

TOURISM GENTRIFICATION: IMPACTS ON LIVABILITY IN CIHIDEUNG VILLAGE, WEST BANDUNG, INDONESIA

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ABSTRACT

The tourism presence affects the livability of the tourist destination area. It boosts development while simultaneously creating issues, namely rising housing prices, inequality, and displacement, which resembles the sign of gentrification. This study analyses how tourism and gentrification affect livability. This study chooses Cihideung Agritourism Village as a case study. It employs two parts of analysis. The first analysis is to pinpoint the tourism gentrification characteristics within the study area through indicators. The second analysis assesses the livability through a set of livability indicators. From the result of both analyses, it is discovered that Cihideung Agritourism Village is still in the early stage of gentrification, which is indicated by the transformation of land use and the influx of wealthier populations to the area. Based on livability assessment, gentrification is advantageous for the economic and spatial developments of the area, but less for environmental and social aspects.

1. INTRODUCTION

The phenomenon of peri-urbanization has led the city's fringe owning a unique combination character of both urban and rural (Gu et al., 2022); (Budiyantini & Pratiwi, 2016); (Wandl et al., 2014); (Webster D., 2002). This phenomenon is not limited to developed countries but also able to observe in developing countries, where urbanization and industrialization are the primary cause of the rural landscape transformation of urban fringe (Wandl & Magoni, 2017); (Mandere et al., 2010). It affects the city's fringe in numerous ways, results in competition between environmental protection and economic development discourses (Afriyie & Abass, 2020); (Ravetz et al., 2013); (Hedblom et al., 2017). The growing number of middle-class and service-based economies, leisure facilities, and tourism facilities in peri-urban areas are prominent examples of the changing dynamics condition (Kim & Kang, 2020); (Li et al., 2018); (Webster et al., 2014). Modern society's demand for leisure activities contributes to expanding tourism activity in peri-urban (van Geenhuizen & Nijkamp, 2012); (Veblen, 2007). Due to the fact that tourism becomes an integral part of urban phenomena and need (Liu et al., 2017).

Tourism development has both benefits and drawbacks. On one hand, the development can lead as the economic drivers that has been successfully improving macroeconomy and residents' welfare

by providing new job opportunities that are more economically viable (Pratiwi et al., 2022); (Pratiwi, 2009). On the other hand, gentrification commonly follows the expansion of tourism in the peri-urban area. It is escalating and affecting number of global regions (Jung et al., 2020); (Cocola-Gant A., 2018). The beauty and natural environment in the peri-urban area have intrigued the interest of people who seek a place to retreat from their daily routine. The situation has caused the peri-urban restructurings to serve tourists. It fosters the growth of retreat values, recreational facilities, and villas or second homes (Woltjer, 2014).

The proliferation of tourism and gentrification phenomena have affected the livability of the local neighbourhood in every aspect. Concerning this issue, the question that may arise is to what extent livability is affected and what can anything be done to mitigate the drawbacks. This study seeks to draw the relationship between tourism and gentrification and how those affect livability in peri-urban areas by using the case study of Cihideung Agritourism Village, West Bandung, Indonesia. The case study was chosen because the village has been recognized as an agritourism area, resulting in massive changes. It also addresses the lack of alternative gentrification literature, which is dominated by Western narrative (Smith 1996); (Ley 1996). Furthermore, in the case study of Indonesia, there are

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a lot of studies that discuss about tourism. However, studies that discuss tourism related to gentrification are rarely found. Therefore it is necessitated to do an academic exercise.

This study is explained in six sections. The first section is the introduction, followed by a theoretical framework in which the Authors explain the underlying concepts used in the study and their relations. The third section provides additional information about the case study, while the fourth section describes the research methodology. The fifth and sixth sections reveal the findings and conclude the article.

2. ANALYTICAL FRAMEWORK

2.1 Tourism gentrification

Gentrification is defined similarly a global and Indonesian standpoint. It is the transformation of the neighbourhood's physical infrastructures, demographics, and economy. It frequently carries a negative connotation due to disadvantages to the native residents, such as displacement caused by a more affluent class. (Bah, 2018); (Medha & Ariastita, 2017); (Cocola-Gant A. , 2016). However, not all the transformations can be classified as gentrification. It is classified as gentrification if the process involves capital investments but results in a less advantageous society's displacement, either voluntary or involuntary, over time.

