

From a Hinterland to an Alternative Borobudur Destination (Experiential Landscape Evaluation of Karangrejo Tourism Village, Magelang)

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Abstract

This review investigates the development of Experiential Landscape-based tourism in village settings, emphasizing the significance of cultural and natural landscape forms in creating authentic tourism experiences. Despite its potential, the concept of Experiential Landscapes remains underutilized in Indonesia. This research focuses on Karangrejo Tourism Village in Magelang, Central Java, an alternative tourism initiative near the Borobudur Super Priority Destination. Employing a qualitative framework, including interviews and observations. Field surveys were conducted to document the village's natural and physical landscape. Eight interviews with six key informants provided data, which were analyzed through the lens of Experiential Landscape theory. The research identified three primary themes: (1) Overall village authenticity, (2) Village service facilities, and (3) Availability of panoramas and views. These themes and sub-themes offered comprehensive insights into Karangrejo Village's landscape characteristics and its role in alternative tourism. The findings contribute to the planning of rural tourism and emphasize the importance of maintaining authenticity in village-based tourism initiatives.

Keywords: Rural, Experiential Landscape, Karangrejo Tourism Village

Abstrak

Tinjauan ini menyelidiki pengembangan pariwisata berbasis lanskap eksperiensial di lingkungan desa, dengan menekankan bentuk lanskap budaya dan alam dalam menciptakan pengalaman pariwisata yang otentik. Meskipun memiliki potensi, konsep Lanskap Eksperiensial masih kurang dimanfaatkan di Indonesia. Penelitian ini berfokus di Desa Wisata Karangrejo Magelang, Jawa Tengah, sebuah inisiatif pariwisata alternatif di dekat Borobudur Super Destinasi Prioritas. Dengan menggunakan kerangka kerja kualitatif wawancara dan observasi. Survei lapangan dilakukan untuk mendokumentasikan lanskap fisik desa. Delapan pertanyaan dengan enam informan kunci sebagai data lapangan dianalisis melalui lensa teori Lanskap Pengalaman. Penelitian ini mengidentifikasi tiga tema utama: (1) Keaslian desa secara keseluruhan, (2) Fasilitas layanan desa, dan (3) Ketersediaan panorama dan pemandangan. Tema ini memberikan wawasan yang komprehensif tentang karakteristik lanskap Desa Karangrejo dan perannya dalam pariwisata alternatif. Temuan-temuan tersebut berkontribusi pada perencanaan pariwisata pedesaan dan menekankan pentingnya mempertahankan keaslian dalam inisiatif pariwisata berbasis desa.

Kata kunci: *Desa, Pengalaman Lanskap, Desa Wisata Karangrejo*



INTRODUCTION

In the 2000s, Karangrejo Village was designated as an underdeveloped area. However, it has since transformed, becoming one of the region's most prominent tourist destinations. Its location in the western part of the Borobudur Temple area and its unique geographical position, distinctive regional landscape, and diverse Javanese culture contribute to its appeal. With a long history of civilization, ancient villages around Borobudur temple are gradually becoming alternative tourist destinations (Heri Priyatmoko, 2022; Juwono et al., 2018). According to (Kementerian Pariwisata Dan Ekonomi Kreatif / Badan Pariwisata Dan Ekonomi Kreatif, 2024), the Tourism Village Network program establishes villages in the Borobudur subdistrict as tourist villages with all their potential and characteristics. Verification of the 20 villages as tourist villages has been completed (<https://jadesta.kemenparekraf.go.id/home>). These villages exhibit cultural and natural factors and contribute significantly to the socio-cultural life of the local community. Previously underdeveloped, these villages have become sources of inspiration for tourism village activists in Indonesia.

Karangrejo is a village previously classified as an underdeveloped community, along with six other villages in the 2000s in the Kecamatan Borobudur region. (Central Statistics Agency, Borobudur in numbers, 2022) report indicates that in 2001, Karangrejo village was a disadvantaged community, along with six other villages in the same region. Karangrejo transformed an underdeveloped village into a productive one when it began to be developed as a tourist village in the Borobudur area. The institutional chronology commenced in 2009 when the local community began to create the sunrise tourism potential of Punthuk Setumbu. Subsequently 2014, through Village Regulation Number 03 of 2014, a Tourism Awareness Group (POKDARWIS) was established. In 2016, the central government and PT TWC initiated the Balkondes program by establishing Village Regulation. The Balkondes are recognized as the center of the Karangrejo Village community empowerment program activities.

