

Mainstreaming Sustainable Development to Address the Globalization Impact: A Case Study of UNESCO Project in Borobudur

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Abstract — This research aims at figuring out how is sustainable development mainstreamed and implemented by UNESCO in order to address the globalization impact, such a problem in Borobudur World Heritage Site, Magelang, Central Java, Indonesia, and whether the sustainable development bring about success to the heritage site and community surround the heritage site. To get both qualitative and quantitative data, this study uses data and document analysis, interview, and project field observation. By using the theory of sustainable development in this study, the results showed UNESCO mainstreaming the sustainable development through the three pillars of development: 1) the environment in this case is Borobudur World Heritage Site; 2) the society are the community surround the site, stakeholders, Indonesian youth, and Borobudur Temple's visitor; and 3) the economy are business development for local community surround the site. In this case, the sustainable development project conducted by UNESCO bring the benefit for the site, society, and economy in Borobudur. The model of sustainable development project conducted by UNESCO can be consider as a success. Those sustainable development project can be adopted to another heritage site area.

Keywords — *sustainable development, UNESCO, Borobudur, Heritage Site.*

I. INTRODUCTION

Globalization, with its ever-increasing social and economic interdependencies, provides opportunities for development, while also presenting enormous challenges to local communities, livelihoods, and identities. Global challenges such as conflicts and wars, endemic poverty, the financial crisis, rapid urbanization, and environmental degradation have rendered people all the more vulnerable to change and to the impacts of natural disasters, and have led to the progressive loss of local cultures. Therefore, the global governance needed to address these challenges.

With the rise of sustainable development as a major issue of the international policy agenda it is essential that global intergovernmental as well as governmental agencies have access to professionals that hold the necessary analytical skills and knowledge to address these challenging governance issues in varying contexts. The UN special agencies such as the United Nations Educational, Scientific and Cultural

Organization (UNESCO) also need to works in order to address the global problem as mention above through their culture projects.

The UNESCO believe that culture, in all its multiple forms, is essential to address these global challenges, through its role in economic growth, in human development, as a storehouse of environmental knowledge, and as a symbolic force to bring stability and meaning to communities everywhere. Principles of inclusiveness and global ethics enable even the most marginalized individuals. Culture contributes to poverty reduction and paves the way for a human-centred, inclusive and equitable development. No development can be sustainable without it. Placing culture at the heart of development policies constitutes an essential investment in the world's future and a pre-condition to successful globalization processes that take into account the principle of cultural diversity. Especially for the heritage site, after their inscription as the World Heritage Site, it can be guaranteed that the number of tourist will increase.

Borobudur World Heritage Site in this case, attracted large numbers of tourists after its inscription on the World Heritage list of UNESCO in 1991. PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko (PT. TWC), the state-own enterprise who managing the Borobudur Archeologically Park state on their annual report that the park visitor in 2015 as many as 3.558.690 with a generate income 142.308.487.500 rupiahs in a year. This is an irony when we compare to the statistical data of Borobudur Sub-District which states that the number of pre-prosperous family is 6.098 from the total population 58.449 persons which divided into 57.193 families.

The similar problem also faced in Cambodia. Cambodia earns nearly \$60 million in ticket sales from Angkor Wat each year, from nearly 2 million visitors. Each year, millions of dollars' flow into the tourism hub of Siem Reap, the gateway city to Angkor Wat. Unfortunately, the effects of that economy are hardly felt at all. People struggle to make a living, and a big number of poverty, despite decades of tourism development around one of the wonders of the world.

It is clear that the local community in the area does not benefit enough from tourism due to the absence or ineffectiveness of the tourism management mechanism. When it comes to tourism at the World Heritage site, a linkage between tourism and the local

economy should be closely synergized because there are considerable impacts on rural livelihood through heritage tourism. Shortage of appealing local products also makes income generation sluggish for the local community. Consequently, local people have been facing difficulties in purchasing a stable power and a sufficient infrastructure in underdeveloped markets. This trend makes the community vulnerable to extreme poverty.

For Borobudur case study, the Borobudur cultural heritage site holds a tremendous potential for regaining economic benefits in this particular area and beyond. Historic preservation and economic development could be achieved in a sustainable manner through efforts which revitalize the historical monument and increase the economic benefits for the whole community. As seen in many countries, tourists visiting World Heritage sites generate significant foreign exchange earnings and fuel local investment in tourism related services and infrastructure, creating jobs and providing ordinary citizens with an opportunity to interact with domestic and foreign visitors. In this sense, heritage tourism, together with the empowerment of the local community in cultural industries, represents a potential to alleviate poverty.

UNESCO in this case, UNESCO in this case, should conducted a project in order to save the temple and improve the local community's livelihood. Those two goals only can be achieving through sustainable development way since we want to improve the local community's livelihood as much as we can without caused a damage to the Borobudur Heritage Site and considering the future impacts.

The sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs. The concept of sustainable development is an approach to development that looks to balance different, and often competing, needs against an awareness of the environmental, social and economic limitations we face as a society. As demonstrated by the failure of certain projects underway since the 1970s, development is not synonymous with economic growth alone. It is a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence and it must be sustained. Therefore, the UNESCO though their cluster office for Brunei, Indonesia, Malaysia, the Philippines and Timor-Leste named UNESCO Office Jakarta conducted sustainable development projects in Borobudur sub-district area.

This research aims to understand how is sustainable development mainstreamed and implemented by UNESCO in order to address the globalization impact, such a problem in Borobudur World Heritage Site, Magelang, Central Java, Indonesia. The purposes of this research are (1) to understand the strategy and implementation of sustainable development that was conducted by UNESCO Office Jakarta in Borobudur World Heritage Site area; and (2) to implement the sustainable development theory that are relevant to the problem. The researcher believe

that the finding will be very useful for sustainable development project in the heritage site.

In order to understand the mainstream and the implementation of sustainable development that was conducted by UNESCO in Borobudur World Heritage Site area, the researcher will explain an overview about the concept of sustainable development, UNESCO, and UNESCO commitment towards sustainable development.

II. RESEARCH METHOD

The object of this research will be UNESCO program in 2015 that was conducted in Borobudur sub-district, Magelang regency, Central Java province. The location for this research will be UNESCO Jakarta Office, Borobudur Conservation Office, Borobudur Temple Compound, and UNESCO assisted communities in Borobudur sub-district, Magelang regency, Central Java province. The research approach used in this study is a qualitative approach (qualitative research). This qualitative research is specifically directed to the case study method. Case studies were one of the first types of research to be used in the field of qualitative methodology. Today, they account for a large proportion of the research presented in books and articles in psychology, history, education, and medicine, to list just a few of the fundamental sciences. Much of what we know today about the empirical world has been produced by case study research, and many of the most treasured classics in each discipline are case studies.

The researcher will also conduct an interview to obtain some information relates to the sustainable development program implementation that was conducted by UNESCO in Borobudur. This is based on assumption that it is generally safe way to obtain specific information. Study funding will be based on the data, document, and interview.

Inscribed on the World Heritage List in 1991, the Borobudur Temple Compounds have been attracting large numbers of tourists. However, Borobudur has been the subject of serious concern in the recent years for the UNESCO World Heritage Committee and its advisory bodies. This disquiet is based on continuing high levels of tourism at the site, with the poor state of the famous stone bas-reliefs at the monument itself, inadequate site management mechanism, and moreover, the infrequent interaction between the local community and tourists who visit the temple of Borobudur. *Isi dari metode penelitian adalah antara lain paradigma penelitian, pendekatan, teknik pengumpulan data, dan analisis data (disesuaikan dengan kebutuhan dalam penelitian. Berikut contoh penulisan Numbering:*

III. FINDING AND DISCUSSION

UNESCO is the only UN agency with a mandate in the field of culture. Through this mandate, UNESCO is

playing a unique role to promote human creativity and to safeguard diverse cultural heritages worldwide. In accordance with the Constitution, UNESCO's Culture Unit is specifically responsible to promote dialogue amongst the Member States and relevant stakeholders in developing cultural policies and action formula that contributes to the global sustainable development.

In today's interconnected world, culture's power to transform societies is clear. Its diverse manifestations from our cherished historic monuments and museums to traditional practices and contemporary art forms enrich our everyday lives in countless ways. Heritage constitutes a source of identity and cohesion for communities disrupted by bewildering change and economic instability. Creativity contributes to building open, inclusive and pluralistic societies. Both heritage and creativity lay the foundations for vibrant, innovative and prosperous knowledge societies.

UNESCO is convinced that no development can be sustainable without a strong culture component. Indeed, only a human-centred approach to development based on mutual respect and open dialogue among cultures can lead to lasting, inclusive and equitable results. Yet until recently, culture has been missing from the development equation.

To ensure that culture takes its rightful place in development strategies and processes, UNESCO has adopted a three-pronged approach: it spearheads worldwide advocacy for culture and development, while engaging with the international community to set clear policies and legal frameworks and working on the ground to support governments and local stakeholders to safeguard heritage, strengthen creative industries and encourage cultural pluralism.

UNESCO renowned cultural conventions provide a unique global platform for international cooperation and establish a holistic cultural governance system based on human rights and shared values. These international treaties endeavour to protect and safeguard the world's cultural and natural heritage including ancient archaeological sites, intangible and underwater heritage, museum collections, oral traditions and other forms of heritage, and to support creativity, innovation and the emergence of dynamic cultural sectors. The cultural conventions are: (1) The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005); (2) The Convention for the Safeguarding of the Intangible Cultural Heritage (2003); (3) The Universal Declaration on Cultural Diversity (2001); (4) The Convention on the Protection of the Underwater Cultural Heritage (2001); (5) The Convention for the Protection of the World Cultural and Natural Heritage (1972); (6) The Convention on the Protection of Copyright and Neighbouring Rights (1952, 1971); (7) The Convention on the Means of Prohibiting and Preventing the Illicit Traffic of Cultural Property (1970); and (8) The Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954).

