Paradiplomacy and Its Influence on Visitor Trends at Twin World Heritage Sites: A Case Study of Borobudur Temple 2018-2019

Lailatul Luفتah, Miftah Ichwani Gumantiara*1, Zaky Ramadhan2

1 International Relation Department, Universitas Slamet Riyadi, Indonesia
2 Social & Legal Sciences, Hospitality Management, Universidad Católica San Antonio de Murcia, Spain
*Corresponding authors, e-mail: gumantiara@gmail.com

ABSTRACT

Indonesia, recognized for its substantial tourism potential, has leveraged the iconic Borobudur Temple, a premier cultural heritage site, to bolster its international cultural diplomacy and marketing efforts. This study examines the impact of the Twin World Heritage cooperation program implemented by the Indonesian government through PT. Taman Wisata Candi, on visitor numbers at Borobudur Temple during 2018-2019. The program epitomizes a strategic approach to enhancing cultural relations by facilitating cross-border collaborations and the exchange of expertise in cultural preservation and promotion. Situated in Magelang, Central Java, the Twin World Heritage Program at Borobudur Temple has not only elevated the temple's global profile but has also served as a pivotal instrument in strengthening international cultural ties and fostering mutual appreciation and understanding across nations. The empirical data from this study reveal a notable increase in visitor attendance: domestic visitor figures rose from 3,663,054 in 2018 to 3,747,757 in 2019, while foreign visitor numbers increased from 192,231 to 242,082 over the same period. These findings affirm the program's efficacy in harnessing Borobudur's potential and generating significant socio-economic benefits across multiple sectors.

Keywords: Cultural Diplomacy, Heritage Tourism, Borobudur Temple, Paradiplomacy, Visitor Statistics

ABSTRAK


Kata Kunci: Diplomasi Kebudayaan, Wisata Warisan Budaya, Candi Borobudur, Paradiplomasi, Statistik Pengunjung
1. Introduction

Indonesia, with its rich tapestry of cultural diversity and historical significance, stands poised to develop into a global hub for cultural tourism. At the heart of this potential is the Borobudur Temple in Magelang, Central Java, a key cultural landmark and a testament to the nation's rich heritage. To enhance and promote this iconic site, the Indonesian government is under the stewardship of PT. Taman Wisata Candi has launched several visionary initiatives, notably the Twin World Heritage program. This program aims not only to elevate the global profile of Indonesian heritage sites but also to deepen global appreciation for its diverse cultural assets. Borobudur Temple, central to this initiative, is envisioned as a cornerstone in Indonesia's cultural diplomacy and economic strategy.

This strategic initiative seeks to leverage Borobudur's historical and cultural significance to drive economic growth, reflecting a broader vision where cultural heritage underpins economic development. Through this approach, Borobudur is set to transcend its status as a mere cultural monument, becoming a dynamic contributor to the nation's economy. Such strategic partnerships and collaborative efforts are vital for harnessing the potential of cultural sites as engines of economic development. Wang, Weaver, and Kwek (2021), in their study in the Journal of Sustainable Tourism, emphasize that effective partnerships between the public and private sectors are crucial for mobilizing resources and fostering innovation in tourism management (Wang, Weaver, & Kwek, 2021).

Community involvement is another pillar critical to the sustainable development of tourism at heritage sites. Timothy and Boyd (2006) argue in the Journal of Heritage Tourism that local community engagement in tourism planning not only ensures sustainability but also leads to more inclusive outcomes (Timothy & Boyd, 2006). Additionally, sustainable tourism practices are essential, as Bramwell and Lane (2013) note in the Journal of Sustainable Tourism (Bramwell & Lane, 2013). These practices aim to balance economic growth with cultural preservation and environmental protection, thereby benefiting local communities economically while minimizing ecological footprints.

The comprehensive strategy adopted by the Indonesian government envisions Borobudur not only as a cultural beacon but also as a destination offering unique and enriching experiences to a diverse visitor demographic. This strategy is expected to generate significant economic impacts, extending beyond the immediate area and benefitting the broader tourism sector and related industries. As Richards and Wilson (2007) discuss in Tourism, Creativity, and Development, promoting cultural heritage internationally can significantly enhance a nation's image and attract global tourists, boosting the local economy (Richards & Wilson, 2007).

