

Resident's Perceptions of Sustainable Tourism Development in Borobudur Temple Tourist Destination

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Abstract

The resident's perception of the impact of tourism development is an important factor for the planning, management and development of a tourism destination. A positive perception of the impact of tourism will encourage residents to support and participate in tourism development, on the contrary, a negative perception of the impact of tourism causes residents accusers to be unsupportive and have no desire to participate in tourism development in the region. Therefore, this study aims to analyze the positive and negative perceptions of residents and their influence on the support and participation of sustainable tourism development. Using a qualitative approach, the data is collected by conducting in-depth interviews with residents around Borobudur Temple Tourist Destinations (BTTD) amount of 23. The results showed that residents have a positive perception of tourism development. They are very supportive and have a desire to participate in the development of tourism. The implication for the local government and the manager is to involve the residents more in the planning and development of BTTD.

Keywords: Resident's Perception; Resident's support and participation; Sustainable Tourism Development; Borobudur Temple Tourist Destination.

A. INTRODUCTION

Sustainability is a vital theme about tourism planning and development (Ayazlar & Ayazlar, 2016; Adetola & Adediran, 2014; Birkić et al., 2019), even the 2030 agenda for Sustainable Development and Sustainable Development Goals approved by the UN General Assembly included tourism as one of three SDGs (World Tourism Organization, 2017).

Many writers have sought to define sustainable tourism development, but there is no universally accepted definition (Byrd, 2007). The definition most commonly applied by tourism planners and used in the tourism research literature is the definition developed by the World Tourism Organization (WTO). The definitions are as follows: tourism that takes full account of the current and future economic, social and environmental impacts, addressing the needs of visitors, industry, the environment and host communities (UNEP and UNWTO, 2015).

This principle of sustainable development needs to be applied in tourism for quality tourism growth and future economic development (Byrd, 2007; McCool & Bosak, 2015; Yuksel et al., 1999; Liu et al., 2019). Furthermore, Ayazlar & Ayazlar (2016) suggests that sustainable tourism supports ecologically responsible, socially compatible, culturally appropriate, politically just, technologically viable and economically viable development for the local population.

Community support directly or indirectly is the basis of the sustainability paradigm (Cárdenas et al., 2017). Community support and participation are the keys to the successful development of sustainable tourism in a community (Byrd, 2007; Hsu et al., 2019). In fact, according to Byrd (2007), tourism development decisions are often determined from top to bottom that in this case the decision is determined by the "experts". As a result, decision-making made in this way is considered by local communities as decisions that do not reflect their interests and opinions. Therefore, people need to be allowed to

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participate in planning tourism development. With this participation, all decisions can be based on local knowledge, local wisdom, and priorities by the aspirations of the residents, so that eventually a commitment of the residents will be formed in the process of sustainable tourism development (Sutawa, 2012).

Although tourism development has a positive impact, (Choi & Murray, 2010; Deery et al., 2012), but also hurts the local community (Deery et al., 2012; Látková & Vogt, 2012). The positive impacts of tourism include increased economic growth, investment opportunities, tax receipts and employment (Gursoy & Rutherford, 2004; Gu & Ryan, 2008; Qin et al., 2011), the revival of traditional customs and the rise of recreational facilities for local communities (Andereck et al., 2005), the increasing regional infrastructure and protection of local nature and culture (Nunkoo & Ramkissoon, 2012), increased communication and cross-cultural understanding (Simpson, 2008). While the negative impacts include currency inflation and rising land prices (Ap & Crompton, 1993), rising crime rates (Andereck et al., 2005), conflicts between tourists and locals and changes in the lifestyle of residents (Ap & Crompton, 1993; McCool & Bosak, 2015; Mccool & Martin, 1994), rising living costs and local government debt (Teye et al., 2002), environmental pollution, congestion, noise, parking problems, and garbage (Harrill, 2004; Andereck et al., 2005; Yu et al., 2018).

