

CHAPTER I

INTRODUCTION

This chapter covers the discussion of background, research question, research objective, theoretical framework, literature review, hypothesis, research methodology and system of writing.

A. Background

Globalization, with its ever-increasing social and economic interdependencies, provides opportunities for development, while also presenting enormous challenges to local communities, livelihoods, and identities. Globalization's impact such as global challenges: 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 work in order to address the global problem as mentioned above through their culture projects.

The UNESCO believes 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 tourists 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.¹ 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.²

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.³

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

¹ Annex 1. PT. Taman Wisata Borobudur Traveller record and income calculation.

² *Kelana Lintas Zaman di Borobudur*.

<http://print.kompas.com/baca/regional/nusantara/2016/08/06/Kelana-Lintas-Zaman-di-Borobudur>, accessed on November 2016.

³ Outside Siem Reap Town, Poverty Remains a Daily Reality.

<http://www.voacambodia.com/a/outside-siem-reap-town-poverty-remains-a-daily-reality/3145767.html>, accessed on 22 November 2016.

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.⁴

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

⁴ Nagaoka, Masanori. (2011). Revitalization of Borobudur, Heritage Tourism Promotion and Local Community Empowerment in Cultural Industries. ICOMOS Paper.

though their cluster office for Brunei, Indonesia, Malaysia, the Philippines and Timor-Leste named UNESCO Office Jakarta mainstreaming sustainable development through their projects in Borobudur sub-district area.

B. Research Question

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?

C. Research Objective

The purposes of this research as follows:

1. To understand the mainstreaming and implementation of sustainable development that was conducted by UNESCO Office Jakarta in Borobudur World Heritage Site area.
2. To implement the sustainable development theory that are relevant to the problem.

3. As requirement to fulfil one of the subject in international relations studies.

D. Literature Review

To determine the perspective in analysing the issue that came up and mapping on the research with the similar theme, as well as to develop a research road map and further research development toward the theme of the study with a new perspective conducted in this thesis, the authors have reviewed several research journals.

First, master thesis from Land Use Planning Group, Wageningen University: Sustainable Development of (UNESCO) Heritage Sites in China and the Netherlands, Case Studies of Lijiang, China and Amsterdam, the Netherlands, written by Yang Daisy. Based on her research, the idea of sustainable development will help historic towns to reach a better future which is satisfied by local inhabitants and visitors. The sustainable development means the development in the sites needs to consider three dimensions (environmental, economic, and social-cultural dimensions). Furthermore, the sustainable development in historic towns needs to take the relationship between conservation and development into account. So a suitable sustainable development

evaluation indicator will help local government examine its policies and actions and see whether or not these actions contribute to the site's sustainable development. The sustainable development means the development in the sites needs to consider three dimensions (environmental, economic, and social-cultural dimensions). The sustainable development in historic towns needs to take the relationship between conservation and development into account.

Second, a dissertation written by Yakun Cui entitled *Developing sustainable cultural and heritage tourism in transitional China: a case study of Beijing*. He also underline that when applying the concepts of sustainable development and sustainable tourism into cultural heritage tourism, the important issues involved are identified as: (a) tourism is only one of the multi uses of cultural heritage, and balancing these uses is an key issue for sustainability; (b) cultural heritage resources have to be transformed into product for tourism consumption, and the transformation process has to be selective; (c) the relationships between cultural heritage management and tourism would vary according to circumstances, and cooperation and partnerships is important for mutual understanding and benefits; (d) there is an evolution concerning the concept of conservation and what to conserve is important topic relating to value changes.

Third, a master thesis written by Chansone Keomanivong entitled Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Town, Luangprabang Province, Lao PDR. From the study we can learn that all stakeholders, local residents, local government and local tourism businesses strongly agree with tourism development of world cultural heritage site in Luangprabang town. The involvement of local residents in tourism development in terms of participation in planning, activities, decision making and benefits were rated at the fair level. It can be concluded that the community participation and partnership among all stakeholders in this world heritage site was not sufficient. The suggestion from this study are: to achieve the community participation for sustainable tourism development in Luangprabang town, the respective authorities should support the development in terms of physical infrastructure improvement of the area, training and skill development in communication, improve other tourist facilities, and to establish a participatory and environmental friendly plan and policy for sustainable development of tourism. Sustainable tourism development should give greater priority to community participation in sustainable tourism development.

