

TOURISM INSIDE GATED: THE TRANSFORMATION OF GATED HOUSING IN PERI-URBAN OF BANDUNG

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Abstract. Despite some physical similarities with the typology of gated housings developing in Metropolitan of Jakarta, there is uniqueness in gated housings growing in Bandung, especially in its peri-urban area. The uniqueness is the development of tourism activities inside those gated housing. A number of luxury residential complexes with gated characteristics in the peri-urban areas of Bandung have transformed into tourism areas. This phenomenon is interesting to study given the contrasted characteristics between gated housing and tourism. This paper discusses a number of case studies on tourism activities and facilities developing inside gated housings in peri-urban of Bandung. The research method used qualitative descriptive analysis and typo-morphology analysis. The study results have shown a number of unique typo-morphology of tourism facilities inside gated housings in the peri-urban area of Bandung as well as a number of their physical and operational characteristics differences from other tourism facilities in general. Gated housing itself is closely related to segregation. The results of this study have also indicated that the presence of tourism activities in gated housings as well as a number of local creative strategies applied by the management of the tourism facilities could become one of the solutions to minimize the extent of segregation posed by the gated housings and to improve the physical quality of the gated housing where the tourism facilities are located.

Keywords: *gated housing; peri-urban of Bandung; typology; transformation; tourism*

INTRODUCTION

This paper is based upon the phenomenon of gated housing transformation at the peri-urban of Bandung in relation to tourism activities. A number of luxurious residential complexes with gated characteristics in the peri-urban of Bandung have transformed into tourism areas or accommodating facilities that support tourism activities in the surrounding areas, such as lodgings and restaurants.

This is an interesting phenomenon to be studied given the contrasted characteristics of gated housing and tourism. Gated housing, also referred to as gated community, is defined as residential area that surrounding its own area with the installation of boundaries (fences, walls, gates, natural borders or other kinds of borders) to limit or to control access for non-resident to the use of spaces and facilities inside, which is generally managed by private management or communally by the inhabitants. Departing from the definition, the main physical characteristics of gated housing are the restriction of access and the demarcation of peripheral areas by physical borders in the context of security, as well as other reasons such

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as prestige and lifestyle demand. Meanwhile, the ease of access (accessibility), is one of the key elements needed by tourism activities. Without good accessibility it will be hard for tourism activities to run well. According to Bovy and Lawson (1998), street network has two important roles in tourism activities, namely: (a) as a means of access, transport, and communication between visitors or tourists and the object of attractions or tourism facilities, and (b) as a way for sightseeing and find a place.

This paper discusses the results of research study on several cases of tourism facilities developed inside gated housing in peri-urban of Bandung. The methods used were typomorphological analysis to generate typomorphology of gated housings in peri-urban area of Bandung, and qualitative descriptive analysis to elaborate the descriptions of tourism activities within gated housings. The study concluded with an analysis on the advantages and disadvantages of the presence of tourism inside gated housings.

THE DEVELOPMENT OF PERI-URBAN TOURISM IN BANDUNG

Bandung is a city that has a diversity of attractions, located both in the city center and in suburban areas (peri-urban). According to Maryani (2005), Bandung and the peri-urban areas of Bandung are potential as a tourist destination because: (1) the location is relatively close and has good accesses to Jakarta as a gateway to international travelers, (2) they provide a variety and different kind of attractions to Jakarta which is located by the sea, (3) the number of inhabitants is quite high (more than 6 million in 2011) as potential local tourists, and (4) they have quite a lot of tourism objects, about 22 attractions in Bandung City and 50 objects in Bandung Regency.

The developments of tourism area in Bandung and in the peri-urban of Bandung are very fast and varied. The following are a number of tourism products in the peri-urban of Bandung according to Maryani (2005), divided based on their location relative to the city of Bandung. The peri-urban areas of Bandung are divided into four parts, namely North Bandung Region, West Bandung Region, East Bandung Region, and South Bandung Region.