Placing culture at the heart of development policy constitutes an essential investment in the world's

future and a pre-condition to successful globalization processes that take into account the principles of cultural diversity. It is UNESCO's mission to remind all states of this major issue.

As demonstrated by the failure of certain projects underway since the 1970s, development is not synonymous with economic growth alone. It is a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence. As such, development is inseparable from culture. Strengthening the contribution of culture to sustainable development is a goal that was launched in connection with the World Decade for Cultural Development (1988-1998). Ever since, progress has been made thanks to a corpus of standard-setting instruments and demonstration tools such as cultural statistics, inventories, regional and national mapping of cultural resources.

In this regard, the major challenge is to convince political decision-makers and local, national and international social actors to integrating the principles of cultural diversity and the values of cultural pluralism into all public policies, mechanisms and practices, particularly through public/private partnerships.

This strategy will aim, on the one hand, at incorporating culture into all development policies, be they related to education, science, communication, health, environment or cultural tourism and, on the other hand, at supporting the development of the cultural sector through creative industries. By contributing in this way to poverty alleviation, culture offers important benefits in terms of social cohesion.

In February 2006, a UNESCO/ICOMOS (the International Council on Monuments and Sites, a non-governmental international organisation dedicated to the conservation of the world's monuments and sites) joint mission was carried out to the Borobudur Temple Compounds World Heritage site, at the request of the World Heritage Committee (Decision 29 COM 7B.53). The mission assessed the state of conservation of the World Heritage property. Special attention was paid to issues relating to the overall heritage and local tourism management. The report points out that "the extent of the vendor stalls around the car park and site entry forecourt remains as the most significant issue. The current, visually chaotic situation is not compatible with the visitor's expectation of a world class heritage site as it detracts significantly from the experience and is cause for frustration for visitors and local community alike. This problem is related to the question of the sustainable development of the area surrounding Borobudur, and to the fact that there is little attempt to develop tourism in the area of Borobudur and use the Temple as a platform to bring benefits to the wider context" (UNESCO/ICOMOS 2006).

Unfortunately, visitors who come to Borobudur often return to Yogyakarta the same day without visiting any other place in the area, therefore not spending any money locally. Once they reach the Borobudur Archaeological Park, which is equipped with

an information centre, museums, a small-scale animal zoo, kiosks and stalls, cultural performance stages and a parking lot, they tend not to visit nearby local villages nor the other temples of Mendut and Pawon, which are situated outside of the Borobudur park. There are relatively few locally-made products in kiosks and souvenir shops in the parking lot. As a result, members of the surrounding community are trying to get some income from the visitors by selling relatively low-quality souvenirs near the parking lot of the Borobudur Archaeological Park, creating congestion and an unpleasant and pressurized situation for tourists.

It is clear that the local community in the area does not benefit enough from tourism due to the absence or ineffectiveness of the tourism management mechanism. When it comes to tourism at the World Heritage site, a linkage between tourism and the local economy should be closely synergized because there are considerable impacts on rural livelihood through heritage tourism, especially in the Borobudur area. Shortage of appealing local products also makes income generation sluggish for the local community. Consequently, local people have been facing difficulties in purchasing a stable power and a sufficient infrastructure in underdeveloped markets. This trend makes the community vulnerable to extreme poverty.

The attention of UNESCO towards Borobudur World Heritage Site bounce in 2010. It was start on 26 October 2010 when a devastating force of nature was unleashed on the Kedu plain in Central Jawa and Yogyakarta in Indonesia. As Mt. Merapi, an active strato volcano on the Archipelago, shows its seismic activity. It culminates in the largest and most destructive eruption on 5 November. The flows of lava spewing from the volcano surged down the mountain slopes at a cataclysmic and unprecedented speed. In scenes that mirrored the events of Pompei and Herculaneum, the inhabitants of the surrounding villages were caught unaware— killing people as they lay in their beds or talked on their cell phones. By 23 November the Indonesian National Disaster Management Agency reported 386 people dead, 776 people injured and 136,585 displaced. The inhabitants, who had benefited greatly from their verdant and arable landscape, now felt the unparalleled and catastrophic influence of nature, not just from the lava flows but also the seemingly endless amounts of ash caused by the eruption. Merapi spewed lava, blew heat and sent dust for kilometers, leaving the locals with painful stories. The entire nation was mourning. Not only did the catastrophe claim lives and casualties, it also destroyed the economy. The ash blanketed the plain, suffocating plants and livestock on which so many depend as a source of income, forcing them to rebuild their lives and livelihoods. But the ash did not only damage the local agriculture, its movement was unyielding, enveloping buildings, clogging rivers, closing airports and engulfing the cultural heart and main tourist draw of the area: Borobudur. The Borobudur Temple was shrouded with the destructive ash, blocking the drainage system and penetrating the temple through the cracks and gaps in the stones,

infiltrating its inner foundations. It was also feared that the ash was corrosive, therefore the longer it stayed on the temple the more it would harm the intricate reliefs, the most extensive of any Buddhist monument. Emergency action was therefore needed to limit the effects of natural disaster, both in terms of the surrounding livelihoods and the temple itself.