Efforts to maintain and support the development of the tourism industry in a destination depend on how local communities or residents feel the impact of tourism development on their communities (Adetola & Adediran, 2014; Aswita et al., 2018; Byrd, 2007; Látková & Vogt, 2012). According to Chand (2013), a positive perception of the impact of tourism will encourage residents to support and participate in tourism development, on the contrary, a negative perception of the impact of tourism causes residents accusers to be unsupportive and have no desire to participate in tourism development in the region. Fredline & Faulkner (2000) defines perception as a "reaction". He mentioned that two dimensions influence the reaction of the residents to the development of sustainable tourism, namely the extrinsic and intrinsic dimensions. The extrinsic dimension refers to variables that affect residents reactions at the macro level in the sense that they have similar impacts on the community as a whole. While the intrinsic dimension recognizes that the residents are heterogeneous and perception of impact can vary according to variations in individual characteristics and circumstances (Fredline & Faulkner, 2000). Williams & Lawson (2001) defines perception as "opinion". In his research, he asked respondents to assess tourism issues based on principles of social cognition (Williams & Lawson, 2001). While other studies define perception as "attitude". For example, research conducted by Zhu et al., (2017) and Sdrali et al., (2015) did not distinguish the sense of perception from attitude.

Several studies have been conducted to uncover the perception of the residents towards tourism development in a destination. For example, research conducted by Adetola & Adediran (2014) on villagers living around Olumirin waterfall, Ayazlar & Ayazlar (2016) against residents living in Didim, one of the turkey's most famous tourist destinations, Boley et al., (2014) against residents in the Blue Ridge Parkway region of Virginia, Látková & Vogt (2012) against the residents of small towns with cultural heritage in the Midwest State, United States, Gursoy & Rutherford (2004) against residents in Washington and Idaho, H. C. Choi & Murray (2010) against residents in New Braunfels historic city in San Antonio in Texas, Nunkoo & Ramkissoon (2012) against residents in Mauritius, an island located in the West Indian Ocean, Lee (2013) against residents of Cigu Wetland, Taiwan, Chand (2013) against residents in the cultural reserve village of Pragpur, India, Chen & Qiu (2017) against residents in Wuyi shan national reserve, China, Harun et al., (2018) against rural tourist residents Sulaimani and Halabja, Kurdistan, Iraq, Holladay et al., (2018) against residents in the Vietnamese coastal cities of Da Nang, Hsu et al., (2019) against residents on the islands of Qimei, Tainan, Carmelita D Mello SKBhaskaran Pillai, Kaustubh Kamat, FM Zimmermann, Klaus Weiermai (2016) against residents in goa state. Research conducted by Chand, (2013), Byrd (2007),

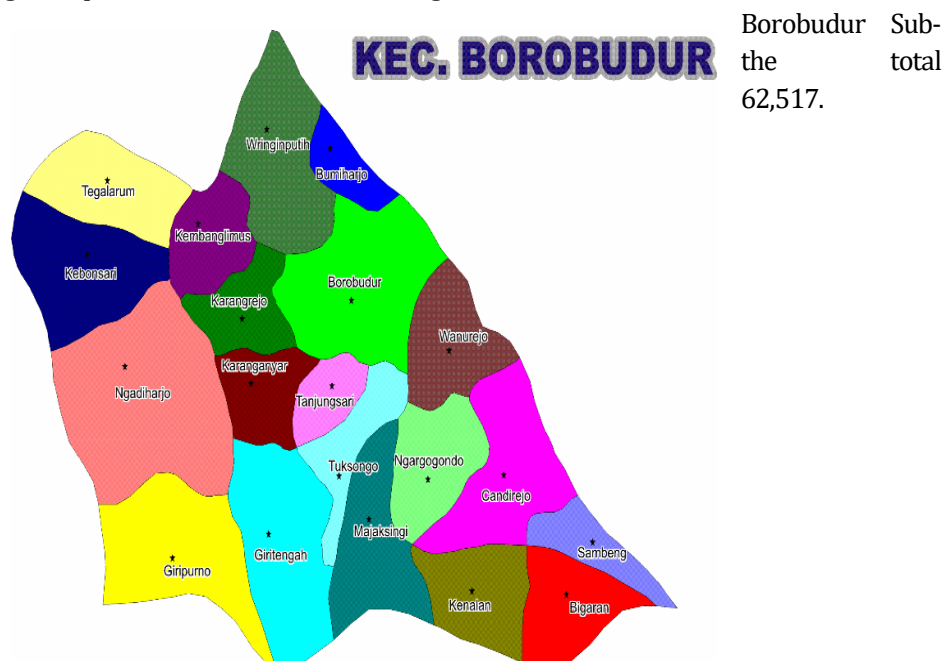
Easterling (2005) which based its research on Stakeholder theory, argues that business organizations should pay attention to the interests of other stakeholders when making strategic decisions (Freeman & Mcvea, 2008). According to stakeholder theory, residents perception plays a role in achieving sustainable tourism development (Nicholas et al., 2009). In addition, this theory states that the residents perception influences their support for tourism development (Nicholas et al., 2009).