And fourth, by Masanori Nagaoka in ICOMOS journal: Revitalization of Borobudur: Heritage Tourism Promotion and Local

Community Empowerment in Cultural Industries. He concluded that the Borobudur area faces tremendous challenges in improving the welfare of its communities. Poverty is a complex problem because the livelihoods of people in the areas are very much influenced by the tourism. Since the eruption of Mt Merapi, UNESCO, the Ministry of Culture and Tourism, and other partners have been closely working towards limiting the damages of this natural disaster. Many successes have been achieved through a swift response and hard work done by the local community through generous financial contribution from donors, and thus, a great deal of potential damage has been avoided. However, 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. 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.

From the fourth researches that the researcher mention above, it can be seen that they pointed the important of an empowerment and/or sustainable development for the local community surround the heritage site. In this research, the researcher would like to develop further analysis on the previous research that conducted by Masanori Nagaoka in Borobudur case, which are to figure out the UNESCO project strategy and its implementation conducted in Borobudur in order to save the temple and improve the local community's livelihood.

E. Theoretical Framework

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.

E.1 Sustainable Development

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.

The term of globalization itself became splendour in the 1990s. At this time, the war has ended, with the victory of the United States on the Soviet Union, the capitalists on the communists. The term globalization is often used in a variety of discourses which involved scientists and the mass media. The term globalization refers to the unity of the process of social change, or how to look at the social relations that occur in the world as a whole. According to Colin Parkins, the word globalization is used in four different ways. First, the word refers to a new awareness of global interdependence, particularly in relation to such environmental issues that go beyond national boundaries. Second, as a project, in the sense of global business strategy and an effort on a global government. Third, as a change in the economic and cultural link intensively in the global order. Fourth, globalization as an explanatory

framework, a way of understanding social relations with the consideration that the world is a single social system.⁵

Globalization is a process that is a bit much effect on sense or feeling that we are entering a new historical stage, which includes things such as, technology changes or development, global economic developments, political globalization, and globalization of thought. ⁶In the case of government and politics, globalization refers to the various mechanisms involved in the United Nations and other regional organizations whose functions go beyond and above the limits of the nation state. Political globalization leads to a growing tendency to treat local issues become global and requires a global solution. Therefore, they believe that global governance needed to address the global issues or challenges.

The terminology of global governance itself, started emerge and attached international relations scientist since the beginning of the 1990s decades. It started when the theme of the international governance become a central idea in a book that was edited by James N. Rosenau

⁵ Colin Parkins, 1996. North-South Relations and Globalization After the Cold War, in Charlotte Bretherton and Geoffrey Ponton, Global Politics: An Introduction, Oxford: Blackwell.

⁶ Albert Paolini, 1997. Globalization, in Philip Darby, Ed., At the Edge of International Relations, London: Continuum..

and Ernst-Otto Czempiel entitled “Governance without Government: Order and Change in World Politics,” published in 1992. Since the publication of these book, the attention of international relations scientist has increased to the new ideas. Various publications on global governance more lively, both in the form of journals and books.⁷

As a concept, global governance appears as a discourse in a row of a strengthening of globalization, especially in the economic field. Both scientists and practitioners believes that global governance is an attempt to respond the challenges arising from globalization, in the form of the centres of power growth, authority, and new competencies outside the framework of the nation-state. It is undeniable that the notion of global governance is interrelated to globalization, which appeared two phenomena at once. First, the strengthening of non-state actor as a new power centre in the interaction of international relations. Second, the emergence of new issues that the implications are broad, but it is outside the country's ability to cope. Thus, the actual idea of global governance arises due to the need for new regulatory requirements in international relations that is able to accommodate all the actors of international relations, including non-state actors. In this position, global governance

⁷ Budi Winarno, 2014. *Dinamika Isu-Isu Global Kontemporer*, Yogyakarta: CAPS, p. 282.