At that time, UNESCO called for international support in order to fund crucial research and conservation actions, including disaster mitigation efforts, to save the Borobudur Temple and ensure its long-term preservation in alignment with international



best practices.

Figure 1. The situation of Borobudur Temple after the eruption of Mt. Merapi in 2010. Borobudur Conservation Office's photo documentation.

In order to protect the Borobudur Temple and the livelihoods from further damage, it was clear that a drastic and swift invention was needed. On 25 November 2010, UNESCO and other local stakeholders was invited to a meeting by the Indonesian Ministry of Culture and Tourism. The attendees expressed their great concerns about the status of Borobudur and unanimously agreed to assist the authorities in carrying out an emergency joint operation for the mitigation and recovery of Borobudur from the catastrophic natural disaster.

The attendees of the meetings reached a consensus to execute a collaborative emergency operation, in order to rehabilitate the Borobudur Temple Compounds as well as its surrounding environmental settings from the effects of the eruption at Mount Merapi, and to aid recovery of the local community's livelihood within the natural disaster affected areas, via their full involvement in the rehabilitation of the cultural tourism and creative industry sectors in the region. In order to reach these overall goals, the meeting participants further identified the prerequisites for a joint operation which is divided into the following three-phase actions. The first phase is designed for an emergency response. Two main activities were identified, namely a community-driven emergency cleaning operation with full participation from the local community and indigenous tree-planting actions within the Borobudur Temple Compounds. As a recovery phase, a joint scientific damage assessment mission was planned in order to execute in-depth diagnostic analyses of the current status of Borobudur and ash

erosion to the stone monuments. It would also identify comprehensive remedial conservation measures and intensive in-situ training for designated officials from the Ministry of Culture and Tourism in stone conservation techniques. The final phase was aimed at the enhancement of livelihood for the local community via the tourism industries and cultural industries.

Masanori Nagaoka, the Head of Culture Unit UNESCO Jakarta in that time stated that there is still more work to be done, both to ensure long term preservation of the historical monument and its surroundings and also to help the local communities who have been so deeply affected by the disaster. Although a comprehensive cleaning strategy has averted the potential damage caused by the ash, more support is needed to achieve all of its goals. The overall goals of the UNESCO's on-going project are not only to restore the area to its state before the eruptions, but also to improve the livelihoods, skills, pride and knowledge of the local communities, turning the potentially devastating disaster into a catalyst for change and improvement to all members of the surrounding community. This revitalization project is not only looking to achieve short term benefits, but aims to save the temple and improve the local community's livelihood for generations to come, while assisting the country pursue their development objectives. UNESCO in this case, should conducted a project in order to save the temple and improve the local community's livelihood. Those two goals only can be achieving through sustainable development way since we want to improve the local community's livelihood as much as we can without caused a damage to the Borobudur Heritage Site and considering the future impacts. The sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs. The concept of sustainable development is an approach to development that looks to balance different, and often competing, needs against an awareness of the environmental, social and economic limitations we face as a society.

From the statement by Masanori Nagaoka that mentioned above, in this chapter the researcher would like to analyse the UNESCO sustainable development implementation through some project that was conducted in Borobudur. However, the researcher would like to limited or highlighted the projects that was conducted in 2015 only in order to get in deep data and understanding on the sustainable development.

A. *The Fourth Stage of Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds Project, conducted from 29 April 2015 to 29 April 2016.*

UNESCO called for international support in order to fund crucial research and conservation actions, including disaster mitigation efforts, to save the Borobudur Temple and ensure its long-term preservation in alignment with international best practices after the eruption of Mt. Merapi in 2010.

Aware of the threat and the necessity to act promptly, the Federal Republic of Germany, generously responded to this challenge by providing EUR 600,000 equal to 8,6 billion rupiahs to fund UNESCO preservation/conservation projects in Borobudur named the "Preliminary Diagnostic Research for the Restoration of the Borobudur Temple Compounds and Intensive In-situ Restoration Training" (2011); the "First Stage Restoration/Conservation Work at the Borobudur Temple Compounds" (2012); the "2nd Stage Restoration/Conservation Work and Capacity-Building at the Borobudur Temple Compounds" (2013); conservation project following the Mount Kelud eruption (2014); the "Capacity-Building for the Conservation of the Borobudur Temple Compounds" (2015) and the latest contribution was in 2016 for the "Capacity - Building for the Conservation of the Borobudur Temple Compounds within a Disaster Risk Reduction Framework " project towards the safeguarding and long-term preservation of the Borobudur Temple Compounds World Heritage Site, and to enhance the skills and knowledge of the Borobudur Conservation Office team through building efforts in conducting disaster mitigation measurements within their conservation activities.

