

# The Impact of the Resort-Based Borobudur Highland Master Plan as an Integrated Tourism Area

**Aisyah Astinadia Siregar**

Putra Bangsa University, Indonesia

Email: [aisyah\\_siregar@feb.universitaspurabangsa.ac.id](mailto:aisyah_siregar@feb.universitaspurabangsa.ac.id)

<p><b>ABSTRACT</b></p> <p>Tourism in Indonesia has quite a good potential. It is one of the sectors that spur the economy in Indonesia—the development of Borobudur Highland, which is included in the five super-priority tourist destinations. One is the construction of hotels and resorts in the Menoreh Hills, Purworejo Regency, Central Java. The master plan was made as a tourism area under the Borobudur Authority Agency (BOB), covering an area of 309 hectares (ha). This master plan comprises five zones: the exclusive resort zone, the entry gate zone, the adventure zone, the cultural zone, and the extreme zone. There are three themes in this area's development: ecotourism, cultural tourism, and adventure tourism. The method uses descriptive qualitative—data collection techniques through interviews, observation, and documentation. The data was analyzed using the SWOT matrix. The results of this research can increase the existence of tourism objects in the Purworejo and Kulonprogo areas to the international class that is sustainable and educative and provide breakthroughs that impact investment in employment and local products around the area. The threats that can occur are changes in rainwater catchment areas to become prone to landslides, loss of springs, damage to ecosystems due to logging of trees, and disruption of existing flora and fauna habitats.</p>	<p><b>ARTICLE HISTORY</b></p> <p>Submitted:24-04-2023 Revised: 01-05-2023 Accepted:15-05-2023 Online first:24-06-2023</p>
	<p><b>KEYWORDS</b></p> <p>Impact, Masterplan, Borobudur Highland, Resort, Mitigation.</p>

## 1. INTRODUCTION

Indonesia is prone to earthquakes, landslides, volcanic eruptions, and tsunamis. As for the consequences of the state's obligation to protect its people, the government is expected to take appropriate steps to reduce risk and have an emergency plan to minimize the impact of disasters. There is a law on national disaster management, namely Law Number 24 of 2007.

This law functions as a basic guideline that regulates the authority, rights, obligations, and sanctions for all administrators and stakeholders in disaster management. According to Law No. 24 of 2007, the implementation of disaster management in a situation where there is a potential for a disaster to occur includes (a) preparedness, (b) early warning, and (c) disaster mitigation.

In implementing disaster mitigation policies, aspects of local wisdom are essential to pay attention to (Usman, Murakami, & Basuki, 2014). In some cases, this local wisdom can help reduce the number of fatalities due to the Borobudur Highland Masterplan in Purworejo, Central Java.

The local culture and wisdom adopted by the community influence the perspective of a community group towards God, the environment, and each other, so concerning disaster mitigation, this aspect needs to be considered to support the effectiveness of emergency and post-disaster response programs (Hoffman, 2015). This research was conducted to identify the impact of the condition of the resort-based Borobudur Highland master plan that impacts the community in the study location, which is intertwined with the formal disaster mitigation efforts carried out by the government. The location of this research is the community of Sedayu Village, Loano District, Purworejo Regency, Central Java Province. The results of this study are expected to provide considerations for policymakers and stakeholders involved in disaster mitigation efforts in the Borobudur Highland area, especially the impacts of disaster mitigation.

The research problem is formulated as follows:

1. What is the economic impact on the community members in the Borobudur Highland Area?
2. What is the environmental impact of the community members in the Borobudur Highland Area?
3. What is the socio-cultural impact of the people in the Bodorbudur Highland Region?

In this research, the objectives to be achieved are:

1. To study the economic impact on the Borobudur Highland Area.
2. To study environmental impacts in the Borobudur Highland Area.
3. To examine the socio-cultural impacts in the Borobudur Highland Area.

## **2. LITERATURE REVIEW**

### **Definition of Economic Impact**

A tourist destination visited by tourists can be seen as a temporary consumer. They come to the area for a certain period, use its resources and facilities, and usually spend money for various purposes, and then leave the place to return to their home or country. The economic impacts that arise can be both positive and negative.