Tourist attractions in North Bandung are nature-based, i.e. mount Tangkuban Perahu, Forest Park, waterfalls, hot springs, campgrounds, and lakes. There are also educational tourism objects such as Boscha star observatory site. Similarly, tourist attractions in West Bandung are nature-based, i.e. lakes, caves, hot springs and waterfalls. Generally, the attractions are not yet properly managed, except Lakes Situ Saguling and Ciburuy. East Bandung Region has the least attractions with its existing attractions of camping grounds, waterfalls, lakes, historical site Bojong Honje, and rock hills Oksidan Kendan. All of these objects, however, have not been well maintained and are so far apart, spread in different districts. There are two tourism regions which belong to the South Bandung Region, i.e. Ciwidey and Pangalengan. Ciwidey has a lot of attractions, but nearly all of them are nature-based in the form of volcanoes, lakes, waterfalls, hot springs, lakes, campgrounds, scenic tea plantations and deer breeding. The tourist attractions accumulate at the Districts of Ciwidey and Rancabali. Hot springs, lakes, Kawah Putih volcanic craters and deer breeding farms are the most favorite attractions for tourists (Maryani, 2005). The characteristics of the tourism attractions in Pangalengan, on the other hand, are not much different from those in Ciwidey

and North Bandung, many of which in the form of lakes, volcanoes, hot springs, rivers, Boscha cemeteries, plantation scenery and camping grounds. (Maryani, 2005).

The area of this study is located in North of Bandung, known as KBU (Kawasan Bandung Utara), which is an area in the north of Bandung located at a the height of 750 meters above sea level. It is situated at the foot of Mount Burangrang in the west, the foot of Mount Tangkubanparahu in the middle, and the foot of Mount Manglayang in the East (Settlement and Housing Department of West Java Province, 2016). KBU is functionally divided into four administrative areas of government, namely Bandung Regency, West Bandung Regency, Bandung City and Cimahi. Specifically, the study area is located in West Bandung Regency.

THE TRANSFORMATION OF GATED HOUSING IN PERI-URBAN OF BANDUNG DUE TO TOURISM

Typology of Gated Housing in Indonesia

In Indonesia, gated housing first appeared in Jakarta Metropolitan Area. Originally, this type of enclosed housing was established by major developers to provide luxurious housing whose residents demanded a high level of privacy and security regarding their residence. However, almost half a century later since its emergence, gated communities has covered almost the entire continuum of housing classes (especially in Metropolitan of Jakarta), ranging from very luxurious homes to middle-class affordable housing (Samsirina, 2015). Nowadays, gated communities can already be found easily in other major cities in Indonesia such as Bandung, Surabaya, Yogyakarta, and Semarang. They are physically similar to those developing in Metropolitan of Jakarta as developers in other big cities tend to imitate the characteristics of residential development that many consumers demand in Metropolitan of Jakarta.

Based on the result of previous study conducted by Samsirina (2015), gated communities can be grouped according to their physical characteristics. In the initial stage of analysis, gated community was divided by economic segments of the inhabitants, i.e. very luxurious and prestigious gated communities, middle-up gated communities, and affordable gated communities. Furthermore, each segment of housing classes had its own respective typology. The typology of gated communities was divided by the levels of restriction and exclusivity. In general, there are four (4) typologies of gated communities, namely: (1) gated communities with absolute segregation, (2) gated communities with hierarchical segregation, (3) gated communities with mixed segregation, and (4) gated communities which are segregated by their communities.

In gated communities with absolute segregation, there's only one layer of concentration of gated community, i.e. the gated communities itself. From the outside, the gated communities were strictly (absolutely) segregated by physical boundaries. Inside gated communities with hierarchical segregation, there are a number of smaller gated communities' concentrations. The gated communities inside were hierarchically segregated from their outer space area. In gated communities with mixed segregation, there were several smaller gated communities inside with various forms of segregation: some segregated absolutely and some segregated hierarchically. Meanwhile, the peripheral area was segregated in layers with the existence of

semiprivate space that separated the inner space of gated community from the outer area. In the other hand, gated communities which are segregated by their communities restricted themselves according to the homogeneity of their inhabitants (Samsirina, 2015).

Typology of Gated Housing in Peri-Urban of Bandung and the Transformation due to Tourism

Similar to what has happened in Metropolitan of Jakarta, new landed estates constructed by the developers in the peri-urban of Bandung city have almost entirely been adopting cluster housing system or gated housing. From the point of view of the gated communities' typology, study results by Samsirina (2015) in Metropolitan of Jakarta have shown there are three classes of gated housing segments that exist in the study area (West Bandung Regency), i.e. very luxurious and elite segments, upper middle segments and middle down affordable segments. The entire gated housings in the study area were included into the category of absolute gated communities, and therefore, there is no division into smaller clusters inside.