The 2010 eruption of Mount Merapi in Central Java, and the more recent eruption of Mount Kelud in East Java in February 2014, dramatically threatened the conservation of the Borobudur Temple Compounds World Heritage site – one of the world's greatest Buddhist monument examples. Following the eruptions, which tragically affected over 200,000 people living in the vicinity, a thick layer of potentially corrosive volcanic ash threatened the temple with long - term damage by blocking the drainage system and completely covering the temples stones (including its stone reliefs).

This threat was coupled with concerns form the World Heritage Centre regarding the state of the temple's conservation. At the 31st Session of the World Heritage Committee in Christchurch, New Zealand (23 June – 2 July 2007), the Committee requested that the Government of Indonesia "discontinue the practices that appear to have a negative impact on the stone of the Borobudur temple, notably the use of epoxy resin, steam cleaning and water repellents, and to continue the monitoring and research activities initiated in co - operation with the World Heritage Centre, with a view to incorporating a conservation/restoration strategy as part of the Management Plan." Moreover, at the 33rd Session of the World Heritage Committee in Sevilla, Spain (22 - 30 June, 2009), the Committee further requested that the State Party "discontinue the practices that appear to have a negative impact on the stone of the Borobudur temple, and to continue monitoring research and testing activities, to find a substitute for the epoxy resin."

Some serious conservation issues still exist and pose a real threat to the temple, especially with regard to the state of stone conservation, practical

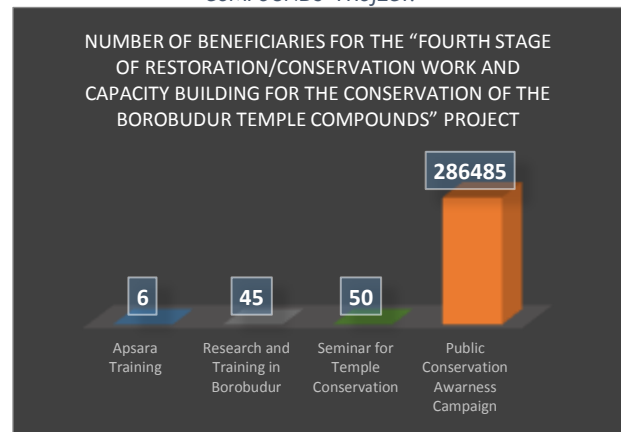
conservation techniques being applied on site, and the structural stability, and drainage system conditions of the temple itself. This was coupled with ongoing conservation threats to the site, such as intensive rainfall during rainy seasons; extreme fluctuations of temperatures; biological colonisations on the reliefs and stone surfaces; as well as water movement in the internal structure of the temple and through the stone reliefs. In this regard, it is of utmost importance that conservation/preservation activities are continued around the site, taking previous results into consideration, to ensure the longevity of the Borobudur Temple Compounds. The “Fourth Stage of Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds” project aimed to address these challenges through cooperation between UNESCO, the Ministry of Education and Culture, and several international experts. The specific objectives of this project were to support the development of a core team of BCO staff who are equipped with the knowledge and expertise to undertake best practice conservation efforts at Borobudur Temple, and to identify the causes of the most significant issues facing the conservation of the temple, such as the stone deterioration of the reliefs, and work with BCO to find long-term solutions to these problems.

With a big support from the implementing partners such as the Ministry of Education and Culture of the Republic of Indonesia, Borobudur Conservation Office (BCO), the Indonesian National Commission for UNESCO, Local Government of Magelang Regency, Provincial Government of Central Java, PT. Taman Wisata Candi Borobudur, Prambanan & Ratu Boko, Cologne Institute of Conservation Sciences, German Apsara Conservation Project (GACP), the International/national institutions/consultants, and Forum Rembug Klaster Borobudur. UNESCOSO implemented their project through (1) a capacity training for the Borobudur Conservation Office (BCO) Conservation Team in the field of stone conservation, micro-biology, and civil engineering by facilitating a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site; (2) a joint - research, and hands - on work and analysis of the stone conservation and the Buddha heads matching activities; (3) the training seminar for the temple conservation; (4) and the Public Conservation Awareness Campaign.

The beneficiaries from the capacity training for the BCO Conservation Team in the field of stone conservation, micro-biology, and civil engineering by facilitating a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site and the joint - research, and hands - on work and analysis of the stone conservation and the Buddha heads matching activities will be the International Expert and BCO staff who participated in

those project, the beneficiaries for the training seminar for the temple conservation will be the seminar’s participant, and the beneficiaries for the Public Conservation Awareness Campaign will be based on the total number of visitor during the opening ceremony plus the average number of visitor in 18 days, during the exhibition, which based on the total number of visitor in 2015 recorded by PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko. The total number beneficiaries are 286.596, the detail can be seen from the below.

TABLE 1. THE NUMBER OF BENEFICIARIES FOR THE ‘FOURTH STAGE OF RESTORATION/CONSERVATION WORK AND CAPACITY BUILDING FOR THE CONSERVATION OF THE BOROBUDUR TEMPLE COMPOUNDS’ PROJECT.



