



## The Role of Place Identity in Planning Heritage Tourism

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### Abstract

Spatial planning can improve one's quality of life by enhancing the environmental quality and its potential. Thus, the application of the concept of identity into the planning process is essential in emphasizing the significance of a place, especially in heritage tourism area, where tourist satisfaction is obtained from the tourism objects peculiarities that become the place identity. However, similar studies are still limited so that this study will contribute to filling the gaps. This study is conducted in Maimoon Palace District, a historic area in Medan. This study aims to examine the application of the concept of spatial planning based on the area identity. A qualitative method is used to collect the data about spatial planning elements in the area. The findings indicate that the existing spatial planning has already contained the place identity. However, many problems in spatial planning elements still cause a chaotic view of the area. Therefore, the government should improve the area not only by improving the physical quality but also increasing tourist satisfaction to enhance tourism attractiveness.

Keywords: heritage tourism; Maimoon Palace District; place identity; spatial planning; tourist

### 1. Introduction

The spatial planning process is an effort in controlling the environment as a way to control economic and social growth (Mazza & Bianconi, 2014). It also aims to improve the quality of life of the people and to ensure environmental sustainability by optimizing the potentials inside the area and reducing development gaps (Larsson, 2006). Therefore, spatial planning leads to the development of an area and the optimizing of available resources.

Spatial planning is also important in the tourism area as it can improve the quality of life for local people and tourists (Wang & Xu, 2015). While proceeding a tourism area planning, the application of the concept of identity can emphasize the meaning and significance of the area, both for the local people and visitors. The existence of place identity that has roots in many tangible and intangible forms also contributes to the social identity (Ginting & Rahman, 2016b). Furthermore, in the heritage tourism area, tourist satisfaction is gained from the peculiarities of tourism objects. These objects form emotional and psychological bonds between the tourists and the heritage tourism objects (Seifried & Meyer, 2010). The uniqueness that builds the place identity should become the basic performance of a heritage area, and it would be easy to remember and describe (Ginting & Rahman, 2016a). The stakeholders should not just concern about improving service quality, but also increasing emotional and psychological reaction from the tourists. This condition is achievable if the area planning reflects the elements of place identity that becomes the area attraction.

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The spatial planning in heritage tourism area should be based on the area identity to support tourism development. Unfortunately, such concern is still limited so that this study will contribute to filling the gaps. This study aims to examine the application of the concept of spatial planning based on place identity in heritage tourism area in Medan related to the importance of area significance. The study was conducted in Maimoon Palace District, a historic area in downtown Medan that was built in the Dutch colonial era. It locates on Brigjen Katamso Street and Sisingamangaraja Street (Figure 1). The area is dominated by Malay culture which was used to be the center of Malay Sultanate authority in Medan. The area is characterized by three historical buildings, namely Maimoon Palace, Grand Mosque, and Sri Deli Pond. Nowadays, the Maimoon Palace District has become a heritage tourism destination in Medan City, and the three historical buildings now have become the city's grand tourism objects which were officially stated in Perda Kota Medan No. 13/2011 as a heritage tourism area. This local regulation suggested that the Maimoon Palace District should be planned to support tourism development activity. However, there is no specific planning concept for the development of the area yet. Therefore, this study addresses this issue by adopting the place identity concept to optimize the area potentials.