#### **a. Positive Impact of Tourism on the Economy**

Besides the positive impacts on the economy above, the WTO in I Gde Pitana (2005: 188) identifies the positive impacts as follows:

1. Increasing demand for local agricultural products.
2. Stimulating the development of less productive locations or land.
3. Stimulating interest in and demand for exotic and typical products for a region or country.
4. Increase the quantity and demand for fishery and marine products.
5. Encouraging regional development and the creation of new economic zones.

6. Avoid population concentration and spread of economic activity.
  7. Deployment of infrastructure to remote areas.
  8. Management of resource management as a source of revenue for local authorities.
- b. The negative impact of tourism on the economy

The negative impact of the existence of tourism on the economy of a region or country. The negative impacts, namely (Mathieson and Wall) in I Gde Pitana (2005, 191) are:

1. Too much dependence on tourism.
2. Increasing inflation and skyrocketing land prices.
3. Increasing the tendency to import tourism materials so local products are not absorbed.
4. The seasonal nature of tourism cannot be predicted accurately, causing the return on investment capital uncertain in time.
5. Other additional costs incurred for the local economy.

Formally, experts distinguish the economic impacts that occur due to tourism activities, consisting of:

1. Direct Effects
2. Indirect Effects (Indirect Effects)
3. Induced Effects

### **Definition of Environmental Impact**

Environmental impact analysis can be used as a reference for the development activities of a tourism object. The construction of tourism objects that cause environmental damage must be stopped (Gamal Suwanto, 2004:20).

According to Richardson and Fluker in I Gde Piteana (2005:204), the impacts of tourism on the environment include the following:

- a. Impact of the use of means of transportation
- b. The impact of the construction of tourism facilities
- c. The impact of the operation of the tourism industry

### **Definition of Social and Cultural Impacts**

Society and its culture tend to experience changes caused by tourism in an area. The impact of tourism on socio-cultural life is very well documented. In contrast, the nature of tourism and seasonality sometimes affect local people working in the tourism sector.

- a. Value transformation
- b. Imitation effects (demonstration effects)

Various factors influence the nature and form of social and cultural impacts. Pitana and Gayatri (2005:205) state that the factors that determine the social and cultural impacts are as follows:

- a. The number of tourists, both absolute and relative to the number of residents.
- b. The dominant object that becomes a tourist attraction (the tourist gaze) and the needs of tourists are related to this presentation.
- c. The characteristics of the tourist attractions presented, whether natural, archaeological sites, social culture, etc.
- d. Structure and function of tourism organizations in DTW.
- e. Differences in economic levels and cultural differences between tourists and local people.
- f. Differences in culture or tourists with local people.
- g. The DTW's economic level (political, geographical and resource).
- h. The rate/acceleration of tourism growth.
- i. The level of tourism development (whether initial or saturated).

- j. DTW level of economic development.
- k. The social structure of the local community.
- l. Type of resort developed (open or enclave resorts).
- m. The role of tourism in the DTW economy.

#### **4. METHOD**

The type of research used is descriptive qualitative. This research was conducted in Sedayu Village, Loano District, Purworejo Regency, Central Java Province.

##### **Data Types and Sources**

###### **1) Primary data**

Primary data is obtained by field surveys using all original data collection methods (Kuncoro, 2004) (Kasam & Astuti Permatasari, 2017). Primary data was obtained through observation, interviews, and documentation with related agencies, community leaders, and visitors.

###### **2) Secondary Data**

According to Kuncoro (2004), Secondary data is usually collected by data collection agencies and published to the data user community (Hariansyah, n.d.). Secondary data is obtained indirectly or through other parties or historical reports compiled in published archives. The secondary data used in this study is in the form of literature studies in books, journals, and other documents related to the study material.

### **Data analysis method**

The data analysis method used is descriptive qualitative using SWOT analysis. SWOT analysis (Strength, Weakness, Opportunity, Threat), also known as K3A (strengths, weaknesses, opportunities, and threats), is a method for formulating and implementing strategies for the Borobudur Highland Area to achieve its mission and objectives. SWOT analysis is carried out because an organization is involved in various dynamic environmental conditions, so the influence of the environment on the success of the Borobudur Highland master plan is dominant.

SWOT analysis is carried out by identifying various environments, both the internal environment in the form of strengths and weaknesses of the Borobudur Highland master plan in conducting competition and the external environment in the form of opportunities and threats.