Initially, gentrification aims to rejuvenate an area for economic improvement purposes. It alters space, buildings, and infrastructure in vulnerable residential areas with low livability but economically attractive (Grut, 2015). Eventually, the process provides the area with a new life and attracts new affluent residents which causes prices to rise and puts pressures on locals who eventually are forced out from the area (Lim et al., 2013). The pressures come in various forms: pressures in economic aspects (for example rising prices and limited access to housing stocks) or social aspects (for instance: noise disturbance at night due to the development of nightclubs for tourists in residential areas, heavy traffic) (Couzy, 2019), and so on. These circumstances are defined as exclusionary displacement (Marcuse, 1985).

In several cases, gentrification is often fostered by the government as part of the development strategy, for example, in Amsterdam and Rotterdam, the Netherlands. Alternatively, gentrification in New York City, U.S., was initially proposed by private developers through neighborhood improvement projects (Couzy, 2019); (Gemntee Rotterdam, 2007); (Hackworth & Smith, 2001). Consequently, both public and private sectors can initiate gentrification. These stakeholders may even collaborate during the process if they share a common goal: economic drivers in various forms of development, such as tourism development-, middle- and high-class housing development, business district development, and many more.

The gentrification process has undergone a change over time. It was initially confined to the revitalization of decaying neighborhoods in downtown areas, but it extended to any location where there is a driver that can generate changes in many aspects motivated by the

flow of capital and economic opportunities (Lees et al., 2008); (Sassen, 1991). For instance, 'commercial gentrification' refers to replacing small and micro local businesses with large retail chains. Another terminology is 'tourism gentrification' which is a consequence of tourism activities activities (Cocola-Gant A. , 2015).

The terminology of tourism gentrification has been discussed in many scholarly articles (Lopes et al., 2019); (González-Pérez, 2019); (Gravari-Barbas & Guinand, 2017); (Kesar et al., 2015). One of the early case studies coined the term to describe the gentrification phenomenon in French Quarter Vieux Carre in New Orleans, U.S (Gotham, 2005). It described gentrification as transforming a (middle class) neighbourhood into a relatively affluent and exclusive enclave distinguished by a proliferation of corporate entertainment and tourism venues. Similar to the general definition, the distinction relied on the drivers and gentrifiers. In tourism gentrification, the driver is tourism activities and the increasing number of tourists in a designated tourism-attractive area. In addition, gentrifiers can include public actors (national and local government), big tourism companies and hotel chains, even local residents who offer short-term rentals to tourists.

Even though it is not always causing gentrification, tourism is a push factor for gentrification. It opens economic opportunities for real-estate investments, leads to lifestyle and spatial transformation which puts pressure on the residents and leads to displacement (Cocola-Gant A. , 2018). State of the art literatures highlight issues of tourism gentrification as follows: short-term rental accommodation for tourist as the gentrifying machine as seen in the case of Barcelona, Spain and Amsterdam, the Netherlands (Couzy, 2019); (Gravari-Barbas & Guinand, 2017); (Cocola-Gant A. , 2015);, replacement of commercial activities and local businesses (Gravari-Barbas & Guinand, 2017); (Gotham, 2005), losing the sense of place and ownership of the area due to the lifestyle transformation (Pratiwi, 2019); (Davidson, 2008), and occurrence of indirect displacement pressures to the residents such as affordability issues, access to housing and privation of public spaces (Cocola-Gant, 2015).

2.2 Livability

Various definitions exist for the phrase livability; however, it can be understood as a condition that is suitable for people to live (Meriam-Webster, 2020). The concept of livability has a vague boundary and even mixed with sustainability, despite both concepts having different notions. Livability emphasizes tangible measurement as a baseline for a habitable living environment. It lies in various aspects that create the daily life of the living environment, such as the natural environment, social relationships between communities, basic services provision, and economic viability. Asian Development Bank (2021) identifies five cross-cutting principles that must be incorporated into the design of a livable Asian city in the context of Asian cities. These five cross-cutting themes include economic competitiveness, environmental sustainability and resilience, equity and inclusiveness, enablers, and community engagement.

