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Housing Adaptation to Tourism Development in Colo Village, Kudus, Indonesia

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ABSTRACT

The rapid expansion of tourism activities has accelerated the emergence of home-based enterprises (HBEs) as an adaptive livelihood strategy in rural areas. The integration of economic functions into residential spaces not only alters the functional role of housing but also induces significant physical transformations. However, existing studies have largely focused on the economic benefits of HBEs while neglecting their spatial implications, particularly in relation to formal planning frameworks. More critically, there is limited attention to how incremental housing transformations driven by tourism activities often occur outside, or even in contradiction to, established spatial planning regulations such as the Regional Spatial Plan (RTRW).This study addresses this gap by examining the forms and processes of physical transformation of houses used for tourism-related activities in Colo Village, Kudus, Indonesia, while also critically assessing their alignment with spatial planning policies. Using a qualitative interpretation methods approach, data were collected through in-depth interviews and field observations of 139 housing units engaged in tourism-related enterprises. The analysis focuses on identifying transformation typologies, tracing their temporal development, and evaluating their conformity with designated spatial functions.

The findings highlight the need to adjust spatial planning policies within the RTRW and RDTR to accommodate tourism-driven housing transformations. Partial transformations can be supported through flexible mixed-use zoning and simplified permitting, while integral transformations require stricter land-use control, building regulations, and infrastructure standards. Additionally, adaptive planning mechanisms such as spatial monitoring and community-based supervision are essential to align incremental, bottom-up changes with formal planning frameworks. These measures are crucial to ensure spatial order, minimize land-use conflicts, and promote sustainable tourism settlement development.

Keywords: *Housing Transformation , Spatial Adaptation, Tourism Settlement*

ABSTRAK

Pesatnya perkembangan aktivitas pariwisata telah mendorong munculnya usaha berbasis rumah (Home-Based Enterprises/HBEs) sebagai salah satu strategi adaptasi mata pencaharian masyarakat di wilayah perdesaan. Integrasi fungsi ekonomi ke dalam ruang hunian tidak hanya mengubah fungsi rumah sebagai tempat tinggal, tetapi juga menyebabkan transformasi fisik bangunan yang signifikan. Namun, berbagai penelitian sebelumnya lebih banyak berfokus pada manfaat ekonomi usaha berbasis rumah dan kurang memperhatikan implikasi spasialnya, khususnya dalam kaitannya dengan kerangka perencanaan tata ruang formal. Lebih jauh, masih terbatas penelitian yang mengkaji bagaimana transformasi rumah secara bertahap akibat perkembangan pariwisata sering kali berlangsung di luar ketentuan, bahkan berpotensi bertentangan dengan kebijakan penataan ruang yang telah ditetapkan, seperti Rencana Tata Ruang Wilayah (RTRW). Penelitian ini berupaya mengisi kesenjangan tersebut dengan mengkaji bentuk dan proses transformasi fisik rumah yang dimanfaatkan untuk kegiatan usaha pariwisata di Desa Colo, Kabupaten Kudus, Indonesia, sekaligus mengevaluasi kesesuaiannya dengan kebijakan penataan ruang. Penelitian menggunakan pendekatan kualitatif dengan metode interpretatif. Pengumpulan data dilakukan melalui wawancara mendalam dan observasi lapangan terhadap 139 unit rumah yang dimanfaatkan untuk kegiatan usaha terkait pariwisata. Analisis difokuskan pada identifikasi tipologi transformasi, penelusuran perkembangan perubahan fisik rumah dari waktu ke waktu, serta evaluasi kesesuaiannya dengan peruntukan ruang yang telah ditetapkan.

Hasil penelitian menunjukkan perlunya penyesuaian kebijakan penataan ruang dalam RTRW dan Rencana Detail Tata Ruang (RDTR) untuk mengakomodasi transformasi rumah yang dipengaruhi oleh perkembangan pariwisata. Transformasi parsial dapat difasilitasi melalui pengaturan zonasi fungsi campuran (mixed-use zoning) yang lebih fleksibel dan penyederhanaan mekanisme perizinan, sedangkan transformasi integral memerlukan pengendalian pemanfaatan ruang, pengaturan bangunan, serta penerapan standar infrastruktur yang lebih ketat. Selain itu, mekanisme perencanaan adaptif, seperti pemantauan perubahan spasial dan pengawasan berbasis masyarakat, diperlukan untuk menyelaraskan perubahan bertahap yang berkembang dari bawah (bottom-up) dengan kerangka perencanaan tata ruang formal. Langkah-langkah tersebut penting untuk mewujudkan tertib tata ruang, meminimalkan konflik pemanfaatan lahan, serta mendukung pengembangan kawasan permukiman pariwisata yang berkelanjutan.