### **Analysis of Strengths and Weaknesses**

This analysis focuses on the internal part of the Borobudur Highland master plan. Identification of the strengths and weaknesses contained in the Borobudur Highland master plan must be carried out because by knowing each of these strengths and weaknesses, the level of competitive strength of the Borobudur Highland master plan can be known.

Strengths are the basis for implementing the Borobudur Highland master plan activities, while weaknesses emerge as factors that limit and prevent management from realizing its true potential. This weakness is sometimes not realized in its existence. Therefore, weaknesses must not only be identified but must be followed by the management's readiness to accept that the Borobudur Highland master plan has weaknesses. In this case, an open atmosphere in identifying the weaknesses of the Borobudur Highland master plan will be conducive.

Objective research on weaknesses and strengths will arise due to the many cases

of failure and success, such as success in carrying out policies, procedures, implementation, strategies, and techniques that the Borobudur Highland master plan has carried out. Meanwhile, environmental conditions continue to change, so that the policies used in the past will face new and different challenges.

There are many weaknesses in a Borobudur Highland master plan that are not easy to overcome, requiring a planned and continuous handling effort. Some weaknesses may be easily corrected, but other weaknesses may need planned and ongoing treatment. Some weaknesses may be fixed quickly, but others may require more prolonged treatment.

### **Opportunity and Threat Analysis**

Opportunities and threats are factors that come from the external environment of the Borobudur Highland master plan. In reality, we will have difficulty distinguishing strengths from opportunities and weaknesses from threats. Opportunities indicate environmental conditions that we hope will have a beneficial impact on the Borobudur Highland master plan. In contrast, threats indicate forces from the external environment that cause harm to the Borobudur Highland master plan, such as losses in the implementation of work programs, preventing the achievement of targets, or undermining predetermined strategies. The steps for conducting a SWOT analysis are as follows:

- Identify the characteristics of the company.
- Identify strengths and weaknesses.
- Identify opportunities and threats.
- Determine key success factors.
- Identify the magnitude of the relationship between the internal and external environment.
- Plan the Strategy to be carried out.

**SWOT Matrix**

SWOT stands for Strengths and Weaknesses in the internal environment and Opportunities and Threats in the external environment faced by the business world. SWOT analysis compares external factors of opportunities (Opportunities) and threats (Threats) with internal factors of strengths (Strengths) and Weaknesses (Weaknesses).

*Strengths-Weaknesses-Opportunities-Threats (SWOT) Matrix* is an important comparison tool to help managers develop the four strategies. (Lesmana & Hasbiyah, 2019) The four types of Strategy in question are:

- Strategic SO (SO = Strength-Opportunity)
- Strategic WO (WO = Weaknesses-Opportunity)
- Strategic ST (ST = Strength-Threats)
- Strategic WT (WT = Weaknesses-Threats)

Table 1. SWOT Matrix

Internals external	<b>STRENGTH-S</b> Records of the company's internal strengths	<b>WEAKNESS-W</b> Note the company's internal weaknesses
<b>OPPORTUNITIES-O</b> Take note of the company's external opportunities	<b>SO</b> Strategic Create a strategy that uses strengths to Take advantage of opportunities	<b>WO</b> strategic Create a strategy that. Minimize weaknesses to take advantage of opportunities.
<b>THREATS-T</b> Take note of the company's external threats	<b>ST</b> strategic Create a strategy that uses the power to overcome threats	<b>WT</b> strategic Strategy that minimizes weaknesses and avoids threats

Source: personal (2023)

Description of the SWOT matrix above:

1) So, Strategy (Strength and Threat).

This Strategy is based on the company's mindset, namely by utilizing all power to seize and take advantage of opportunities as much as possible.

2) ST Strategy (Strength and Threats).

Strategy in using the strengths of the company to overcome threats.

3) WO Strategy (Weaknesses and Opportunities).

This Strategy is implemented to exploit existing opportunities by minimizing existing weaknesses.

4) WT Strategy (Weaknesses and Threats).

This Strategy is based on defensive activities and tries to minimize weaknesses existing and avoid threats.

## 5. RESULTS AND DISCUSSION

### Overview of the Borobudur Highland master plan

The Borobudur area will have a new tourist spot, namely Borobudur Highland. The concept looks like a tourist area that blends with nature in the middle of a forest.

