

## **Innovative Strategies for Sustainable Tourism Destinations in Denpasar Through the Concept of Community-Based Placemaking**

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### **ABSTRACT**

This research explores the challenges of integrating spiritual and cultural values into public spaces and addressing environmental and social issues in Denpasar, a city under urbanization and mass tourism pressures. The study aims to explore innovative strategies for sustainable tourism in Denpasar through the concept of community-based placemaking, employing both top-down and bottom-up approaches to create meaningful spaces. A qualitative approach was used, with data collected through in-depth interviews, participatory observations, and document analysis, focusing on case studies in one traditional village in each of Denpasar's four districts. The research highlights the role of local communities, cultural integration, and environmental sustainability. Findings reveal that the bottom-up approach in placemaking enhances community engagement and cultural authenticity, while the top-down approach, although efficient, requires better integration of local values. The study concludes that a collaborative framework involving local communities, the government, and the private sector is essential for creating sustainable tourism destinations. This research contributes to the field by offering practical strategies for culturally and environmentally sensitive placemaking, particularly in urban contexts.

**Keywords:** placemaking, collaborative, community, sustainable, tourism.

### **INTRODUCTION**

Placemaking is a strategic approach that integrates aesthetic, cultural, and spiritual dimensions to create meaningful spaces [1]-[3]. The concept of placemaking is described as a holistic approach because it involves stakeholders widely and community groups involved in the planning process who are also constantly involved in social and spatial challenges [4]-[7]. In short, placemaking can be part of the physical formation of a place, an experience in shaping the quality of life, imagination and symbolization projected through the image of a place, in this case urban, which outlines placemaking and events that can be analyzed with consideration of spatial elements combined in placemaking [8]-[11].

With its rich culture and traditional traditions, Denpasar City has great potential to implement the concept of placemaking to support sustainable tourism. In the tourism industry, changes in the tourism process are significant because sustainable tourism implies ethical changes starting from the industry, carriers, and creators of tourism to tourists as users of tourism services [8], [12]-[14]. The goal of sustainable tourism development is to benefit and provide positive ecological, institutional, socio-cultural and economic changes to all subjects in the evolution of tourism [15]-[18].

In implementing this concept to produce innovative strategies, a collaboration between the government, local communities, and the private sector is needed to strengthen local identity and environmental conservation [19], [20]. This collaboration is crucial in placemaking to be able to adopt a top-down or bottom-up approach to highlight the success of the placemaking concept to produce innovative community-based strategies [16], [21], [12], [20]. Placemaking success depends on the design and coherence of "use value" and "exchange value." "Use value" is what community members see as important in their daily lives, while "exchange value" is what outsiders such as government, customers, and tourists see as what the community can offer [15]. Stakeholders play a conceptual role that will produce an indicator scheme that brings together stakeholders from

different backgrounds to foster dialogue and create a shared understanding of sustainability issues [21]-[24].

Organically, community-based placemaking approaches have strengthened the tourist experience and supported long-term sustainability [25]. As an innovative strategy used through a top-down or bottom-up approach, this approach is considered more sustainable in the long term. It is a local initiative that usually emerges spontaneously within the local community without the public or private sector's assistance in design, implementation, and management [26].

Placemaking based on community emphasizes strong community participation in the management, ownership, and development of tourism to ensure maximum social and economic benefits for the community [27]-[29]. Community-based placemaking differentiates itself from conventional tourism by empowering the community allowing them absolute control in decision-making and management of tourism outcomes [24].

Placemaking provides a strategic solution to address the challenges of modernization in the tourism area of Denpasar by integrating local cultural values, environmental sustainability, and community engagement [9], [30], [31]. A bottom-up approach, such as that implemented in Arillas, Corfu, can be adapted to increase Indigenous peoples' participation in managing Tri Hita Karana-based tourism destinations, creating authentic, sustainable tourism experiences [16]. Furthermore, Taipei's experience demonstrates the importance of leveraging cultural and ecological assets through a combination of top-down and bottom-up approaches, which is relevant for Denpasar in revitalizing public spaces such as traditional markets and city parks [12]. Research in the Greater Bay Area, China, underlines the need for cultural identity as the core of tourism destination development, which can be applied in Denpasar through cross-sector collaboration to create [6], highlighted the importance of resilience-based placemaking to ensure social, economic, and environmental sustainability, which is relevant to strengthening green spaces and revitalizing traditional villages in Denpasar.