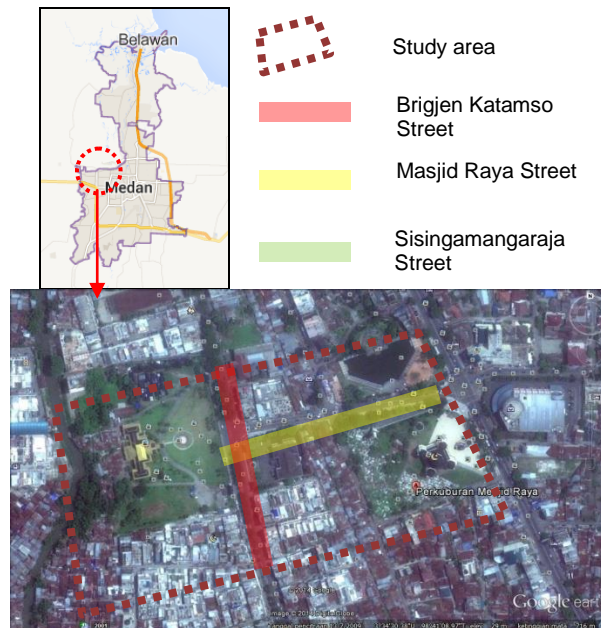


Figure 1. Study Area

## 2. Literature Review

### 2.1 Spatial Planning

Spatial planning is defined as a process in changing the action plan in a place while at the same time turning the connectivity among the activities through land use and property all at once (Pascariu, 2001). Despite that fact, spatial planning contains not only the physical purpose but also social and economic purposes. Since the land use planning of a city determines the social and economic development of the people, the spatial planning must be done carefully and wisely.

According to Shirvani (1985), there are eight elements in spatial planning, namely land use, building form and massing, circulation and parking, open space, pedestrian ways, activity support, signage, and preservation. These elements support each other in creating proper spatial planning. Land use means the utilization of land based on a function that has been determined before. In the observation of heritage area, the relation between heritage site and land use will change by the influence of two components, i.e., scale and urbanization. Thus, the influence of heritage sites on land use can be varying in the area of different urbanization level (Jenerette & Wu, 2001; Luck & Wu, 2002). Also, the advance of people activities will create more complicated land use (Luck & Wu, 2002).

Building form and massing are crucial in architecture (Goodwin, Tonks, & Ingham, 2009). An architectural building character comes from the physical appearance that distinguishes it (Goodwin et al., 2009). The characters include the form, material, construction methods, ventilation, interior, detail, and relation to the environment.

Circulation consists of two forms: those are as a movement, and as a physical form (Ginting & Rahman, 2016a; Shirvani, 1985). Circulation as a movement includes the connectivity with surrounding area, such as accessibilities. It aims to control and direct all movement in a city and at the same time becomes a social space for the city. As the physical form, circulation must be an open element that can create visual spaces for the city. Therefore, the physical form must be able to create characteristics, beauty, and comfort. Parking is inseparable from the existence of circulation as it determines the success

of city circulation. According to Kianpisheh, Mustaffa, Limtrairut, & Keikhosrokiani (2012), some factors that define good parking are security, climate condition, distance, and cost.

Open space is defined as all landscape, hardscape, park, and recreational spaces in a city (Knudsen & Greer, 2008). According to Nasution & Zahrah (2012), successful open space can encourage the feeling of security and comfort of the visitors. Excellent open space is observable from clear movement pattern, the existence of landmark as an orientation, and the use of human scale with good architecture performance (Gehl, 2011; Nasution & Zahrah, 2012). Besides that, the natural elements such as vegetation are also essential to improve comfort and exciting experiences and also to avoid the lousy climate (Ávila et al., 2004; Gehl, 2011).

Pedestrian way development in a heritage area is used for attracting more visitors to activate the area (Sastre, Sastre, Gamo, & Gaztelu, 2013). According to Ginting (2016), there are four criteria for achieving good pedestrian way, namely safety, ease, comfort, and attraction. People must be safe from the threat of accident and criminality, secure to access the pedestrian, free from obstacles, and feel comfortable. Furthermore, an attraction must be contained in the pedestrian path itself and street furniture.

Activity support means all functions and activities that influence the formation of city public spaces. It includes the shopping center, recreational park, office center, or public library (Ginting & Rahman, 2016a; Shirvani, 1985). A study of heritage site by Samadi & Yunus (2012) found that in attracting visitors to shop, the heritage streets must offer uniqueness and attraction. Physical elements such as street furniture and land use also support the city's major activities.