In this paper livability is translated as a condition of a city or a certain area that can fulfill the minimum standard of living for its inhabitants that consists of economic aspects, environmental aspects, social aspects, and the combination of spatial-infrastructure-public service provision aspects (Margono et al., 2021). Furthermore, each of these aspects determines how livable a city or an area would be.

This definition entails four aspects of livability: economically livable, environmentally livable, socially livable, and spatially livable. Economically livable refers to a condition where a city gives opportunities for the inhabitants to improve their economy. A city can be environmentally livable if it is able to reduce pollution and provide a healthy living environment for its residents. Meanwhile, socially livable means the residents feel safe, secure, tolerant, and belong to the community where they live in. Lastly, a city that can provide excellent public services, infrastructure, and spatial arrangement is spatially livable. However, it should be remembered that the result can be livable in one or more aspects and not livable in another aspect. Later in this study, the case study will be evaluated its livability by using the following indicators.

Table 1: Livability Assessment Indicators

Livability Components	References	Indicators
Economically livable	(Badan Perencanaan Pembangunan Penelitian dan Pengembangan Kota Bandung, 2017); (Phillis et al., 2017); (Zanella et al., 2015)	<ul style="list-style-type: none"> Percentage of employment Percentage of unemployment
Environmentally livable	(Sim, 2019); (Phillis et al., 2017); (Zanella et al., 2015); (Wang et al., 2015); (Bradley, 2009); (Kline, 2000)	<ul style="list-style-type: none"> Air pollution degree Water pollution degree Desirable micro-climate The existence of waste recycling centers
Socially livable	(Badan Perencanaan Pembangunan Penelitian dan Pengembangan Kota Bandung, 2017); (The Economist Intelligence Unit, 2019)	<ul style="list-style-type: none"> The availability of community groups The availability of community center The availability if (regular) community activities

Livability Components	References	Indicators
Spatially livable	(Oscilowicz et al., 2020); (Sim, 2019); (Monocle, 2019); (Shita, 2017); (Sanders et al., 2015);	<ul style="list-style-type: none"> The existence of sanitation The range of clean water service The range of electricity service The range of telecommunication service The existence of waste collection service The existence of public transportation Well pedestrian infrastructure Adequate lighting The existence of emergency service: police offices The existence of emergency service: fire-extinguisher stations The number of schools (elementary, junior high, and high schools) The existence health services The existence of support and healthcare service for people with disabilities, impairments, and extraordinary diseases (mental issue, Alzheimer etc.) The amount of leisure facilities and outdoor exercise.
Spatially livable	(Oscilowicz et al., 2020); (Sim, 2019); (Monocle, 2019); (Shita, 2017); (Sanders et al., 2015);	

Source: (Margono et al., 2021)

2.3 Links between tourism, gentrification, and livability

As mentioned earlier, tourism activities play a role as a push factor for economic activities and development of an area. Tourism events are chosen as a development strategy to revitalize a particular area that is decaying because tourism opens new types of investments and generates new economic activities, such as hotels, cafes, and recreational destinations (Affandi et al., 2019); (Rini, 2019). However, uncontrolled tourism activities result in side effects that serve as signs of gentrification. This phenomenon is called tourism gentrification. Gentrification impacts livability because it entails a legal erosion of the local and regional communities' access to public facilities and sense of belonging to the area. The legal erosion emerges in two formats, firstly a coercive dismantling of land rights of marginalized and low-income households and the enforced revision of the land use plan which favors the economic profit more than other aspects (Hudalah et al., 2014). The relation between tourism, livability and gentrification is illustrated in **Figure 1** below.