B. Supporting Sustainable Development at the Borobudur World Heritage Site through Youth Livelihood Development and Green Technologies Project

There was a clear need to promote sustainable development in and around Borobudur World Heritage Site through encourage youth to play a key role in the development of new and support the creative industries that would bring sustainable benefits to themselves and their communities. However, there was a lack of awareness and educational youth programmes that outline such creative and cultural industry development opportunities. Then, UNESCO call for private sector donor, Panasonic in this case, to support a livelihood project namely “Supporting Sustainable Development at the Borobudur and Prambanan World Heritage Sites Through Youth Livelihood Development and Green Technologies.” They believe that this project was able to realise the greater potential of the Borobudur World Heritage Site and Prambanan World Heritage Site through applying local, natural, and cultural resources towards new sustainable businesses and livelihood development. Even the project was conducted in two areas, Borobudur and Prambanan, but the researcher will have highlighted the project implementation that was conducted in Borobudur area only since these research is a case study in Borobudur.

The overall objective of the project was to improve the livelihoods of communities at Borobudur and Prambanan, especially concerning youth, by supporting the development of creative economies and raising

awareness around the safeguarding of World Heritage in the context of sustainable development and green technologies. The specific objectives of this project were to raise awareness around the need for sustainable development, especially through green technologies and cultural industries using local sustainable resources/knowledge, to youth through the medium of World Heritage; and to support the creation of innovative and unique products using local natural and cultural resources based on Borobudur's rich history and character and to build on local knowledge and skill, to empower and provide opportunities for women and youth, and enhance capacity for innovative product creation. This will lead to the creation of new creative industries using locally made products. Several actions conducted by UNESCO in 2015 as follows:

Borobudur Youth Forum 2015

The four-day forum was aimed at increasing public awareness on the importance of safeguarding World Heritage sites, and supporting sustainable tourism and creative industries for youth and local communities. It was also designed as a medium through which youth groups in the surrounding area of World Heritage sites could inspire and be inspired by way of creative youth projects and actions in heritage conservation and sustainable tourism across Indonesia. The sessions were facilitated by IWC in collaboration with practitioners in cultural preservation and creative industry development in Yogyakarta and Central Java. The event was participated by 50 youth from different parts of Indonesia and different background such as young journalists, heritage conservators, youth camp leaders, crafters, guides, traditional performers.

Throughout the forum there were a number of field activities and tours, which included a temple cleaning activity at Borobudur and the UNESCO Village and Heritage Tour. In the Village and Heritage Tour, participants visited ceramic and batik workshops, went to see the new sunrise view point (developed by youth from Kembanglimus Village), and watched a traditional puppet performance. Participants were also given a session to showcase their experiences and hopes through differently themed performances, such as culinary, handicraft, heritage, culture, and media.

The Capacity Building Training for Youth and Local Communities for the Development of Creative Industries and Sustainable Tourism

Prior to the project's implementation, UNESCO conducted a rapid assessment of the villages surrounding Borobudur. The villages in Borobudur were surveyed and selected based on the Cultural Mapping and Artisan Baseline Survey at Borobudur Sub-district that had been conducted in 2013. After the completion of the assessment, a total of six villages were selected. The following table provides a list of the selected villages and its creative industries:

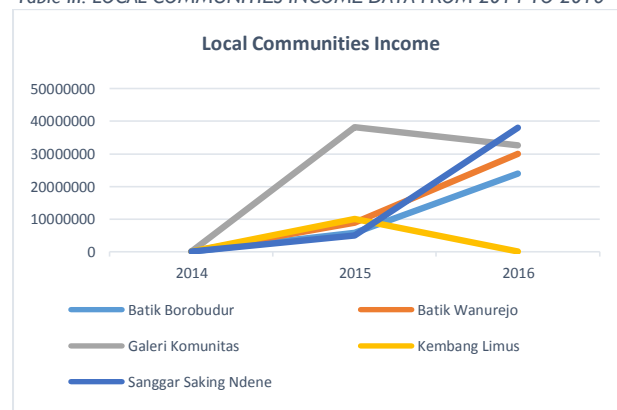
TABLE II. LIST OF SELECTED VILLAGES AND ITS CREATIVE INDUSTRIES

Village Name	Communities and Youth Sector	
	Youth Category	Adult Category
Borobudur		Handmade Batik
Karanganyar	Jam and ceramic producers, and also Borobudur communities who work in Galeri Komunitas.	
Candirejo	The local communities who work for the Tourism Village (Desa Wisata).	
Kembanglimus	The youth communities who work for the village tour program by promoting the new sunrise viewpoint in Kembanglimus Village.	Brown sugar home industry.
Wanurejo		Handmade Batik
Giritengah		The newly established Saking Ndene Art Centre, which promotes local performances like karawitan and wayang (puppet theatre).
Total number of group beneficiaries	3 communities	4 communities

Under the assistance of UNESCO, these local communities receive livelihood assistance such as technical skill training, business development training, marketing and promotion training. UNESCO also support the showroom setup for batik communities.