Kata kunci: Transformasi Rumah, Adaptasi Spasial, Permukiman Pariwisata.

1. INTRODUCTION

Global tourism development has shown significant growth and plays a major role as a driver of local economic development, particularly in cultural and religious tourism destinations(UNWTO 2022, UNWTO,2023). Tourism activities not only increase visitor numbers but also stimulate the emergence of community-based economic enterprises as an adaptive response to newly created economic opportunities (Scheyvens, 2021; Goodwin 2023). This phenomenon is also evident in Colo Village, Kudus Regency, Indonesia, a religious tourism destination centered on the Sunan Muria Tomb. The increasing number of visitors has encouraged local residents to develop various tourism attractions and facilities to meet tourist needs while improving local economic welfare. Recent studies highlight that community-based tourism development strengthens local economies and enhances social sustainability in rural tourism destinations (Su et al.,2024;Pandu et al., 2025).

Previous research indicates that tourism development in Colo Village has positively contributed to community welfare, particularly through changes in livelihood structures, increased gender participation in tourism-related economic activities, and rising household income(Puspasari, 2015). One significant form of community economic adaptation is the growth of tourism-related businesses such as small shops, food stalls, toilet rental services, parking services, and lodging facilities(Puspasari et al, 2018). Most of these businesses are independently operated by local residents using their homes as business spaces, commonly referred to as *Home-Based Enterprises* (HBEs). Recent studies emphasize that HBEs play a crucial role in supporting household economies, strengthening local economic systems, and enhancing community resilience in tourism areas(Biddulph 2022; Gough&Kellett 2020; Rachmawati&Purnomo 2022).

From a housing and spatial sociology perspective, the use of dwellings for economic activities reflects the adaptive capacity of residents in shaping their built environment. Turner (1972) conceptualizes housing as a dynamic process, where users actively transform space in response to changing socio-economic conditions. In the context of tourism development, this adaptive process is intensified by increasing economic opportunities and external demand, which drive the emergence of home-based enterprises (Tipple ,2000). As tourism activities expand, residential spaces are incrementally reconfigured to accommodate commercial functions, resulting in both functional and physical transformations. Rapoport (1969) Further explains that such spatial reorganization is influenced by socio-cultural practices, indicating that housing transformation is not merely a physical adjustment but a socio-spatial response to tourism-driven economic change. Therefore, tourism growth can be understood as a key driver that triggers a chain of adaptive processes, linking economic pressures, spatial reconfiguration, and housing transformation within residential environments.

Consistent with this view, recent studies show that housing transformation represents a community adaptation to local economic dynamics and tourism development (Kusmayanti&Tyas 2017; Wijaya&Imran 2021). Tourism-driven housing transformation has also been observed in various rural contexts, where changes occur not only in spatial function but also in building structures and land-use patterns (Liu et al,. 2023; Zhang et all,. 2022).

Studies on physical housing transformation indicate that changes may occur in two forms: integral transformation, involving comprehensive modifications of the building and a shift in residential function, and partial transformation, involving modifications to only part of the

dwelling (Sunarti et al,. 2021). However, most previous research has focused primarily on the socio-economic impacts of tourism, while studies examining physical housing transformation driven by tourism development—particularly in community-based religious tourism areas—remain limited. Furthermore, the gradual transformation process of housing as an adaptive response to tourism growth has not been sufficiently explored, especially in rural religious tourism contexts in developing countries (Hampton & Jeyacheya 2023; Kontogeorgopouloset al,.2022).

Addressing this research gap, this study aims to identify the forms of physical housing transformation associated with tourism-related home-based enterprises in Colo Village, Kudus Regency, and to analyze the transformation process as an adaptive response to tourism development in a religious tourism area. This research is expected to contribute to the body of knowledge on tourism-driven housing transformation, particularly in the context of home-based enterprises in religious tourism destinations, and to provide insights for sustainable community-based tourism planning.