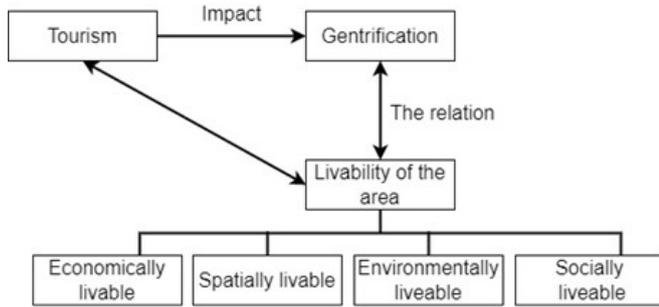


Figure 1: Theoretical Framework

Source: Authors

3. CASE STUDY

3.1 Cihideung Village, West Bandung, Indonesia

Cihideung Village is situated approximately 20 km north of Bandung City, the capital city of West Java Province. In an administrative manner, Cihideung Village is in Parongpong District, West Bandung Regency, West Java Province. It is located on high ground, part of mountain slopes with average temperature is 17 to 24° C, which is a relatively friendly climate. The total area of the village is 445.410 ha, and it is very well-known for its highly fertile soil, thus making this area very suitable for plantation (Charina, 2016). In 2019, Cihideung village was inhabited by 17.367 people which contributed to 15% of Parongpong District and population density of 7.118 people/km² (Badan Pusat Statistik Kabupaten Bandung Barat, 2020). For the past four years, the population in the village has fluctuated. It increased in 2017 and 2018, however it decreased in 2019. The condition is aligned with the population density in the village (see **Figure 2 and 3**).

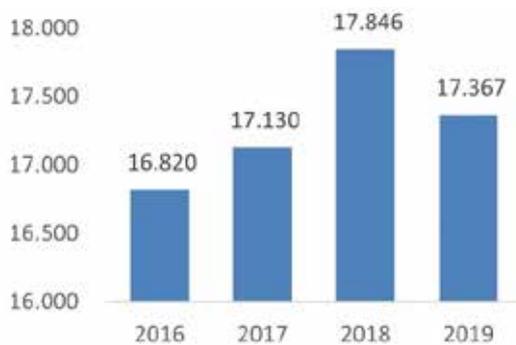


Figure 2: Number of Population in Cihideung Village from 2016-2019
Source: (Badan Pusat Statistik Kabupaten Bandung Barat, 2020)

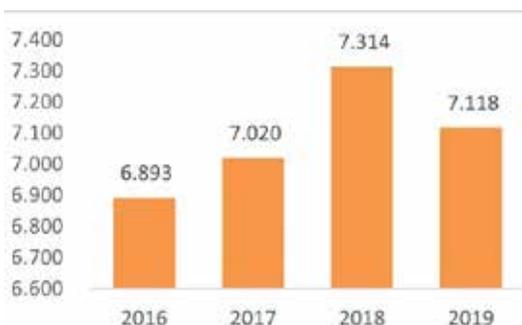


Figure 3: Population Density per square km in Cihideung Village from 2016-2019.
Source: (Badan Pusat Statistik Kabupaten Bandung Barat, 2020)

The village's reputation as a plantation span for decades. It was started when Indonesia still in the colonial era (around the 18th century); the Dutch Colonial Government had made the village area into a coffee and tea plantation. In 1985, the local inhabitants expanded the plantation by planting fruits and vegetables in polybags and opening poultry farms. Furthermore, since 1997 the developments began to grow; some part of the land was converted into buildings. As a result, many farmers lost their agricultural lands. To overcome this issue, the farmers change their plants from crops to flowers, to optimize the use of land and gain more profit. This action makes the area even more famous. For the Indonesians, Bandung City is known as "a flower city" (or in Bahasa Indonesia: "kota kembang") (Kompasiana, 2011). The name is given because Cihideung is the centre of flower plantations in Bandung City.

Most inhabitants plant flowers in the front yard, which are lined up and neatly arranged in every corner. They also sell it as cut flowers or ornamental flowers. Therefore, it has become famous as a flower tourism area and agritourism destination. Besides the flowers, the pleasant weather and beautiful green lush landscape scenery are also among the attractions for the tourists. In addition, the location of Cihideung Village is very strategic for tourists to visit. It is also situated on a route to the renowned natural tourism destination of Tangkuban Parahu Mountain. Therefore, many tourists frequently pass by and are mostly very interested in buying various cut flowers and ornamental flowers (Maulida, 2019).