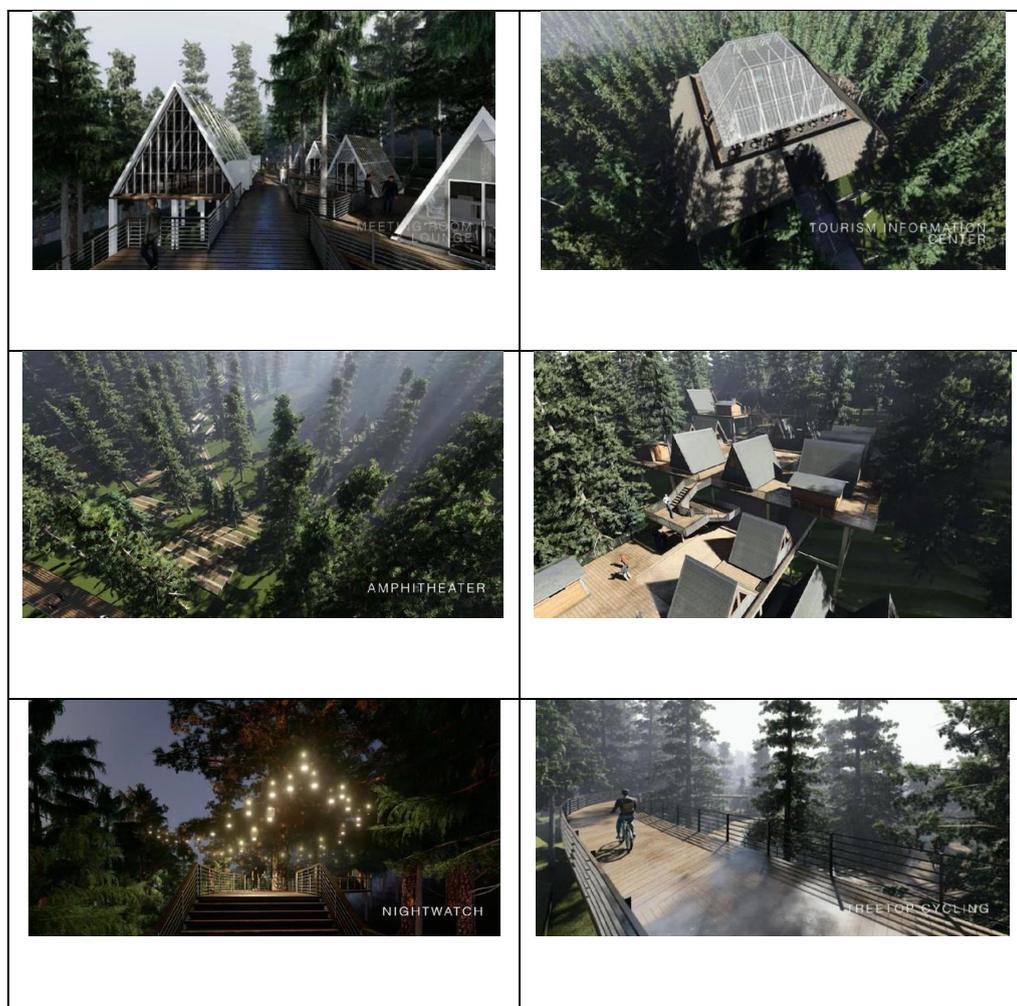
Figure 1. Front view of the Borobudur Highland area



Source: Borobudur Authority (2023)

This area will be built on 309 hectares on the Menoreh hill. This project has an investment value of IDR 1.5 trillion and will absorb 1,800 workers. The Borobudur Highland area is divided into five districts or zones. Among them are the gate zone, the exclusive resort zone, and the adventure tourism zone—cultural tourism zones (cultural tourism) and extreme zones (extreme tourism). For accommodation, glamping is available at 4-star hotels.