By integrating this approach, innovative strategies with the concept of placemaking can be used in Denpasar City to maintain local cultural identity while accommodating the needs of modernization in creating a sustainable and competitive tourist destination. This study is critical because it identifies the dynamics of placemaking to support sustainable tourism and local cultural preservation. This study also offers a collaborative approach integrating cultural values, aesthetics, and spirituality in destination management. Finally, the main objective of this study is to explore Innovative strategies for Sustainable Tourism in Denpasar through the Concept of Community-Based Placemaking with a top-down and bottom-up approach to creating meaningful spaces.

## RESEARCH METHODS

This study identified the lack of integration of spiritual and cultural values in public spaces in Denpasar City, which impacts the authenticity and attractiveness of tourist destinations [32]. The top-down approach often ignores the participation of local communities, while differences in socio-cultural characteristics between sub-districts require contextual placemaking strategies. The study used a qualitative approach with a case study in one Traditional Village in four sub-districts, supported by interviews, documentation, and direct observation [33]-[35]. The research process, following the guidelines [29], explored stakeholder perspectives to formulate community-based sustainable strategies, namely:

1. The research included twenty semi-structured interviews, each lasting between 30 and 45 minutes, with tourists visiting destinations in four sub-districts of Denpasar City, comprising ten foreign tourists, 7 domestic tourists, and three local tourists. Interviews covered tourists' experiences of the quality of public space, solid local cultural or traditional identities, Interaction with Local Communities and a sense of belonging to the community, and efforts to preserve culture or the environment while at the tourist destination.
2. This research draws on the combined expertise of the authors and the purpose of developing urban tourism and cultural destinations [35]. Our interdisciplinary field-based research inspires us as researchers who analyze urban settings over time, make field observations, and synthesize

government reports. The development of tourism destinations in Denpasar City has occurred significantly in coastal areas [36] and, in the last 4 years (since 2020), has spontaneously developed in urban areas (Traditional Villages and Districts).

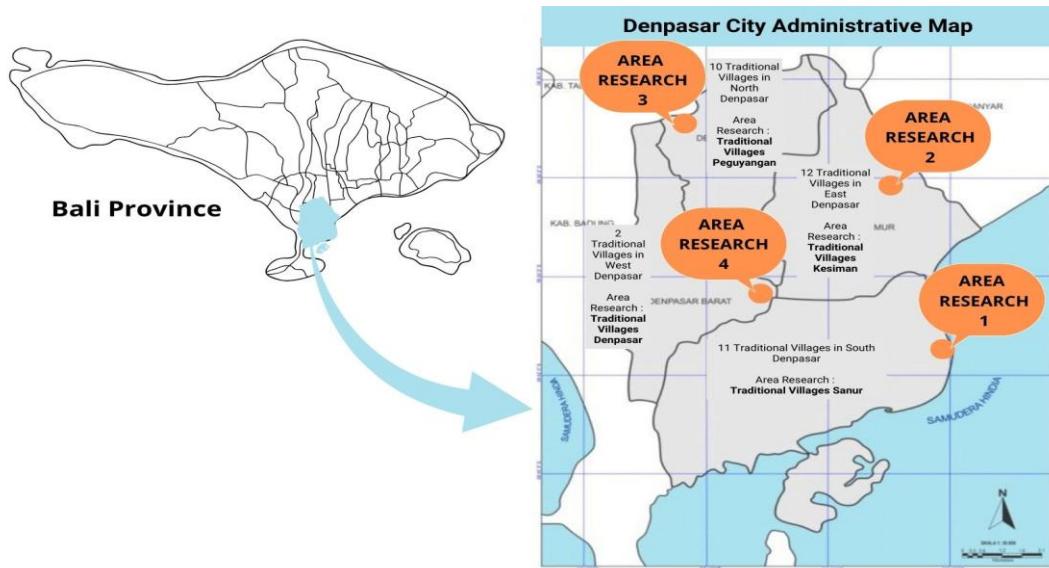
3. The research team conducted a group discussion forum to gather diverse perspectives from key stakeholders in managing public space and tourism. With the Customary Head of Peguyangan Traditional Village and Representative of the North Denpasar Sub-district Head, the Customary Head of Kesiman Traditional Village and Representative of the East Denpasar Sub-district Head, the Customary Head of Sanur Traditional Village and Representative of the South Denpasar Sub-district Head, the Customary Head of Denpasar Traditional Village and Representative of the West Denpasar Sub-district Head. This discussion resulted in views on integrating spiritual, cultural, and aesthetic values in public spaces and sustainability strategies.
4. The collected data were analyzed thematically to identify patterns of community participation, the role of government, and the potential for integration of cultural and aesthetic values. This approach helps in understanding the relationship between the placemaking strategies implemented and the challenges of modernization faced in each sub-district. The results of this analysis provide a basis for formulating strategic recommendations that support the development of community-based sustainable tourism in Denpasar City.