Figure 4 Cihideung Village panoramic photos
Source: Fieldwork



Figure 5: Front yard alteration for selling ornamental flowers and plants
Source: Fieldwork



Figure 6: Series of Cihideung Village traditional cultural activities Sasapian: communal meal (left) and cultural parade (right)
 Source: Personal documentation (August 2021)



Figure 7: Cihideung Village sports activities: morning exercise involving 1700 inhabitants' event (left) and badminton championship of Cihideung Village (right)
 Source: Personal documentation (March 2020 [left] & October 2021 [right])

3.2 Tourism in Cihideung

According to local reports, the 1990s road construction was the catalyst for Cihideung's development (currently known as Sersan Bajuri street). It creates access from Bandung city and has made the village crowded with tourists, especially on the weekend. The road is the tourist's favorite route leading to the prominent tourist destination Tangkuban Parahu Mountain. Tourism activities significantly grew as many recreational and leisure destinations proliferated (see Figure 8). Moreover, up until now, tourism has also transformed the occupations of inhabitants from vegetables and rice farmers into ornamental plant farmers and tourism providers. The higher economic value of ornamental plants and tourism compared to vegetables and rice is one of the major reasons (Muslim 2010).

3.3 Study Area

The study area of this research is located along Sersan Bajuri Street, which serves as the primary road of the Cihideung Village and the driver of tourism activities in the area. The road is 4 meters wide, approximately 7 kilometers long, elongated from north to south, and very famous among tourists and local inhabitants. This road has a concentration of tourism destinations and facilities such as hotels, cafes, and restaurants. **Figure 8** below shows the study area including the main direct observation locations.

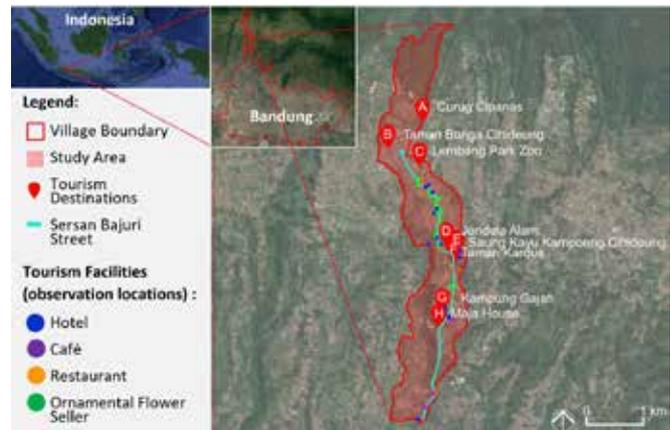


Figure 8: Tourism Destinations and Study Area Map Cihideung Village.
 Source: Authors

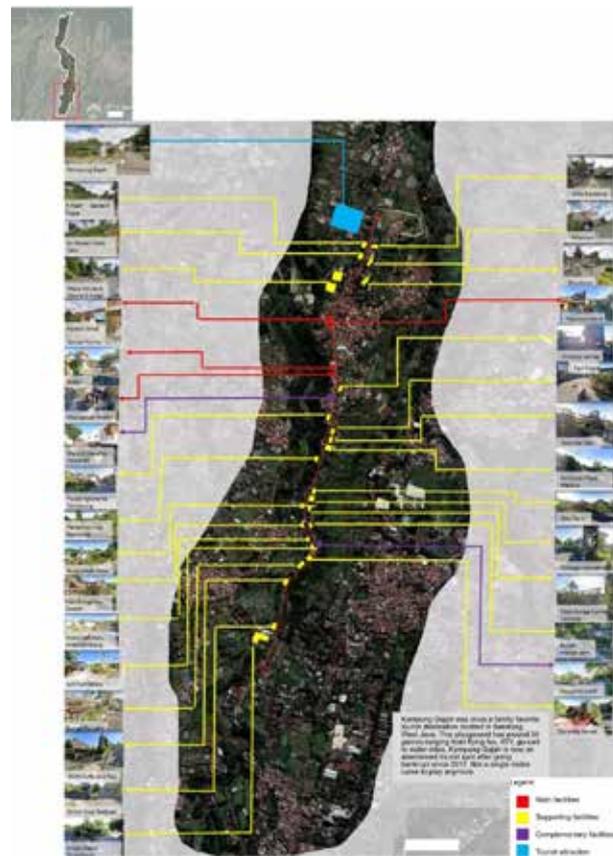


Figure 9: Tourism Facilities and Tourist Attraction in Cihideung Village.
 Source: Authors modified from Google Map

4. RESEARCH METHOD

This study utilizes a combination of qualitative and quantitative research methodologies to highlight the issue of tourism gentrification and assess the livability. The qualitative approach is very suitable for gentrification research (Atkinson et al., 2011). This study also uses primary and secondary data. The primary data is collected through direct observations and in-depth interviews with local stakeholders consisting of farmers, local youth organizations and elderly communities. Direct observations focus on tangible aspects, especially the condition of the designated study area. At the

same time, desk study was conducted to gather secondary data to complement the primary data gathering.