The target market of the developers of gated housing in Peri-Urban of Bandung is citizens of Bandung and Jakarta. In addition to market penetration, sales of houses in the peri-urban of Bandung gated housing also rely on the good relationship and friendship between developers and prospective residents. The majority of the inhabitants of some gated housing in the study area do not inhabit the houses they built and instead use it solely as a second home or vacation home (villa).

Despite some physical similarities with those of the typology developed in Metropolitan of Jakarta, there is some uniqueness that marks gated housing growing in Bandung, especially in its peri-urban area; which is the development of tourism activities has penetrated the borders of gated housing. Tourism activities that developed in gated housing area also occur in Metropolitan of Jakarta, but the main difference lies in the location of the tourism facilities and the supporting facilities for tourism in the gated housing. Tourism facilities in Metropolitan of Jakarta are located outside the borders of the cluster. Meanwhile, In gated housing in peri-urban of Bandung, the facilities are located inside the gated housing, within the cluster. Thus, to enter the tourism facilities, tourists have to pass through the guarded gate foremostly. Consequently, the guarding at the gates of those gated housing are not overly restrictive.

Tourism activities and supporting facilities developing inside gated housings consist of a number of types of locations, namely: (a) the first type is those located near the main entrance gate or the rear gate, (b) the second type is those located inside the gated housing (spread and centralized) and (c) the third type is those located in the back or secluded area of the gated housing. Of the three gated housing segments, only the very luxurious and elite segment and the middle up segment have been transformed by tourism activities. In addition, tourism activities and supporting facilities can be found only in gated housing of medium-sized and large categories. There is no tourism activity inside gated housing with small sized category. The following figure shows the location typology of tourism facilities inside the gated housing identified in the study areas.

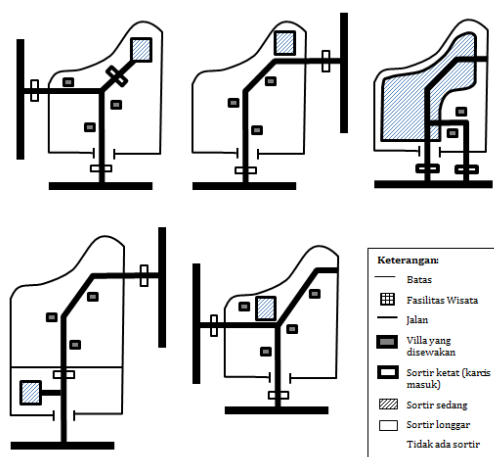


Figure 1 Locational Typology of Tourism Facilities inside Gated Housing
 (Source: Researcher Document, 2016)

A number of gated housing in which tourism activities and tourism supporting facilities develop in the study area can be seen in the table below. Among the types of tourism attractions developing in North Bandung, those that can be found inside the gated housing so far, among others, are recreational tourism, nature tourism, agrotourism, leisure tourism, health tourism and adventure tourism.

Table 1 Tourism Facilities inside Gated Housing in West Bandung Regency (Source: Researcher, 2016)

No.	Gated Housing	Tourism and Supporting Facilities	Categorization of Tourism and Supporting Facilities	Location of Tourism Facilities inside Gated Housing
1.	Villa Triniti, Lembang	a. Kampung Daun	Restaurant	Located at secluded area of gated housing with natural river and surrounded by rock cliffs
		b. Welfed	Restaurant	Located near main gate area
		c. Gardenia Villa and several rented villa houses	Accommodation	Located spreading inside gated housing
2.	Villa Istana Bunga, Lembang	a. Villa Air Natural Resort and majority of rented villa houses	Accommodation	Located spreading inside gated housing
		b. V-Spa	Health Tourism	Located in the middle of gated housing
		c. Rotensia Home Made Café and	Restaurant	Located in the middle of gated housing