The unfolding of the Twin World Heritage program is a tangible testament to Indonesia's dedication to preserving and showcasing its cultural heritage globally. This initiative underscores the nuanced understanding of the interconnectedness between cultural heritage and economic vitality—a perspective supported by Su, Wall, and Ma (2020) in Tourism Management, who highlight that well-managed cultural heritage sites can catalyze sustainable economic development and foster cross-cultural understanding, (Su, Wall, & Ma, 2020).
As this program evolves, it not only highlights Indonesia’s commitment to cultural preservation but also showcases a progressive approach to integrating sustainable tourism with national development. This initiative represents a paradigm for other nations on how to effectively intertwine cultural preservation with economic advancement, positioning Indonesia as a leader in the global cultural and tourism sectors and committed to a future where cultural richness and economic prosperity synergistically coexist.

The primary focus of this research is to rigorously examine the impact of the Twin World Heritage program on both the preservation of cultural heritage and the stimulation of economic development in Indonesia, with a particular emphasis on Borobudur Temple. This study aims to provide a comprehensive analysis of how integrated efforts between cultural preservation and economic initiatives under this program influence sustainable tourism practices. Through a detailed examination of visitor statistics, community engagement, and the economic ripple effects within the local and national context, this research seeks to evaluate the program's effectiveness in achieving its dual goals of cultural enrichment and economic vitality. The outcomes of this study are expected to offer valuable insights into the synergistic potential of coupling cultural heritage with economic strategies, which could serve as a model for similar initiatives globally. Additionally, this research will explore the broader implications of such programs on international tourism trends and the global perception of Indonesia as a cultural and economic destination.

2. Theory

Paradiplomacy refers to the involvement of subnational governments or regional entities in international affairs, encompassing the practices of local governments engaging in diplomatic activities and establishing direct relations with foreign entities. This engagement often emerges from non-state nationalism or domestic and international structural contexts, prompting local entities to develop an international identity and promote their specific interests, such as cultural preservation (Bursensa & Deforche, 2010). Paradiplomacy has become a pivotal field of study, examining how local governments can influence both domestic and foreign policies through strategic international engagement (Rachmawati, Siti, & Wirawan, 2022).

In Indonesia, the province of Central Java, where the Borobudur Temple is located, exemplifies this concept by leveraging its cultural heritage to enhance its global presence. The Twin World Heritage initiative facilitates joint management between the Indonesian government and the province, promoting Borobudur Temple on the international stage. This collaboration not only fosters cultural diplomacy but also enhances the global recognition of this cultural treasure. The strategic partnership under the Twin World Heritage framework signifies a concerted effort between national and subnational entities to promote Borobudur Temple, exemplifying the synergy that can be achieved in cultural promotion.

Moreover, this collaboration facilitates a unique form of subnational diplomacy, allowing Central Java to play a crucial role in international cultural dialogues. By actively participating in the promotion of Borobudur Temple, the province becomes an integral actor in shaping global perceptions of Indonesia's rich cultural heritage. This joint
management approach positions Borobudur Temple as a global cultural icon, enhancing its international standing and highlighting the effectiveness of subnational stakeholders in broader diplomatic objectives.

Efforts extend beyond international promotion, focusing also on leveraging Borobudur Temple's World Heritage status for regional development. This dual role of cultural landmarks underscores their importance as both international attractions and regional economic catalysts. The active involvement of Central Java in promoting tourism through Borobudur Temple underscores the province's emergence as a key player in subnational diplomacy, with regional tourism promotion becoming a tangible manifestation of cultural diplomacy efforts at the provincial level. The economic implications of these collaborative efforts are significant, with the potential to generate substantial foreign exchange for Central Java, particularly from increased tourism. This influx of foreign exchange is a testament to the successful intertwining of cultural diplomacy and regional economic development, aligning with the economic objectives of paradiplomacy theory.

This research will utilize the framework of paradiplomacy to analyze how the collaborative efforts under the Twin World Heritage initiative can lead to mutual economic benefits, management enhancement, and economic prosperity for Central Java. By examining these aspects, the study aims to provide a comprehensive understanding of the impact of subnational diplomatic engagement on both cultural promotion and economic development within the context of global tourism dynamics.

3. Experimental/Materials and Methods

This study investigated Indonesia's public diplomacy and sustainable tourism strategies for the Borobudur and Prambanan Temple Complexes through the World Heritage Twin Programme. The research employed a qualitative approach, which was particularly well-suited for examining the nuanced dynamics of cultural heritage preservation and sustainable tourism initiatives. This methodological choice facilitated an in-depth understanding of the interactions and impacts associated with the World Heritage Twin Programme, allowing for a comprehensive analysis of complex relationships and strategies (Bryman, 2016).

