

EVALUATION OF RURAL TOURISM INITIATIVES
IN BOROBUDUR SUB-DISTRICT, INDONESIA

A study on rural tourism activities for cultural landscape conservation

インドネシア・ボロブドゥール区におけるルーラル・ツーリズム・イニシアチブの評価
文化的景観を保全に向けたルーラル・ツーリズム活動に関する研究*Titin FATIMAH* and Kiyoko KANKI***

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This paper aims to clarify the progress and evaluate the current conditions of rural tourism initiatives with concern on the relation between cultural landscape and village tour activity. The result are as follows: 1) In 2010, there existed 9 village tours routes in which 10 villages around the Borobudur Temple were involved; 2) The process of rural tourism initiatives became clarified, 4 types of beginning stage are found; 3) Local guides already took part in initiating village tour in the 90s, but the rural tourism initiatives mostly started to prevail after 2003; 4) The villages' attractiveness and potentials used for rural tourism are part of landscape elements. In addition, rural tourism initiatives in Borobudur Sub-district are the result of collaboration between villagers, local NPOs and tourist guides. In this way, rural tourism initiatives in each village are different in term of progress and conditions, but each village has the community initiative.

Keywords : *Rural tourism initiatives, Village community, Citizens' organization, Cultural landscapes conservation, Borobudur Sub-district*
ルーラル・ツーリズム・イニシアチブ, 農村住民コミュニティ, 市民組織, 文化的景観保全, ボロブドゥール区

1. Introduction

1.1. The importance of cultural landscape and rural tourism research

Cultural landscape has attracted the attention of landscape experts and practitioners since the early 1990s^{*1)}. Many cultural landscapes are situated in countryside or rural areas. Nowadays, rural cultural landscape conservation efforts take numerous forms, such as through the introduction of rural tourism. The concept of sustainability in rural tourism must be a multi-purpose one if it is to succeed. It should aim to sustain the culture and characters of host communities, as well as the landscape and habitats⁹⁾. Tourism is seen as an agent of rural economic regeneration and as a way of valorizing conservation^{7,9)}. A number of researchers have addressed the concerns on community-based tourism development¹⁰⁾ and community-based cultural landscape conservation¹¹⁾. Hampton pointed the chance of local communities benefiting from a new approach of planning and managing local assets¹²⁾. He also emphasized that heritage sites may be able to generate real economic and social benefits for their local host.

1.2. Cultural landscape and rural tourism in Borobudur

In the case of Borobudur, several rural tourism movements have flourished. Borobudur Temple, the world's biggest Buddhist temple built around 7th – 8th Century, is surrounded by the vast rural landscapes of Kedu Plain. The temple was officially opened for public in 1983, and inscribed in the World Heritage List in 1991. Now, it is a major tourist destination in Indonesia which attracts around 2.5 millions domestics and foreign visitors annually. During peak seasons, the temple can attract an average of 40,000 tourists per day¹³⁾. Both foreign and domestic tourists often stay in the nearby city Yogyakarta, Indonesia's second most popular destination after Bali, and take a day trip to Borobudur, usually on coaches and with a guide¹⁴⁾.

Typically, tourists visiting Borobudur spend 3-4 hours exploring the temple and the enclosing Borobudur Tourism Park without visiting other places adjacent to the site. This type of tourism is not ideal for Borobudur's conservation efforts, especially as Borobudur Temple is also surrounded by vast cultural landscapes heritages¹⁵⁾. Hence, integrating these landscapes into Borobudur tourism scheme is important in conserving the temple. Today, there are initiatives by some of the local people to spread awareness among Borobudur residents of the importance of conserving Borobudur Temple surrounding villages. Our previous study¹⁶⁾ shows that a number of citizens' organizations were established and some community initiatives were taken place in Borobudur during 2003-2005. Some parties such as local guides and local NPOs, for example, took tourist to the villages surrounding the temple in order to reduce the overcrowding problem that started to emerge during that time. One important step was the establishment of Candirejo Village as the 'Community-based Ecotourism Village' in 2003¹⁷⁾. In the recent years, noticeable development includes the spread of various village tours carried out by local guides^{*2)} around the temple. The paper aims to

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investigate these community tourism activities as it is important to know how rural tourism activities have been carried out and influenced Borobudur conservation efforts.

1.3. Objectives

This research focuses on the rural tourism initiatives conducted by communities surrounding Borobudur Temple in the context of cultural landscape conservation, especially how these community initiatives were taken place. In the case of Borobudur Sub-district, it is important to conserve the cultural landscape surrounding the Borobudur Temple. Rural tourism is an alternative way to reduce mass tourism concentrated on the temple. This study thus aims to clarify the progress of rural tourism initiatives in the sub-district and specifically concerns on the relation between cultural landscape and village tour activity. Finally, we will also evaluate the ongoing rural tourism initiatives in Borobudur Sub-district.

1.4. Research methodology

To achieve its objectives, this study used four data collection methods (see Fig. 1). First, we conducted a preliminary survey to know the existing condition of rural tourism activities including village tours in Borobudur Sub-district (Chapter ②). Second, we interviewed the key persons in the village community, related citizens' organizations and local tourist guides^{*3)} to know the history and the progress of the rural tourism initiatives. And then, we conducted a field observation on a selection of villages and analyzed secondary documents (see Table 1) to investigate the current conditions of tourism activities at village level, including their history and progress (Chapter ③). In addition to the village level community, we also analyzed citizens' organizations that were established in sub-district level. A questionnaire survey was also conducted to local tourist guides who are involved in village tour to know their role in rural tourism activities. (Chapter ④). The various data obtained from the above steps is then used to analyze the progress of rural tourism initiatives. Finally, we also evaluate the rural tourism initiatives in Borobudur Sub-district (Chapter ⑤). To conduct the evaluation, we decide the following checkpoints as the parameter :

- 1) Rural tourism activities contents, including : a) village tour routes, and b) village tour activities. These checkpoints aim to know the actual conditions of the activities, and thus discover the village's attractiveness^{*4)}.
- 2) Community initiatives in rural tourism activities, including : a) how the activities started, b) how the villagers are involved, c) the activity progress, and d) the relationship/connection/collaboration with any institutions from outside the village.

From the analysis and evaluation, then we try to see the possibility of rural tourism activities in contributing to Borobudur landscape conservation.