Information boards or signage includes driving directions, traffic signs, media advertising, and other forms of marking (Ginting, 2016; Shirvani, 1985). The arrangement of signage plans covers the dimensions, conformance with environmental context, shape, color, lighting, materials, and also the theme of the area. Its existence should not disturb other functions. Information planning must be legible, well-organized, readable, congruent, and rooted placed in a suitable place with the information within (Lynch, 1976).

Preservation is defined as an effort to conserve or maintain an object in its initial condition, without any addition or reduction. However, some experts explain later that the effort also covers many types of action, from renovation to restoration. Initially, preservation does not merely focus on physical elements in the area, but also the non-physical elements. It happens since the non-physicals are also part of physical elements (Ginting & Rahman, 2016a) in order to provide the evidence about the continuity of the past, present, and future time (Goodwin et al., 2009). Preservation relates not only to structures or places that contain a historical value, but also all structures and existing places, both permanent and temporary; that is economically vital and significant (Ayres, 2013). Spatial planning is necessary to complete the urban planning that only covers the general plan for a city. Unfortunately, as stated before, there has not been any specific planning for the tourism area recently.

## 2.2 Place Identity

Place identity formed when a physical space united with certain meaning and value, such as cultural characteristics, and later created a perception (Bott, Cantrill, & Myers, 2003). Place identity formed if the people have positive perceptions about the place and have a connection or bond with the place (Ginting & Wahid, 2015; Twigger-Ross & Uzzell, 1996).

In the context of socio-psychological, there are four principles in forming an area identity, namely continuity, self-esteem, self-efficacy, and distinctiveness (Breakwell, 1986; Breakwell, 1992, 1993; Twigger-Ross & Uzzell, 1996). Continuity relates to the element of time. Continuity does not merely lie on the physical character but in the value of an object in someone's memory (Ginting & Wahid, 2015). Self-esteem is defined as self-evaluation. In this case, people will be happy with a place that has a physical symbol that makes them proud. On the contrary, they will avoid a place that makes them feel not proud (Ginting & Rahman, 2016b; Ross, Bonaiuto, & Breakwell, 2003). Self-efficacy is defined as one's belief in their ability to control the environment (Ginting, 2016; Wang & Xu, 2015). It contains comfort, safety, and easy access inside (Twigger-Ross & Uzzell, 1996; Winkel, 1981). Distinctiveness comes from one's perception of the difference between one place to another (Berman, 2006; Ginting, Nasution, & Rahman, 2017).

## 2.3 Spatial Planning Based on Place Identity

Even though many places in the world have applied the concept of identity in their city planning nowadays, previous studies which address how this process is being engaged remain limited; therefore, this study is challenging to take place. However, some researchers have explained how the place identity works, especially in heritage tourism area. For example, Kneafsey (1998) found that place identity formed along with the environmental change, where some heritage object made as a tourism destination. Palmer & Laungani (1999), on the other hand, concluded that heritage tourism could maintain identity since it lies on the historic symbol which attracts tourists. Furthermore, they explained, heritage tourism should not focus only on the grand object, but also the culture.

From the previous studies it can be stated that changing environment will affect place identity, so the change must be planned carefully through spatial planning. On the other hand, to maintain identity, every element in an area must be noted. In this case, the spatial planning theory helps to see each of these elements. In this study, the researchers addressed the place identity as the focus in planning each of the area elements. Thus, this study may result in a spatial planning concept based on place identity (Figure 2).