Data collection for this study relied primarily on secondary data sources, complemented by primary data obtained from semi-structured interviews. Academic articles, government reports, program documents, and existing literature on cultural heritage management, public diplomacy, and sustainable tourism formed the core of the secondary data. Notably, the works of Dilah & Sidik (2021) have been instrumental in framing the contextual understanding and reviewing previous findings on cultural diplomacy and bilateral cooperation in cultural heritage preservation (Dilah & Sidik, 2021).

Primary data were collected through semi-structured interviews with representatives from PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko (Persero), as well as officials from UNESCO and collaborating countries. These interviews provided firsthand insights into the strategies, challenges, and successes of the program, enriching the research with direct narratives and experiences (Masthura, 2020).
Data collection techniques included document analysis and thematic analysis of interview transcripts. Document analysis allowed for a detailed examination of the content and objectives of cooperation agreements, policy frameworks, and program reports. In contrast, thematic analysis was used to identify recurring themes and patterns within the interview data, providing insights into the program's implementation, challenges, and impacts (Saldaña, 2021). The analytical framework of this research encompassed both descriptive and interpretive approaches. Descriptive analysis was employed to delineate the structure and activities of the World Heritage Twin Programme, while interpretive analysis aided in uncovering the deeper meanings and implications of these activities for public diplomacy and sustainable tourism (Yin, 2018).

By integrating these methods, this research contributed significantly to the existing literature, offering a nuanced examination of the Twin World Heritage program as a model of public diplomacy and sustainable tourism. It illuminated how the program supports Indonesia’s broader goals of cultural heritage preservation and economic development through tourism. The findings are expected to provide valuable insights for policymakers, cultural heritage managers, and scholars interested in the intersection of cultural preservation and economic growth.

4. Discussion

4.1. PT. Taman Wisata Candi

A Brief About Taman Wisata Candi, the outcomes derived from the implementation of Paradiplomacy activities, orchestrated collaboratively by the Indonesian government and PT. Taman Wisata Candi, through the establishment of the Twin World Heritage cooperation, holds profound significance. They serve as tangible evidence of the initiative's impact. Beyond the evident growth within the tourism sector, the ripple effects extend to economic development in the proximate vicinity of Borobudur Temple, establishing a symbiotic relationship between its success and the prosperity of the surrounding area.

A noteworthy facet of this economic upswing is the palpable support directed towards small and medium-sized enterprises (SMEs), particularly local traders and businesses operating near the temple. The robust economic activities stemming from the tourism surge have translated into substantial economic benefits for these entities. This underscores the socio-economic impact of the Twin World Heritage cooperation and emphasizes its role in fostering sustainable growth within the community.

By meticulously analyzing the ramifications of these endeavors on visitor numbers, Indonesia is poised to devise more effective strategies to harness its cultural wealth potential fully. This strategic understanding sets the stage for sustainable tourism growth, translating into not only economic prosperity but also facilitating deeper cultural exchanges on the global stage. PT. Taman Wisata Candi (PT TWC), in its custodianship of the Borobudur Temple since 1980, has undertaken multifaceted initiatives, ranging from temple restoration to community development through Corporate Social Responsibility (CSR) programs aimed at enhancing the local economy. The latest addition to this repertoire is the Borobudur Spiritual Familiarization Trip, initiated in
September 2023. This program represents a pioneering effort, offering religious-based tourism experiences for Hindus at Prambanan and Buddhists at Borobudur Temple.

The evolution of PT. TWC’s initiatives underscore a commitment to holistic stewardship, not only preserving the cultural and historical significance of the temple but also actively contributing to the welfare and economic upliftment of the surrounding community. This amalgamation of cultural preservation, economic development, and innovative tourism programs solidifies Borobudur Temple’s standing as a beacon of comprehensive and sustainable cultural heritage management in Indonesia (Rezza, 2020).

One of the notable achievements of this program has been the partnerships with key international entities managing renowned world heritage sites. For example, PT TWC’s collaboration with the Archaeological Survey of India (ASI), which is responsible for the Taj Mahal, and the partnership with the Apsara National Authority managing Angkor Wat have led to increased administrative management collaboration. These partnerships have not only enhanced cultural exchange but also attracted a diverse range of tourists, amplifying global appreciation for Indonesia’s rich cultural heritage (Hafsah, 2000).

