

Stages of Rural Transformation in the National Strategic Tourism Area of Borobudur

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Abstract: The Borobudur area has grown into a world-class tourist destination. With the existence of Borobudur, Mendut, and Pawon temples, the area was appointed as National Strategic Tourism Area (NSTA). The condition influences the villages surrounding it. Borobudur village, Wanurejo, and Candirejo have developed into alternative tourist villages. During their development, these villages have undergone several transformation stages, which are interesting for further observation. In this background, the study aims to identify the transformation stages of the tourist villages in the Borobudur area, from the beginning as a people settlement to become tourist villages, and what causes the development of these stages. This study used a multiple-case study method with diachronic time series analysis, with three village units of analysis: Borobudur, Candirejo, and Wanurejo. Therefore, it will produce the stages of the village's transformation, especially, those related to tourism activities in the Borobudur area. It is expected that the results of this research will provide tourism development guidelines at each stage of the transformation of tourism villages so that they can be the basic for proper tourism planning for the government in rural tourism, especially in the development of tourism villages in NSTA. In addition, it can also be the basic of a scientific approach in researching the development of tourist areas, especially tourism village.

Keywords: *Transformation, Rural Tourism, Borobudur, Indonesia*

Introduction

Changes in the meaning of cultural reserve or cultural heritage will affect the growth of the surrounding area (Karatosun and Çakar, 2017). Borobudur is an area that has been designated as a UNESCO World Heritage Site. This area has developed into a world-class tourist destination. It had even been designated as a National Strategic Tourism Area (NSTA) by the Indonesian government in 2011 and a Super Priority Tourism Destination in 2019. This area development directly influences the growth of the surrounding villages. One of them is the development of rural settlements into areas that support tourism facilities (Prakoso, Pradipto, and Roychansyah, 2020) For example, the function changing of residential houses into tourist accommodation or household-based tourism businesses are often referred to as home-based enterprises (HBEs) (Ahmed, 2017). This development does not occur instantaneously, but grows gradually and takes a long time. This process is called transformation. It is a continuous process of change, which is a response of the force to produce a new identity to survive and overcome the challenges (Dewi, 2012; Habraken, 1983; Najoan and Mandey, 2011). This change occurs due to a shift in the value of culture and social interaction of society caused by enculturation, acculturation, discussion, and cultural synthesis (Sesotyaningtyas, Pratiwi, and Setyono, 2015). The development of a rural settlement into a tourist village implies the improving the community surviving and responding to future challenges. In this case, the development of the Borobudur area is due to the growth of tourism activities centered on heritage tourism.

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