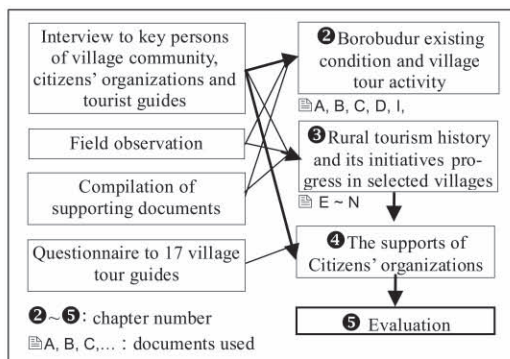


Fig. 1 Research flow chart

Table 1 Supporting documents for research analysis

Type	Documents	Analysis & Chapter Link
Map	A. Administrative Map, Bappeda Kab. Magelang (2009)	● Site context of each village ②
	B. Aerial Map, Borobudur Conservation Center, (2008)	● Village tour route map ②
Statistic data	C. Borobudur Sub-district in Figure, BPS(2008)	● Population, land use, occupation data ②
	D. Borobudur Tourism Park visitor data	● Visitor data ②
Report/ Booklet/ Leaflet, etc.	E. Master Plan of Tourism Development of Candirejo (2003)	● Village potentials & tourism activities ③
	F. NRM-LCE Project, Patrapala Foundation-JICA (2004)	● Condition & potentials of Candirejo ③
	G. Annual report of Candirejo Tourism Vil. Coop (2006, 2007)	● Visitor data, Coop organization ③
	H. Wanurejo Tourism Profile by KKN-UGM (2004)	▲ Village potentials & tourism activities ③
	I. Handout of Borobudur Field School (2004, 2005, 2006, 2007)	■ Village potentials & tourism activities ②③
	J. Borobudur Village Green Map (2009)	▲ Village potentials & tourism activities ③
	K. Giritengah Village Tourism Leaflet (2009)	▲ Village potentials & tourism activities ③
	L. Karangrejo Tourism Village Punthuk Setumbu Festival (2009)	■ Punthuk Setumbu Festival info ③
	M. Kompas (Feb 5 th 2007, Feb 4 th 2008), Bernas (3 rd & 5 th 2007)	▲ Sendang Suruh Festival info ③
News-paper	N. Kompas (Dec 4 th 2007), Solo Pos (Dec 4 th 2007), KR(Dec 4 th 2007)	▲ Punthuk Setumbu Festival info ③

Material resources: ●: Institution (government and NPO) ■: through participating the events ▲: through the research

2. Existing Condition of Borobudur Sub-district and its Rural Tourism

2.1. Borobudur condition and its rural area

Borobudur Sub-district administratively comprises of 20 villages with total population of 56.050 residents occupying 5.455 hectare area¹⁸⁾. Agriculture still dominates the livelihoods with around 40% of the people working as farmer (Fig. 3). Borobudur temple is located in the capital of sub-district, surrounded by villages with their beautiful rural landscape view. There are many beautiful and closely-related places with Borobudur Temple such as rice fields shown in Photo 1. Some villagers are also still practicing the traditional customs and culture in their daily life.

The economic crisis and political instability that hit Indonesia since late 1997 had caused serious impacts on the life of villagers around Borobudur Temple. Economic difficulty had forced these villagers to come to Borobudur Tourism Park and become street vendors¹⁹⁾. The increasing number of these vendors had made the park became crowded and inconvenient for the visiting tourists. This condition urged UNESCO-ICOMOS to send a monitoring mission for assessing the problems and give recommendation as well^{*5)}.

2.2. Village Tours in Borobudur Sub-district

In the recent years some guided tours started to visit the villages surrounding Borobudur Temple. The following figures show the village tour activities.

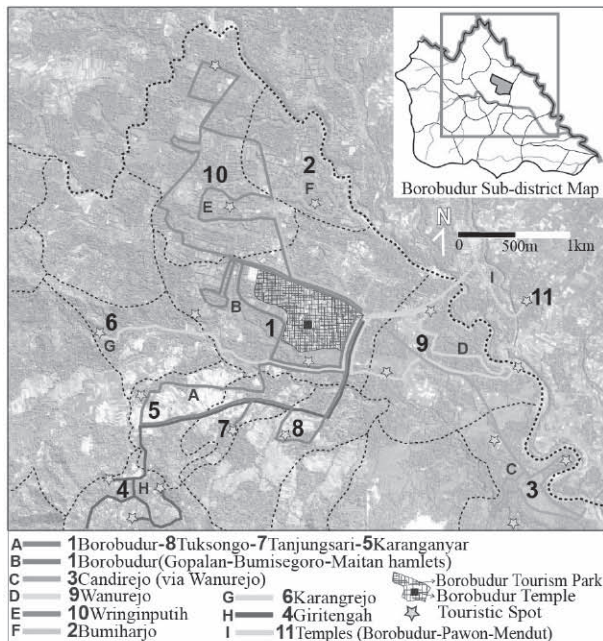


Fig. 2 Routes of village tour
(source : field survey, 2009)

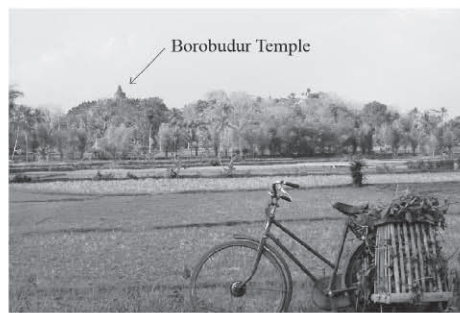


Photo 1 Borobudur Temple in unity with the surrounding cultural landscape and people daily life (source : field survey, 2010)

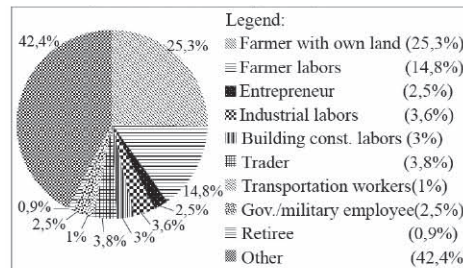


Fig. 3 Occupation in Borobudur Sub-district
(source : Central Bureau of Statistic, 2008)



Village tour by andong



Experiencing pottery making



Traditional Festival

Photo 2 Rural tourism activities (source : author)