This research is supported by studies referenced in prior literature [33]-[35], with methodological adjustments made to develop innovative strategies using a placemaking approach. This approach aims to deeply understand the integration of spiritual, cultural, and aesthetic values in public spaces in Denpasar City through diverse perspectives from stakeholders, including tourists, traditional leaders, and sub-district heads from four sub-districts. Research methods include semi-structured interviews, field observations, and focus group forums to identify patterns of community participation, the role of government, and challenges faced in developing tourist destinations. The data collected were analyzed thematically to produce comprehensive findings, which then became the basis for formulating strategic recommendations. These recommendations are designed to support the development of community-based sustainable tourism, taking into account the local character and specific needs of each sub-district.

## RESULT AND DISCUSSION

### Community-based innovative strategies

Denpasar City as a whole has 35 Traditional Villages divided into 10 Traditional Villages in North Denpasar, 12 Traditional Villages in East Denpasar, 11 Traditional Villages in South Denpasar and 2 Traditional Villages in West Denpasar (Figure 1). This number is the smallest of the 9 Cities/Regencies in Bali. It allows researchers to conduct research and field observations more efficiently for the community. Community-Based Innovative Strategies to Integrate Spiritual and Cultural Values into Public Spaces in Traditional Villages intended to integrate spiritual and cultural values into traditional villages effectively, community-based innovative strategies are essential. This approach ensures that the community's unique cultural and spiritual needs are respected and incorporated into the development and management of public spaces.



**Figure 1.** Image of Research Area and Traditional Village Area Sampling as Application of Placemaking Concept for Tourist Destination Source: Researcher Field Observation

Community-Based Participatory Research (CBPR) ensures cultural relevance and community involvement in every step of implementation, as seen in Sanur Traditional Village (Figure 2), which shapes the village space into a safe tourist destination with high-quality living space [37]-[39]. Local knowledge and active participation support sustainable solutions, such as Kesiman Kertalangu Tourism Village, which presents a culture-based recreation area in East Denpasar (Figure 3) [40, 41].



**Figure 2.** Main Destinations Sanur Beach, Sanur Traditional Village, South Denpasar District



**Figure 3.** Kesiman Kertalangu Tourism Village, Kesiman Traditional Village, East Denpasar District

Integrating spiritual sites into urban planning, such as in Padang Galak (figure 4), maintains cultural values amidst urbanization pressures [42]. Sustainable development is also seen in Denpasar Traditional Village (Figure 5), combining modernity with tradition, such as the best traditional market management in Indonesia [43], [44]. A holistic approach that includes social, economic, and

environmental aspects is applied in Subak Sembung, where the community plays a role in maintaining agricultural and natural areas sustainably (Figure 6) [45].



**Figure 4.** Spiritual Tourism, Champuan Segara Temple, Padang Galak Beach, Kesiman Traditional Village, East Denpasar District

Policies that support community initiatives and the protection of cultural and spiritual sites, such as the Bali Museum and Pura Mospait (figure 5), are critical to the success of community-based strategies [46], [47]. Empowering communities through local governance structures, such as the Desa Adat assembly and the awig-awig (rules) in Denpasar City, enable decision-making that focuses on the protection of Indigenous resources and public spaces [41], [48]. Strategies such as participatory mapping, community-based forest management, cultural centres, and educational programs can integrate spiritual and cultural values into public spaces [40], [49].