Furthering its global reach, PT TWC has established collaboration with the Direção Geral do Património Cultural, overseeing the Batalha Monastery in Portugal. This partnership seeks to enhance cooperation in administrative management, drawing parallels between the Batalha Monastery and Borobudur Temple. Additionally, PT TWC has extended its collaborative efforts to include Machu Picchu, solidifying its commitment to fostering international partnerships and creating synergies between iconic cultural heritage sites. Through these collaborative initiatives, the Twin World Heritage Program serves as a testament to Indonesia’s dedication to promoting its cultural treasures on the global stage. By leveraging partnerships with entities overseeing world-renowned heritage sites, PT TWC aims to amplify cultural exchange, attract a diverse range of tourists, and fortify the global appreciation for Indonesia’s rich cultural heritage. This program not only fosters international cooperation but also positions Indonesia as an active participant in the collective effort to preserve and showcase the world’s cultural legacy.

4.2. Twin World Heritage Program

The Twin World Heritage Program, spearheaded by PT. Taman Wisata Candi (PT TWC) is a strategic initiative aimed at boosting the influx of foreign tourists by aligning "World Heritage from Indonesia with world heritage that exists throughout the world." Launched in 2017, this program signifies a collaborative effort between PT TWC, the Ministry of Foreign Affairs, and Indonesian Embassies in various countries. The multifaceted cooperation encompasses joint promotion, human resource development, management, exhibitions, market exchange, and cultural interchange. In executing the Twin World Heritage program, PT TWC has forged partnerships with key international entities managing renowned world heritage sites. Notable collaborations include the Archaeological Survey of India (ASI), responsible for the Taj Mahal. This collaboration extends to coordinating efforts between the Prambanan Temple in Indonesia and similar temple complexes. Additionally, PT TWC has engaged in a cooperative venture with the Apsara National Authority, the custodian of Angkor Wat in Cambodia, fostering administrative management collaboration between Borobudur and Angkor Wat.
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The implementation of the Twin World Heritage Program has led to a substantial increase in visitor numbers. In 2018, Borobudur Temple saw an influx of 192,231 foreign visitors and 3,663,054 local visitors. This number rose to 242,082 foreign visitors and 3,747,757 local visitors in 2019. This increase in tourism has provided significant economic benefits to small and medium-sized enterprises (SMEs) in the area, particularly local traders and businesses operating near the temple.

By comprehending the ramifications of these endeavors on visitor numbers, Indonesia is poised to devise more effective strategies to fully harness its cultural wealth potential. This strategic understanding sets the stage for sustainable tourism growth, translating into not only economic prosperity but also facilitating deeper cultural exchanges on the global stage. PT. Taman Wisata Candi (PT TWC), in its custodianship of the Borobudur Temple since 1980, has undertaken multifaceted initiatives ranging from temple restoration to community development through Corporate Social Responsibility (CSR) programs aimed at enhancing the local economy. The latest addition to this repertoire is the Borobudur Spiritual Familiarization Trip, initiated in September 2023. This program represents a pioneering effort, offering religious-based tourism experiences for Hindus at Prambanan and Buddhists at Borobudur Temple.

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4.3. Borobudur-Angkor Partnership

Angkor, situated in Siem Reap, Cambodia, stands as a sprawling World Heritage site covering approximately 400 square kilometers. This vast complex includes temples, hydraulic structures (such as basins, embankments, reservoirs, and canals), and intricate communication lines. Dating back to the Khmer period, the Angkor complex is adorned with architectural marvels and boasts a sophisticated hydraulic system that has garnered
international recognition. Noteworthy components of this system include the Baray, an ancient reservoir, canals, embankments, and basins, many of which continue to function to this day. The architectural brilliance of Angkor Wat is complemented by its intricate hydraulic system, a testament to the ingenuity of the Khmer civilization. This system, renowned globally, serves dual purposes, being integral to agriculture and crucial for maintaining the stability of the temples. Angkor Wat, built on a layer of artificial sand, relies on the groundwater regulated by this hydraulic network.