Figure 2. The Borobudur Highland Area





Source: Borobudur Authority (2023)

### **Borobudur Masterplan: A form of sustainable tourism**

The results and discussion are the strategies developed for the Borobudur Highland Area by analyzing the existing factors. SWOT analysis systematically identifies various factors to formulate a marketing strategy for the Borobudur Highland Area. This analysis is based on logic that can maximize Strengths and Opportunities while minimizing Weaknesses and Threats. Based on the descriptive analysis of the identification of internal and external conditions in the Borobudur Highland area, the following is obtained:

**Table 2.** Internal Factors of the Borobudur Highland Area

Internal factors	
Strength	Weakness
- Beauty tourist attraction	Poorly maintained environment in the Borobudur Highland area
- Condition nice walk	There is no special transportation yet
- A situation that is safe and comfortable	sturbance of flora and fauna
- Air cool and beautiful	- There is a change in the water catchment area
Become an educational tour.	
- There is lodging	
Impact of investment on the workforce	

Source: personal (2023)

**Table 3.** External Factors of the Borobudur Highland Area

External Factors	
Opportunity	Threat
Location strategic	Condition weather Which Noerratic
Availability employment opportunities for the local community	It is a broken environment as a consequence of development, Which is not enough Pay attention to the environment.
the height interest tour from the public	- Disaster nature, such as landslides
Can enter class tours Sustainable international	Some people have lost their livelihood
	<i>Shock culture</i> by tourist behavior
	Loss of water sources

Source: personal (2023)

From the table above, it can be seen that there are several factors in the external environment, which are the strengths and weaknesses of the Borobudur Highland Area. Also, several factors in the external environment in the form of opportunities and threats, prepare instruments to carry out the assessment/weighting as follows:

**Table 4. Problem Solving with SWOT Analysis**

Internal factors	Weight	Ratings	Score
<b>Strength</b>			
1. The beauty of tourist objects	0.10	5	0.5
2. There is an inn	0.10	3	0.3
3. A safe and comfortable situation	0.10	2	0.2
4. Become an educational tour	0.20	4	0.8
5. Impact of labor investment	0.10	3	0.3
Sub-Total	0.60		2,1
<b>Weakness</b>			
1. Less maintained environment object tour	0.05	2	0.1
2. Not yet available special transportation	0.10	3	0.3
3. Disruption of flora and fauna	0.10	4	0.4

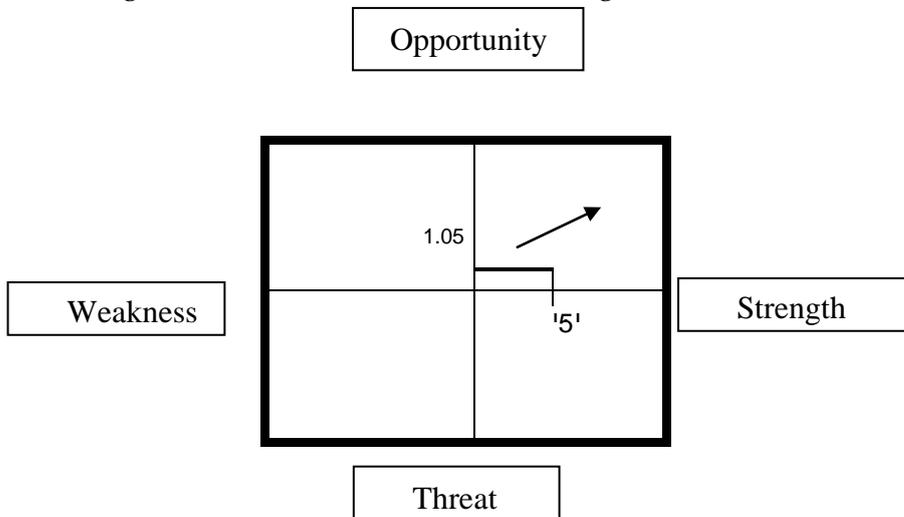
4. Changes in water catchment areas	0.05	2	0.1
5. Lack of tourism promotion	0.05	3	0.15
Sub-Total	0.35		1.05
Total	1.00		1.15
External Factors	Weight	Ratings	Score
Opportunity			
1. Strategic location	0.20	5	1
2 Availability field work for local communities	0.15	4	0.6
3 The high interest in tourism from the community	0.15	3	0.45
4. Can enter a sustainable international class	0.10	2	0.2
Sub-Total	0.60		2.25
Threat			
The breakdown of environmental consequence development, Which is not enough Pay attention to the environment	0.10	3	0.3
People lose their livelihood	0.15	4	0.6
3. Shock culture	0.10	2	0.2
4. Loss of water sources	0.05	2	0.1
Sub-Total	0.40		1,2
Total			1.05