**Figure 5.** Traditional Market, Badung Market and Maospahit Temple, Denpasar Traditional Village, West Denpasar District.

Sustainable development initiatives that involve local resource management and culture-based economic development are needed to support the preservation and sustainability of indigenous communities [43], [47]. East Denpasar can be a model in implementing the Tri Hita Karana philosophy, while West Denpasar needs strategic intervention to improve green elements and environmental quality. Placemaking analysis in four sub-districts shows unique differences in integrating cultural values, public space management, and their impact on community well-being [6]. With active community participation and supportive policies [49], community-based strategies can strengthen social resilience [44], [50], nature conservation, and tourism sustainability in Denpasar City.

East Denpasar can be a model for other sub-districts, especially in implementing the Tri Hita Karana philosophy. However, challenges like the lack of green elements in West Denpasar require strategic interventions to create better environmental quality and support social interaction in the depth analysis conducted on the application of placemaking in four sub-districts of Denpasar City: South Denpasar, West Denpasar, East Denpasar, and North Denpasar. Each sub-district shows unique characteristics in managing public spaces, the level of integration of cultural values, and its impact on community welfare.



**Figure 6.** Subak Sembung, Peguyangan Traditional Village, North Denpasar District.

**Table 1.** Detailed Explanation of Findings Classification.

Aspect	South Denpasar	West Denpasar	East Denpasar	North Denpasar
<b>I. GENERAL CHARACTERISTICS</b>				
Population Density	High, with a mix of locals and tourists.	Very high, predominantly migrant population with dense settlements.	Dynamic, with diverse functions (residential, commercial, educational, cultural).	Moderate: a combination of agriculture and urbanism.
Local Identity	Sanur Beach, Mertasari Beach (cultural and natural elements).	Jalan Sulawesi is a commercial centre with a bustle of activity.	Landmarks such as Taman Werdhi Budaya Art Center, Titi Banda Statue, and the Kertalangu Cultural Tourism Village.	Urban heritage with Subak rice fields as identity.
Activity Focus	Beach and cultural tourism.	Commercial and sporting activities in open spaces.	Cultural, artistic and sports activities in public spaces like the Niti Mandala Renon Field.	Educational, creative and traditional arts tourism.
<b>II. CONDITION OF PUBLIC PLACES</b>				
Representative Venue	Sanur Beach and Mertasari Beach (cultural and sports activities).	Kompyang Sujana Field and Puputan Badung Field (sports, social and commercial).	Taman Werdhi Budaya Art Center and Kertalangu Cultural Tourism Village (culture and education).	Sewaka Dharma Park, Subak Sembung, Lumintang Square.
Facility Quality	Generally good, but some areas require improvement in supporting facilities such as lighting and toilets.	Inadequate in several areas (poorly maintained fields, minimal facilities).	Relatively integrating cultural and natural elements (for example, green areas and subak system in Kertalangu).	Good, complete and modern facilities.
Natural Elements	There are shady trees on several beaches, but some public facilities lack green elements.	Minimal natural elements and shady trees only exist in a few areas.	It is well integrated with parks and water pools, such as at the Taman Werdhi Budaya Art Center.	Rice fields, city parks and water elements.
<b>III. PHILOSOPHY OF ARCHITECTURE AND PLACEMAKING</b>				

Aspect	South Denpasar	West Denpasar	East Denpasar	North Denpasar
Tri Hita Karana	Available in several locations but less comprehensive.	Most of them have not been implemented in public facilities except for temples.	The implementation is comprehensive in public spaces like the Niti Mandala Renon Square and Werdi Budaya Park.	Implemented in city parks and Subak.
Asta Kosala Kosali	It is limited to religious facilities such as temples.	Generally, it is only applied to religious buildings.	Implemented hierarchically at the Jagatnatha Temple and the Bali Museum and in a layout that supports culture.	They are used in heritage buildings such as Jl. Gajah Mada.
Desa Kala Patra	It is implemented in some public places, but flexibility is less pronounced.	There is an emphasis on flexibility, but design often does not consistently reflect local cultural values.	Flexible implementation can be seen in the Kertalangu Cultural Tourism Village by integrating local and tourist needs.	Implementation in the DNA and Subak Sembung projects.