Research on local people's perception of tourism is widely conducted in urban areas in developed countries, but there is still little research that reveals people's perception of tourism in the context of Cultural Heritage Sites, especially in developing countries. Cultural heritage is one of the most exciting attractions for tourists and is also one of the fastest-growing parts of the global tourism industry (Turker, 2013). Therefore, this study examined the resident's perception of sustainable tourism development in Borobudur Temple Tourism Destination (BTDD), the world's largest Buddhist temple or temple located in Central Java Province, Indonesia. In 1991 Borobudur Temple was recognized by UNESCO as a world heritage site (<http://whc.unesco.org/en/list/592>). Built by King Smaradungga between 760 and 830 AD, this temple is a cultural and historical attraction that is visited by Many Buddhists from all over the world to make pilgrimages and tourists to enjoy the uniqueness of its architecture, history, and philosophy (Paramita et al., 2016). In 2017 a total of 3.8 million tourists visited Borobudur Temple (Illahi, 2019).

Based on the background of the research that has been presented earlier, this study aims: first, to uncover the resident's perception about the positive and negative impacts of tourism development, second, to know the differences in resident's perceptions based on gender, age, and education differences, third, to know the extent of their support and willingness to participate in tourism development in BTDD.

B. RESEARCH METHOD

This study uses a qualitative descriptive approach. The study conducted in-depth interviews to gather opinions from 23 residents around BTDD. This approach also provides an opportunity to interact directly between the interviewer and the source, thus helping researchers to obtain precise and complete information. The target respondents were residents living in Borobudur Sub-district. The number of villages in the district is 20 where population is



Picture of Borobudur District Map

Sumber: Borobudur Surroundings (Erwin, et.al. 2013)

The interview was conducted with residents in Borobudur Sub-district. Sample determination using Snow Ball Sampling Technique. As stated by Satori (2016), the determination of the number of samples in qualitative research is more determined when researchers begin to enter the field and during the study. Based on the data or information obtained from the previous sample, the researchers determined that other samples considered would provide more complete data. A total of 23 selected residents (over the age of 18) were interviewed for the study based on the principle of data saturation. Of the 23 respondents, 15 were male and 8 women represented 20 villages in the Borobudur sub-district taking into account the diversity of gender, age, and educational backgrounds.

Table 1. Number of Resource Persons Based on Gender, Age, and Education Background.

Gender	Age	Education	Sum
Men	18-40 years old	Under high school	4
Men	18-40 years old	High school and above	3
Men	41-70 years old	Under high school	5
Men	41-70 years old	High school and above	3
Woman	18-40 years old	Under high school	3
Woman	18-40 years old	High school and above	2
Woman	41-70 years old	Under high school	2
Woman	41-70 years old	High school and above	1
Total			23

Each interview is conducted at the home or business premises of the interviewee and generally ranges from 45-90 minutes. Reliability and validity, or data trust, are done in two ways. First, Comparisons among interviewees discuss "whats/how's" as a measure of validity, which helps illustrate causality. Second, it is done through the development of interview manuscripts, coding/building theme process and a thorough review of the appropriate literature. Data triangulation is done by conducting direct observations in the field. Further unstructured and informal (unrecorded) conversations are utilized to provide additional insights that may not have been disclosed during the interview process.