Source: personal (2023)

From the table above, the position of the Borobudur Highland area can be determined as follows:

$$SW = 2.2 - 1.05 = 1.15 \quad OT = 2.25 - 1.2 = 1.05$$

Figure 3. Position of the Borobudur Highland Area in the SWOT Diagram



Source: personal (2023)

From the diagram above, it can be shown that the Borobudur Highland Area is in quadrant I; this means that the Borobudur Highland Area is very profitable with the various strengths and opportunities it has if it can be utilized optimally. In this position, the right Strategy to apply to the Borobudur Highland Area is to support an aggressive strategic policy. The Borobudur Highland area also has various weaknesses and threats. Still, if the existing strengths and opportunities are utilized as best as possible, the Borobudur Highland area will continue to develop even better.

Furthermore, a qualitative approach is carried out from the SWOT matrix with several strategies that can be carried out in the development and management of the Borobudur Highland Area as follows:

1) So, Strategy

The SO strategy is a strategy that is carried out by utilizing all strengths to seize and make the most of opportunities. Here's a strategy that can be done:

- a. Attracting the public to enjoy the natural beauty that is still beautiful.
- b. Collaborating with related agencies regarding the provision of transportation to the Borobudur Highland Area
- c. Offers the Borobudur Highland Area to facilitate various events or seminars

## 2) ST Strategy

ST strategy is a strategy in using power owned to overcome existing threats. Strategies that can be carried out include the following:

- a. Invite and urge the surrounding community to maintain the beauty of nature and the environment
- b. Provide small tents for visitors to rest when it rains
- c. Please pay attention to plants/trees around tourist attractions to keep them safe from landslides
- d. I am collaborating with tourism services to designate the Borobudur Highland Area as a tour destination area or tourist destination.

## 3) WO strategy

This Strategy is implemented based on utilizing existing opportunities by minimizing existing weaknesses. Some strategies that can be done include:

- a. Complete facilities and infrastructure for the convenience of visitors
- b. Manage optimally
- c. Provide an organic waste bin to maintain the cleanliness of tourist objects and preferably cooperate with the cleaning service to maintain the beauty and cleanliness of the long-distance tourist object area.
- d. Be more aggressive with promotions and provide special offers to attract visitors.

## 4) WT Strategy

This Strategy is implemented to minimize weaknesses to anticipate existing threats. Some of the strategies undertaken are:

- a. Promote through existing social media
- b. Invite the local community to protect the environment together

Based on the qualitative approach above, the SO strategy is the right Strategy to be applied to the Borobudur Highland Area. This Strategy is carried out by making the best use of the various strengths possessed in the Borobudur Highland Area to seize the currently available opportunities.

## **6. CONCLUSION**

Based on the results and discussion of the Borobudur Highland Area in Purworejo using a SWOT analysis, the following conclusions are obtained:

1. The economic impact in the Borobudur Highland Area will experience a slight increase where economic life is starting to improve with more and more tourists visiting the Borobudur Highland Area.
2. The environmental impacts in the Borobudur Highland area are experiencing changes but should be managed better and receive more serious attention.
3. The social and cultural impacts in the Borobudur Highland area have changed by maintaining and upholding culture and customs. In addition, the local community always maintains hospitality with anyone, upholds cooperation, and maintains local sustainability so that it does not change.
4. The Borobudur Highland area has good potential for further development towards the international class.
5. From the diagram above, it can be shown that the Borobudur Highland Area is in quadrant I; this means that the Borobudur Highland Area is very profitable with the various strengths and opportunities it has if it can be utilized optimally. In this position, the right Strategy to apply to the Borobudur Highland Area is to support an aggressive strategic policy.

## **6. SUGGESTION**

Based on the conclusions above, it is expected that local governments can improve and increase:

1. Always maintain the authenticity factor with the Borobudur Highland area objects.
2. Training was given to the community, especially the youth of Loano Village, to become tour guides in the Borobudur Highland area.
3. The people of the Borobudur Highland Region must always maintain the authenticity of the local culture passed down by local ancestors so that it is not forgotten.
4. Carry out more aggressive promotions to make the Borobudur Highland Area increasingly known.

## 7. Author's declaration

### Authors' contributions and responsibilities

Write the contribution of each author here, or mark the following column.