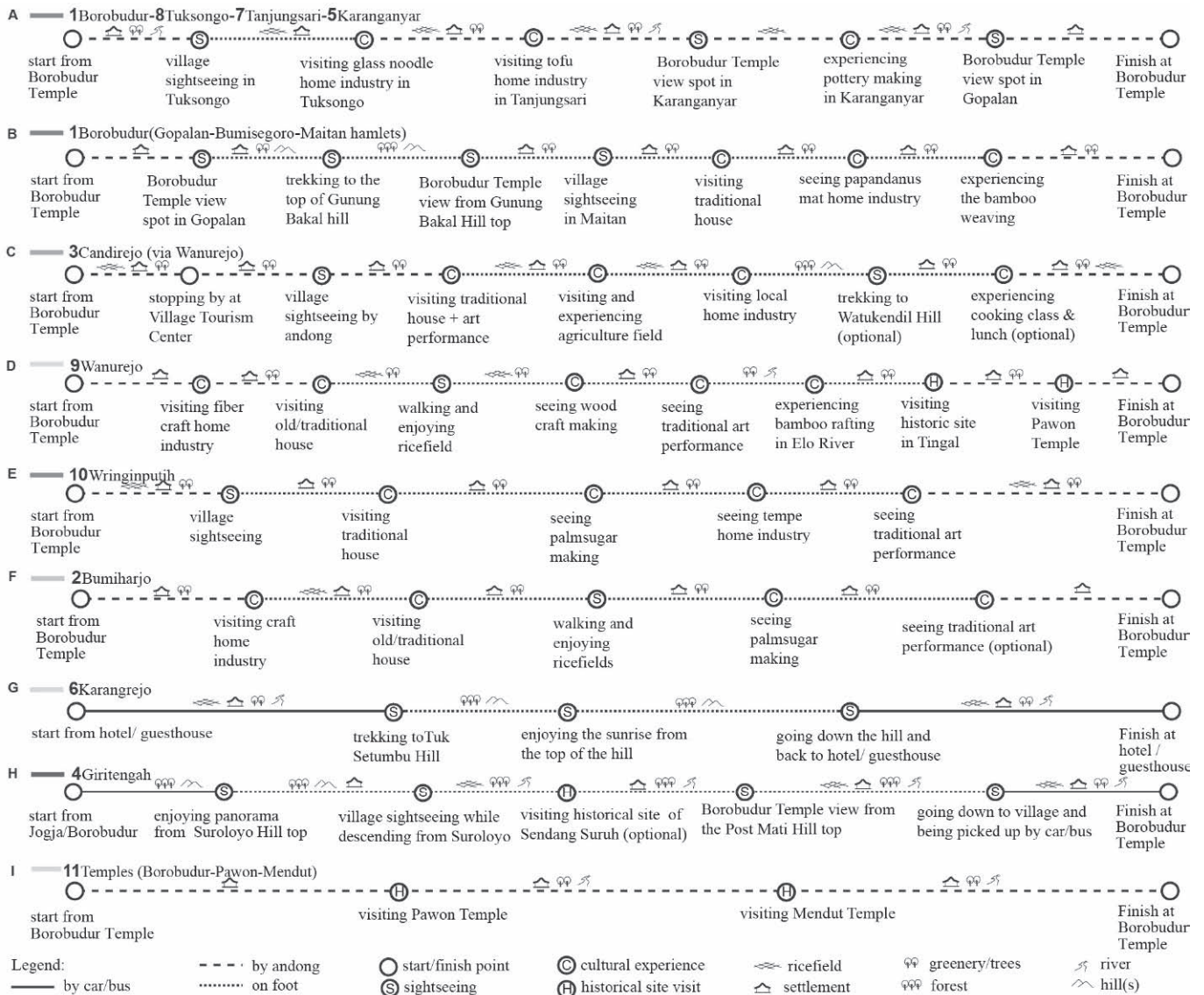


Fig. 4 Detailed itinerary of each village tour (source : field survey, 2009)

Typically, the tours are organized in the form of *andong* (horse-drawn passenger cart) rides in which tourist are guided to explore the Borobudur villages through several predetermined routes (see Fig. 2). During the village tour, tourists could enjoy rural atmosphere e.g. see and try pottery making, see traditional art performance, etc. (see Fig. 4). The routes illustrated in Fig. 4 are the standard but are flexible depending on the situation, time availability and the tourists' interests. Those existing routes can be classified into 3 types : 1) single village route (Route B~H : visiting and exploring only inside one village), 2) multiple villages route (Route A : visiting and exploring several villages), 3) temple visit route (Route I : special route visiting Borobudur, Mendut and Pawon Temple). Usually, before conducting a tour, the guide coordinates with the local people in the visited village(s), especially when the tour itinerary needs preparation from the village people such as scheduling an art performance, pottery-making experience, and so forth.

3. Rural Tourism Initiatives in Borobudur Sub-district

3.1. The progress of rural tourism in Borobudur Sub-district

The history of Borobudur rural tourism is summarized in Table 2. Before the rural tourism activities started, Candirejo village has already implemented village living environment improvement programs and developed their community since the 1980s. This village was first to be acknowledged as '*Desa Binaan Wisata*' (tourism assisted village) by the Government of Magelang Regency in 1999. Later, it was established as Ecotourism Village in 2003.

After the opening of Borobudur Tourism Park in 1983, tourist visits gradually increased. In 1990s, several local guides and lodge owners started to bring their tourists to the village area without any coordination with tourist guide association (for example, a guide from Candirejo took the tourist to his house and did sightseeing around the village^{*6)}. Another place that was frequently visited is Klipoh Hamlet in Karanganyar Village. Klipoh is a traditional hamlet, known for its pottery industry. It is also popular because there is a nearby place with a good view to Borobudur Temple and a spot to enjoy sunrise. In 2000, local guides and *andong* drivers agreed to better organize these tours. They made consensus for standard packet tour, route, price, and so on. They also included in the tour the visits to other villages such as Wanurejo, Teksongo, and Tanjungsari. Village tour became a popular alternative tourism around 2004-2005 when the PSJJ Plan^{*7)} issue was appeared in 2003 (see Table 2). While the problem, which was concerning Borobudur Temple management, was exposed by the press and frequently featured in mass media, it also had brought increased attention towards the temple.

3.2. How to select the villages as case study

Of 20 villages in Borobudur Sub-district, 10 villages have already involved in and been affected by rural tourism as indicated in Table 3. Based on each village's community-based tourism, we classify the 10 villages into three categories : 'active', 'less active', and 'inactive'. An 'active' village means that the village has been intensively conducting some activities to manage the tourism with high community involvement. The intensity could be identified through the existence of well run village's tourism cooperatives or organizations. A 'less active' village means that the village has some tourism activities, but the involvement of the community is low due to some reasons. An 'inactive' village means that the village community is not actively involved in the tourism activities.

