

INTISARI

Kawasan situs warisan budaya Candi Borobudur merupakan kawasan rentan yang menghadapi isu kepadatan sehingga memberikan konsekuensi dari segi kelestarian situs dan nilai budaya, menurunnya tingkat pengalaman wisatawan, maupun perebutan ruang ekonomi antar pemangku kepentingan. Program Borobudur Trail of Civilization merupakan perjalanan wisata napak tilas peradaban Mataram Kuno di kawasan zona III Borobudur bersumber dari narasi panel relief Candi Borobudur yang memuat manajemen alur pengunjung sebagai salah satu alternatif solusi untuk meminimalisir dampak negatif bagi situs warisan budaya, tetapi secara bersamaan mampu mengoptimalisasi kualitas pengalaman wisatawan dan pemerataan ekonomi.

Penelitian ini mengkaji kontribusi perjalanan wisata Waluku: Cultivating Civilization pada program Borobudur Trail of Civilization agar dapat mendukung upaya pelestarian lingkungan situs warisan budaya melalui mekanisme manajemen alur pengunjung berdasarkan teori *Visitor Flow Management Process* oleh Ensenat-Soberanis *et al.* (2018) yang terdiri dari tiga tahapan, yaitu tahap pembatasan, pendistribusian, dan interpretasi. Metode penelitian yang digunakan dalam penelitian ini, yaitu kualitatif deskriptif dengan perolehan data dari hasil wawancara, studi pustaka, dan observasi lapangan. Hasil dari penelitian menunjukkan bahwa tahap pembatasan dan distribusi belum berpengaruh signifikan terhadap pelestarian Candi Borobudur karena frekuensi reservasi tidak berbanding lurus dengan besaran jumlah wisatawan di candi dan rencana perjalanan yang dapat berubah-ubah menyesuaikan permintaan wisatawan. Tahap interpretasi juga tidak berpengaruh juga sebab tidak ada penyampaian narasi interpretasi tentang hubungan relief terhadap aktivitas wisata. Temuan tersebut disebabkan adanya konflik kepentingan, miskomunikasi, dan ketidakpercayaan antar pemangku kepentingan. Oleh karena itu, sinergi antar pemangku kepentingan perlu ditingkatkan.

Kata Kunci: kepadatan, Borobudur Trail of Civilization, manajemen alur pengunjung, Waluku: Cultivating Civilization

ABSTRACT

The Borobudur Temple cultural heritage site is a vulnerable area that faces the issue of overcrowding, which has consequences in terms of site preservation and cultural values, decreasing levels of tourist experience, and the struggle for economic space between stakeholders. The Borobudur Trail of Civilization program is a tourist tour that tracing the Ancient Mataram civilization in the Borobudur zone III area based on the narrative of the Borobudur Temple's relief panel includes visitor flow management as one of the alternative solutions to minimize negative impacts on cultural heritage sites, while simultaneously optimizing quality of tourist experiences and economic distribution.

This research examines the contribution of the Waluku: Cultivating Civilization route as part of the Borobudur Trail of Civilization program to support environmental preservation efforts of the cultural heritage site through a visitor flow management mechanism based on the Visitor Flow Management Process theory by Ensenat-Soberanis et al. (2018) which consists of three stages: restrictive stages, redistributive stages, and interpretative stages. The research method used in this study is a descriptive qualitative approach by obtaining data from interviews, literature review, and field observations. The research findings indicate that the restrictive and redistributive stages have not significantly affected the preservation of Borobudur Temple because the frequency of reservations is not directly correlate with the number of tourists at the temple. Moreover, the itinerary may change depending on tourist demand. The interpretative stages also has no significant impact because there is no interpretation narrative regarding the relationship between the relief and tourist activities. These findings are due to conflicts of interest, miscommunication, and distrust among stakeholders. Therefore, synergy between stakeholders needs to be improved.

Key word: overcrowding, Borobudur Trail of Civilization, visitor flow management, Waluku: Cultivating Civilization