Furthermore, to answer the research question: to what extent does tourism gentrification affect the livability of the area and how could it be done to avoid the disadvantages? This study divided the analysis methodology into two parts. The first part focuses on the identification of tourism gentrification characteristics in the study area. A set of indicators were developed for this first analysis, which can be seen in **Table 2**. The second part of the analysis is aimed at assessing the livability of the areas which shows the indication of gentrification. Indicators as a means of an analysis methodology for the second analysis are written in **Table 1** in Section 2. Lastly, the results of both analyses are used to draw conclusions.

Table 2: Gentrification Sign Indicators

Gentrification Primary Signs	Indicators	References
Transformation	Spatial transformation <ul style="list-style-type: none"> Urban renewal Infrastructure development Land use change 	(Vidal, 2019); (Meltzer & Ghorbani, 2017); (Atkinson, 2004); (Glass, 1964)
	Social and demographic transformation <ul style="list-style-type: none"> Influx of new (affluent) population Increasing economic level Increasing education level Social relation Displacement 	(Parralejo & Díaz-Parra, 2021); (Glaeser et al., 2018); (Freeman et al., 2016); (Slater, 2006); (Atkinson et al., 2011) (Glass, 1964)
	Economic transformation <ul style="list-style-type: none"> Increase of job opportunity Increase of income 	(Widianto & Keban, 2020); (Meltzer & Ghorbani, 2017); (Slater, 2006); (Atkinson, 2004)
Pressure to local inhabitants/indigenous communities Pressure to local inhabitants/indigenous communities	Economic pressures <ul style="list-style-type: none"> Increasing land value Limited access to affordable housing Increasing prices of daily needs Increase of housing price 	(Widianto & Keban, 2020); (Meltzer & Ghorbani, 2017); (Slater, 2006); (Atkinson, 2004)
	Social pressures <ul style="list-style-type: none"> Noise pollution Heavy traffic Changing lifestyle and behaviors Lack of social bindings Conflicts	(Mir & Sanchez, 2009); (Widianto & Keban, 2020)
	Environmental pressures <ul style="list-style-type: none"> Pollutions Waste issues 	(Anguelovski et al., 2021); (Mir & Sanchez, 2009)

Source: Authors

5. DISCUSSION

This section reveals the findings from this study and will consist of two parts. First part will explain the extent of gentrification in the Cihideung Agritourism Village, followed by the result of livability assessment conducted.

5.1 Identification of tourism gentrification in Cihideung Agritourism Village

Based on the signs of gentrification listed in Table 2, it is evident that the village has undergone spatial, economic, and social changes. The spatial transformation is obviously seen as the improvement of road infrastructure and high traffic of visitors, especially on the weekends. This village exemplifies tourism as a factor of land-use change (Pratiwi et al., 2019). It is illustrated by the shift of settlements and vegetable gardens into tourism destinations and facilities. To elucidate the transformation, in the early 2000's, investors started to build about 10 ha areas into luxurious residential areas. It followed 220 ha conversion of land into a tourist attraction, namely Kampung Gajah. Responding to the emergence of tourist's need and the tourism economy speculation, many tourism facilities were built after the success of Kampung Gajah. For instance, villas, traditional and modern restaurants, beauty salons, spas, café, and flower gardens (Gunawan & Malihah, 2016).

Following the land-use change caused by tourism, some of the inhabitants are displaced. It is mostly due to the investment of investors by buying local people's properties. However, if the investor's money is not enough for the owner to agree to sell, the investor will employ another strategy. The investor will purchase the surrounding properties gradually until the targeted property is inaccessible. With drastically surrounding neighborhood change, the social ties of the targeted property owner will break. This situation makes alienated feeling from the surroundings and eventually the owner has no other option than to sell it. Nevertheless, the amount of money from the property transaction is sufficient to buy larger property in another city with better livelihood.