2. METHODOLOGY

This study employed a qualitative descriptive approach to examine the types of physical housing transformations undertaken by tourism-related entrepreneurs who utilize their dwellings as spaces for economic activities in Colo Village, Kudus Regency. The approach was selected to provide an in-depth understanding of the transformation processes and the characteristics of spatial and physical changes in residential buildings.

Data were collected using two primary techniques: (1) field observation and (2) in-depth interviews. Field observations were conducted to document the current condition, spatial configuration, and physical modifications of houses used for tourism-related businesses, particularly in the post-pandemic period. Meanwhile, in-depth interviews were carried out with homeowners and tourism entrepreneurs to explore the motivations, decision-making processes, and stages of housing transformation related to tourism activities. The study population consisted of 139 housing units that function as tourism-related business premises in Colo Village. These units were categorized into four types based on business activities: 12 lodging units, 78 food stalls/shops, 21 toilet rental units, and 28 parking rental units. The categorization enabled a comparative understanding of the variation in physical transformation across different types of home-based tourism enterprises.

The interviews were conducted using a snowballing method, identifying key individuals, namely the heads of the Muria Tourism Community Groups (Pokdarwis). Based on these interviews, it was discovered that there were 139 households operating businesses in Colo Village. The next step was to interview each business owner according to the type of business they intend to operate. Based on that proses 15 people were obtained as respondents After this, coding was carried out and the main points from the interviews were extracted. If saturation was reached, the snowballing process was stopped. All interview respondents were then validated using statements explained by the head of the tourism information group (Pokdarwis). Direct observations were also conducted to assess the condition of the housing changes. A questionnaire was also distributed to all business owners. This questionnaire was distributed to quantitatively determine the extent of the changes made by the business owners.

Furthermore, to ensure data validity, the classification of housing units was verified through field observations and cross-checked with secondary data sources, including local administrative records and business documentation. In addition, triangulation was conducted by comparing interview results with direct spatial assessments, ensuring consistency and reliability in identifying the functional and physical characteristics of each housing unit.

Data analysis was conducted using qualitative descriptive analysis, involving data reduction, classification, and interpretation to identify patterns of physical transformation, types of spatial change, and the stages of housing adaptation in response to tourism development. The analytical process focused on distinguishing between partial and integral physical transformations, as well as examining the gradual transformation process experienced by homeowners.

3. RESULTS

a. Housing Transformation Process in Tourism-Related Enterprises

The process of functional transformation of housing can be divided into three stages. The first stage represents the period prior to 1990, when residential buildings in Colo Village primarily functioned as living spaces with no significant tourism-related economic activities. The second stage began after 1990, when tourism activities started to develop. During this period, initial functional changes in housing emerged, particularly for small-scale tourism-supporting businesses such as toilet rental services, food stalls/shops, and motorcycle and car parking services. These changes reflected early community adaptation to increasing visitor flows and emerging local economic opportunities.The location of Tourism entrepreneurs is spread evenly throughout the village and is close to the bus terminal in Colo village. For more details, please see the following figure 1:

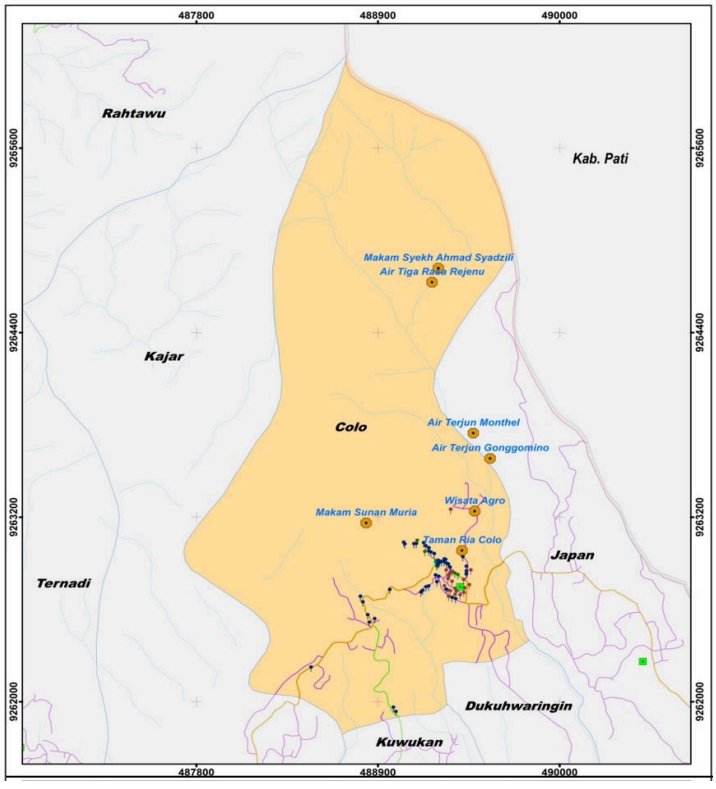


Figure 1. Location of tourism enterprises
Source: *Analysis, 2025*

The third stage occurred after Colo Village was officially designated as a Tourism Village in 2013. Following this designation, more substantial functional transformations took place, with residents converting their homes into lodging accommodations to meet the growing demand for tourist accommodation. To provide a clearer understanding of the overall transformation stages, the general process of housing functional change is illustrated in the diagram below. Based on this explanation, the transformation process can be identified as presented in the following Figure 2.

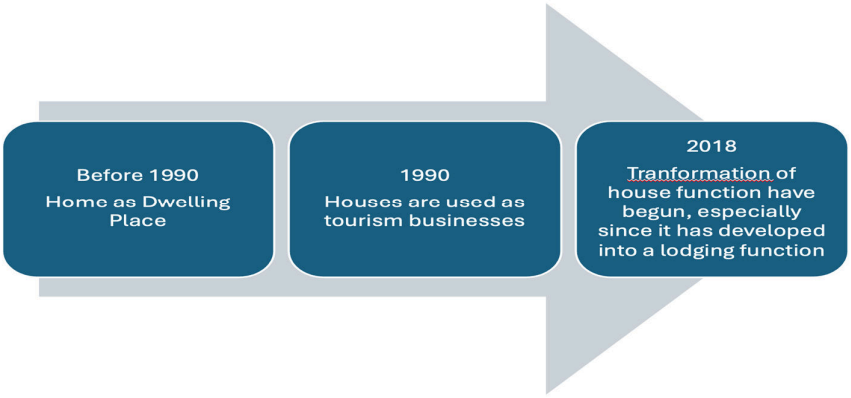


Figure 2. Housing Transformation Process Diagram
Source: *Analysis, 2025*

b. Identification of Physical Housing Transformation Based on Types of Tourism Enterprises

The intensity and form of transformation vary according to the type of tourism enterprise. In lodging businesses, the transformation tends to be structural and comprehensive, reflecting what housing transformation theory describes as integral transformation, where significant spatial reconfiguration occurs to accommodate new functional demands. Many homeowners expanded vertically by adding a second floor, enabling the separation between private living space and commercial accommodation areas. Household activities were relocated to the upper floor, while the ground floor was reorganized for guest use. This spatial restructuring reflects the principle of functional segregation in housing transformation, where households attempt to maintain privacy while optimizing economic use of space.

> ***"As a lodging business owner, I intentionally expanded my house into a two-story building because I wanted to create a private space for my family. When guests stay at our place, my family and I often have to give up our own bedrooms, as the lodging system in Colo typically utilizes the entire house for accommodation." (Mr. Supardi, Lodging Entrepreneur)***

Overall, the findings confirm that housing transformation in tourism-based settlements is a process of adaptive spatial restructuring, where physical change is shaped by the interaction between economic motivation, spatial limitation, and household livelihood strategies. The case of Colo Village reinforces the theoretical understanding that housing is not a static entity but a

flexible socio-spatial system that evolves in response to local economic dynamics and tourism development.



Figure 3. Integral transformation in motorcycle/car storage
Source: *Observation, 2025*

The findings from Colo Village indicate that the pattern of physical housing transformation is closely aligned with the type of tourism enterprise developed by residents. To facilitate a clearer understanding of the relationship between functional and physical transformation, this linkage is illustrated in Figure 3.