is intended as an attempt to take over the role of regulation that is now no longer able to be maximum when it is played by the state. Therefore, in the context of global governance, we look at how the formulation, implementation, monitoring, and coercive social order, are no longer takes place in the country or between countries' order, but also involves actors outside of the country.⁸

In global governance, the state (national government) still play an important role. Although, in this context, the role began to decrease. The governance that was happening is no longer taking place within the framework and organized by the state independently. The global governance provides space so that the governance is no longer dominated by one level only, such as state, but also takes place in different layers of different actors, as well as diffused. Thus, the global governance could be interpreted as political interaction of transnational actors aimed to solve the problems that arise at the global level.⁹

James N. Rosenou stated that global governance refers to the purposive behaviour, goal oriented, and the existence of the system of rule. It can be seen from the words breakdown that government carry out

⁸ Budi Winarno, 2014. *Dinamika Isu-Isu Global Kontemporer*, Yogyakarta: CAPS, p. 283.

⁹ *Ibid*

activities with the support of formal authority, in the sense of authority and power and strength to ensure the implementation of the policies implemented. Governance, on the other hand refers to the activity which is based on the purpose or a common interest, which can be, but not always, stem from legal liability formal, and does not depend on the necessity of power / authority, both to ensure compliance, and to resolve a conflict that arise in its implementation. Thus, governance means a phenomenon that is more extensive and complex from the government, because it encompasses government institutions, and on the other hand also involves the mechanism of informal / non-governmental, in which, individuals and organizations works together to achieve their goal. Furthermore, Rosenau stated that governance is a system of rules established by and dependent on the mutual agreement which is binding the member parties. Therefore, governance can work well if it is accepted by the majority party, or at least, by the powerful party.¹⁰

Based on Rosenou definition towards global governance, Budi Winarno conclude that there are four elements of global governance: First, the existence of goal oriented activities that runs by certain actors in international relation. Second, these activities take place within the framework of a system of rules, defined and guided by mutual agreement

¹⁰ Budi Winarno, 2014. *Dinamika Isu-Isu Kontemporer*, Yogyakarta: CAPS, p. 284.

that binding the actors who are involved on it. Third, these system of rules will work well when it is accepted by the majority of the involved actor or at least by the powerful actor. Fourth, the activities that take place are not dependent on the necessity of a higher authority as a regulator.¹¹

The United Nations (UN) define governance as “the traditions, institutions and processes that determine how power is exercised, how citizen acquire a voice and how decisions are made on issues of public concern”.¹² The United Nations in practices of global governance since the aftermath of the Cold War, it started when representatives of 26 nations pledged their Governments to continue fighting together against the Axis Powers. Today, the UN came with an idea of sustainable development. They seek not only to eradicate extreme poverty, but also to integrate and balance the three dimensions of sustainable development which are economic, social and environmental, and in a comprehensive global vision.

Sustainable development, which is often used as a “trademark” for “promoting environmentally sound approaches to economic

¹¹ Budi Winarno, 2014. *Dinamika Isu-Isu Kontemporer*, Yogyakarta: CAPS, p. 284

¹² Lee and McBride (eds), 2007. *Neo-Liberalism, State Power and Global Governance*. AA Dordrecht: Springer, p.10.

development” (Pezzoli, 1997, p. 549), is interpreted ambiguously and the debates on definitions deserves special attention. The concept of sustainable development is the outcome of scientifically influenced and socio-economic development, the discussion beginning in the 1970s, when a large number a papers were devoted to the issues of natural and environmental pollution. The term of sustainable development became widespread in 1987, when a report “Our Common Future” was published by the World Commission on Environment and Development. The sustainable development definition can be summarized as the “development that meets the needs of the present time, without compromising the ability of the future generations to meet their own needs.”