C. RESULTS AND ANALYSIS

The first question asked by the sources person is how the positive and negative impacts of tourism development in BTTD. Concerning to positive impacts, there are answers (keywords) that are most often said by some sources, namely "facilities" and "work". For example, source 21 (female) said that "*... if I compare with a few years ago, the conditions are very different, now the highway is more and more made and maintained well, in addition, the facilities and services puskesmas the better, there are more parks, playgrounds, and recreational facilities*". It seems that the facilities and infrastructure built in the Borobudur Temple area improve the economy and the welfare of the surrounding community. As said by sources 14 (male): "*with the addition of road and bridge access, the farmers in the village around Borobudur are easier to transport their agricultural products for sale to the market or other areas. ..., also we are happy because now more shops (shopping centres) that make it easier to buy daily necessities*". According to source 22 (female), in addition to the improvement of infrastructure and facilities that can be utilized by the

community, also the opportunity to work for the community becomes more and more. He said: *"Many residents work in hotels and homestays, in shops, and become tour guides. ..."* It is also revealed the role of local government in efforts to improve the knowledge and skills of residents working in the tourism sector, as said by the sources 7 (male): *"here is often held training related to the management of homestays, tour guides, how to pack and market handicrafts or agricultural products such as coffee for sale to tourists. Most of the training is conducted by students from various universities and tourism offices."*

Nevertheless, the residents also felt some negative impacts of tourism development. Most of the sources said that the negative impact of tourism development in the area is that the cost of living is increasing and environmental damage occurs. As stated by source 6 (High School, age 24): *"when compared to a few years ago, now the air feels hotter, dusty and noisy. But it's natural (consequences) if tourism wants to be more advanced."* Meanwhile, source 13 (University, age 42) said: *"the construction of several hotels and homestays caused a little damage to the environment. It's dangerous... many gardens and trees disappeared, were converted into tourism facilities, so the air became hotter and the water source became reduced. To obtain water for bathing and cooking purposes should be taken from a place far enough away. Some villages have difficulty (obtaining clean water), it seems that the government has not thought about this (procurement of clean water) for these villages."* Source 19 (High School, age 32) sees the negative impact from another perspective, he says: *"the prices of necessities are getting more expensive, so people should be able to manage their daily expenses."*

As a leading tourist destination in Indonesia, residents feel the positive impact of BTDD development. As a consequence, the residents have a positive perception of tourism development. They perceive tourism development also improve infrastructure development, public facilities, job opportunities and investment for residents. The findings on positive perceptions of tourism development are in line with the findings of the study Látková & Vogt, (2012) Rasoolimanesh & Jaafar (2017) Tosun (2006), and H. S. C. Choi & Sirakaya (2005).

The study found no difference in perception between male and female populations. They both have a positive perception of tourism development. These findings support previous studies that have stated no gender influence on the perception of the residents (Wang et al., 2021; Látková & Vogt, 2012; McGehee & Andereck, 2004; Back & Lee, 2005).

However, the study found differences in negative perceptions between older and lower-educated residents (Sources 4) and younger and higher-educated populations (Sources 5 and 6). Older and less educated residents are not so concerned about the negative impact of tourism development on BTDD. They argue that the negative impact of tourism development, such as traffic congestion, noise, and pollution is natural if the tourism sector wants to be more developed. It is thought that these perceptions are formed because they benefit from the development of tourism. Meanwhile, younger and higher-educated residents are more concerned about environmental damage and rising prices of necessities. These findings are in line with the results of research conducted by Látková & Vogt (2012) and Tosun (2006), which suggests that older residents benefit more from tourism, is less concerned about the negative impact of tourism development compared to younger residents. Similarly, the results of Ko & Stewart research (2000) stated that highly educated residents tend to be more worried about the negative impact of tourism development. The villages around Borobudur Temple are developing villages, so many residents have studied higher education. Thus they pay more attention to the negative impact of tourism development. This statement is reinforced by researches conducted in developed countries (Látková & Vogt, 2012; Tosun, 2006), for example, reported that negative perceptions about the impact of tourism development on residents are high. Traffic jams, overcrowding, and increased crime raise considerable concerns about them.