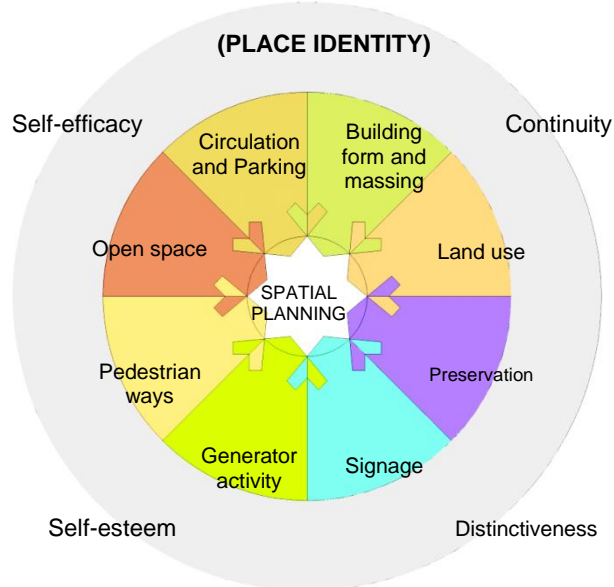


Figure 2. The Concept of Research Theory

### 3. Method

This study applied a qualitative method in collecting data. The eight spatial planning elements in the study area were collected through periodical field observations. We documented physical characteristics and activities in the area in the form of photos and worksheets. Meanwhile, the concept of place identity in this area has been found (Ginting, 2014). After that, we analyzed the place identity of each element in the spatial planning of the area by interpreting the obtained data based on literature review. This process resulted in spatial planning elements affected by the place identity, and became the area place identity itself. Furthermore, the planning of these elements was started based on the condition and literature review (Figure 3).

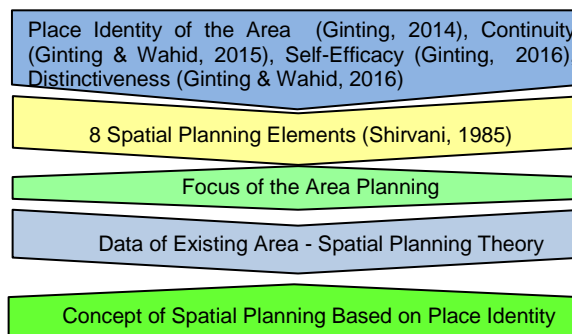


Figure 3. Research Methodology

### 4. Result and Discussion

Based on previous research by Ginting (2014), there are some aspects in forming place identity in the study area. Continuity aspect in the area is formed by historical buildings, historical story, cultural activity, pedestrian ways, and nostalgia (Ginting & Wahid, 2015). Distinctiveness aspects are formed by historical buildings, local products, and cultural activity (Ginting & Rahman, 2016a). The self-efficacy element includes public transportation, parking, pedestrian ways, and supporting facility (Ginting, 2016). Different from the other aspects, the self-esteem in the area is only shown in historical buildings. Based on the literature review, these elements then were classified into the spatial planning elements (Table 1).

Table 1: Research Result

Spatial Planning Elements	Place Identity Aspects			
	Continuity	Distinctiveness	Self-esteem	Self-efficacy
Land use	Historical buildings		Historical buildings	
Building Form and Massing	Historical buildings	Historical buildings		
Circulation and	Historical buildings	Design of Physical		Public

Table 1 Continued

Spatial Planning Elements	Place Identity Aspects			
	Continuity	Distinctiveness	Self-esteem	Self-efficacy
Parking		Street		Transportation Supporting facility; Parking
Open Space		Historical buildings; Cultural activity		Supporting facility
Pedestrian Ways	Historical buildings; Pedestrian ways			Availability and physical quality
Generator Activity	Cultural activity	Activity in the area	Historical buildings	Information
Signage				Information
Preservation	Historical buildings; Historical story; Nostalgia	Historical buildings	Historical buildings	Supporting facility

**4.1 Land Use**

The existence of historical buildings in the land use aspect is the only element that represents the place identity in the area. Historical buildings that have been built since the era of Hindi-Netherlands could bring a positive image of the area and create continuity by showing human activity in the past (Ginting & Wahid, 2015). The three historical buildings in the area are the witness of the area growth since the Colonial era until the Deli Sultanate era while many other buildings have been replaced with various new functions.