Based on Figure 2, it can be concluded that integral transformation occurs exclusively in houses functioning as tourist accommodation or lodging. This is evidenced by the spatial characteristics of business activities located within the interior of the house and by the complete (100%) functional conversion reported by seven business owners. Furthermore, vertical expansion of the building was undertaken by thirteen lodging entrepreneurs, with an average house size ranging from 150 m² to 200 m². These structural modifications were primarily intended to create private living space for homeowners while accommodating tourism-related activities.

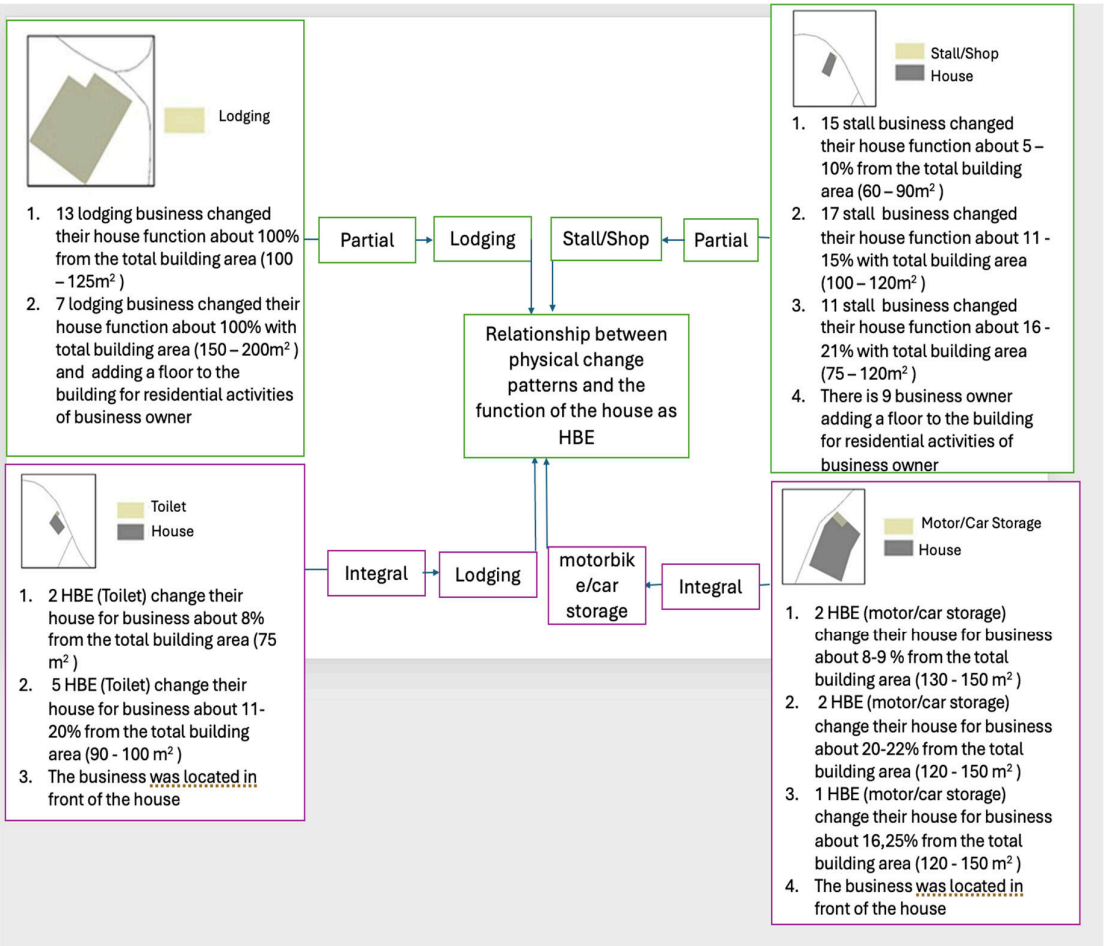


Figure 4. Diagram Linking Physical Housing Transformation
Source: *Analysis, 2025*

In contrast, houses functioning as service and commercial activities, including retail trade, toilet rental services, and motorcycle/car parking services, predominantly exhibit a partial physical transformation pattern, characterized by the placement of business activities at the front section of the dwelling. This spatial arrangement is intended to facilitate accessibility and enhance the visibility of business activities, thereby supporting more effective product and service promotion.