From all of the business group in Borobudur under UNESCO assistant, the income data can be seen as follows:

Table III. LOCAL COMMUNITIES INCOME DATA FROM 2014 TO 2016



C. UNESCO Project Implementation from Sustainable Development Point of View

Based on the exposition that the researcher mentioned in the previous sub chapter, it can be seen that the preservation/conservation project of Borobudur World Heritage Site are very sustained and the actions research activities undertaken by expert and Borobudur Conservation Office teams during the

2011-2016 period produced a number of significant results. The awareness campaign also brings significant number of target beneficiaries. The local communities under the capacity building training for youth and local communities for the development of creative industries and sustainable tourism bring out two different patterns. The local communities under adult category remain sustain and shows their improvement in their income. While the youth community showed a decline in their income and the resilience of the group.

Referring the project implementation that researcher mentioned above, the indicator of project success can be concluded as follows:

TABLE IV. PROJECT IMPLEMENTATION INDICATOR



As a result, in 2015, UNESCO beneficiaries from the preservation/conservation of Borobudur World Heritage Site, social awareness towards the important of preserving Borobudur World Heritage Site, and improve the local community's livelihood projects are 286.662 peoples. Six local creative industries in Borobudur are assisted, create a new job for 76 peoples with the generate income 192.591.764 rupiahs in 2015 to 2016. In order to understand the main pillars of UNESCO project implementation, the researcher classified the project implementation based on the function.

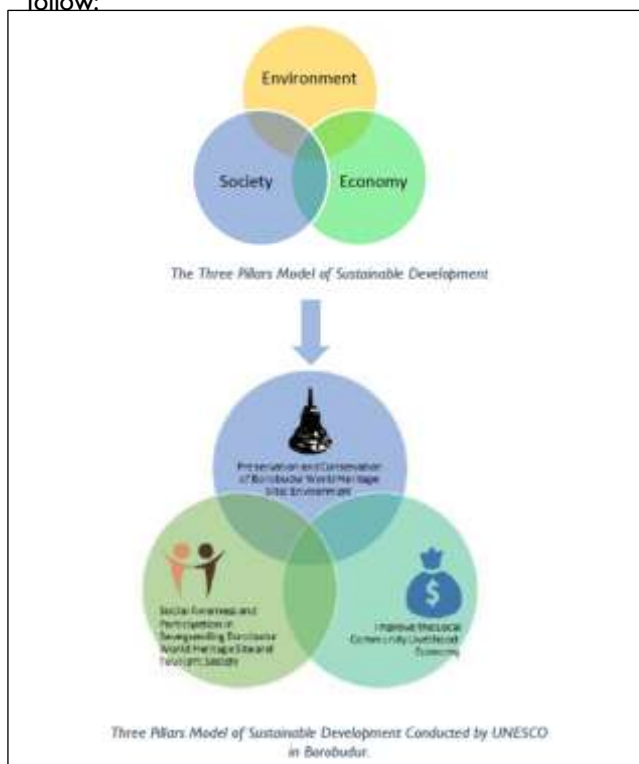
In order to understand UNESCO mainstreaming the sustainable development pattern, the researcher classified the project implementation based on their activities/target/result. The project classification can be seen in the table below:

TABLE V. PROJECT CLASIFICATION

Preservation/Conservation of Borobudur World Heritage Site	Social Awareness towards the Important of Preserving Borobudur World Heritage Site	Improve the Local Community's Livelihood
A capacity training for the Borobudur	Stakeholder meeting for	The capacity building training for youth

Conservation Office (BCO) Conservation Team in the field of stone conservation, micro-biology, and civil engineering by facilitating a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site.	preservation and conservation project in Borobudur World Heritage Site.	and local communities for the development of creative industries and sustainable tourism. The local communities under UNESCO assistance are Batik Borobudur, Batik Wanurejo, Galeri Komunitas, Youth and brown sugar home industry in Kembanglimus, and art community Saking Ndene.
A joint-research, and hands-on work and analysis of the stone conservation and the Buddha heads matching activities	The public conservation awareness campaign through Cultural Worlds Exhibition.	
The training seminar for the temple conservation	Borobudur Youth Forum	
	The training seminar for the temple conservation	

Referring from those table, it can be seen that UNESCO formulated three pillar: (1) the preservation/conservation of Borobudur World Heritage Site; (2) social awareness towards the important of preserving Borobudur World Heritage Site; and (3) improve the local community's livelihood. The project is meet with the sustainable development requirement, where sustainable development should convey three pillars: environment, society, and economy. The theory and its derivatives can be seen as follow:



Mr. Yunus Arbi, the Head of the Sub-Directorate of World Tangible Heritage Affairs, Directorate of Heritage and Cultural Diplomacy (Ministry of Education and Culture, Directorate General of Culture) during the interview stated that the Presidential Regulation No. 58 Year 2014 pronounce the National Strategic Areas (KSN) Borobudur, Borobudur Temple, Mendut Temple and Pawon temple with an area of approximately 1,117 hectares covering three villages, namely the Borobudur Village (Borobudur Temple area), Village Wanurejo (Pawon Temple area), and Village Mendut (Mendut Temple area). A study on the environmental stewardship especially rural landscape shows that the villages surround Borobudur World Heritage Site will support the sustainability of the temple. Naturally, sustainable development must be coupled with community-based village development priorities.