Another condition is the investor only buys a portion of their land, so the inhabitants are not displaced. They still can live co-exist because the initial size of their property is relatively large. This approach is commonly known as partial land acquisition, and it is often used by governments or private investors to develop infrastructure projects while minimizing the negative impact on local communities. However, it requires careful planning and negotiation to ensure that the remaining land is still viable for the inhabitants' livelihoods.

Along with the establishment of tourism, new job opportunities have emerged that attract both local and non-local workers. Therefore, a new influx of population comes looking for the opportunity. Besides the positive impact of the influx of population, it can also possibly generate a negative impact since the newcomers may have different social and cultural backgrounds. Distinctively, the social relationship between both newcomers and local inhabitants is fine, and no conflict arises. The local inhabitants go hand in hand with the newcomers

and work together to support the economic activity of tourism.

Another indicator that indicates gentrification in the village is the pressure experienced by the local inhabitants (Pratiwi & Ruchjat, 2015). Economic pressures have been rising since tourism entered the village. The proximity to the Sersan Bajuri street and tourist places determines the price of the property, the closer property, the more expensive and vice versa. The house rent price could reach 10 million rupiah per month (± 700 USD) or the lowest 2 million rupiah (± 140 USD). While the land price increased significantly from 3.500 rupiah per sqm (25 cent) in the 90's to 8 million rupiah per sqm (± 700 USD) nowadays. In Cihideung Village the noise, pollution, and heavy traffic have been increasing following the development of tourism.

5.2 Livability assessment

To answer the research question, a livability assessment is also done by using indicators mentioned in **Table 1**. Each indicator is given a score starting from 0 which means nothing at all, 1 means low level/limited, and 2 means high level/adequate. The score is given based on interviews, field observation, and secondary material. The result of livability assessment can be found in **Table 3** and described in this section.

Table 3: Livability Assessment Result of Cihideung Agritourism Village

Livability Components	Indicators	Score	Assessment Basis
Economically livable (max. score 4 points)	· Rate of employment per productive age population group	2	70% of total population are on productive age with 80% working in various sector dominated in agricultural sector (BPS Kabupaten Bandung Barat, 2022)
	· Rate of unemployment per productive age population group	2	
	Subtotal score	4	
Environmentally livable (max. score 8 points)	· Air pollution level	1	According to the interview, the high traffic due to tourism is increasing air pollution. Meanwhile, the wastewater from tourism is polluting local water. Micro-climate also becomes less pleasant especially on peak traffic vehicle. The availability of waste recycling facilities is rare.
	· Water pollution level	1	
	· Pleasant micro-climate	1	
	· The availability of waste recycling facilities.	1	
Subtotal score	4		

Livability Components	Indicators	Score	Assessment Basis
Socially livable (max. score 6 points)	· The existence of community groups	2	According to the interview the village has several community groups and community centers. Each community groups have routine activities and events spread throughout the year
	· The existence of community center	2	
	· The existence of (regular) community activities	2	
Subtotal score		4	
Spatially livable (max. score 28 points)	· The availability of sanitation	2	According to the interview and primary observation most of indicators are available or adequate, however for some indicators such as waste collection, pedestrian path, health care service, public outdoor exercise, and leisure facilities are still limited or not adequate
	· The coverage of clean water service	2	
	· The coverage of electricity service	2	
	· The coverage of telecommunication service (telephone & internet)	2	
	· The availability of waste collection service	1	
	· The availability of public transportation	1	
	· Pedestrian friendly environment	1	
	· Sufficient lighting	2	
	· The availability of emergency service: police offices	2	
	· The availability of emergency service: fire-extinguisher stations	2	
	· The number of schools (elementary, junior high, and high schools)	2	
	· The availability of health services (health community centre & hospitals)	2	
	· The availability of assistance and healthcare service for people with disabilities, impairments, and extraordinary diseases (mental health, Alzheimer, etc.)	1	
	· The number of outdoor exercise and leisure facilities.	1	
	Subtotal score		

Source: Authors

The livability assessment shows that two of four aspects achieved the maximum score, which are economic and social livability. Meanwhile, spatial, and environmental livability do not achieve maximum scores. It means the tourism industry has indeed created additional job opportunities for the local inhabitants. It is proven with merely 9% unemployment in 2019 and 12% in the next year. Furthermore, the job opportunities attract job seekers not only from surrounding areas but also from other areas, which contributes to the overall economic growth of the region.