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No.	Gated Housing	Tourism and Supporting Facilities	Categorization of Tourism and Supporting Facilities	Location of Tourism Facilities inside Gated Housing
		Villa Istana Bunga Café		
		d. Several leisure park inside cluster such as for planting, fishing and so on	Nature and educational tourism	Located spreading inside gated housing
		e. Adventure Outbound	Adventure Tourism	Located at secluded area of gated housing
3.	Girandah, Parongpong Lembang	a. The Peak Resort Dining	Restaurant	Located in the middle of gated housing
		b. Bening Villa and several rented villa houses	Accommodation	Located spreading inside gated housing
4.	Graha Puspa, Lembang	a. Jendela Alam	Educational Tourism and Agrotourism	Located near main gate area
		b. Sapu Lidi	Restaurant, Accommodation and Educational Tourism (by-request)	Located near rear gate area
		c. Villa Puri Teras	Accommodation	Located in the middle of gated housing
		d. Rumah Kain Sulam, Graha Pesona	Retail	Located in the middle of gated housing
5.	Kampung Gajah, Lembang	a. Kampung Gajah Wonderland	Recreation and Adventure Tourism	Located near main gate area and spreading through the whole area of gated housing
		b. Villa Diamond	Accommodation	Located near main gate area
6.	Pondok Hijau Indah	a. Warkop Modjok	Restaurant	Located near rear gate area
		b. Breeze Hotel	Accommodation	Located in the middle of gated housing
		c. Moel Soenarko House of Art	Cultural Tourism	Located in the middle of gated housing
7.	Setiabudhi Regency	Fontana Restaurant and Cafe	Restaurant	Located in the middle of gated housing
8.	Setra Duta, Sarijadi	a. Nu-Art Museum and Nu-Art Cafe	Cultural and Educational Tourism, and Restaurant	Located in the middle of gated housing
		b. Archery Rush	Adventure Tourism	Located near main gate area

No.	Gated Housing	Tourism and Supporting Facilities	Categorization of Tourism and Supporting Facilities	Location of Tourism Facilities inside Gated Housing
9.	Pramestha, Dago Giri	Day & Nite Eatery Grocery	Restaurant and Educational Tourism	Located in the middle of gated housing
10.	Citra Green, Dago	Indo Wisata Permata	Educational Tourism and Restaurant	Located in the middle of gated housing

There are two types of ownership and management of the existing tourism facilities in gated housings, namely: (1) joint ownership/management with the owners and managers of gated housing and (2) separate ownership/management from the owners and managers of gated housing. Jendela Alam and Sapulidi in Graha Puspa fall into the category of separate ownership/management from the owners and managers of gated housing. Some of the tourism attraction owners usually have friendship/acquaintance relationships with the developers of the gated housings where the tourism attractions are located. Other than that, majority of the owners are the land/house owners that have seen the business potential to transform their land or house for the development of tourism attraction or supporting facilities. The owners of both Jendela Alam and Sapulidi have had well established relations with the developers of the gated housings and thus the land could be bought and then developed into tourism attractions and supporting facilities. While, Kampung Gajah Wonderland, Kampung Daun and Day & Nite Eatery Grocery are developed by the developers/managers of the gated housing where the tourism attraction are located.

In some literature, for example that of Klytchnikova (2009), second homes can be categorized as one of the type of tourism. According to Hall (2004) there are a great variety of terms that refer to second homes: recreational homes, vacation homes, summer homes, cottages, and weekend homes. Second homes in the form of villas for rent are one of the most tourism facilities found in the gated housings in peri-urban Bandung. One example of gated housings where almost all the houses are rented villas is Villa Istana Bunga, which has a total land area of 42 hectares. Second homes are also found in many others gated housings in peri-urban of Bandung, located among other houses occupied as a daily residence by their owners.

In addition to the rental villa business, which is mostly done by homeowners in the gated housing, culinary business has been established in the form of eatery, restaurants and cafes. A number of houses have transformed into cafés and restaurants after the owners spot the business opportunities with the rapid growth of tourism activities inside and around their gated housing.

A number of tourism activities that have developed inside gated housings are classified into the category of creative tourism. According to Greg Richard and Crispin Raymond (2000), creative tourism is defined as tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristics of the holiday destination they are taken to. Many different activities can be

the base for creative tourism, such as cookery, painting, photography, crafts, music, dance and so on (Smith, 2009 in Ilincic, 2014). What is important, however, is for these activities to be linked to the destination they have chosen (Richards and Wilson, 2006, 2007 in Ilincic, 2014). At Jendela Alam, visitors can learn how to grow crops and raise animals. Meanwhile, the art gallery of NuArt in Setra Duta offers visitors the opportunity to learn painting, sculpting and other artistic activities. Sapu Lidi also provides experiences for visitors to be able to learn to plant rice, fishing and other activities that can provide a learning experience for visitors. However, the program does not fit into the category of routine programs executed by the managers but, rather, performed on demand (by request).