The first official recognition of the sustainable development was made at the UN Conference on Environment and Development in Rio de Janeiro in 1992, when a new principle of development of the worlds provide forces to set. The Earth Summit or the World Summit on Sustainable Development (WSSD) that was held in September 2002 in Johannesburg (South Africa) reaffirmed the devotion to the ideas of sustainable development. In Rio de Janeiro conference the problem dominated by the environment to achieve sustainable development, while in the Johannesburg conference, they are not only concern at the

environment issues but also in social and economic. Therefore, in the two documents adopted by the Johannesburg Summit, which are the Johannesburg Declaration on Sustainable Development and the Plan of Implementation of the World Summit on Sustainable Development, the priorities are given to social issues for achieving sustainable development, particularly poverty eradication, promotion of health, and especially sanitation which include the provision of clean drinking water.

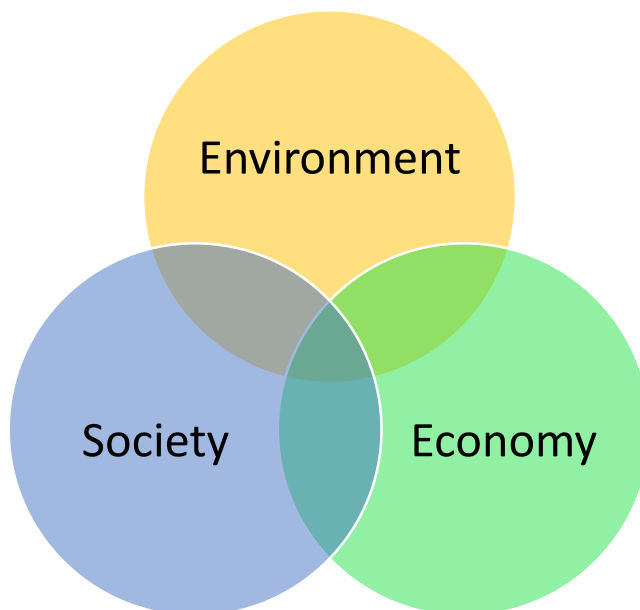


Figure 1. The Three Pillars Model of Sustainable Development

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 economy, environment and society known as ‘Three Pillar Model’.¹³

The three pillars model is often present as three equal sized rings interconnected (Figure 1). Generally speaking, the aim of sustainable development is bringing the three together in a balanced way and reconciling conflicts.¹⁴ This model is chosen because it is widely accepted and can be used for analysing the case study in this research. And then, the three perspectives are broadly cover most important aspects in the sustainable development in the heritage site and its surrounding.

Traditionally, sustainable development focuses on an environmentalism framework which primarily concerns the ecological degradation. The concerns of economic and social perspectives and their inter-connection with environment increases later (Nurse, 2006). The economic perspective mainly reflects the need to strike the balance between the costs and benefits of economic activity within the confines

¹³ Giddings, B., Hopwood, B. and O’Brien, G., 2002. Environment, economy and society: Fitting them together into sustainable development. Sustainable Development.

¹⁴ Giddings, B., Hopwood, B. and O’Brien, G., 2002. Environment, economy and society: Fitting them together into sustainable development. Sustainable Development.

of the carrying capacity of the environment, while the social perspective relates to the maintenance of political and community values, and also the satisfaction of basic needs within the society (Munro, 1995; Nurse, 2006). For the characteristics of the three dimensions, Keiner (2004) summarizes them into three simple words: environment-conservation, economy-growth, and society-equity.

There are many general principles or requirements for reaching sustainable development. For instance, 'Our Common Future' (WCED, 1987) describes some requirements for reaching sustainable development for several systems, including administrative system, political system, social system, and demonstrates several sustainable development principles, such as social justice, public participation, use of local economic potential.

E.2 UNESCO

The United Nations Educational, Scientific and Cultural Organization (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. UNESCO contribute to the implementation of the

sustainable development through its work on education, natural sciences, social and human sciences, culture, communication and information, and sustainable development goal for ocean. 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.

UNESCO is known as the "intellectual" agency of the United Nations. At a time when the world is looking for new ways to build peace and sustainable development, people must rely on the power of intelligence to innovate, expand their horizons and sustain the hope of a new humanism. UNESCO exists to bring this creative intelligence to life; for it is in the minds of men and women that the defences of peace and the conditions for sustainable development must be built.