**IV. INFLUENCE ON QUALITY OF LIFE**

Social welfare	Public places support social interaction and relaxation, especially in beach areas.	Fields such as Puputan Badung are used for sports and social recreation.	Public places such as Kertalangu increase social interaction and cultural education.	High, supports arts, education and sports.
Economic Impact	Beach tourism provides employment and business opportunities for local residents.	Commercial activity is high in Jalan Sulawesi, but modern public facilities are lacking.	Tourist villages create jobs and strengthen the local economy through tourism.	A combination of agriculture, tourism and creative arts.
Environmental Quality	Green areas need to be increased in certain public places.	The lack of natural elements in some locations causes an uncomfortable atmosphere.	Green areas and natural elements are well integrated, improving air quality.	Well, focus on the integration of nature and urbanization.

**V. OUTLINE OF IMPLEMENTATION OF PLACEMAKING**

Local Approach	Indigenous community participation is vital.	A combination of top-down and bottom-up.	Top-down, weak community integration.	Bottom-up, the local community is very active.
Challenge	Pressures of modernization and urbanization.	Rapid urbanization reduces green space.	Lack of integration of local values.	Consistent maintenance of public facilities.
Recommendation	Focus on preserving local culture.	Increasing cultural and tourism integration.	Strengthening local elements in public spaces.	Expand educational and natural tourism facilities.

Source: Research Results

**Top-Down and Bottom-Up Collaboration**

This study reveals essential dynamics in placemaking to support sustainable tourism development, focusing on the impact of top-down approaches on local community participation. This approach often neglects community involvement, which reduces the authenticity of the tourism destination. Some of the main factors include (1) Limited Community Involvement, where the lack of participation in decision-making causes a mismatch between tourism development and local needs [51]-[53]; (2) Power Imbalance, which makes local communities feel marginalized in the development process [54]; (3) Economic Disparity, where the benefits of tourism are felt more by external elites than local communities [55], [56]; and (4) Cultural Gap, which results in tourism products that are not following local traditions, eliminating cultural authenticity [57], [58]. These findings indicate the importance of a more participatory approach to ensuring the authenticity and sustainability of tourist destinations.

**Table 2.** Key Factors That Reduce Authenticity

Factor	Information	Impact On Authenticity
Limited Engagement	Minimal local contribution to planning and decision-making	The gap between tourism development and local culture
Imbalance of Power	Domination of external organizations and elites in decision-making	Marginalization of local communities
Tokenism	Superficial community involvement without real impact	Development that does not reflect local identity
Economic Inequality	Unequal distribution of tourism benefits	Lack of local support and involvement
Cultural Gap	Incompatibility of tourism products with local culture	Loss of cultural authenticity

Source: Research Results

One of the main findings was the comparison between:

1. Top-Down vs. Bottom-Up Approach: top-down and bottom-up approaches to destination management. Bottom-up approaches, which actively involve local communities in the planning and management process, have proven more effective in creating community engagement and strengthening local identity. In contrast, top-down approaches focusing more on infrastructure often neglect local cultural values, although they still have advantages regarding implementation efficiency.

**Table 3.** Comparison of Top-Down and Bottom-Up Approach Applications.

Dimensions	Top-Down	Bottom-Up
Role of Government	The government can build extensive infrastructure and regulations, such as improving road access and public facilities.	Local communities focus more on utilizing space and preserving cultural values through social and traditional activities.
Speed of Implementation	It is relatively fast because it is institutional.	It tends to be slow because it requires a process of consensus and coordination between communities.
Sustainability	Depends on budget allocation and government priorities.	It is more sustainable because a sense of community and belonging drives it.
Local Engagement	It is limited to the implementation stage.	Active involvement of the community in every stage, from planning to utilization.