The designation as a Tourism Village is a turning point in the revitalization of Karangrejo Village. The heritage as a tourism village is officially declared by the Decree of the Head of Tourism and Youth Sports Office of Magelang District Number 188.4/44/KEP/19/2017 and Regent Decree Number 180.182/175/KEP/19/2018. The Balkondes program in the villages around Borobudur contributes to realizing sustainable tourism. According to (Edwin et al., 2019), tourism activities in the villages around Borobudur Temple contribute to socio-cultural changes in the community. In line with (Farhan et al. Alfirdaus, 2023), who found that the empowerment program through tourism activities received majority support from the community around Borobudur Temple through actual participation conscious and responsible.

The designation of Borobudur Temple as one of the five Super Priority Destinations (DSP) has contributed to the development of villages near the temple. This has resulted in a transformation of these villages' socio-cultural and economic conditions. Previously economically underdeveloped, these villages have emerged as alternative tourist attractions, attracting the attention of travel agent entrepreneurs. (Sinuraya & Wismaningtyas, 2024) The development of the area around Borobudur is carried out by increasing the duration of tourist visits by integrating the existing geographical potential and arguing (Fatimah et al., 2022) that in addition to the scenery in Punthuk, there are other potential resources in the area, including historical places, cultural traditions, and arts, home industry crafts such as mask making, batik, and forest honey cultivation.

Villages play a role in improving economic levels by optimizing the potential of existing tourism resources. (Lin et al., 2022) posit that villages integrate local historical and cultural resources to strengthen the local economy. Furthermore, (M. R. Li et al., 2023) suggest that the distinctive characteristics of the village landscape, which are imbued with deep cultural, historical, and geographical values in ancient villages, make it a unique tourism resource. In this context, the development of ancient villages or

traditional villages into tourist attractions is influenced by their characteristics. In order to meet the needs of tourists, the image of the village is directed by developing a unique cultural landscape. As indicated by (Shen et al., 2024), the transformation of a traditional village into a tourist attraction is contingent upon the authenticity of the cultural landscape. Conversely, (Muchlis et al., 2024; Nyoman Siryayasa et al., 2024) have posited that cultural landscapes are essential for tourists to identify and appreciate unique cultural elements. It can be concluded that villages play a crucial role in creating tourism resources by integrating local history and culture to improve the economy. The authenticity of the cultural landscape and distinctive characteristics of traditional villages contribute significantly to tourism development.

The sustainable development of villages is achieved by enhancing their competitiveness by promoting traditional village tourism. Internalizing cultural landscapes implement this strategy within the context of conventional or ancient village development. According to (SHEN et al., 2023), the perception of the quality of the cultural landscape of traditional villages has a positive effect on tourist loyalty. A tourist village combines attractions, accommodations, and supporting facilities in a harmonious structure of community life with local ordinances and traditions (Leonady et al., 2021). Technically, integrating the characteristics of the village landscape, the life of the local community, and the needs of tourists through the development of Desa Wisata activities can be achieved using the Experiential Landscape approach. (Leonady et al., 2021; B. Li et al., 2020) revealed that the Experiential Landscape approach aims to explore the potential of village distinctiveness, create experiential tour packages for traditional villages' rural leisure vacations, and meet the main trends of rural tourism development in the future. As evidenced by (Pan et al., 2023; Shao & Sun, 2023), there is a growing demand for rural tourism due to the desire for a natural environment that offers a distinctive tourist experience. (Priyanto et al., 2024) Further highlight the appeal of rural natural environments, including landscape characteristics, cool air, an authentic rural atmosphere, and the unique architectural features of homestays.

Sustainable tourism practices in tourist villages aim to align local communities' interests with tourists' needs. According to (Chan, 2023; Junaid, 2024), sustainable tourism encompasses the economic, environmental, and socio-cultural impacts and the quality of tourism products and tourist needs. In the context of villages as tourism products, (X. Li et al., 2021) posit that tourists expect natural and cultural aesthetics, services, interactions, and entertainment. The primary motivation for tourists to visit villages is to enjoy unique cultural activities. Travelers' perceptions about community life, services, and the tourism environment are vital. Furthermore, (Jiang Lin, 2022) demonstrated that contemporary urbanites regard ancient villages as memorable attractions when the landscape evokes a sense of naturalness, the architectural culture of the houses is evident, and the concept of a "spiritual homeland" is present. As posited by (Capovilla, 2021; Yang et al., 2019), villages may be conceptualized as "spiritual homelands," offering authentic and immersive experiences that facilitate visitors' engagement with the local environment and its associated beliefs, fostering strong emotional and spiritual bonds. Tourist visits to tourist villages are driven by the desire for unique experiences through natural and cultural aesthetics, services, interactions, and entertainment. Travelers have a profound perception of community life and the tourism environment, and they experience the profound significance of the village as a "spiritual homeland."