The implementation of UNESCO's programme, through the operationalization of UNESCO's Culture Conventions on the safeguarding and promotion of cultural and natural heritage, and the cultural and creative industries, as well as joint programmes with other UN Agencies and strong cooperation with the national authorities will be the key for the implementation of the sustainable development. All seven of UNESCO's Cultural Conventions are intended to safeguard and

nurture some aspect of culture and creativity, from tangible and intangible heritage, the diversity of cultural expressions and creative industries, to the fight against the illicit trafficking of cultural goods. While some have a development agenda more explicitly built into them than others, all of the Conventions have implications for development both in terms of how they can contribute to it and in the impact that development has on culture. They promote capacity building programmes and other initiatives for the safeguard of culture (including natural heritage) and its integration in national and local development strategies.¹⁵

The Culture Unit within UNESCO Office in Jakarta Cluster Office for Brunei, Indonesia, Malaysia, the Philippines and Timor-Leste works toward the protection of immovable cultural heritages, the safeguarding of living cultural heritages, and the promotion of intercultural dialogue, social cohesion and diversity in its five cluster countries. To achieve these main line goals, Culture Unit within UNESCO Office Jakarta works within the following areas of action:

1. Cultural Diversity

¹⁵ UNESCO, 1972. Convention Concerning the Protection of the World Cultural and Natural Heritage.

Culture is a set of distinctive spiritual, material, intellectual and emotional features of society or a social group. It encompasses, in addition to art and literature, lifestyles, ways of living together, values systems, traditions and beliefs. Respecting and safeguarding culture is a matter of Human Rights. Cultural Diversity presupposes respect of fundamental freedoms, namely freedom of thought, conscience and religion, freedom of opinion and expression, and freedom to participate in the cultural life of one's choice. The adoption of the 2005 UNESCO Universal Declaration on Cultural Diversity by the General Conference in 2001 confirmed the Organization's commitment to ensure the preservation and promotion of the fruitful diversity of cultures. 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.¹⁶

2. Cultural Tourism

Sustainable tourism must contribute, at one and the same time, to economic development and social progress, and environmental

¹⁶ UNESCO, Cultural Diversity, <http://www.unesco.org/new/en/jakarta/culture/cultural-diversity/>, accessed on 10 November 2016.

protection and enhancement, while minimizing its negative impacts. In relation to this, UNESCO Office, Jakarta endeavours to assist its cluster countries in preparing their policies while reconsidering the relationship between tourism and cultural diversity and the importance of cultural tourism for sustainable development, whilst protecting the tangible and intangible cultural heritage.¹⁷

3. Intangible Heritage

In this world of mass communication and global cultural flows, many forms of living heritage are thriving, other forms and elements are more fragile, and some even endangered. This living heritage, known as intangible, provides people with a sense of identity and continuity. Its safeguarding promotes, sustains, and develops cultural diversity and human creativity. Intangible Cultural Heritage, as defined by the 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage, consists of non-physical characteristics, practices, representations, expressions as well as knowledge and skills that identify and define a group or civilization. The concept of intangible heritage

¹⁷ UNESCO, Cultural Tourism, <http://www.unesco.org/new/en/jakarta/culture/cultural-tourism/>, accessed on 10 November 2016.

extends particularly in the following cultural manifestations: (a) Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage; (b) Music, dance, drama and other performing arts; (c) Social practices, rituals and festive events; (d) Knowledge and practices concerning nature and the universe; and (e) Traditional craftsmanship.¹⁸

4. Movable Heritage & Museums

Movable cultural heritage constitutes one of the basic elements of civilization and national culture, and that its true value can be appreciated only in relation to the fullest possible information regarding its origin, history and traditional setting. Rare collections and specimens of fauna, flora, minerals and anatomy, objects found in archaeological excavations or of archaeological discoveries, elements of artistic or historical monuments, antiquities more than one hundred years old, such as inscriptions, coins and engraved seals, rare manuscripts, and old musical instruments. This entire heritage – which is sometimes exhibited in museums – deserves our attention because it is an integral part of the

¹⁸ UNESCO, Intangible Heritage, <http://www.unesco.org/new/en/jakarta/culture/intangible-heritage/>, accessed on 10 November 2016.