In the Indonesia Cultural Heritage Act No.11 of 2010, third part, paragraph 1, general, article 78, line 3 about the development, stated the development of cultural heritage can be directed to spur economic development that results are used for the maintenance of cultural heritage and improvement of public welfare. Again, in the article 85 about the utilization, the government re-emphasized the promotion of cultural heritage sites are made to strengthen the cultural identity and to improve the quality of life and incomes. The Indonesian government firmly stated that community involvement in the management of Heritage should be further improved. Heritage management paradigm is no longer only for academic interest only, but should include ideology and also economic interests. Therefore, to achieve three purposes, the required synergy between government, academia, the public and private sectors. And the development process pointed out the three important pillars, the heritage site itself, society, and economy benefit for the community.

IV. CONCLUSION

Globalization, with its ever-increasing social and economic interdependencies, provides opportunities for development, while also presenting enormous challenges to local communities, livelihoods, and identities. Global challenges such as conflicts and wars, endemic poverty, the financial crisis, rapid urbanization, and environmental degradation have rendered people all the more vulnerable to change and to the impacts of natural disasters, and have led to the progressive loss of local cultures. Therefore, the global governance needed to address these challenges.

With the rise of sustainable development as a major issue of the international policy agenda it is essential that global intergovernmental as well as governmental agencies have access to professionals that hold the necessary analytical skills and knowledge to address these challenging governance issues in varying contexts. The UN special agencies such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) also need to works in order

to address the global problem such as world heritage management and poverty problem at the communities surround the world heritage site.

Borobudur World Heritage Site in this case, attracted large numbers of tourists after its inscription on the World Heritage list of UNESCO in 1991. PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko (PT. TWC), the state-own enterprise who managing the Borobudur Archeologically Park state on their annual report that the park visitor in 2015 as many as 3.558.690 with a generate income 142.308.487.500 rupiahs in a year. This is an irony when we compare to the statistical data of Borobudur Sub-District which states that the number of pre-prosperous family is 6.098 from the total population 58.449 persons which divided into 57.193 families.

Based on the Indonesia Cultural Heritage Act No.11 of 2010, third part, paragraph 1, general, article 78, line 3 about the development, stated the development of cultural heritage can be directed to spur economic development that results are used for the maintenance of cultural heritage and improvement of public welfare. Again, in the article 85 about the utilization, the government re-emphasized the promotion of cultural heritage sites are made to strengthen the cultural identity and to improve the quality of life and incomes. The Indonesian government firmly stated that community involvement in the management of Heritage should be further improved. Therefore, to achieve three purposes, the required synergy between government, academia, the public and private sectors. And the development process pointed out the three important pillars, the heritage site itself, society, and economy benefit for the community.

In order to save the Borobudur World Heritage and to improve the local community's livelihood, it is important to conduct some project in sustainable development way. As demonstrated by the failure of certain projects underway since the 1970s, development is not synonymous with economic growth alone. It is a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence and it must be sustained.

The number of tools and approaches for developing and analysing sustainability is growing rapidly. These approaches are formulated under different people's or organizations' world view. But one thing is commonly accepted-sustainable development embodies three pillars of environment, society, and economy known as 'Three Pillar Model'. Base on the research, UNESCO also concern on those three pillars: (1) the environment in this case is Borobudur World Heritage Site; (2) the society are the community surround the site, stakeholders, Indonesian youth, and Borobudur Temple's visitor; and (3) the economy are business development for local community surround the site.

For the Preservation/Conservation of Borobudur World Heritage Site, they conducted a capacity training for conservation team of the Borobudur

Conservation Office, the Ministry of Education and Culture of Indonesia, a joint - research, and hands - on work and analysis of the stone conservation activities, and training seminar for the temple conservation. The social awareness towards the important of preserving Borobudur World Heritage Site can be achieved through conducted the stakeholder meeting for preservation and conservation project in Borobudur World Heritage Site; the public conservation awareness campaign through exhibition, the youth forum, training seminar for the temple conservation for Indonesian conservation offices and Borobudur stakeholder. While the empowerment project or the livelihood improvement achieved through the capacity building training for youth and local communities and the development of creative industries and sustainable tourism.

In this case, the sustainable development project conducted by UNESCO bring the benefit for the site, society, and economy in Borobudur. The model of sustainable development project conducted by UNESCO can be consider as a success. Those sustainable development project can be adopted to another heritage site area. However, for further analysis, it is necessary to analyse the community empowerment project that suite to youth in order to achieve the sustainability of the youth community.

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