According to the Urban Planning Regulation of Medan City for 2010-2030, the Maimoon District is one of city’s central service for activities such as commercial, business, governance and city services. It can be seen nowadays where there are various land functions and activities in the area, such as tourism activity, settlement, commercial, recreation, worship, and small industry (Figure 4). This condition proves that land use in the area seems to be significantly affected by the increase of activity inside and neighborhood in the area (Luck & Wu, 2002).

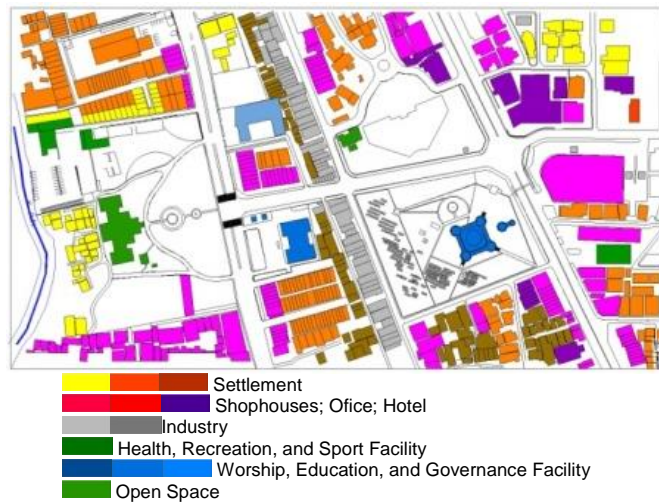


Figure 4. Land Use in the Research Area

Apart from representing the continuity of the area, historical buildings also create self-esteem and self-efficacy to local people and tourists because they remind them of the Malay authority in the past (Ginting, 2016). Loss of historical buildings represents lost memory of the past too. Therefore, Maimoon Palace, Grand Mosque, and Sri Deli Pond as heritage tourism objects must be protected.

To strengthen the continuity with the historical buildings, land use pattern in the area must be able to support the existence of the buildings as tourism objects. One of the activities which not supporting tourism in the area is the welding workshop industry. Although it generates economic activity in the city, still this function is causing chaos in the area. Relocation of this activity to another area would be the solution to support the heritage tourism. On the contrary, shopping activity in souvenir center can support tourism activity. The tourists may recall the experience and special moments during a visit through souvenirs (Al-Ababneh, 2013). Therefore, a place for shopping needs to be planned in the land use planning.

**4.2 Building Form and Massing**

A study by Goodwin et al. (2009) suggests that building form and massing is crucial in architecture since it also affects the image of an area. Unfortunately, land use change takes part in the building form and massing. While planning the building form and massing, historical buildings become the focus as their existence represents the area place identity. Nowadays, building form and massing in the area looks monotonous where shophouses dominate the area. These buildings commonly built in modern style,



simple design, and do not adopt the past characteristics of the area (see Figure 5.a). Historical buildings, on the contrary, can represent the place identity of the area through their architectural style (Figure 5.b-c) and build a unique character for the area. Typical architectural style in the three historical buildings makes them unique and attracts local people and tourists (Ginting et al., 2017). It is in line with Orbaşlı's work (2000) suggesting that the architecture of a historical building is closely related to its place identity. With Malay architecture, these buildings could represent the history of the area which was used to be the center of the Deli Sultanate governance.



Figure 5. Building Form and Massing in the Research Area

With the existence of the historical building in the area, the façade continuity and harmony between old and new buildings must be a concern (Ginting & Wahid, 2015). Therefore, new buildings in the area need to harmonize their design with the historical buildings. One of the characteristics of the three historical buildings is the ornament details which carry out the Malay's architectural ornament richness. This fact is in line with the work of Goodwin et al. (2009) which argued for a detailed profoundly impacts to the buildings' preview and understanding of the building. Thus, to make a compatible view with the historical building, the other buildings need to apply these ornaments.