cultural heritage of humanity and a particularly important element in the history of peoples, nations, and their relations with each other concerning their common heritage. Special efforts must be made to preserve movable heritage, including underwater heritage which means all traces of human existence having a cultural, historical or archaeological character which have been partially or totally under water, periodically or continuously, for at least 100 years.¹⁹

5. World Heritage

The cultural heritage and the natural heritage are increasingly threatened with destruction not only by the traditional causes of decay, but also by changing social and economic conditions which aggravate the situation with even more formidable phenomena of damage or destruction. The Convention concerning the Protection of the World Cultural and Natural Heritage adopted by UNESCO in 1972 was the first official international instrument stipulating the urgent need to identify and protect cultural and natural heritage of outstanding universal value which is irreplaceable. What makes the concept of World Heritage

¹⁹ UNESCO, Moveable Heritage and Museum, <http://www.unesco.org/new/en/jakarta/culture/movable-heritage-museums/>, accessed on 10 November 2016.

exceptional is its universal application. World Heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located.²⁰

E.3 The Implementation of the Sustainable Development that was Conducted by UNESCO in Borobudur World Heritage Site Area.

Borobudur Temple is one of the greatest Buddhist monuments in the world. Founded by a king of the Saliendra dynasty. This colossal temple was built between AD 750 and 842. Located about 42 km from Yogyakarta, Borobudur is one of the greatest Buddhist monuments in the world and was included on the UNESCO World Heritage list 1991.

The temple located at an altitude of 230-240m above the sea level and a vast area: 54.55 km². Geographically, it located in Borobudur Village in the form of land and in the middle there are three hills; Jaten, Borobudur and Dagi Hill. The administrative boundaries are Mertoyudan District (North); Ngluwar District (East); Kalibawang (Kulon Progo) District (South); and Tempuran District and Salaman District (West).

²⁰ UNESCO, World Heritage, <http://www.unesco.org/new/en/jakarta/culture/world-heritage/>, accessed on 10 November 2016.

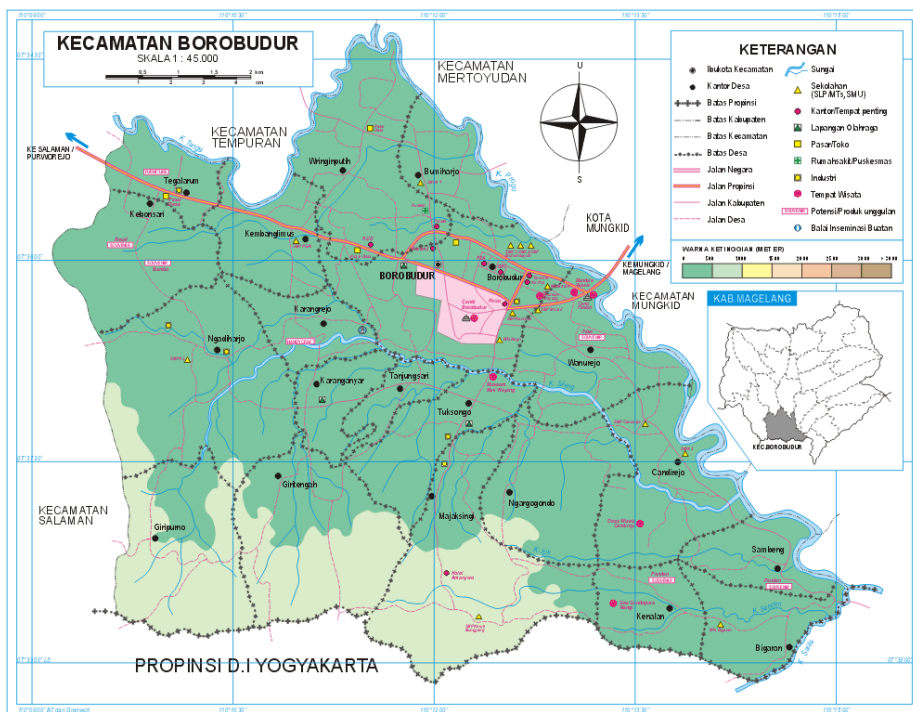


Figure 2. Borobudur Sub-District Map

Borobudur sub-district consist of twenty (20) villages in Borobudur Sub-District: Giripurno, Giritengah, Tuksongo, Majaksingi, Kenalan, Bigaran, Sambeng, Candirejo, Ngargogondo, Wanurejo, Borobudur, Tanjungsari, Karanganyar, Karangrejo, Ngadiharjo, Kebonsari, Tegalarum, Kembanglinmus, Wringinputih, and Bumiharjo.