Source: Research Results

2. Aesthetics as a Placemaking Element: The aesthetics of tourist spaces, as seen in Figure 2-6, play an essential role in attracting tourists. Aesthetic and spatial arrangements integrated with local culture provide a unique tourist experience. The aesthetics of tourist spaces are essential in creating an attraction for tourists. Studies show that tourist spaces designed with visual beauty and integration of local culture in mind enhance the visitor experience and strengthen the destination image.
3. The Role of Culture and Spirituality: Cultural values and spirituality support tourism sustainability, as seen in traditional management in the peripheral areas of Peguyangan Traditional Village and Kesiman Traditional Village. The role of cultural values and spirituality is also a major highlight, where local traditions provide a solid foundation for ensuring the sustainability of destinations, especially in areas that uphold local customs and wisdom.

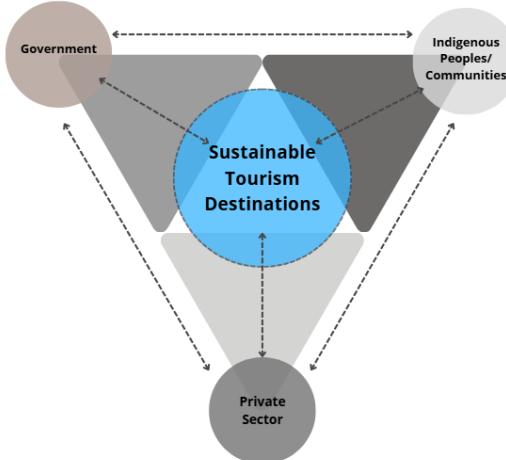
The study results show that the bottom-up approach has successfully created more authentic tourist destinations. Peguyangan Traditional Village and Kesiman Traditional Village, local communities are actively involved in tourism management, while in Tenganan Pegringsingan, spiritual values play an essential role in cultural preservation. Although efficient in infrastructure development, the top-down approach faces challenges in integrating local values. The top-down approach in tourism development often results in limited local community participation, resulting in a reduction in the authenticity of the destination. This issue requires adopting a planning process that actively includes and engages local communities in decision-making and benefits distribution [51]-[54].

#### **Placemaking strategies for relevance and effectiveness.**

Placemaking strategies must be tailored to local characteristics to ensure their relevance and effectiveness. This involves several vital approaches: understanding the local cultural and heritage context to preserve the unique character of a place [59]; elevating community narratives to strengthen local identity [60]; engaging communities in inclusive planning to ensure spaces meet user needs [26], [61]; and promoting procedural justice to reflect community priorities, particularly in low-income areas [62].

Flexibility and creativity are needed to adapt strategies to specific urban contexts, including incorporating green spaces that support social connections [64], using digital tools to engage communities and collect data [65], and applying tactical urbanism to test strategies through temporary interventions [64]. A collaborative framework involving government, local communities, and the private sector is crucial in creating destinations that are not only aesthetically appealing but also support social, cultural, and environmental sustainability. This integrative approach ensures that public spaces are vibrant, meaningful, and sustainable.

The collaborative framework for sustainable placemaking is an integrative approach that involves the active participation of three key stakeholders: government, local communities, and the private sector. This collaboration is designed to create destinations that are not only aesthetically appealing but also support social, cultural, and environmental sustainability. By integrating these considerations, placemaking strategies can be tailored to the unique characteristics of each place, ensuring their relevance and effectiveness in creating vibrant, meaningful, and sustainable public spaces.



**Figure 7.** Diagram of the influence of policymakers and communities on Sustainable Tourism Destinations.

Figure 7. serves to (1) illustrate the dynamic relationship between government, local communities, and the private sector. (2) Highlight the importance of collaboration in creating sustainable tourism destinations. (3) Provide a visual guide to understanding effective collaboration workflow in placemaking. Each element has a specific role that complements each other in the placemaking process, as explained below:

1. Government

The government provides critical infrastructure, sustainability policies, and regulations to protect cultural and environmental values. In addition, the government acts as a facilitator in creating synergy between the private sector and local communities.

2. Local Communities

Local communities play a vital role as guardians of local culture and traditions. Their active participation ensures that every tourism initiative remains relevant to the local identity, thus creating an authentic and sustainable destination. Collaboration with the government and the private sector enhances the sense of ownership and sustainability of public space management.

3. Private Sector

The private sector contributes through investment in facility development, destination promotion, and technological innovation. By considering local community input and government guidance, the private sector helps create value-added tourism experiences.