#### 4.3 Circulation and Parking

The circulation in this area has already represented continuity with the past. The streets in this area, such as Brigjen Katamso Street, are some of the corridors of the historical street in Medan City since the Hindi-Netherlands era (Ginting & Rahman, 2016b). This fact is supported by the existence of historical buildings around the streets such as Maimoon Palace in Brigjen Katamso Street, and also Grand Mosque and Sri Deli Pond in the corner of Masjid Raya Street and Sisingamangaraja Street.



Figure 6. Circulation and Parking in the Research Area

Circulation as a movement significantly influences self-efficacy aspect in the area. In this case, the most important factors are public transportation, bus stop, quality of the street, and parking. Good accessibility in this area will drive a positive perception that local people and tourists will understand their presence in landscape (Ginting & Rahman, 2016a). Construction of a bus stop should follow the public transportation available in the area. The material used also need to be repaired.

Meanwhile, parking facilities are still not optimal enough and have not fulfilled the five categories of (Kianpisheh et al., 2012). The availability of parking is not prevalent and insufficient so that many vehicles then use the street sides as the parking area (Figure 6.a). Thus, providing an integrated parking area is necessary for this area.

Furthermore, the distinctiveness of the street must also be the focus of planning. According to Samadi & Yunus (2012), the success of historical street is influenced by the atmosphere of the street itself and the participation of the users. Unfortunately, the unique atmosphere today has not been realized in the physical form of the street (Figure 6.b). Cultural character and a robust Malay history in this area should be used to create the uniqueness so that the local people and tourists will easily remember that place about the street.

#### 4.4 Open Space

Open space in this area can represent distinctiveness because of its location nearby the three historical buildings. The existence of historical buildings becomes the vista element that creates uniqueness and legibility of open space. It is in line with Lanes' work (1981) which suggests that the elements of the landscape in an area are important to help local people and tourists to recognize the place as they walk through. The distinctiveness of open space should be strengthened by the application of Malay ornaments in outdoor planning.

Besides historical buildings, the cultural activity also can be the character of the open space. One criterion of historical open space set by the World Heritage Convention is the protection of tradition and cultural property in landscape (Ginting & Rahman, 2016b). For example, during the Ramadhan Fair held at the Grand Mosque open space (Figure 7.a) and Sri Deli Pond (Figure 7.b), the event makes it different from any other open spaces in Medan City. Therefore, spatial planning in the area must be able to accommodate the cultural activity.

The existence and condition of open spaces in this area also affect to the self-efficacy aspect. As Danisworo argues that a successful open space is one which able to secure the visitors' need for safety and comfort (Nasution et al., 2012). It means that a condition of being protected from the excessive sunlight, and also have enough sitting area, dustbin, public toilets, and information system (Ginting, 2016). Furthermore, vegetation is also an important element to increase comfort, create a good experience, and prevent climate exposure (Ávila et al., 2004; Gehl, 2011). However, the open space condition in this area is not optimal yet. The availability of various facilities mentioned before is lack of quality and quantity while the vegetation in the open space has not well planned yet. To increase visitor comfort, it needs proper planning in those facilities and vegetation.



Figure 7. Circulation and Parking in the Research Area

#### 4.5 Pedestrian Way

A pedestrian way can attract more visitors (Sastre et al., 2013), as they can see and feel the historical buildings that stand in the area along their walk. Besides, it is also important to link the three historical buildings. In this case, the pedestrian ways help people to feel the place identity.

The pedestrian way in the area also affects the self-efficacy aspect and build confidence for the local people and tourists. However, in general, the condition of these pedestrian ways is inadequate yet, where the pedestrian is still disturbed by the broken materials (Figure 8.a), a disconnected path by the signage (Figure 8.b), and a change-function-condition, where the pedestrian way changes to parking and hawker area (Figure 8.c).