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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.²¹ 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.²²

It can be concluded that although Borobudur has attracted large numbers of tourists after its inscription on the World Heritage list, the local tourism in the area is far from bringing the expected economic benefits to the local communities.

In order to address these challenge as mentioned above, it is important for all actors who have a concern in heritage including UNESCO to participate to address the challenges. The Culture Unit under UNESCO Jakarta mainstreamed sustainable development through their program in Borobudur since the emergency response due to the eruption of Merapi mount in 2010 until now. The researcher will give a limitation to their project period, focus on UNESCO projects that conducted in Borobudur Sub-District, Magelang Regency, Central Java

²¹ Annex 1. PT. Taman Wisata Borobudur Traveller record and income calculation.

²² *Kelana Lintas Zaman di Borobudur*, 6 August 2016. Accessed from <http://print.kompas.com/baca/regional/nusantara/2016/08/06/Kelana-Lintas-Zaman-di-Borobudur>, accessed on November 2016.

province in 2015. Based on the three pillars of sustainable development theory, they should be conveying environment, society, and economy on their projects.

F. Hypothesis

From the research framework which has been described above, the researcher develops a hypothesis that the poverty is a complex problem in Borobudur. A project in improve the local community's livelihood while also save the temple need to be implement in sustainable development way.

G. Research Methodology

G.1 Research Object

The object of this research will be UNESCO program in 2015 that was conducted in Borobudur sub-district, Magelang regency, Central Java province.

G.2 Research Location

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.

G.3 Data Resource and Collecting Data Method

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.²³

²³ Flyvbjerg, B, 2011. Case study. In: N. K. Denzin and Y. S. Lincoln (eds.). *The Sage Handbook of Qualitative Research*, 4th ed. Thousand Oaks, CA: Sage.

Case studies have been largely used in the social sciences and have been found to be especially valuable in practice-oriented fields (such as education, management, public administration, and social work). But despite this long history and widespread use, case study research has received little attention among the various methodologies in social science research. According to the authors of the *Encyclopaedia of Case Study Research*, only a few texts deal directly with case studies as a central subject and no encyclopaedic reference provides a thorough overview of the design and methods in case study research as a guidance for students, researchers, and professionals who are trying to incorporate case studies into a rigorous research project or program.²⁴

According to Sturman (1997), case study is a general term for the exploration of an individual, group or phenomenon. Therefore, a case study is a comprehensive description of an individual case and its analysis; i.e., the characterization of the case and the events, as well as a description of the discovery process of these features that is the process of research itself. For more detailed definitions of a case study, Sagadin (1991) states:

²⁴ Mills, A. J., Durepos, G. and Wiebe, E. (2010). *Encyclopedia of case study research*. London: Sage.

“Case study is used when we analyse and describe, for example each person individually (his or her activity, special needs, life situation, life history, etc.), a group of people (a school department, a group of students with special needs, teaching staff, etc.), individual institutions or a problem (or several problems), process, phenomenon or event in a particular institution, etc. in detail. If we remain in such analyses on the descriptive level, then a case study is considered as a form of descriptive method, but if we climb to the causal level, case study proceeds towards causal experimental method. Further, case studies highlight a developmental factor, which means that the cases are generated and evolve over time, often as a series of specific and interrelated events that occur in “that particular time and that particular place.” Holistically speaking, this constitutes the case. Finally, case studies focus on the environment; i.e., the context. Outlining the borders of individual units within the survey establishes what counts as a case and what becomes its context.”²⁵

²⁵ Sagadin, J. (1991). *Razprave iz pedagoške metodologije*. Ljubljana: Znanstveni inštitut Filozofske fakultete.