Table 2 Timeline of rural tourism progress in Borobudur Sub-district (Source : field survey, 2009)

Year	Events happening in Sub-district level
1983	Borobudur Temple was opened for public
1988	HPI was established
1990	Village tour was firstly started personally by local guides and lodge owners
1991	Borobudur Temple was inscribed in the World Heritage List
2000	- <i>Andong</i> reformation, divided into 2 groups: <i>andong</i> for local market & tourism market ^② -Village Tour is being organized /standardized among the guides ^{① ② ③}
2003	-PSJJ Plan issue appeared →Borobudur was exposed by press→village tour activities became widely known -UNESCO-ICOMOS Reactive Monitoring Mission -Candirejo Ecotourism Village was established ^①
2004	-Indonesian government established a Steering Committee for the 2 nd stage of Borobudur restoration focusing on community empowerment -Spirit to explore villages potentials →One Village One Production (OVOP) ^{⑤ ①} -The 1 st Borobudur Field School ^②
2005	-The 2 nd Borobudur Field School ^② -JAKER actively supports villages through various programs. -The 1 st stage of Borobudur village mapping by Greenmap ^{③ ⑤}
2006	The 3 rd Borobudur Field School ^②
2007	The 4 th Borobudur Field School ^②
2008	The 2 nd stage of Borobudur village mapping by Greenmap ^{③ ⑤}
2009	Borobudur Field School organized by local people ^④

Citizens' organizations in Borobudur Sub-district and that are involved:

- ① HPI-Himpunan Pramuwisata Indonesia (Indonesian Tourist Guide Association)
- ② PTJ-Paguyuban Turangga Jaya (*Andong*-horse carriage- Driver Association)
- ③ MAPAN-Masyarakat Peduli Lingkungan (Community for Environmental Awareness)
- ④ WI-Warung Info Jagad Cleguk (Information Exchange Place)
- ⑤ JAKER-Jaringan Kerja Kepariwisataaan Borobudur (Borobudur Tourism Network)

Other institutions from outside Borobudur that are involved:

- ① PATRA-PALA Foundation (an NPO based in Yogyakarta that focuses on social ecology and ecotourism. PATRA-PALA conducted a project named *NRM-LCE* (Natural Resources Management for Local Community Empowerment) in Borobudur with support from JICA (2001-2004).
- ② CHC-UGM (Center for Heritage Conservation-Gadjah Mada University, Yogyakarta)
- ③ Green Map Yogyakarta (a branch of worldwide Green Map System network that engage in helping communities in mapping green living, nature and cultural resources, based in Yogyakarta)

Table 3 List of villages involved in tourism activity (source : field survey, 2010)

Village	Village Tour	Organization / coop	Community activities on tourism	Main potential asset
1.Borobudur★	■	● (2007)	Active	Traditional rural life, sunrise view spot
2. Bumiharjo	■	—	Inactive	Traditional rural life
3. Candirejo★	■	● (2003)	Active	Traditional rural life, agro forestry
4.Giritengah★	□	◎ (2008)	Less active	Historic sites, scenic view
5.Karanganyar★	■	◎ (2004)	Less active	Scenic view, pottery home industry
6.Karangrejo★	□	● (2009)	Active	<i>Punthuk Setumbu</i> sunrise view spot
7.Tanjungsari	■	—	Inactive	Tofu home industry
8. Teksongo	■	—	Inactive	Glass noodle home industry
9.Wanurejo★	■	● (2004,2009)	Active	Art, craft, historic site
10.Wringinputih★	■	—	Less active	Traditional rural life, palm sugar making

Legend: ★: Selected village ■: Regular village tour, mostly by *andong* □: Special tour to sunrise view spot ●: Active ◎: Once established but less active

As can be seen from Table 3, 4 villages are classified as active, 3 as less active and 3 as inactive. We selected 7 villages that are categorized as 'active' and 'less active' village as the case studies in investigating the history and the current state of rural tourism in Borobudur Sub-district.

3.3. The condition of rural tourism and community activities in selected villages

In this part we aim to understand the community activities related to rural tourism in each selected village. Table 4 shows the short history of rural tourism activities in these villages including the initial stage and the current conditions. Such history helps us understand the progress of each village's rural tourism initiatives.

Table 4 The progress of rural tourism activities in each selected village (source : compiled by author, based on field survey, 2010)

Village	Steps of Rural Tourism Initiatives	Short histories of each village's rural tourism initiatives
BOROBUDUR Area: 421 ha Population: 8,161 ppl Household: 2,177 hh		Maitan is the most active hamlet in initiating rural tourism in the village. In late 2007, several tourist guides came to the hamlet and together with the hamlet's youth set up village tour in their hamlet. Tourists then started to come and enjoy the traditional life of Maitan. This inspired local people to establish an organization to manage their tourism activities. In late 2008, they mapped the village potentials supported by Green Map and JAKER.
CANDIREJO Area: 366 ha Population: 4,183 ppl Household: 1,053 hh		Candirejo started village activities through living environment improvement project and agricultural revolution in the 80s. During 2001-2004 PATRA-PALA supported the exploration and management of the village's potentials. In 2003, it was established as 'Community-based Ecotourism Village' and became the leading tourism village in Borobudur Sub-district. Now the village's tourism activities are managed by the village cooperative.
GIRITENGGAH Area: 432 ha Population: 3,292 ppl Household: 631 hh		Giritengah has many historic sites such as <i>Sendang Suruh</i> and <i>Pos Mati</i> Hill. In 2007, a local NPO and the local community initiated the 1 st <i>Sendang Suruh</i> Festival. This event was widely known as it was published by the media. Now, many tourists come to the village. In late 2009, an organization was established by the locals to manage the village tourism but does not work effectively because of the leadership problem.
KARANGANYAR Area: 157 ha Population: 1,616 ppl Household: 406 hh		Karanganyar's attractions include: Klipoh hamlet (an old pottery village) and a sunrise view spot with stunning view to Borobudur Temple. Many guides have been taking tourists to visit this place since the 1990s using <i>andong</i> . In late 2004, the village people established a committee named "Team 12" to manage the village's tourism activities. However, it was temporary inactive due to internal conflict. Recently, they are starting again to initiate the tourism management.
KARANGREJO Area: 174 ha Population: 2,551 ppl Household: 626 hh		In 2002, a local photographer accidentally found a hill namely <i>Punthuk Setumbu</i> that has a great view to Borobudur Temple. He asked other photographers to come, and some of their photos won a tourism photo contest and were published in a national newspaper. Since then, many people come then to the place. Village people, initiated by a local NPO, held the 1 st <i>Punthuk Setumbu</i> Festival in 2006 and established a cooperative to manage the tourism activities in 2009.
WANUREJO Area: 275 ha Population: 3,845 ppl Household: 1,026 hh		Wanurejo has been active in tourism since 2000, when they established a youth organization and started to manage their activities. This village has good potentials in arts and crafts (e.g. wood and fiber craft). In 2003 the Wanurejo residents held the 1 st Annual Culture Exhibition and established a tourism management organization in 2004 (temporary inactive until late 2009). The village tour was held since 2000, but it decreased due to conflict with tourist guides.
WRINGINPUTIH Area: 377 ha Population: 5,028 ppl Household: 1,354 hh		Village tours started to visit Wringinputih in 2006. Guides came to the village and attended community meetings to introduce and get permission to run the tours in the village. Since then, guides have been taking tourists to visit the village, enjoy the rural life, traditional houses, palm sugar making, craft, etc. Village people welcome and are very inspired by the village tour. They are now making the village potentials mapping and preparing the tourism master plan as well.