As a support for Borobudur Temple, the surrounding villages act as alternative tourist destinations. In addition to providing accommodation for visitors, the role of this tourist village is to create valuable experiences for tourists. In this context, identifying the Experiential Landscape becomes essential for sustainable tourism development in the Borobudur area. This research aims to identify the landscape characteristics of Karangrejo Village in the context of tourist villages and to evaluate the experiential

landscape in meeting visitor needs. This research employs the conceptual framework on experiential landscape initiated by (Leonady et al., 2021; Thwaites et al., 2007). The content of the Experiential Landscape on the role of villages as tourism resources includes three elements: (1) the authenticity of the village as a whole, (2) village service facilities, and (3) the availability of panoramas and scenery.

The research conducted in Karangrejo Village, which supports Borobudur Temple, plays a vital role as an alternative tourism destination by providing accommodation and creating unique tourist experiences. Identifying and evaluating the Experiential Landscape is crucial for sustainable tourism development in the Borobudur area, focusing on authenticating village style, service facilities, panoramas, and cultural activities to enrich the visitor experience. This study proposes an innovative framework to capture the distinctiveness of rural landscapes and provides recommendations for creating a central structure of rural tourism centers at the national level. This structure will address strategic issues based on rural tourism landscapes.

RESEARCH METHODS

This research aims to determine the role of Karangrejo Village as an alternative tourist attraction through rural tourism attractions around Borobudur Temple. This research evaluates the experiential landscape of Karangrejo Tourism Village as a critical factor in creating a distinctive rural tourism space. To obtain information about the experiential landscape, the instrument developed includes the following aspects: overall village authenticity, village service facilities, and the availability of panoramas and views. The following theoretical framework was employed as an instrument for the interviews, observations, and field surveys.

Table 1. Research Framework

Main Themes	Sub-theme	References
Experiential Landscape	The authenticity of the tourist village	(Buhalis, 2010; Hayllar & Griffin, 2005; Heilman & MacCannell, 1977)
	Tourism village service facilities	(Kovačić et al., 2022; Mihai et al., 2023)
	Panorama and view availability	(Asur et al., 2020)
		(Leonady et al., 2021; Thwaites et al., 2007)

Source: Researcher, 2024

This study employed six key informants to understand the subject matter comprehensively. The questions were tailored to align with the informants' roles and knowledge bases. The following is a list of the informants involved in the research in Karangrejo Village.

Table 2. List of Key Informants

Informant	Job/Role	Domicile
Muhammad Hely Rofikun	Head of Village	Village Karangrejo
Yuspika Maharani	SPV Karangrejo Balkondes Manager	Village Karangrejo
Supriadi Adi	State Civil Apparatus/Traveler	Makassar
Bambang Maryono	Retired Teacher/Traveler	Malang
Armin Hakim	Self-employed/Tourist	Jakarta
Probo Samodro	Travel Agent/ CEO PT. Bali Bromo Semesta Holiday	Probolinggo

Source: Researcher, 2024

In qualitative research, data analysis is focused on an in-depth and contextual understanding of the phenomenon under study, with a particular emphasis on the meaning and interpretation of the phenomenon from the participants' perspective (Lexy J, 2019). The analysis results are compiled in a report describing the research focus in Karangrejo Village, complemented by direct quotes from interviews to support the findings. The validity of research is enhanced through triangulation and detailed descriptions (James et al., 2006). By employing these strategies, qualitative research in Karangrejo Village can achieve a high level of validity, ensuring the reliability and broader applicability of the results. The total duration of the study, from the commencement of data collection to the preparation of the report, was from August 2023 to May 2024.

RESULTS

The research uncovered some remarkable facts that illustrate many findings and related discussions. To understand the results, we will explain three points according to the focus and purpose of the research: first, the authenticity of Karangrejo village; second, tourism service facilities; and third, the availability of panoramas and views.

The Authenticity of Karangrejo Village

The concept of authenticity is a "problematic" construct in tourism literature (Hayllar & Griffin, 2005). However, in the context of this research, the dichotomy of front stage and backstage (Heilman & MacCannell, 1977) does not apply. Instead, this research explores the differences between Karangrejo Village and other modern tourist villages. The interviews with visitors to Karangrejo Village revealed facts about the distinctive identity of Karangrejo Village. In order to ascertain the authenticity of Karangrejo Village, the interview instrument employed three sub-themes: atmosphere, physical place, and history (Heilman & MacCannell, 1977).