The condition contradicts to the criteria for a pleasant pedestrian way (Ginting, 2016). Therefore, its functional revitalization and physical renovation is crucial under the supervision of the government. To reach the needs of comfort and esthetics, as argued by Ginting (2016), street furniture such as the streetlight, flowerpot, and any others also need to be appropriately planned, so that it will not disrupt the pedestrian way. In addition to physical repair, the existing pedestrian ways also need a uniqueness quality to be easily remembered by visitors. Therefore, applying Malay ornaments is essential to this pedestrian way planning.



Figure 8. Pedestrian Way in the Research Area

#### 4.6 Activity Support

The activities inside the area mostly have changed much from the past. However, the continuation of cultural activity still embodies the continuity in the area. This condition, according to Feilden (2003) and Orbaşlı (2000), can make the identity of a place different and unique. The cultural values in the area, such as Malay culture, will create continuity with the area history and social culture in the past (Ginting & Wahid, 2015). Unfortunately, there are not many cultural activities that can describe this history. Ramadhan Fair (Figure 7.1b), a cultural celebration with culinary and religion programs that held during fasting month every year has become the only regular cultural activity. Another regular activity in the area is worshipping in the courtyard of the Grand Mosque (Figure 9).



Figure 9. Activity Support in the Research Area

Distinctiveness aspect also comes from cultural activities (Ginting & Wahid, 2017). Unfortunately, the cultural activity inside the area still has not been able to create a different perception of local people and tourists, so it has not contributed significantly to the identity of the place. Supposedly, the cultural activity may promote uniqueness for travelers which cannot be found elsewhere, such as the local cultural arts. In addition to cultural activities, shopping for souvenirs and culinary activity also supports distinctiveness aspects of the area. Al-Ababneh (2013) suggests that the souvenir shop activity could be a uniqueness that is worth remembering. However, this activity has not received much attention, so the spatial planning for souvenir shops and culinary activities in the area is necessary.

The existence of historical buildings as tourism objects also creates a uniqueness so that their continuity must be maintained and cultivated for the sake of pride of the local people and tourists. Also, the tourists' comfort in traveling also must be improved. Currently, the tourists who want to visit are facing difficulties in accessing information about the destination place due to the missing information system. The government must tackle this by providing accessible websites for tourists. The related stakeholders can also create an event calendar to schedule any cultural activities and provide information required by the tourists.

#### 4.7 Signage

The existing information board is one of the criteria that influence the level of visitors' efficacy in the area (Ginting, 2016). The signage in the area should provide information about tourism activities to help tourists in their visits. However, the existing signage in the area has not been able to provide information about historical buildings, tourism support activities, as well as the direction and circulation. Therefore, the planning of information is still necessary for the area.

Based on the criteria for signage planning suggested by Lynch (1976), the condition of signage in the area is still poor. Signage in the area differs from one another in size and locates randomly (Figure 10.a). Some signages block up the façade of the historical buildings (Figure 10.b). Furthermore, the signage shapes in the area are very different from one another and yet have not represented place's recognizable characteristics (Figure 10.c). It is necessary for planning the signage at regular distance, so that it does not block up the historical buildings and disrupt human movement. Instead of its typesetting, the signage also requires unique characteristics which provide a special experience for the local people and tourists, so they can confidently go through the streets in the area (Ginting, 2016). Therefore, the planning of signage can apply Malay ornaments inside to provide a special impression to the visitors.



Figure 10. Signage in the Research Area

#### 4.8 Preservation

Preservation is necessary to maintain important values in society. Maimoon Palace District is a historical area in Medan City with the presence of three historical buildings, namely Maimoon, Grand Mosque, and Sri Deli Pond. The buildings are important elements in achieving continuity (Ginting & Wahid,



2015). The physical form and architectural styles of historical buildings also symbolize the time when the building was constructed (Goodwin et al., 2009). Maintaining the architectural style, historical buildings can provide continuity with the past in the area. The existence of historical buildings which are well-preserved today encourages local people and tourists' interest in the preservation efforts. It is because the public interest depends on the condition of the preservation object (Orbaşli, 2000).