Transformation from Pure Housing into Housing with Tourist Attractions

With the high potential and rapid growth of tourism industry in North of Bandung area, and to cope with the development of surrounding areas and as a strategy to be competitive, transformations in a number of gated housings in the region have been conducted by their respective developers. Transformations may occur in some parts of the gated housing areas and can also occur in almost the whole areas of the gated housings. The example for the first type of transformation is in Jendela Alam, while for the second type of transformation can be seen in Kampung Gajah and Villa Istana Bunga. At first, Jendela Alam was part of a residential facility intended for occupants of the Graha Puspa cluster. However, in its development, the facility was later renamed and commercialized as a tourist destination. As for Kampung Daun, the area where Kampung Daun was developed was originally a favorite area frequently visited by many people motivated by the presence of waterfall, natural river and rock crust vault that surround the area. Usually, people came by carrying with them mats and foods. Upon seeing this potential, the manager of Villa Trinity then transformed the area into a dining area by building four gazebos that sold traditional food and beverage. Later on, the number of gazebos and facilities grew and became Kampung Daun as we know it today.

The most type of changes that occurred in gated housings is the changing of dwelling houses into places to eat and villas for rent. In almost all of the gated housings found in the area of peri-urban of Bandung, renting villa houses have become a common practice of the homeowners.

Overall transformations occurred at Kampung Gajah Wonderland and Villa Istana Bunga. Kampung Gajah Wonderland was originally a residential cluster bearing the name of Century Hills whose most of its lands were then converted into a recreational park because the marketing of the houses was undergoing problems. Therefore, the grid pattern of the roads (which is the characteristic of housing road pattern) in the area of Kampung Gajah can still be clearly seen. Recreational facilities inside Kampung Gajah have filled most of the plots which were originally intended to be sold as residential lots. The Villa Istana Bunga, on the other hand, was originally a gated housing marketed with the concept of property sales. The transformation that has occurred is that the concept of property sales has turned into a concept of rental villas, as a means of accommodation to support the fast-growing tourism activities in the vicinity.

PROBLEMS AND BENEFITS FROM THE TRANSFORMATION OF GATED HOUSING INTO TOURISM AREA

The growth of commercial activities in the residential environment has inevitably led to a number of problems for the residential environment. Nevertheless, study results have also showed a number of benefits that the residents and communities living around gated housing can be obtained with the development of tourism activities inside gated housing. The following is a discussion of the problems and the benefits gained by the presence of tourism activities inside gated housings.

Problems Resulted from the Existence of Tourism inside Gated Housing

Examples of problems that have arisen with the presence of tourism inside gated housing among others are: the damages to the road infrastructures due to high intensity of passing vehicles, the lease of housing facilities, and loss of green open spaces; they are parts of complaints from the residents related to the development of tourism activities inside their gated housings. Another complaint is related to the delayed payment of compensation from the developers to the landowners of the gated housing whose land have been used for tourism activities.

The limitation of access by guarded gate and physical borders has turned the housing into an area of more private in nature, and privacy has been one of the reasons which motivated the landowners to buy the land inside gated housing in the first place. In contrast, tourism activity is a public activity. Changes in the territory in which private areas to become public areas and accessible to the public, as well as the increased of noise and the reduction of green open spaces with the presence of recreational parks, are the reasons a number of land owners more preferred to resell their properties. However, not all of the landowners re-sold their land. Some other landowners saw business opportunities by changing their residences into tourism facilities and then transforming them into inns or lodgings and restaurant.

From the visitors' point of view, especially the users of private vehicles, their complaint is related to the difficulty to find the tourism facility because of its location inside gated housing. As for those who use public transportation, they have to walk quite a distance to reach the tourism place, especially if the place is located far inside the gated housing.

On the other hand, results of the previous studies mostly discuss the high intensity of the development that has led to a number of problems in nature such as changes in the function of protected areas into built environments, reduction in the carrying capacity of the environment, loss of natural forests, the death of natural water springs and high traffic load on the main access road.

From the perspective of tourism area developers, the main obstacle to the existence of their tourism business inside gated housing is the limited parking space. During peak season, at weekends and during school and national holidays, there was an increase in the intensity of coming vehicles of visitors. As a result, the vehicles were parked overflowing and occupying the local streets in front of residential houses. In fact, some tourism business did not even provide parking spaces; they relied on neighborhood streets in front of them as a parking space (on street parking) for visitors.