The social livability also shows a maximum score, although the real condition has an anomaly. The social relationship between local inhabitants and newcomers remains strong, regardless of some background and origin place differences. The goal of the economy has motivated both the existing residents and the recent arrivals to collaborate. In addition, local cultural and social events provide opportunities for everyone to come together and celebrate. Nevertheless, in the central part of Cihideung Village, some of the local inhabitants were displaced due to the development of tourism destinations, thus loosening the social boundaries, and lowering the score of social aspects in a limited area of the village.

Tourism-dependent areas constantly struggle with environmental problems in addition to economic growth. The influx of tourists leads to increased waste production and pollution. The absence of a waste recycling facility further exacerbated the situation, leading to an accumulation of waste in the village. The village is prone to air pollution issues due to the high number of vehicles crossing the village, especially on weekends. Moreover, the tourism facilities in the area, such as hotels and resorts, often consume large amounts of water and energy, further exacerbating environmental concerns. This has not only caused environmental issues for the residents but also affected the natural beauty of the village, which is a major tourist attraction.

The last aspect is the spatial aspect; most of the indicators reach the maximum score except for three indicators. The village is not pedestrian-friendly due to the flower stall, which extends up to the street. It is obstructing the sidewalk and causing inconvenience to pedestrians. The indicator of the number of exercise and leisure facilities got low scores because there is not sufficient space for exercise and leisure activities. Most of the land has been utilized for settlements, tourism facilities, destinations, and planting and selling flowers. As a result, there is very limited space left for residents to access recreational areas and sports facilities. Nevertheless, the new settlements made by the developers have the goodwill to share their sports facilities with the local inhabitants. It has helped to mitigate the issue to some extent. However, there is still a need for more public spaces and recreational areas to be created to cater to the growing population and ensure a healthy lifestyle for residents.

6. CONCLUSION

The relationship between tourism and gentrification appears as changes in multiple aspects of an area. In Cihideung Village, tourism has contributed to the presence of gentrification indicators. According to the first analysis of gentrification, it is shown that tourism led to transformations and pressures along with development. Transformations such as the increasing economy, the emergence of tourism facilities, the influx of population, and some displacements of long-time residents are happening. Some of these changes are beneficial in terms of economic improvement and spatial accessibility, while others may have negative impacts on the environment and local culture. Furthermore, pressures such as the increasing price of properties, noise, and pollution emerge as contrasting signs of tourism gentrification. Which is in line with the main narratives of global tourism gentrification, where tourism leads to the displacement of local residents and the transformation of traditional neighborhoods into tourist-oriented areas (Gravari-Barbas & Guinand, 2021); (Cocola-Gant A. , 2018); (Gotham, 2005).

In addition, the gentrification in the case study has a unique and prominent condition compared to other gentrification studies. In common literature, some of the local inhabitant experience disadvantages due to displacement due to gentrification. On the contrary, the case study illustrates how the displaced local inhabitants obtain advantages. This is because the investors provided financial compensation to the displaced residents, allowing them to improve their living conditions and financial status. The funds from selling the property can be used to move to a larger property with better livelihood conditions in another city. However, it is important to note that not all gentrification processes result in positive outcomes for residents, and careful consideration must be given to ensure equitable development for all.

Due to the impacts of tourism gentrification, the result of the second analysis of the livability assessment shows that Cihideung Village cannot achieve the highest level of livability from a livability perspective. Due to the full score, the evaluation demonstrates that it has good effects on social and economic factors. However, it has less of an effect on environmental and spatial factors due to outcomes that fall below the maximum values. This suggests that there is room for improvement in terms of creating a more sustainable and eco-friendly living environment while also ensuring that the spatial layout of the area is optimized for residents' needs and preferences. Therefore, further efforts should be made to enhance the environmental and spatial aspects of livability to achieve a more balanced and holistic approach to local development.

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