First, the atmosphere in Karangrejo Village is identical to that of a typical Javanese village. Karangrejo Village is not only a place for Javanese people to live but also a manifestation of the authenticity and sustainability of valuable cultural heritage. Javanese solid cultural values embedded in the community strongly influence the settlement pattern formed in this village. (Refranisa, 2019) notes that the symbolization of Javanese culture that is well preserved in the community determines the settlement pattern for people who live in the village and work as traditional farmers. Atmawati (2021) further reveals that the social characteristics of rural Javanese communities are working with conventional tools, having a simple mindset, a strong spirit of cooperation, and a strong culture of selfless helping. The development of Balkondes and homestays in the village area is guided by Javanese local wisdom. The architectural style employed in constructing Balkondes buildings is a Javanese Joglo, which is open and resembles a pavilion. In Balkondes, the main pavilion is utilized as a display area. The Joglo House structure represents a manifestation of Javanese local wisdom that prioritizes politeness in society without compromising individual privacy interests (Widayati et al., 2019). This can be observed in the following interview quote (Village Head, 9/05/2024):

“Balkondes is a reflection of the Karangrejo Village community. It is not just the center of economic activity but also a place to create a memorable atmosphere for visitors. We are here to welcome guests, and Pokdarwis members play a role in serving them. This includes preparing food, cleaning, security, and more.”

Second, in terms of physical location, Karangrejo Village presents services to tourism by utilizing all existing potential. Resource optimization is carried out to provide services. According to (Prakoso Irawati, 2022), physical optimization is done by changing

the function of residential houses. This includes residential houses into accommodation, residential houses into cultural and tourism activities, residential houses into tourism facilities, residential yards into tourism facilities, public facilities into tourism activities, roads into tourism corridors, and green lands and swamps into tourism activities. Land use for tourism is changing and increasing every year, as shown in Figure 2.1 Land Use Map 2006-2024.

Tourism Service Facility

Based on the results of the observations, a pattern of change in the territorial structure in residential areas transforming was found. In this context, there is an increase in the territorial structure of land use in Karangrejo Village, Borobudur Subdistrict. The space previously in the form of rice fields and fields, as shown in Figure 2, has now changed. The map shows the difference in the settlement area of Karangrejo Village from 2006 to 2024, with the distribution of accommodation and tourism facilities increasing and expanding. This distribution is evenly concentrated in residential areas, so the road corridor and surrounding settlements also develop.

Changes in the environment of Karangrejo Village occur due to the wishes of the owner and the needs of tourists or consumers, with changes appearing in the equipment, furniture, partitions, and building elements, namely the addition of partitions and new rooms/buildings. The same thing also happened in villages around Borobudur, such as Borobudur Village Borobudur Subdistrict, which experienced physical transformation. According to (Prakoso et al., 2021), the development of tourism in the villages around the temple has caused the transformation of housing in Borobudur Village, which has developed into tourist accommodation, scattered in residential areas, and developed into tourism facilities.

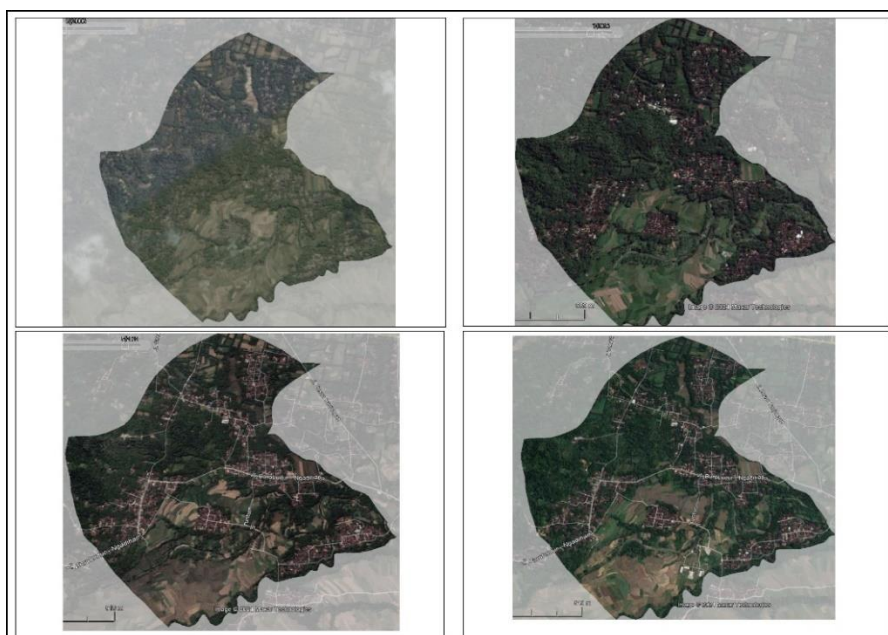


Figure 2. Land Use Map 2006-2024

(Source: Researcher, 2024)