Concerning the question of the extent of public support for tourism development in the BTDD. In general, they are very supportive of it. As stated by source 6: *"... I think that the more*

tourists visit Borobudur, there will be more investments (investors) that involve and benefit the local community. In addition, with more and more tourists coming, the facilities and infrastructure will be maintained." Another form of support was put forward by source 19, he said: *"The maintenance of the Borobudur Temple site is very important because Borobudur Temple is an invaluable state asset. Borobudur is a symbol of the glory of the ancestors of the Indonesian nation. I think the government is right in developing tourism here."* Source 15, said: *"as a resident, I am obliged to advance tourism here, among others by participating in promoting Borobudur tourism, for example through the internet."*

The findings of this study show that the residents around the BTTD support the construction of tourism and maintenance of the Borobudur Temple site. They are ready to help promote the Borobudur temple tourism park to be visited by more tourists. With more and more tourists coming, they believe that the investment will be more and more and the Borobudur temple site will be more attentive to its maintenance.

Concerning resident's participation, they are willing to participate in the conservation and maintenance program of Borobudur Temple as a world heritage site. This willingness to participate will be higher if they are involved in tourism development. Source person 6, for example, said that *"for Borobudur to be maintained and increasingly have a strong tourism attraction, the government and managers should involve the local community more in the planning and development of Borobudur tourism"*. In line with sources 6, sources 15 said: *"managers should involve the residents without discriminating their educational background or work in tourism development. The people involved are not just those."* Source person 19 said: *"people should be encouraged and given broader opportunities to invest in tourism development."* Meanwhile, Resource person 8 told that *"residents should always be encouraged and motivated to participate in conservation and preserving heritage sites."*

It was also revealed that the residents have a desire to participate in tourism activities and site maintenance programs. Residents want the government and managers to involve residents more in tourism planning and development. These findings are supported by previous studies showing that people who have high positive perceptions and low negative perceptions of tourism development tend to support and participate in the community development process (Gursoy & Rutherford, 2004; Látková & Vogt, 2012; Nicholas et al., 2009; Rasoolimanesh & Jaafar, 2017). According to stakeholder theory, heterogeneity in the community relates to perceptions about the impact of tourism development resulting in varying levels of support and participation within local communities (Easterling, 2005). However, the study found no difference in support and willingness to participate in the population-based on gender, age or educational background.

D. CONCLUSION

Research on people's perception of sustainable tourism development in a destination is very important because community support and participation depend on their perception of tourism sustainability.

This study found a positive perception of residents towards tourism development in BTTD. The positive perception of this community is formed because they feel the positive impact of tourism development that has been done by the government. The positive impact they feel is mainly related to the increasing construction of facilities and infrastructure and the increasing number of job opportunities available to residents, thus improving the economy and the well-being of the surrounding community. However, people feel some negative impacts, such as the increasing cost of living and environmental damage.

Based on the gender difference there is no difference in perception between the male and female resident. They both have a positive perception of tourism development. However, based on age and educational background, they were found that the older and lower educated population was not so

concerned about the negative impact of tourism development on BTTD. They argue that the negative impact of tourism development is a logical consequence of tourism development. Meanwhile, younger and higher-educated residents are more concerned about environmental damage and rising prices of necessities. They are happy with the positive impact, but on the other hand, worry about the negative impact of tourism development in their area.

The community is very supportive and has a desire to participate in the development of tourism in BTTD, because with the increasing number of tourists visiting BTTD there will be more investments (investors) that will certainly involve and benefit the residents. This research also found that residents want to participate in maintaining and promoting Borobudur Temple, because they realize that Borobudur Temple is an invaluable state asset. Borobudur is a symbol of the glory of the ancestors of the Indonesian nation.

It revealed that the local government is intensely working to improve the knowledge and skills of residents, especially those who work within the tourism sector. But it also uncovered that the government and managers should involve all communities more without discriminating their work or education background, especially in the planning and development of Borobudur tourism so the desire to participate will increase.

Another very useful finding are that the government and BTTD management should be able to reduce the negative impact of tourism development through a better planning and management process of Borobudur by involving more younger and educated residents, so that they are more supportive and participate and contribute to the efforts to achieve sustainable tourism development in BTTD.

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