Benefits Obtained from the Presence of Tourism inside Gated Housing

Security is a major driving factor for the emergence of gated housing. Based on interviews with the management of tourism facilities, layered security safeguard (at the gate of gated housing and at the gate of the tourism facility) is one of the benefits perceived by the manager of the tourism facilities in the gated housing. However, in certain cases, as experienced by Jendela Alam, burglary cases still occurred despite its location inside gated housing.

An already established market in the vicinity of tourism facility is one of the other benefits the managers of tourism facilities have gained. As revealed by the manager of Sapulidi, which is engaged in culinary and lodging business, one of the target markets is the inhabitants of Graha Puspa where Sapulidi resides. Not infrequently the occupants invite their acquaintances and family to eat and stay at Sapulidi.

Benefits for the residents and the communities of the neighboring areas rely more on the policies set by the owners/managers of the tourism attractions concerned, and they are not directly related to its presence inside gated housing. For example, in Sapulidi. Based on interviews and supported by the results of the study by Sitorus (2014), Sapulidi has routinely run their Corporate Social Responsibility (CSR) program that involves and empowers local communities, including: (1) establishing a free pre-school called Imah Ulin, (2) hiring local community as employees at Sapulidi, (3) buying crop yields from local community, (4) providing aid to the poor during the religious holidays, (5) participating in the repair of roads and mutually helping clean up the environment, (6) giving free medical checkup for local community, (7) providing training and internships for students/college students, (8) providing scholarships to students, etc. In addition, for residents of Graha Puspa, they can use the area of Sapulidi as a place for gathering, etc., with no charges for renting the place; so, they have to pay only for the cost of the food.

Another benefit is related to second homes in the gated housing, which owners rent to tourists. Businesses of renting villa houses can minimize the loss of houses quality inside gated housing that many of the houses are not occupied by their owners. Through this business, the homeowners have a sense of responsibility to maintain the quality of their villa houses and their neighborhood in order to continue to attract guests to rent their villa houses. A contrasting condition has occurred mainly in gated housings with many houses inside are used as second homes but not leased by their owners. A decline in the quality of the houses has occurred due to poor maintenance by their owners, as well as the decrease in the quality of the neighborhood due to lack of awareness of many homeowners to pay the housing management fees because they do not occupy the houses.

CONCLUSION

The development of tourism activities in a region has great potential to transform its built environment and its neighborhood, including gated housing inside the region. Based on the results of this study it could be concluded that the activities of tourism could penetrate and flourish inside gated housings in the northern part of Bandung's peri-urban area due to the characteristics of the gated housing in this area that contains many vacation homes (second

homes), which consequently serves as the supporting accommodation for the tourism activities. Another supporting factor is the natural conditions inside and around the gated housing which provide a supportive atmosphere as a place for relaxation.

In addition to studying the phenomena, this study also aimed to explore the possibility to find positive values from the development of tourism activities inside gated housings. Gated housing itself is closely related to segregation. As far as it can be observed, tourism activities inside gated housings have been able to minimize the extent of segregation with the opening of the accesses to enable visitors to enter the area. The results of this study have also indicated that there are a number of local creative strategies that can be applied by the management of the tourism facilities and be used as a solution to minimize the extent of segregation. One of the ways is by involving the local communities living outside the gated housing as their workers. This effort along with social activities can also become part of their CSR program.

Another benefit is related to the physical quality of gated housing. Many of the houses in gated housing on the peri-urban of Bandung are used by their owners as second homes and investment only. Consequently, the quality of the houses and the neighborhood experienced a significant decline since abandoned by many of their homeowners. The result from this study showed that the presence of tourism activities inside gated housing can also increase the awareness of homeowners to maintain the quality of their villa houses and their residential neighborhood.

However, the presence of tourism activities are also inseparable from the emergence of a number of problems for gated housing where its located such as the reduced of privacy as well as the increased of noise, roads damaged by the excessive burden of vehicles passing by and parking, etc. All of these problems can be overcome with proper management as well as the contribution of the owners or management of tourism facilities inside gated housing to maintain and improve the quality of the surrounding environment. Thus both tourism facilities and gated housing can mutually benefit from each other. Lastly, it can be concluded that all of the above benefits can be obtained and all of the problems can be overcome only by mutually beneficial relationships between the owner/management of tourism facilities and gated housing.

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