Simons (2009) created the following definition of a case study based on a critical review that sought commonalities of various case study definitions: “Case study is an in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, program or system in a ‘real life’” (ibid., p. 21).²⁶ He also emphasized that a case study should not be seen as a method in and of itself. Rather, it is a design frame that may incorporate a number of methods. Stake agrees; he stated that a case study is not a methodological choice, but rather a choice of what is to be studied – by whatever methods we choose to study the case.

Flyvbjerg (2011) shares a similar opinion, saying that if we decide to use a case study in our research, this does not mean the selection of a method, but rather a selection of what will be explored (ibid., p. 301). An individual case can be studied from different perspectives – both qualitative and quantitative. If we analyse these definitions in terms of differences and similarities, we would reach a conclusion in agreement with Simons (2009); that is, they all share commitment to the examination of complexity in a variety of real-life

²⁶ Simons, H. (2009). *Case study research in practice*. London: SAGE.

situations and they do not include various methods of data acquisition, for their focus is elsewhere.

When discussing a definition of a case study, many researchers focus on the individual case (or multiple cases) at hand rather than on case studies as a type of research. This is exactly the reason for the many definitions of case studies from a methodological point of view, since, in his opinion, disagreements appear among definitions with a tendency to classify case studies as a study of one (or more) cases instead of viewing case studies as a research approach.²⁷

In a case study, one or more cases can be investigated. When examining one case, we refer to a singular case study, and a multiple or plural case study is used to describe a study examining several cases. In multiple case studies, each case is studied as if it is a singular study and is then compared to other cases. The analysis of each following case is built on the knowledge obtained in the analysis of previous cases.

– Retrospective case studies: The simplest type of study; it involves the collection of data relating to a past phenomenon of any kind.

²⁷ Verschuren, P. J. M. (2003). Case study as a research strategy: some ambiguities and opportunities. *International Journal of Social Research Methodology*, 6, Issue 2.

The researcher is looking back on a phenomenon, situation, person, or event and studying it in its historical integrity.

– Snapshot studies: The case is being examined in one particular period of time, such as a current event, a day in the life of a person, a diary, etc. Whether a month, a week, a day, or even a period as short as an hour, the analysis is aided by the temporal juxtaposition of events. As the snapshot develops, the picture presents itself as a Gestalt over a tight timeframe.

– Diachronic studies: Change over time and are similar to longitudinal studies

Deriving new hypotheses Case studies are very suitable for serving the heuristic purpose of inductively identifying additional variables and new hypotheses. Quantitative studies lack procedures for inductively generating new hypotheses. Moreover, case studies can analyse qualitatively complex events and take into account numerous variables precisely because they do not require many cases or a limited number of variables. Case study researchers are not limited to readily quantified variables or pre-existing, well-defined datasets.

The use of case studies has some additional advantages as well. The connectedness to everyday life and case studies' abundance of

individual elements and details are important for researchers from two viewpoints. First, a case study is important for developing different views of reality, including the awareness that human behaviour cannot be understood merely as an act that is driven by a rule or a theory. Second, case studies can contribute to the professional development of a researcher, as case studies can provide concrete, context-dependent experience that increases their research skills (Flyvbjerg 2006, p. 223).

The research method is analysis of literature and document. A document analysis will be done to achieve a contextual understanding of the sustainable development and UNESCO as an actor who implementing the sustainable development through their project in Borobudur. Also relevant articles that focused on the subject the researcher mentioned above will be reviewed.

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.

H. System of Writing

This research will be divided into five parts/chapters. Chapter I will cover the background of the problem, research question, objective of research, literature review, theoretical framework, hypothesis, research methodology, and system of writing.

Chapter II will explain about global governance and sustainable development, including the history, theory of sustainable development and indicator. Chapter III will explain about UNESCO and its relationship to sustainable development. Chapter IV will explain about the implementation of sustainable development conducted by UNESCO in Borobudur. And the last one, chapter V will explain about the conclusion from all of the chapters along with the suggestion.