The physical modifications in these cases involve spatial adjustments ranging from 8% to 20% of the total floor area of the dwelling. Notably, partial transformation does not involve vertical expansion or changes to the number of building floors, allowing residential activities to continue alongside commercial use. This indicates that the core residential function of the house is largely maintained. Furthermore, based on that description it can be conclude in table 1.

Table 1. Percentage of Spatial Proportion

No	Tourism Enterprise	Percentage of total business (%)	Spatial conversion proportion (%)
1.	Lodging	65%	100%
		35%	50%
2.	Food stall	29%	10%
		32%	15%
		21%	21%
		17%	100%
3.	Toilet	20%	8%
		80%	20%
4.	Motor/Car Storage	40%	9%
		40%	22%
		20%	16%

Source: *Analysis, 2025*

4. DISCUSSION

The functional transformation of housing in Colo Village has produced significant changes in the physical configuration of residential buildings. Modifications in building materials, façade appearance, color, spatial organization, and vertical structure indicate adaptive responses to the growing demand for tourism-related economic activities. From a theoretical perspective, these findings align with the concept of housing transformation, which views the dwelling as a dynamic and evolving entity shaped by socio-economic pressures, household needs, and environmental context (Turner, 1972; Tipple, 2000). Within this framework, the conversion of residential space into home-based enterprises (HBE) represents an incremental and adaptive process through which households reorganize spatial functions to support both domestic and economic activities.

In contrast, smaller-scale tourism enterprises such as food stalls/shops, parking services, and toilet rentals exhibit characteristics of partial transformation, where only limited sections of the dwelling—typically the front yard, façade, or available open space—are modified. This pattern is consistent with the theory of incremental housing transformation, which emphasizes gradual, small-scale modifications driven by immediate functional needs and limited resources (Turner, 1972; Tipple, 2000). Such transformations demonstrate how households strategically negotiate spatial constraints while responding to tourism-driven economic opportunities.

The phenomenon of housing function transformation in Colo Village has led to significant physical modifications of residential structures. Changes in building materials, façade appearance, spatial configuration, and structural form reflect the adaptive response of dwellings to emerging tourism-based economic activities. Within the framework of housing transformation theory, such changes represent a dynamic and incremental process in which housing evolves in response to shifting socio-economic demands rather than remaining static. Contemporary studies emphasize that housing transformation is closely linked to livelihood strategies, local economic restructuring, and spatial adaptation in tourism-driven settlements, particularly in developing regions(Gough et al., 2020; Liu et al., 2023).

According to the housing physical transformation theory proposed by Sunarti (2016), there are two common patterns of residential physical change: partial transformation and integral transformation. Partial transformation refers to modifications applied only to certain parts of the dwelling without altering the occupants' behavioural patterns. In the lodging business, the physical changes made were to raise their houses and move their belongings to the 2nd floor as a living space, so that the privacy of their daily lives is not disturbed. Meanwhile, the physical changes to the house that are often carried out by the residents are partial changes, where the physical changes to the house are only carried out in some of the rooms in the residence and there are no changes in the behavior of the residents of the house.The impact of these physical changes is an increase in KDB (Small and Medium-sized Urban Areas), KLB (Small and Medium-sized Urban Areas), and a reduction in green space in residential areas. If these conditions are not managed through existing spatial planning policies, they will impact the aesthetics of the area and the comfort of the residential environment.

Furthermore, the predominance of partial and gradual modifications indicates that housing transformation occurs incrementally rather than through large-scale redevelopment (Turner, 1976; Van Noorloos et al., 2020). This pattern aligns with the concept of incremental housing, which conceptualizes housing as a process shaped by time, resources, and household decision-making rather than a finished product (Turner, 1976). Residents typically begin by utilizing existing spaces such as terraces and front yards before expanding built areas in response to increasing tourism income, reflecting a staged development trajectory (Tipple, 2000; Gilbert, 2008). Comparable patterns have been documented in Borobudur tourism villages, where homestay development occurs progressively through small-scale spatial adjustments driven by market demand (Astuti & Hanan, 2021). This suggests that tourism acts as a catalyst that accelerates incremental housing processes by providing continuous economic incentives (Van Noorloos et al., 2020).