LEGEND:

VILLAGE ACTIVITIES:

VA1: Village activity on living environmental improvement
VA2: Village activity on human resources improvement
VA3: Village activity on potentials mapping/exploration
VA4: Establish organization to manage tourism activities
VA5: Making of village tourism master plan

OTHER ACTIVITIES:

BFS-UGM: Borobudur Field School by UGM
BFS-WI: Borobudur Field School by WI
KKN-UGM: Student Field Internship (on tourism)

CITIZENS' ORGANIZATIONS:

PTJ: Andong Driver Association
HPI: Indonesian Tourist Guide Association
JAKER: Borobudur Tourism Workers Network
WI: Warung Info (local org. on art and culture)

OUTSIDER ORGANIZATIONS:

GM: Green Map
PP: Patra-Pala Foundation
GOV: Government
UNIV: University

SYMBOLS:

T: Village Tour accompanied by Guide (HPI member)
G: Guide (personal)
C: Village Community
R: Village Resources
E: Event
O: Outsider
 Transformation to the next stage
 Mutual coordination initiated by Guide
 Outsider revealed village potentials

Being inspired, become aware
 Being popular and widely-known
 Being less active
 Direct influence
 Indirect influence
 The village tour run well
 The village tour stopped
 Community asked for support
 Support from NPO/institution
 Village's important stage/activity

In the next step, we assess the progress of each village by analyzing the process of community initiatives. According to the interview, we found 5 categories of village activities symbolized as VA1-VA5. The transformation between steps is visualized by several kinds of arrows with different meaning. We also inserted related organizations and other institutions into the figure to know what kind relationship between them.

As the result, we found that each village has its own step and progress in rural tourism activities, but all the villages have VA symbols. It means that there are some level of activities and involvement from the village community in those initiatives.

We also revealed that the beginning stage of rural tourism activities in those villages could be classified into four groups as follows :

- 1) Tourism initiatives were initiated by the village communities, symbolized by VA (Candirejo and Wanurejo Village).
- 2) Tourism activities were firstly inspired by village tours conducted by local guides (HPI), and then the village people initiated to manage the activities, symbolized by T (Karanganyar Village).
- 3) Tourism activities were firstly started by outsider who revealed the village potentials, symbolized by O→R (Giritengah and Karangrejo Village).
- 4) Tourism activities were firstly started by coordination between the villagers and the local guides (HPI) before conducting the village tour, symbolized by G⇌T (Borobudur and Wringinputih Village).

Among the above local tourism initiatives carried out in Borobudur Sub-district, Candirejo Village is regarded as the most successful in

managing their tourism activities. This success became a good motivation for other villages to carry out similar initiatives.

Some of the activities are supported by government, local citizens' organizations (e.g. PTJ, HPI, JAKER, and WI) and other institutions from outside the area (e.g. Green Map, Patra-Pala Foundation). PTJ and HPI are mostly supportive of the village tour activity (T), while other citizens' organizations and institutions support the village activities (VA) and several events (E). Next, we need to understand the kind of relationship and support these organizations brought to the rural tourism initiatives in Borobudur Sub-district.

4. The supports of citizens' organizations in rural tourism initiatives

Here we show the result of our investigation on how the citizens' organization involved in the rural tourism initiatives and what kind of their supports.

4.1. Background of the citizens' organizations establishment

After its opening to public in 1983, Borobudur Temple has become the main interest in Borobudur area and one of the main tourist destinations in Indonesia. Tourism activities increase but only focus on the temple and its adjacent recreation park. Later on, several citizens' organizations related to the tourism activities were established, such as HPI (Indonesian tourist guide association) and PTJ (*Andong*-horse carriage- driver association).

The rise of mass tourism caused environmental problems such as waste problem at the area surrounding the Borobudur Tourism Park. In 1999, a citizens' organization called MAPAN (Community for environmental awareness) was established. MAPAN was actively conducting training, workshop and assisting local small business group in tourism. This organization also assisted PTJ members who are later actively involved in village tour activities. Unfortunately this organization was only active for around four years until 2002.

Based on interview to the citizens' organizations in Borobudur Sub-district, a number of problems such as environment quality degradation, mass tourism, economic crisis and vendor booming occurred. The problems culminated in 2003 when local people rose against the PSJJ plan^{*8)}. These event had raised local people's awareness about their surrounding environment as well as the importance of conserving the landscape of Borobudur. They started to pay attention not only the temple, but also the surrounding villages. As a result, a number of organizations were established by the local people to contribute to solve various issues such as tourism, environment, conservation, community empowerment, and so on.

4.2. Citizens' organizations involvement

According to our previous study, there are 17 citizens' organizations exist in Borobudur. In this paper, however, we only mention 5 organizations which are closely related to rural tourism initiatives in Borobudur Sub-district. These organizations are : HPI, PTJ, MAPAN, JAKER, and WI. HPI and PTJ were established a few years after the beginning of tourism in Borobudur Sub-district and focus as tourism actors (★A in Fig. 5). MAPAN, JAKER (Borobudur Tourism Network) and WI (*Warung Info* – information exchange place) were established to help to tackle the emerging problems in tourism, social, environment, etc. (★B in Fig. 5).

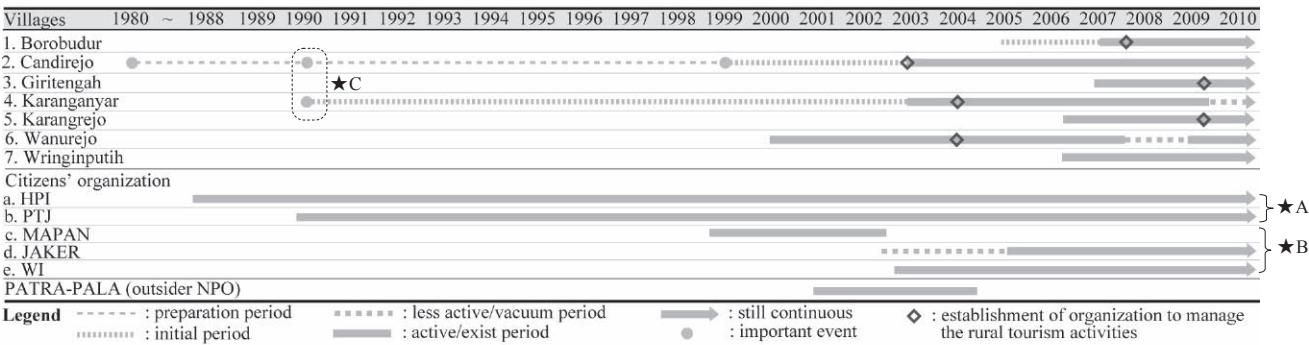


Fig. 5 Timeline of rural tourism progress in each village and related citizens' organization (source : field survey, 2010)

To realize the program, JAKER tried to compile a database containing of village potentials in Borobudur. This organization is also actively encourage the people of the villages to have a self-reliant economy. OVOP (One Village One Production) is one of their ideas to develop the villages surrounding the Borobudur Temple. For example, they organized Tanjungsari as the tofu village, Karanganyar as the pottery village, and Taksongo as the glass-noodle village. They also tried to promote this idea to the tourist by providing village tour to visit such villages. This kind of new tourism activity has sparked local communities' awareness on the importance of keeping and conserving their village potentials. WI settles their address in the small ordinary shop (*Warung*) nearby the Borobudur Temple where most of citizens can visit easily, and has supported the villages through the events for finding the village attractiveness. Recently they organized the participants' meetings from villages and have started to conduct the field schools in villages by management of those meetings. The field school used to be held by UGM before, and this time WI and participants from villages organized and succeeded to invite the village administrators, local guides, and others. In addition to the above citizens' organizations, there is also an outsider NPO called PATRA-PALA that has supported the citizens' activities by acting as a facilitator.