The international significance of Angkor Wat was officially acknowledged in 1992 when it was designated as a UNESCO World Heritage site. Beyond its cultural and historical value, this recognition has had a profound economic impact on the regional economy in Cambodia. The influx of visitors drawn to the awe-inspiring temples has catalyzed tourism-related industries, creating economic opportunities and contributing to the overall development of the surrounding region. The enduring functionality of Angkor's hydraulic system underscores the sustainable practices employed by the Khmer civilization, providing insights into ancient engineering marvels that continue to benefit contemporary society. As a beacon of cultural and historical significance, Angkor Wat not only stands as a testament to Cambodia's rich heritage but also serves as a catalyst for economic growth and global appreciation of the country's cultural treasures (UNESCO, 2019).

The partnership between Borobudur and Angkor under the Twin World Heritage program has significantly contributed to the preservation and promotion of both sites. The collaboration has facilitated the exchange of knowledge and best practices in site management and sustainable tourism. For instance, the joint management efforts have highlighted the importance of Angkor's hydraulic system in maintaining the stability of the temples, providing valuable insights into ancient engineering marvels that continue to benefit contemporary society.

Similarly, the Borobudur-Angkor partnership has enhanced the cultural and economic value of both sites, promoting mutual understanding and appreciation between the two nations. As a beacon of cultural and historical significance, Angkor Wat not only stands as a testament to Cambodia's rich heritage but also serves as a catalyst for economic growth and global appreciation of the country's cultural treasures. The partnership with Borobudur has strengthened the ties between Indonesia and Cambodia, fostering a deeper cultural exchange and mutual benefits in tourism and site management.

4.4. Enhancing Visitor Engagement through the Borobudur-Angkor Twin World Heritage Program

The collaboration between Indonesia and Cambodia, facilitated through the management of Cambodia's world heritage site by the Apsara National Authority, was formalized within the framework of the Twin World Heritage program on July 20, 2019. This collaborative effort between PT TWC and the Apsara National Authority centers on the joint management of two culturally significant heritage sites. The Apsara National Authority, rooted in the Khmer cultural fund, operates as a modernized entity within the governmental framework, boasting an inter-ministerial structure. This structure is driven by a commitment to efficient administrative practices and a willingness to engage in beneficial partnerships with the international community.
A notable outcome of this collaboration is the substantial increase in the number of Cambodian tourists visiting Indonesia. In 2018, the recorded number of Cambodian visitors reached 8,875 individuals, marking a noteworthy surge. This positive trend continued to strengthen in 2019, with the number of Cambodian tourists further escalating to 13,852 individuals. A comparative analysis of the pre-collaboration period in 2017 reveals significant growth, as only 6,450 Cambodian visitors traveled to Indonesia during that year. The impact of this collaboration is also evident in broader tourism statistics. Data from the Central Statistics Agency for the years 2017-2019 underscores a substantial increase in both foreign and local visitors. In 2018, there were 192,231 foreign visitors and 3,663,054 local visitors. Building on this momentum, 2019 witnessed a rise in foreign tourists to 242,082 individuals and local tourists to 3,747,757 individuals.

This remarkable upswing in visitor numbers not only reflects the success of the Twin World Heritage program but also signifies the positive influence of collaborative cultural management efforts between Indonesia and Cambodia. The increased flow of Cambodian tourists to Indonesia highlights the reciprocal benefits derived from such international partnerships, fostering cultural exchange and contributing to the growth of the tourism industry in both nations.

The significance of the results serves as robust evidence affirming the success of paradiplomacy initiatives conducted by the Indonesian government and PT. Taman Wisata Candi through the establishment of the Twin World Heritage cooperation. Beyond the evident surge in the tourism sector, the economic development in the proximity of the Borobudur Temple stands as a closely intertwined aspect of its triumph. Numerous small and medium-sized enterprises (SMEs), particularly local traders and businesses operating in the vicinity, have experienced substantial economic upliftment due to the heightened economic activities generated by the tourism surge.

The symbiotic relationship between the success of the Twin World Heritage program and the economic prosperity of the surrounding area is apparent. Local enterprises benefiting from increased visitor footfall have become vital contributors to the burgeoning economic landscape. This economic infusion not only supports the livelihoods of local communities but also fosters a resilient and dynamic business environment. A comprehensive understanding of the impact of these initiatives on visitor numbers enables Indonesia to craft more refined and effective strategies to maximize the potential of its cultural wealth. This strategic insight positions Indonesia to not only sustain the current momentum in tourism growth but also to cultivate long-term economic prosperity. Moreover, by fostering deeper cultural exchange through these initiatives, Indonesia can enhance its global presence and contribute meaningfully to the interconnected tapestry of cultural diversity (UNESCO, 2019).