At a broader scale, the accumulation of these micro-level adaptations contributes to tourism-driven spatial restructuring, whereby tourism reshapes the spatial configuration of settlements (Gao & Cheng, 2020; Liu et al., 2017). Housing transformation not only alters individual building functions but also generates new spatial patterns, including mixed-use zones and tourism-oriented corridors (Qin et al., 2023). Areas with higher accessibility and visibility tend to experience more intensive functional shifts, indicating the emergence of spatial hierarchies influenced by tourism flows (Ashley et al., 2007). As a result, settlements evolve from purely residential environments into hybrid socio-economic landscapes characterized by overlapping domestic and commercial functions (Kowalczyk-Anioł, 2023).

This process is consistent with findings from rural tourism regions in China, where the expansion of homestay economies has significantly restructured village spatial organization, livelihood systems, and land-use patterns (Gao & Cheng, 2020; Liu et al., 2017). In these contexts, tourism development has transformed traditional residential spaces into multifunctional environments that integrate production, consumption, and accommodation activities (Qin et al., 2023). Similarly, in Malaysia, community-based homestay programs have encouraged households to adapt their dwellings and surrounding environments to meet tourism demand, resulting in the reconfiguration of settlement structures and local economies (Kayat & Mohd Nor, 2016). These cases demonstrate that tourism-induced housing transformation is a

common phenomenon across developing countries, particularly in regions where communities rely on housing assets as primary economic capital (UN-Habitat, 2011).

However, this study reveals a notable distinction compared to cases in China and Malaysia. While housing transformation in those contexts is often supported by formal institutional frameworks and government-led tourism programs (Liu et al., 2017; Kayat & Mohd Nor, 2016), the transformations observed in this study appear to be predominantly bottom-up and market-driven (Gao & Cheng, 2020). This indicates that spatial restructuring is occurring through decentralized household decisions rather than coordinated planning mechanisms (Healey, 2007). Consequently, tourism development in the study area produces a form of organic spatial restructuring, where residents act as primary agents of change.

Overall, the findings suggest that patterns of physical housing transformation are closely linked to the type and functional requirements of tourism-related enterprises, as reflected in the spatial location of business activities, the presence or absence of vertical expansion, and the specific rooms subjected to modification. These characteristics highlight the adaptive strategies employed by households to balance economic activities with residential needs within limited spatial contexts.

5. CONCLUSION

Tourism development in Colo Village has increased demand for accommodation and related facilities, prompting residents to adapt their dwellings through home-based enterprises (HBE). This shift from residential to mixed residential–economic use has resulted in notable physical transformations.Two transformation types were identified: integral and partial. Integral transformation, linked to lodging businesses, involves substantial spatial reconfiguration, often requiring homeowners to relocate within their dwellings. Partial transformation, common in food stalls, parking, and toilet rentals, involves limited modifications to front areas or available open land. Both occur incrementally in response to tourism growth.

Individual dwelling transformations, though driven by independent economic decisions, do not occur in isolation. As these adaptations accumulate across multiple households, they collectively reconfigure land use patterns, alter building frontages, and redefine the spatial organization of the settlement. This study explicitly establishes that micro-scale housing modifications are the primary driver of macro-scale morphological change in Colo Village—demonstrating a bottom-up process in which individual adaptive actions aggregate into a structural transformation of the settlement landscape.This scalar dynamic contributes to tourism settlement literature by providing empirical evidence that informal, incremental housing adaptation at the dwelling level is a determinant force in reshaping the built environment of rural tourism destinations, offering a replicable analytical framework for similar contexts.

These findings offer specific guidance for tourism settlement management and housing regulation. Local governments should establish zoning classifications that formally recognize mixed residential–commercial use, define permissible transformation types per zone, and set building envelope standards—such as setback limits, façade continuity, and maximum lot coverage—to maintain settlement cohesion. At the regulatory level, a simplified licensing mechanism for home-based tourism enterprises is recommended to formalize informal adaptations while ensuring compliance with spatial and safety standards. Community-based

monitoring schemes, supported by periodic spatial audits, should be introduced to track cumulative morphological changes and trigger timely planning interventions before irreversible landscape degradation occurs.

Future research should examine the long-term spatial, social, and environmental impacts of home-based tourism enterprises and policy mechanisms supporting sustainable housing transformation in tourism-driven rural settlements.

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