The strategy employed by Karangrejo Village in improving tourism service facilities represents a significant step towards the protection of historical sites, the stimulation of economic growth, and the revitalization of existing cultural traditions. Karangrejo Village is one of the villages in the Manunggal Jaya Village program. In 2014, the Ministry of Villages conducted a Focus Group Discussion (FGD) in which the village head proposed

that Karangrejo Village be designated a tourist village. This designation would support tourists in Borobudur by making the village a tourist attraction. One proposed attraction is the construction of homestays managed by the local community. Currently, this proposal has been realized with the Karangrejo Balkondes. This information can be found in the following interview quote (Village Head, 9/05/2024):

“Karangrejo Village is one of the villages included in the Manunggal Jaya Village program. In 2014, the Ministry of Villages held an FGD here, and I was one of the Village Heads who proposed to make Karangrejo Village a tourist village that could support tourists in Borobudur by becoming a tourist attraction and one of our requests was to make homestays managed by the local community”.

The development of a tourism village through the Village Economic Hall (Balkondes) program serves as a model for the economy of Karangrejo Village. The emergence of tourism facilities in Karangrejo Village results from the tourism village development program through the Village Economic Hall (Balkondes). The primary objective is to become a superior community-based tourism developer with the theme ‘Village Potential Development, New Business, Digitalisation Towards Village and Company Independence.’ The primary objectives of the implementation of assistance include providing training, communication, coordination, and promotion between the various actors involved in the Village Economic Hall in Karangrejo Village. In addition to serving as a venue for activities, the Village Economic Hall (Balkondes) is a catalyst to stimulate active community participation in providing tourism facilities.

The effective management of village tourism necessitates collaboration between various local community groups in order to overcome limitations. When tourist demand exceeds the capabilities of the core team, managers engage groups such as PKK, Karang Taruna, Farmer Groups, Art Groups, and POKDARWIS to provide additional services and products. Effective coordination between these groups ensures that village services and attractions can be supplied with adequate quality despite spikes in demand. This is corroborated by the interview quote (SPV et al., 10/05/2024):

“Here, when we want to carry out activities from guest reservations but exceed the capacity of our employee team, we, as the Balkondes manager, ask for help from the PKK women's group, Karang Taruna, Farmers Group, Art Group, and POKDARWIS members to assist in providing services or products that are by guest reservations. For example, when reservations from guests are over capacity according to our capabilities, we ask for help from the PKK group several times to help with the availability of services. As for the provision of village attraction services, we coordinate with the tourism awareness group in Karangrejo Village. We carry it out here with a coordination process from each related community field.”

Karangrejo Village has transformed its territorial structure and improved tourism facilities, including homestays managed by the local community as part of the “Desa Manunggal Jaya” and “Balai Ekonomi Desa” (Balkondes) programs. Collaboration between various community groups, such as the PKK, Karang Taruna, and POKDARWIS, is crucial in providing additional services when tourist demand exceeds capacity, ensuring the quality of services and attractions is maintained. In the context of tourism service availability, the experiential landscape of Karangrejo Tourism Village encompasses the transformation of the village's territorial structure by improving tourism facilities to meet the needs of tourists. This change results from collaboration between

various local community groups. It is supported by the “*Balai Ekonomi Desa*” (*Balkondes*) program, which successfully transforms nonproductive land into accommodation facilities and tourist facilities, thereby improving the economy and preserving village culture.

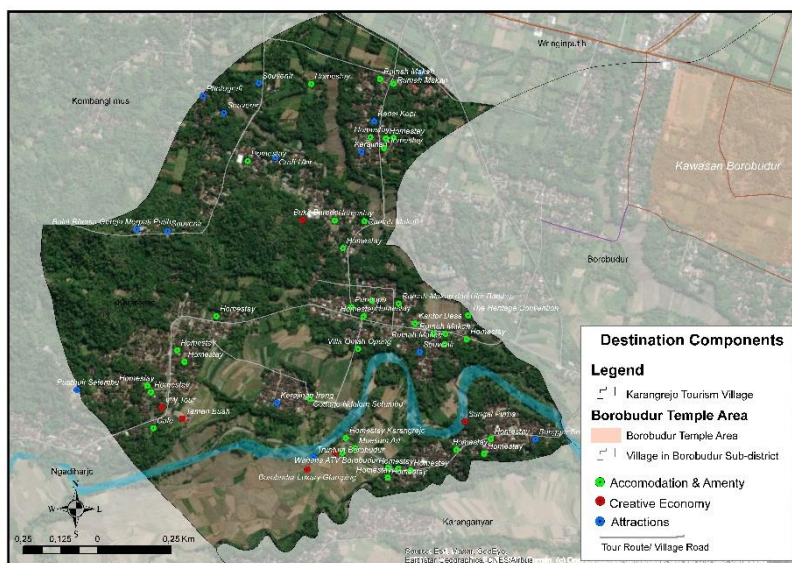


Figure 3. Distribution of Tourism Components in Karangrejo Village
(Source: Researcher, 2024)

