

Abstract: The Sense Of Place: Sade Shopping Corridor



Sade Village has become the main attraction as a tourist destination in Lombok, Indonesia. This study aims to define further the visitors' perception towards the sense of place in the tourism site, especially in Sade shopping corridor. This research is qualitative in nature. Exploratory study was applied to obtain the objective by focusing on the Sade shopping corridor, in Lombok, Indonesia as the case study object. Methods of data collection are observation, in-depth interviews and documentation. In the tourist area of Sade shopping corridor, the results of the study showed that physical factors influence the sense of place, namely the area, the Sade Village architecture, the interior, the products offered, and the special focal points. While the social factors are in the form of narration and memory, the character of the local merchants of Sade Village, home activities, the interaction between residents, as well as the calming atmosphere typical of the countryside.

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