as a substitute for public space can be used as an indication that the high number of visits to Beachwalk is due to the lack of public space and various activities offered along the commercial corridor of Kuta beach.

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