Based on the map in Figure 3, the distribution of facilities in Karangrejo Village consists of tourism destination components. The former includes accommodations and amenities like homestays, souvenir centers, inns, and restaurants. The latter encompasses the availability of attractions, defined as tourist objects, including exciting places that serve as the main attraction for tourists. These places may be unique historical, natural, or cultural sites. Accessibility (Tourism Tour) is a tour or accessibility service that allows tourists to explore various attractions around Karangrejo Village comfortably and efficiently. This includes transportation between tourist sites, local tour guides, and organized tour packages (Susanto, Ridwan et al., 2023). These components are an integral part of the tourism destination in Karangrejo Village, which works together to provide a complete and satisfying visitor experience. In order to meet the needs of visitors, Karangrejo Village offers a range of facilities for accommodation, lodging, and entertainment. This is an excerpt from an interview with a visitor (Supriadi, Tourist from Makassar, 11/05/2024):

“Karangrejo Village is a great place to stay. I was thrilled with the accommodation. The homestay I stayed in was clean and comfortable, and the owner was amiable and helpful. There is also a souvenir center and homestays, which sell a wide range of unique and quality local products. The restaurants in the village serve delicious traditional food at reasonable prices. All these facilities made me feel very at home and want to return. The service greatly reflects the hospitality and strong local culture.”

Buhalis (2010) defines five components of destination characteristics: Attractions, Accessibility and supporting services (e.g., banking services), Facilities (e.g., accommodation, sports-recreation facilities, socio-cultural), Available packages

(prepared products and product packages), and Activities. The existing destination components are an integral part of the tourism destination in Karangrejo Village, which works together to provide a complete visitor experience. Karangrejo Village has all the necessary accommodation, lodging, and entertainment facilities. The cooperation and awareness of the residents of Karangrejo Village are the primary key to the revival of tourism in the village. This was revealed by a travel agent who regularly brings guests to Karangrejo Village (Probo Samodro, Travel Agent, CEO of PT. Bali Bromo Semesta Holiday, 12/05/2024):

“The existing destination components are an integral part of the tourism destination in Karangrejo Village. We work together to provide a complete tourism experience for visitors. Karangrejo Village has all the necessary accommodation, food, and entertainment facilities. The cooperation and awareness of the residents of Karangrejo Village is the main key to revitalizing tourism in this village.”

Community participation and awareness in supporting tourism activities are strongly influenced by the level of involvement and understanding of the local community (Eladway et al., 2020; Junaid & Fauziah, 2019). In the case of Karangrejo village, the high level of community participation and awareness of the importance of tourism is demonstrated by the attitude of staying calm in the presence of tourists, continuing with daily activities such as farming, and interacting politely with tourists. According to (Junaid et al., 2023; Rahman et al., 2024), the community is responsible for creating a sense of security for visitors. Combining these factors creates a harmonious and unique tourism environment that differentiates it from other places (Rahman et al., 2024; Renold, 2019). This is contained in an interview quote with (Probo Samodro, Travel Agent, CEO of PT. Bali Bromo Semesta Holiday, 12/05/2024):

“The participation and awareness of the people of Karangrejo Village are the main factors that support tourism activities here. Residents are not disturbed by the presence of tourists; they continue their activities in the fields and paddy fields and greet our guests politely. They are responsible for creating a sense of security. I think this is what makes Karangrejo Village unique and hard to find elsewhere...”

In creating integrated tourism services, tour packages are organized based on regional units (Susanto, Machmury, et al., 2023). Karangrejo Village has many components that constitute a complete and integrated tourism destination, including accommodations, amenities, tourist attractions, and accessibility. These components are supported by the active participation and awareness of the local community, which collectively contribute to creating a satisfying and unique tourism experience for visitors. The tour package pattern is designed to encompass all areas of Karangrejo village, ensuring that no hamlet or neighborhood is overlooked.

Availability of Panorama and View

Landscape as a Tourism Resource of Karangrejo Village. This research aims to identify the landscape as a tourist attraction. According to Asur et al. (2020), the visual preference of landscape as a panoramic resource consists of two types: cultural and natural. The cultural landscape consists of historical areas, agricultural landscapes, rural settlement landscapes, and road landscapes. At the same time, the natural landscape

includes wildlife, natural plant landscapes, forest landscapes, lake landscapes, and mountain landscapes.