Grounded in the theoretical framework of paradiplomacy, the collaboration between PT TWC and the Apsara National Authority emerges as a poignant illustration of how non-state actors can transcend international borders to engage in meaningful cultural diplomacy. The Twin Heritage collaboration has effectively provided a platform for subnational stakeholders, particularly in Central Java Province, to actively participate in international relations and promote the cultural wealth embodied by Borobudur Temple. The impact of this collaboration reverberates notably in Central Java Province,
where the promotion of Borobudur Temple to Cambodia and the subsequent increase in visitor numbers have become integral components of subnational cultural diplomacy. This exchange not only fosters cultural understanding but also elevates the region's global standing as a custodian of historical and architectural marvels. Through the lens of paradiplomacy, this collaboration is an exemplar of how local entities can play a pivotal role in shaping international narratives and forging connections beyond traditional state-centric diplomacy. The partnership theory further illuminates the multifaceted nature of the Twin Heritage collaboration. On the economic front, the surge in visitors to Borobudur Temple contributes significantly to the regional foreign exchange in Central Java Province. This economic impact underscores the tangible benefits of cultural diplomacy, extending beyond the realm of cultural exchange to directly influence the economic prosperity of the region.

In the realm of management, the collaboration has engendered the implementation of new programs and promotions, a testament to the dynamic and adaptive approach taken by PT TWC and the Apsara National Authority. This not only ensures the sustained appeal and relevance of Borobudur Temple but also reflects a commitment to innovative governance practices that go beyond conventional cultural preservation efforts. The synergistic interplay of paradiplomacy and partnership theories in the Twin Heritage collaboration underscores its transformative potential. Beyond the immediate cultural exchange, the collaboration is a vehicle for economic growth, regional development, and the fortification of international relationships at the subnational level. As cultural diplomacy continues to evolve, this collaboration stands as a beacon, showcasing the far-reaching impact of non-state actors in shaping the narrative of global cultural heritage and international cooperation.

5. Conclusion

The research findings discussed thoroughly underscore the significant impact of the Twin World Heritage program in fully realizing the potential of Borobudur Temple, leading to beneficial outcomes across various sectors. From 2018 to 2019, targeted collaborative efforts have maximized the temple’s potential, marking a successful blend of international promotion, cultural preservation, and significant improvements in visitor statistics.

The Twin World Heritage program adeptly combines cultural heritage preservation with economic development through strategic international partnerships, effective management collaborations, and dynamic promotional campaigns. This integration has yielded notable results, such as increased visitor numbers, augmented economic activity in the surrounding area, and the establishment of sustainable tourism practices. Particularly, the collaborations with globally recognized heritage sites like Angkor Wat and the Taj Mahal demonstrate the program’s capacity to utilize cultural preservation as a magnet for international tourists, thus enhancing the local economy and benefiting small and medium-sized enterprises (SMEs).

A detailed examination of the interplay among these elements offers profound insights into the program’s effectiveness and sets a foundation for future enhancements. The evident success of the Twin World Heritage program in raising Borobudur Temple’s profile on an international scale highlights the importance of strategic international partnerships. By synchronizing cultural preservation with aggressive marketing
strategies, the program has not only spurred tourism growth but also acted as a driving force for regional economic development.

Insights derived from analyzing the intricate relationships between robust international promotional campaigns, a dedicated commitment to cultural preservation, and the subsequent increase in visitor numbers provide a holistic view of the program’s impact. This knowledge is crucial in honing strategies for continuous development and ensuring the enduring prominence of Borobudur Temple as a key global cultural site. The observed positive trajectory in the evolution of Indonesian cultural heritage sites, epitomized by Borobudur Temple’s achievements under the Twin World Heritage program, transcends conventional tourism benefits. The economic revitalization of the surrounding area emerges as a concrete benefit, showcasing the comprehensive advantages of strategic cultural heritage management.

The endeavors spearheaded by the Indonesian government and PT. Taman Wisata Candi, particularly through the innovative Twin World Heritage program, reflects a proactive and forward-thinking approach to safeguarding and enhancing the nation's cultural assets. This progressive stance not only protects the legacy of monumental sites like Borobudur Temple but also sets a course for sustained socio-economic advancement and increased global stature. By merging cultural heritage conservation with economic initiatives, the program establishes a sustainable tourism model that benefits both local communities and the broader economy, ensuring the preservation of both the cultural and economic value of heritage sites for future generations.

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