4.3. The role of local village tour guides in enhancing the landscape understanding

In each village's progress shown in Table 4, the village which started by VA indicates that the rural tourism activities were initiated by village community, while the village which started by G or T indicates that the rural tourism activities were initiated by local guide (part of HPD). According to each village's steps shown in Table 4, mostly those villages have the symbol of G or T. It means that local guides have important role in the rural tourism initiatives in Borobudur Sub-district.

In this part thus we aim to search the role of local guides in the rural tourism initiatives in Borobudur Sub-district. According to the questionnaire result taken from all of 17 village tour guides^{*9)}, most of the village tour guides are native Borobudur (82.4%), hence they are familiar and knowing detail about villages including their potentials. According to part I in Fig. 7, it is shown that 76.5% of them said that motivation of being a village tour guide is to make an alternative activity for tourists visiting Borobudur Temple, not only focusing on the temple (★1 in Fig. 7). 35.3% of them aim to expose the village potentials in Borobudur surrounding villages (★2 in Fig. 7). Part II of Fig. 7 shows that there are several guides (G3, 4, 7, 13, 14, 16) who took part as pioneer during the initial stage of village tour implementation (★3 in Fig. 7). They are mostly registered as the early batch of tourist guide in Borobudur Tourism Park and started to work as guide since 1986 or 1989. G3 and G14 firstly conducted the village tour trial in the 90s to Candirejo and Karanganyar (★C in Fig. 5).

In initiating the village tours, the above pioneer guides contact the community's key persons of each village to explain about the village tour program. It is aimed to give them understanding about tourism and how village tour will be taken place. According to the interview, G16 said that he often attended a local community gathering in a village to meet up and approach the community and giving explanation about the village tour program. G14 explained that taking contact with the village community is important. The contact includes coordination, preparation and evaluation. He also explained that before conducting the tour, usually guides took a survey to search the interesting places to visit or beautiful rural landscape view to be seen or passed by. Several guides frequently take the tourists to their own village because they know the village better (for example : G13 from Bumiharjo, G11, 14 from Candirejo, G7, 10 from Wringinputih, G2, 4, 8, 9, 12, 16, 17 from Borobudur). To sum up, village tour guides have the roles as follows : giving the understanding on tourism to the village community and helping the community in mapping the village potentials.

The local guides initially have good idea on how to conduct village tour activities since the 90s. However, they were not involved much in village development activities. On the other hand, the other citizens' organizations established after the 2003 PSJJ problem are actively involved in the village community development (e.g. JAKER and WI).

5. The evaluation of the rural tourism initiatives in Borobudur Sub-district

This chapter focuses on analyzing and evaluating the importance of rural tourism in Borobudur based on the discussion in chapter 2, 3 and 4.

5.1. Evaluation of rural tourism initiatives

This part aims to evaluate the rural tourism initiatives in Borobudur Sub-district by using parameters that previously mentioned in the Research Methodology. The evaluation could be summarized as follows :

1) Rural tourism activities contents :

According to the village tour activities shown in Fig. 4 and the citizens' organizations involvement in chapter 4, we make a summary of village tour contents in each selected villages, including village tour routes and village tour activities as shown in the Table 5.

We classify the village's attractiveness into two main categories : natural resources and cultural resources. Table 6 shows the detailed villages' attractiveness enjoyed by the tourists and how they are utilized for tourism purpose. Tourists come to the village to enjoy the village attractiveness such as rural traditional atmosphere and landscapes, the villagers' culture, and so forth. Therefore, village attraction is important

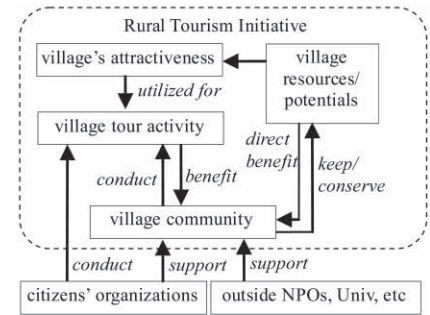


Fig. 6 How citizens' organizations contribute to rural tourism initiative (source : authors' analysis, 2011)

The Profile of Respondents (village tour guides)																	
Guide no.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Origin	Bu	Bo	O	Bo	O	Ca	Wr	Bo	Bo	Wr	Ca	Bo	Bu	Ca	O	Bo	Bo
Age	45	24	50	37	38	30	40	44	30	32	29	40	42	43	47	47	40
Year-1	'02	'08	'86	'92	'92	'02	'89	'90	'00	'02	'02	'90	'90	'86	'86	'86	'89
Year-2	'09	'04	'00	'04	'04	'00	'00	'02	'06	'06	'02	'04	'90	'05	'00	'05	'05
Bo: Borobudur Village Ca: Candirejo Village Bu: Bumiharjo Village Wr: Wringinputih Village O: Outside of Borobudur Sub-district																	
Year-1: The first time to work as a guide Year-2: The first time being a village tour guide																	
I. What is your motivation of being a village tour guide?																	
Guide no.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
A																	
B																	
C																	
D																	
E1																	
E2																	
E3																	
E4																	
E5																	
E6																	
A: Following other guides B: Based on tourist request C: To expose the village potencies in Borobudur D: To make an alternative tourism, not only focus on the temple E1: To give understanding on tourism to the community E2: To introduce local culture to the tourists E3: To make tourists stay longer in Borobudur E4: Self-experience E5: To get extra income E6: To raise the local economy																	
II. How was the process to be a village tour guide?																	
Guide no.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
A																	
B																	
C																	
A: Pioneer, idea concepor to start the village tour B: Being invited by other guide C: Being inspired after seeing the activity, then decide to join																	
III. Which villages are usually you visit?																	
Guide no.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8																	
9																	
10																	
Village number *																	
*Village number refers to village name in Table-3																	

Fig. 7 Profile of village tour guides (source : questionnaire and interview, 2010)

Table 5 Village tour activities in each selected village (source : field survey, 2010)