Surveys and documentation were carried out using cameras and drones to obtain images of the landscape in Karangrejo village. There are several landscapes outside the village area, such as the landscape of the historical region of Borobudur Temple, which is located in the north-northeast part of the village. The view of Borobudur Temple can be seen well when visitors are at the Puthuk Setumbu tourist attraction. In addition, the landscape of Menoreh Hill can be seen in a beautiful panorama in Karangrejo Village. The survey results identified the availability of landscapes in panoramas and views in Karangrejo Village.

Table 3. Landscape characters as panoramic and view resources

Natural Landscape	Mountain Landscape			
	Lake: River Landscape			
	Forest Landscape			
	Natural Plant Landscape			
	Wild Life			
Cultural Landscape	Road Landscape			
	Rural Settlement Landscape			
	Agircultural Landscape			
	Landscape of Historical Areas			

Source: Researcher, 2024

The results of the survey and accompanying documentation are presented in Table 3, which outlines the characteristics of the landscape in Karangrejo Village. The presence of both cultural and natural landscapes characterizes the research location. Karangrejo Village offers visitors a stunning panoramic view. This is evidenced by an excerpt from an interview with a visitor (Maryono, Traveller from Malang, 11/05/2024):

"There are some great views outside the village area, like the historical Borobudur Temple area landscape in the north. You can see the Borobudur temple from the Puthuk Setumbu tourist attraction. There is also a great view of Menoreh Hill from Karangrejo Village..."

In addition to natural panoramas, there are cultural panoramas created by humans, such as residential landscapes, agricultural land, rice fields, and historical locations. Cultural factors play a role in the formation of rural settlements, rural landscapes, and landscapes of historic areas, but they are not entirely natural landscapes. Regarding scenic beauty, agricultural landscapes are underappreciated compared to historical landscapes. (Armin Hakim, Traveller from Jakarta, 11/05/2024):

"I think that when it comes to scenic beauty, historical landscapes like Borobudur temple and the Chicken church are more attractive than agricultural land in Karangrejo village..."

Visitors consider the road landscape in Karangrejo Village to have an exciting and unique view; this is in line with the opinion of (Maryono, a Tourist from Malang, 11/05/2024):

"The road is interesting because nothing is broken smoothly; it twists and turns, climbs through the forest, and across bridges. Through the Volkswagen car tour package (VW Safari), I can feel the sensation of the villages, see the activities of farmers, witness the authenticity of the houses, and the friendliness of the villagers; anyway, the road situation in this village reminds me of my childhood in my hometown..."

Karangrejo Village offers visitors a fascinating panorama of rich and diverse cultural and natural landscapes. Thus, Karangrejo Village is an attractive tourist destination for visitors and a harmonious blend of cultural heritage and breathtaking natural beauty. The pleasures of the village's attractions create special memories for visitors. Those visitors who now live in modern cities will nostalgically remember the events of their childhood in the town when they were in Karangrejo. In addition, the existence of Karangrejo Village as an alternative to witnessing the splendor of Borobudur Temple from a different perspective is a unique sensation for tourists.

DISCUSSION

This discussion outlines several essential aspects of Karangrejo Village as a tourist destination. First, Karangrejo Village's authenticity is seen not only from the front and backstage perspectives but also from its distinctive differences and identity compared to other modern tourist villages. This was revealed through interviews with visitors who revealed facts about the village's unique identity. The disclosure of Karangrejo Village's authenticity through three main sub-themes, namely atmosphere, physical place, and history, helps understand the essence of the village's attractiveness. However, according to (Bian et al., 2022), continuous urban expansion has led to these villages' decline and even disappearance in recent decades. Therefore, efforts to preserve and develop traditional villages are becoming increasingly important. Comprehensive and sustainable measures are required, including supportive policies, sustainable infrastructure development, local community empowerment, and promotion of sustainable tourism. The role of tourism village managers through BUMDesa and the application of area

carrying capacity can be an integral part of local policies for the sustainability of village authenticity (Irawan et al., 2023; Jasman et al., 2023).

Second, tourism service facilities in Karangrejo Village have developed significantly with the transformation of its territorial structure. By improving tourism facilities, such as homestays run by local communities, Karangrejo Village has successfully responded to the needs of tourists and improved the local economy. Collaboration between various local community groups, supported by the *Desa Manunggal Jaya* Programme and *Balai Ekonomi Desa (Balkondes)*, is the key to success in providing quality and sustainable tourism services. However, efforts are also needed to preserve the originality of the physical environment of Karangrejo Village. The activities of the tourism industry in the village as a driving factor of land use will increase in the future. In this situation, the role of the town will shift from natural conditions and geographical location to the socio-economic dimension to fulfill tourism services. (Liu et al., 2023) argue that a policy that emphasizes the development of the rural tourism industry with the innovation of a diversified 'tourism + development' model is needed. Operationally, (Pandya et al., 2023) (eco)tourism diversification in agrarian change and attention to land use change is emphasized to understand how rural communities negotiate and navigate (eco) tourism-related land use. Thus, improving tourism facilities in Karangrejo village still prioritizes the originality of the village's physical environment because the essence of rural tourism is a unique, exotic, and authentic tourism experience that corresponds to the search for experiences of difference, foreignness, and disorientation (Tiberghien et al., 2020).