4. Sustainable Tourism Destinations

The collaboration between the three parties results in the creation of tourism destinations that are visually appealing and support economic, social, cultural, and environmental sustainability. This collaborative process reflects the integration of Tri Hita Karana values: balance between the relationship between humans and God (parahyangan), humans and humans (pawongan), and humans and the environment (palemahan).

**Placemaking as a Solution to the Challenges of Modernizing Local Architectural Philosophy in the Denpasar Tourism Area**

The challenges of modernization in the Denpasar tourism area, such as rapid urbanization, lack of integration of cultural and environmental values, and low involvement of local communities, can be overcome with a placemaking approach. Based on a summary of several studies:

## 1. Bottom-Up Approach that Revitalizes Local Communities

A study in Arillas, Corfu, showed that a bottom-up approach involving local communities in the management of public spaces can transform tourist destinations into more sustainable ones. Denpasar can apply a similar model by facilitating the participation of indigenous communities in the planning and management of tourist destinations based on local cultural values, such as the Tri Hita Karana philosophy, to create authentic tourist experiences that remain relevant to the needs of modernization and as a design guide can connect cultural and aesthetic values to support sustainability [65].

## 2. Revitalization Based on Culture and Ecology

The Taipei experience shows the importance of identifying and utilizing cultural and ecological assets through a combination of top-down and bottom-up approaches. As a city with rich cultural and traditional traditions, Denpasar can use placemaking to revitalize public spaces, such as traditional markets and city parks, thereby reflecting local identity and enhancing tourism appeal. [12], [66].

## 3. Regional Cohesion through Cultural Identity

Research in the Greater Bay Area (GBA), China, highlights the importance of placemaking in creating a cohesive regional identity. In Denpasar, local cultural identity can be at the heart of destination development, where collaboration between government, local communities and the private sector is needed to create a strong cultural narrative. It can also support the development of modern infrastructure without losing traditional values [21], [67].

## 4. Resilience of Remote Tourism Areas

A study in Penghu Island, Taiwan, highlights how resilience-based placemaking can help local communities cope with global challenges. For Denpasar, implementing these strategies could include strengthening green spaces, revitalizing traditional villages, and developing community-based tourism to ensure social, economic, and environmental sustainability [6], [68].

Thus, placemaking is not only a practical but also a strategic solution to answer the challenges of modernization in the Denpasar tourism area. This approach allows the city to maintain its local cultural identity while integrating modernisation needs to create a sustainable and competitive tourism destination.

## CONCLUSION

The application of placemaking in Denpasar City demonstrates significant potential for sustainable destination development, though challenges in some sub-districts, particularly West Denpasar, indicate the need for a more inclusive and collaborative approach. By integrating green elements, revitalizing public facilities, and enhancing cooperation among the government, local communities, and the private sector, placemaking can strengthen local identity while improving both community well-being and tourist experiences. Each sub-district applies placemaking strategies tailored to its unique characteristics, with East Denpasar serving as a model of cultural and environmental integration through the Tri Hita Karana philosophy, as seen in spaces like Taman Werdhi Budaya/Art Center and Kertalangu Tourism Village. South Denpasar, known for its beach and cultural tourism, still lacks strong traditional elements in public space design, which, if enhanced, could improve authenticity and engagement. West Denpasar faces challenges from high population density and commercial dominance, with limited green spaces and poor facilities restricting social interaction, necessitating a community-based revitalization strategy supported by the government. Meanwhile, North Denpasar, though less documented, holds strong potential for incorporating local wisdom into placemaking efforts to enhance its appeal. A bottom-up approach has proven more effective in fostering sustainable tourism in culturally rich areas, as opposed to top-down methods focused primarily on efficiency and infrastructure. By empowering local communities, the bottom-up approach cultivates a sense of ownership and ensures alignment with cultural and environmental values, with the Tri Hita Karana philosophy remaining central in fostering harmony between people, nature, and spirituality. This study proposes a collaborative placemaking framework relevant to

Denpasar's socio-cultural context, emphasizing culturally sensitive public space design, the expansion of green areas, and increased community participation. While these findings are specific to Denpasar, they provide a model for other cities facing similar challenges. Further research is recommended to quantitatively measure the impact of bottom-up placemaking on tourism revenue and community well-being to reinforce its practical implementation.

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