Village		Boro- budur	Candi- rejo	Giri- tengah	Karang- anyar	Karang- rejo	Wanu- rejo	Wringin- putih
Checkpoints: village tour contents								
Village tour routes	Only inside the village	●	●	●	●	●	●	●
	Connected to other village visit	●	○	---	●	---	○	○
	By <i>andong</i>	●	●	---	●	---	●	●
Village tour activities	Village sightseeing	■▲	●▲	○□	■▲	○	●■	■▲
	Traditional home industry	●▲	●▲	○△	●▲	---	●▲	●▲
	Historical site visit	---	●	■	---	---	●	○
	Sunrise trip	●	○	■	■	■	---	---
	View spot to Borobudur Temple	●	---	---	■	■	---	---
	Experiencing agriculture	---	●▲	---	---	---	●▲	---
	Trekking	---	●▲	●▲	---	●▲	---	---
	Enjoying traditional music and art performance	●▲	●▲	○△	○△	---	●▲	○△
	Cooking lesson	---	●▲	---	---	---	---	---

Legend: ● : exist (conducted by: ●guide+village ■guide only ▲village only) ○□△ : exist but rarely utilized --- : not exist
Resource mining: □village ■citizens' organization/guide ■■■outsider

for rural tourism activities. Rural tourism activities should show both the village potentials as well as provide interesting activities to attract the tourists. The 10 villages taken as the case studies in this paper have their own main potential assets as shown in Table 3. Different potentials from each village may provide various attractions during the village tours. Village potentials can be nourished and maintained through villagers' daily activities such as farming, keeping their environment clean, growing and keeping greeneries, practicing traditional customs, etc. Those village potentials are part of cultural landscape elements, therefore keeping the village resources and potentials is important in the effort of cultural landscape conservation.

2) Community initiatives on rural tourism activities :

This part discusses about how the community take part in the rural tourism initiatives as explained in the following parameters :

a) How the activities started

According to Table 4, the beginning stage of rural tourism initiatives in each village is various. There is a village whose initiative is based on village community's long attempts (e.g. Candirejo Village). There are also villages that started their rural tourism initiatives after getting inspiration from other villages or being encouraged by village outsiders, such as citizens' organizations. Problems happened in 2003 in Borobudur Sub-district were one of triggers for communities to explore and take advantage of their village potentials for tourism and conservation purpose.

b) How the villagers are involved

Villagers are involved in the rural tourism activities in direct and indirect ways. Those who directly involved are tourism actors such as local guides, craftsmen, *andong* drivers, members of management institution (e.g. tourism village cooperatives, if any), and so on. Those who are not directly involved are all village community members, since villagers and their daily life activities and culture are also one of the village potentials. Villagers who are not directly involved in the village tour activities actually have an important role in keeping and maintain their village environment as well as their culture.

c) The activity progress

The progress of rural tourism initiatives in each village vary depends on village conditions and human resources. There are several villages whose community is actively conducts the initiative, such as Borobudur, Candirejo and Karangrejo Village. The other ones have good potentials on nature and cultural resources, but lack of human resources to manage the activities, thus the tourism initiatives progress is slower. Included in this category are Giritengah, Karanganyar, and Wringinputih Village. Village community's internal conflict is also one of the factors that obstructing the initiative progress, such as happened in Wanurejo and Karanganyar Village (see Table 4).

d) Relationship/connection/collaboration with any institutions from outside the village

There are several villages that get support from citizens' organizations inside the sub-district as well as other institutions from outside Borobudur Sub-district. Citizens' organizations take part in spreading and enhancing the village people's awareness on the importance of cultural landscape conservation. These organizations also support village people activities in mapping the village potentials, advising village community when needed, preparing village tour activities, linking up to other villages, and so forth.

5.2. Current problems in rural tourism initiatives

Through the investigation and interviews during the field survey, we have identified several problems that potentially obstructing the

Table 6 Village's attractiveness and its utilization for rural tourism (source : authors' analysis, 2011)

Village's attractiveness (that attract tourists)		How to utilize for rural tourism activities
Natural Resources	Village natural view	sightseeing
	Village traditional atmosphere	sightseeing
	View to Borobudur Temple	sightseeing
	Agriculture	farming lesson
	Topography	trekking
Cultural Resources	Traditional foods and fruits	culinary
	Historic places	ritual, pilgrim tour
	Traditional music and art performances	performances
	Traditional houses	sightseeing, home stay
	Local craft making/home industry	craft making
	Traditional cuisine	culinary, cooking lesson

progress of rural tourism initiatives in several villages as described below :

- Internal conflicts usually cause the disharmony of village community. For instance, the following symbol ☉ in Table 4 shows the temporary less active in conducting the rural tourism activities in Karanganyar and Wanurejo Village due to internal conflicts. The conflict in Karanganyar Village was caused by political problem when village chief election was held. In Wanurejo Village there are gaps (or conflict of interest) between groups in the village community.
- Lacking of managerial skill is a common problem in conducting the initiatives. Good managerial skill is required for the initiative to succeed. If the management is not organized well, the progress can be deterred.
- Leadership is an important factor of a successful rural tourism initiative. Not every village has a leader who is having strong character and willingness to move forward. Candirejo Village is a good example of a village with a good leader who actively carrying out the activities in the village.
- There is insufficiency of some part of villagers' awareness on the tourism and landscape conservation. Therefore, in some cases, many villagers do not take part actively in the initiative.

6. Conclusions and suggestions

6.1. Conclusions

From the analysis we can clarify the progress and evaluate the current conditions of rural tourism initiatives in Borobudur as follows :

- From the 2010 survey, there existed 9 village tour routes in which 10 villages around the Borobudur Temple were involved. There are 3 types of tours – single village visits, multiple villages visits, and temple visits – . These tours were coordinated by local tourist guides and residents of the visited villages. (Chapter 2)
- We selected 7 from the villages for further investigation to clarify the process of rural tourism initiatives. The analysis shows that the beginning stage of rural tourism initiatives in each village can be classified into 4 groups (Table 4 and its explanation in page 5). It also shows that some of these tours were not started by the village communities at the beginning. We also find that the recent prevalence of rural tourisms have often been supported by several citizens' organizations in Borobudur and other organizations from outside Borobudur. (Chapter 3)
- Among the citizen's organizations, local guides association (HPI) already took part in initiating village tours in the 90s, but the rural tourism initiatives mostly started to prevail after 2003 with the support of the recently active citizens' organizations (JAKER and WI) and organizations from outside Borobudur (PATRA-PALA Foundation, Green Map, UGM). These organizations supported the initiatives by helping the villagers identify and find their village's potentials and attractiveness. (Chapter 4)
- The villages' attractiveness and potentials used for rural tourism are part of landscape elements. Among rural tourism activities, some are realized by guides and village communities together, and some are by guides alone. The progress of rural tourism initiatives vary in each village depending on village conditions, human resources, community's activeness, and so forth. Several problems are also pointed out. (Chapter 5)

In summary, we found that rural tourism initiatives in Borobudur Sub-district are the result of collaboration between villagers, local NPOs and tourist guides. We also confirmed that rural tourism activity is the form of exploring the village potentials and locality. Therefore, this is different from the so-far typical tourist activities of visiting only the Borobudur Temple and park. It is also worth pointing out that the importance of promoting the surrounding village's potentials was also recognized by some tourist guides who have been engaged in typical tourism. So, rural tourism here can be regarded as an alternative type of tourism conducted by villagers to promote their village potentials. This kind if tourism has become a very noticeable and popular tourism activity in Borobudur. The rural tourism initiatives in each village are different in term of progress and conditions, but we confirmed that each village has the community initiative which is important part of tourism development in Borobudur.