The authors made substantial contributions to the conception and design of the study.

The authors took responsibility for data analysis, interpretation, and discussion of results.

The authors read and approved the final manuscript.

### Funding

Write down the research funding, if any.

### Availability of data and materials

All data are available from the authors.

### Competing interests

The authors declare no competing interest.

## 8. REFERENCES

- Adinugraha, HH, Sartika, M., & Kadarningsih, A. (2018). Halal tourism village: concept and its implementation in Indonesia. *Human Falah*, 5(1), 28–48.
- Butler, R.W. (1980). *The Concept of a Tourist Area Life Cycle of Evolution: Implications for Resources Management*. *Canadian Geographer*, XXIV(1), 5-12.
- Endarwita, E. (2020). The Influence of Location and Quality of Service on Visitor Decisions of Linjuang Tourism Objects in Lubuk City Attitude. *Journal of Economic Appreciation*, 8(3), 500–510.
- Fitriana, E. (2018). Kum Kum Tourism Park Development Strategy as Educational Tourism in Palangkaraya City. *Journal of Geography Education. Studies, Theories, and Practices in the Field of Education and Geography Years*, 23, 94–106.
- Hariansyah, A. (ND). The Government's Role in Increasing the Desert Tourism Potential of Busung Village, Bintan Regency. *The Government's Role in Increasing the Desert Tourism Potential of Busung Village, Bintan Regency*.
- Hermawan, H. (2017). Development of Tourist Destinations at the Land Site Level Using a SWOT Analysis Approach.
- Irianina, B. (2017). Analysis of Tour Operator Competition Strategy (Study on Ourtrip1st Tour Operator in Malang). Brawijaya University.
- Kasam, K., & Astuti Permatasari, D. (2017). Master Plan for Integrated Economic Center Areas Integrated with Mount Merapi Disaster Mitigation and Manufacturing and Installation of Economic Center Nameplates in Glagaharjo Village.

Kristanto, T., Muliawati, EC, Arief, R., & Hidayat, S. (2017). Printing SME turnover strategy with a SWOT analysis approach. *Sesindo* 9, 2017.

Lesmana, R., & Hasbiyah, W. (2019). Analysis Model of Satisfaction and Loyalty of Local Tourists Case Study on Jakarta's Thousand Islands Tourism Object. *JIMF (Forkamma Scientific Journal of Management)*, 2(3).

Malay, SP (2016). *Management: Basics, Understanding, and Problems*. Jakarta: Earth Script.

Milano, Cladio (2017). *Overtourism and Tourismphobia: Global Trends and Local Context*. Barcelona: Ostelea School of Tourism & Hospitality.

Pitana, I Gde. (2005). *Tourism Sociology, Sociological Study of Tourism Structures, Systems, and Impacts*. Yogyakarta: CV. Andi Offset.

Purnama, O., & Badri, H. (2020). The Strategy for developing recreational sports at the Puncak Tonang Tourism Object, Lubuk Attitudeing District, Pasaman Regency. *Journal of Stamina*, 3(12), 841–853.

Rahmasari, A., & Pudjowati, J. (2017). Batu City Tourism Innovation Village Development Strategy with Local Economic Resources Development (Lerd). *Develop Journal of Economics and Business Studies Program Feb Unitomo Surabaya*, 1(1), 1.

Ramadhan S, Patana P, Harahap A Z. (2014). Analysis of the Suitability and Carrying Capacity of the Mirror Beach Tourism Area, Serdang Bedagai Regency. Medan: University of North Sumatra.

Rizkianto, N., & Topowijono, T. (2018). Application of the community-based tourism concept in the management of sustainable tourist attractions (Study at Bangun Tourism Village, Munjungan District, Trenggalek Regency). *Journal of Business Administration*, 58(1), 20–26.

Saputra, MR, & Rodhiyah, R. (2016). Tourism development strategy in the Mount Andong area of Magelang. *Journal of Business Administration*, 5(4), 571–586.

Sari D, Kusumah H, Marhanah S. (2018). Analysis of motivational factors of young tourists in visiting exceptional interest tourist destinations. Bandung: Indonesian University of Education.

Suwantoro, Gamal. 2004. *Fundamentals of Tourism*. Yogyakarta: CV. Andi Offset.