At the beginning of the construction in the area, the three historical buildings become a series of Deli Sultanate facilities which are united by Masjid Raya Street (Figure 11.a). However, the unity of the three buildings today has faded away by the surrounding fences so that they seem to appear stand alone. Therefore, the area needs environmental planning to bring the three historical buildings back into a unified property by taking down the buildings' fence, and putting the Malay architectural back into the planning of various elements in the area (Figure 11.b).

The historical story and nostalgia also embody continuity in the area. The historical story makes a landscape understandable and increases interest in the conservation of cultural heritage (Knudsen & Greer, 2008). It means that instead of describing the area situated in the past, the historical stories also support the preservation of the historical buildings. To that end, the story must remain transferred across the generation so that the heritage tourism in the area is recognizable by the tourists. Meanwhile, nostalgia can make people remembering back their past through certain objects or symbols (Seifried & Meyer, 2010). The experience and nostalgia reflected through the local people and some tourists will keep the continuity in the area (Goodwin et al., 2009). Therefore, the objects that characterize the region, such as historical buildings and cultural activities, should be maintained and preserved.

Distinctiveness aspect in the area is formed by the presence of historical buildings which are still well-preserved, and the unique architectural style is the main attraction for tourists to visit the area (Ginting & Wahid, 2017). Historical buildings also foster self-esteem in local people and tourists because they illustrate the glory of Deli Sultanate in the past.

To support the visitors' comfort, the historical buildings should be supported by facilities such as bins, public toilets and a sitting area (Ginting, 2016; Shirvani, 1985). In reality, their provisions is still lacking and in a poor condition. Therefore, we suggest the improvements in the existing public facilities.

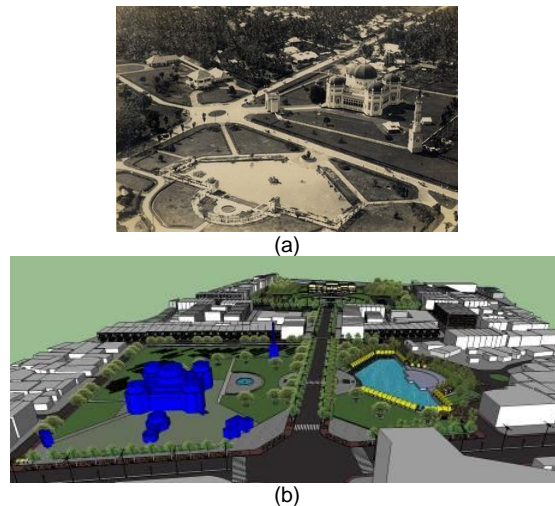


Figure 11. Unity of the Three Historical Buildings in the Corridor of Masjid Raya Street

## 5. Conclusion

The study shows that spatial planning elements in the area contain place identity elements in different levels of service. The finding initiates the study area as a potential area with its identity. Of the eight elements of spatial planning, generator activity and preservation perform the most significant contribution to form and support the area place identity. Moreover, historical buildings seem to be the most influential object to the area place identity and need to be prioritized in the spatial planning.

Based on the area condition, this study concludes that spatial planning in this area is not correctly designed since there are many problems in the planning elements. Problems in the eight elements are the physical quality, maintenance, and government regulation. They have caused the image of the area blurred, and it has no a unique place identity yet. Therefore, the local government and stakeholders are expected to improve the quality of spatial planning for the area.

This study recommends that in order to fit the spatial planning with the area identity, the government and stakeholders should pay more attention to the elements that influence place identity. Moreover, the spatial planning should not only focus on improving physical quality, but also increasing the emotional reactions of tourists to gain the enhancement of tourism activities in the area. More detailed planning is needed to see how to improve the role of place identity on spatial planning. Moreover, the concept that is found in this research is only accurate for a heritage tourism area. As the place identity relates very closely

to an area, different locations may have profoundly different identity aspect. Therefore, it needs further research to drive spatial planning based on the place identity.

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