6.2. Suggestions : Possibility of the rural tourism activities toward the cultural landscape conservation

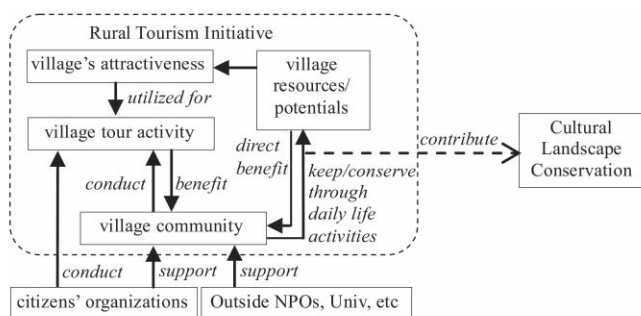


Fig. 8 Rural tourism initiative and its possibility on cultural landscape conservation (source : authors' analysis, 2011)

From our findings, there are some suggestions regarding the possibility of integrating rural tourism activities into the cultural landscape conservation. According to the evaluation on rural tourism initiatives in Borobudur, we can see that community-based rural tourism activities can contribute to the effort of cultural landscape conservation. Village potentials can be nourished and maintained through villagers' daily activities such as farming, keeping their environment clean, growing and keeping greeneries, practicing traditional customs, etc. Those village potentials are part of cultural landscape elements, therefore keeping the village resources and

potentials is contributing to the effort of cultural landscape conservation. Though there are several problems as mentioned in chapter 5, if rural tourism initiative scheme proposed in Fig. 8 could be managed successfully, in long term it can play important role in cultural landscape conservation.

Notes

- *1) Cultural landscape issues have emerged since the early of 20th century, and then some attempts have been made to specifically define cultural landscapes in the early 1990s (Ref 1). Cultural landscape is combination of both nature and culture as its elements. It shows the relationship between human and their natural environment as a unity (Ref 2-4). Therefore, managing the cultural landscapes should involve both cultural resources as well as natural resources (Ref 5).
- *2) 'Guide' mentioned here is a formal occupation in Borobudur Tourism Park. They are professionals who have license from the Indonesian Tourist Guide Association (a national wide organization for tourist guides in Indonesia). 'Village tours' mentioned here refer to tourists' visits the village activity accompanied by guide to visit the villages. Usually they ride *andong* (horse-drawn passenger cart) and enjoy villages' attractive such as rice fields, rural landscape view, traditional houses, local home industry, and experience local culture, etc.
- *3) Interviewee : ①key persons of 7 selected villages (M. Sarifudin-Borobudur Village ; Slamet Tugiyanto, Saryan Adiyanto, Tatak Sariawan-Candirejo Village ; Sudaryanto, Rokhadi, Kiswanto-Giritengah Village ; Entoyo, Supoyo-Karanganyar Village ; Muslimin-Karangrejo Village ; Adi Winarto, Zumrodin, Khoirul Muna-Wanurejo Village ; Giyarto, Abdul Sukur, Sugeng-Wringinputih Village), ②key persons of several citizens' organizations in Borobudur Sub-district (Aji Luhur-MAPAN ; Jack Priyana-JAKER ; Kelik, Fachrurazi, Taryudi, Nurudin, Nurochmat, M. Hatta-HPI ; Sucoro-WI), ③public figure who actively involved in the local initiatives (Arisworo Sutomo), local photographer who firstly found Punthuk Setumbu (Suparno) ④key persons of PATRA-PALA, an NPO that exist in Borobudur during 2001-2004, and was actively supported the local people (Iwan, Satya Harmawan).
- *4) There are several tourism activities in Borobudur Sub-district such as village tours, home stays, and so on, but this study focuses on the village tours. Based on the field observation, we found that village tour is the most popular amongst other rural tourism activities in Borobudur Sub-district.
- *5) In 2003, UNESCO-ICOMOS took a quick respond by sending a Mission Team to monitor the problems happening in Borobudur. Upon the examination, they give recommendations that are important to be reconsidered for further development in Borobudur area. One of the Mission team recommendations is to make a detailed socio-economic mapping of community and the landscape in order to develop a long-term program to improve the community's livelihood.
- *6) Based on a personal interview with Taryudi, a local guide who is native of Candirejo Village, he said that he took tourists to the village to offer tourist a different atmosphere to the temple. At the first time, he took tourist to come to his house and did sightseeing around the village. The tourist was impressed ; hence he initiated to continue the scheme.
- *7) 'Pasar Seni Jagad Jawa' (PSJJ or Jagad Jawa Art Market) was initiated by the government of Central Java Province in order to gather the large number of vendors in shopping mall-like art/souvenir market integrated with a parking area. The plan was refused by the local people and other parties who were concerned with heritage conservation. Finally, it was rejected after an evaluation from the UNESCO-ICOMOS Reactive Monitoring Mission Team.
- *8) See Note (7)
- *9) There are 67 tourist guides registered in Indonesian Tourist Guide Associations – Branch of Magelang Regency, a legal organization managing tourist guides based in Borobudur Tourism Park. From those total guides, there are 54 guides that are still active, including 17 guides engaged in village tour activities.

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和文要約

本稿は、インドネシア・ボロブドゥール遺跡周辺で近年みられる農村観光の実態とその観光活動の主導主体について明らかにすることを目的とする。遺跡周辺の村々からなるボロブドゥール区では文化的景観保全と、遺跡の観光の質が大課題となっている。農村観光が景観保全につながる必要があるとの問題意識から農村観光の活動主導に着目する。その結果、ビレッジツアーの活動内容について、村の風景や地場産業等が資源とされている状況を把握した。さらにビ

レッジツアーが行われている村について活動プロセスと主導主体を明らかにし、プロセス開始のあり方から4つのタイプを明らかにした。さらに村の住民コミュニティの活動を複数の市民組織がしてきたことが判明し、これら組織の関わり方について明らかにした。現在の農村観光はいくつかの問題点が指摘されるものの、住民コミュニティと市民組織の主導によるものであり村の資源の発見活動等と連動していることが確認された。

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