Third, the availability of panoramas and views in Karangrejo Village is one of the main attractions for visitors. From the historic landscape of Borobudur Temple to the beautiful Menoreh hill landscape, the village offers a stunning combination of cultural and natural landscapes. In addition, visitors also consider the streetscapes in Karangrejo Village to have exciting and unique views, adding to the memorable tourism experience. According to the results of the interviews, the characteristics and types of landscapes that were highlighted with strong appreciation were the landscapes of historical areas and village roads. However, this does not mean that other landscapes are not appreciated because the basic idea in developing a tourist village is to integrate all aspects of the landscape. So, it is essential to note that all landscapes support the existence of Karangrejo Village as an alternative tourism destination in the Borobudur area. According to (Chen et al., 2023), landscape features contribute to the preference for beauty; on the other hand, it can also emphasize aspects that can cause discomfort and reduce the perception of beauty. In maintaining the charm of the landscape, (Ruban et al., 2020) suggest avoiding removing or breaking stones in road maintenance and construction of new areas. In addition, new policy instruments, such as Payment for Ecosystem Services, are needed to support the sustainability of nature-based tourism growth in the Karangrejo Village area. According to (Mäntymaa et al., 2021), this instrument can involve private forest owners and nature-based tourism companies to cooperate and support the growth of this sector. The Landscape and Recreation Value Trading method in tourism village areas, according to (Konu et al., 2024), is expected to improve ecological conservation, support the local economy, and incentivize private companies to act more sustainably. The availability of panoramas and views in Karangrejo Village is one of the main attractions for visitors. From Borobudur Temple's historic landscape to the mesmerizing Menoreh hills, the village offers an enchanting combination of cultural and natural landscapes. Thus, joint efforts in preserving and managing the Karangrejo Village landscape benefit all parties and ensure the sustainability and diversity of tourism in the area. Karangrejo Village is an attractive tourist destination with a harmonious blend of cultural heritage and stunning natural beauty. With the sustainable development of tourism facilities and the preservation of

village authenticity, Karangrejo Village has the potential to grow as a leading tourist destination in Indonesia.

This research implies that Karangrejo Village has excellent potential as an alternative tourist destination in the Borobudur area. Today, the once underdeveloped, old, and quaint village is considered successful in maintaining authenticity, improving service facilities, and offering stunning panoramas and views, making it an attractive tourist destination. Sustainable tourism development programs, collaboration between local communities, and utilization of the potential of cultural and natural landscapes are the keys to the success of Karangrejo Village in developing tourism. Thus, this research contributes significantly to understanding and developing sustainable tourism in the Borobudur area and provides an innovative framework for developing rural tourism destinations at the national level.

Future research on Karangrejo Village is expected to evaluate its limitations. This research is limited to a qualitative approach through interviews; quantitative measurements are also needed to produce in-depth research. Determining quantitative evaluation related to the value of the Karangrejo Village landscape helps produce more comprehensive findings. In addition, the panoramic view was taken from the researcher's point of view, which is expected to make a different view when taken from a different point of view.

CONCLUSION

Karangrejo Village in the Borobudur area has successfully transformed its status from an underdeveloped village to a desirable tourist destination. This transformation was fuelled by collaborative efforts between the government, local communities, and the private sector in developing its tourism potential. Programs such as Desa Manunggal Jaya and Balkondes have been vital in transforming the village landscape into a tourist-friendly place. Through the Experiential Landscape evaluation, this research successfully identified village authenticity, tourism service facilities, and the availability of panoramas and views as essential to attracting visitors. By utilizing its natural and cultural potential, Karangrejo Village has provided visitors with a unique and satisfying tourism experience and significantly contributed to the local community's economic development and socio-cultural life.

To maintain the sustainability of tourism development in Karangrejo Village, sustainable measures are needed, such as maintaining the authenticity of the village, improving the quality of tourism service facilities, and preserving the environment. Collaboration between related parties, including the government, local communities, and the private sector, must be improved to ensure effective and sustainable tourism management. Developing training and mentoring programs for local communities can also help strengthen their capacity and skills in managing tourism. In addition, more intensive promotion needs to be conducted to increase the visibility of Karangrejo Village as an attractive tourist destination. With these steps, Karangrejo Village can continue to develop as a sustainable tourist destination and provide maximum benefits for all parties involved.

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