



**USING THE DESIGN
OF BALI'S WORLD
HERITAGE CULTURAL
LANDSCAPE TO
EMPOWER BALINESE
COMMUNITIES**

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figure 1

THE MANAGEMENT PLAN FOR BALI WORLD HERITAGE

As conservation areas, parks, reserves and World Heritage sites proliferate around the globe, perhaps the most pressing issue is how they should be governed. The failure rate is very high, especially for landscapes where the twin goals of biological and cultural diversity conservation must somehow be reconciled.¹

UNESCO's approval of a new World Heritage Cultural Landscape in Bali offers a unique opportunity to implement a new model for governance. But this opportunity will not last long. The news media in Indonesia reports that the inhabitants of the 21 villages within the sites are impatient to discover whether the World Heritage designation will bring them tangible benefits, and meanwhile a land grab by speculators has begun.

EMPOWERING A GOVERNING ASSEMBLY

The management plan for the World Heritage, proposed by the Government of Indonesia and approved by UNESCO, empowers an innovative Governing Assembly to manage the sites. This body includes representatives from all communities within World Heritage, as well as staff from Culture, Forestry, Agriculture and other government departments.

At the request of the Governing Assembly and the Ministry of Education and Culture (which has overall responsibility for UNESCO sites in Indonesia), we have created a Design Proposal with concepts, plans and models for the development of the sites. Following the plans approved by UNESCO, the plans focus on maximizing the potential benefits from visitors to the sites, while minimizing the

figure 1: Subaks bringing offerings to the supreme water temple Pura Ulun Danu Batur, to escort the Goddess of the Lake in a ceremonial procession at the beginning of the Festival of the Tenth Full Moon

danger of excess visitor pressure. With over a million foreign visitors each year, Bali is in danger of being loved to death.

The Bali World Heritage is a sacred landscape, where the ongoing ritual cycles of centuries-old temples strive to harmonize society, nature and spirit. The question of how to structure visitor experiences needs to be carefully considered by the 21 communities in the sites.

We request support to translate the design proposals and visitor guidebook into Indonesian, and take both to the villages within the sites for comprehensive review in the form of a traveling exhibition. In this way, the design process itself will strengthen and empower the Governing Assembly. The design proposals and guidebook will also be reviewed by tourist industry and other advisers, and the results will be funneled to the Visitors and Education Working Group of the Governing Assembly.

While the visitor guidebook will be funded by the Ministry, additional funds are needed to create an effective traveling exhibition of design concepts, models and plans to bring to the villages within the sites, and carry out reviews and evaluations. Because there is much confusion and uncertainty in Bali today about the consequences of the World Heritage designation, this process should begin before 2013.

¹ Mac Chapin. A Challenge to Conservationists. World Watch, November 2004:17-31.

Bali Daily

Jakarta Post WEDNESDAY SEPTEMBER 26, 2012 FOUR PAGES VOL.01 NO.144



80/741 Ivo Aggiano

Cultural grandeur: Worshippers mix with local and international visitors at Pura Taman Ayun in Mengwi, Badung regency. The temple has been declared one of UNESCO's World Heritage sites, along with Jatiluwih, Pakerisan Watershed and Lake Batur.

UNESCO urges responsible tourism be imposed

Ni Komang Erviani

BALIDAILY.COM

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is strongly urging the Bali administration to enforce responsible tourism in the newly declared World Heritage sites to protect and preserve them from human and nature-based adversity.

Speaking during a gala dinner at Taman Ayun Temple in Badung regency on Monday night, Kishore Rao, director of UNESCO's World Heritage Center, insisted that responsible tourism had to be promoted at Bali's World Heritage sites.

"You can expect tourist numbers, visitor numbers, to grow. And the high level of visitation should not damage the value of the site. So you should have a plan for sustainable tourism in the sites, for all the components," Rao told the packed audience.

UNESCO inscribed "Bali Cultural Landscape, *subak* as the manifestation of *Tri Hita Karana*" on the world heritage list at the organization's meeting in Saint Petersburg, Russia, last June.

The cultural landscape of Bali consists of rice terraces and their water temples that cover 19,500 hectares. *Subak* is a traditional Balinese agriculture system that reflects the philosophical concept of *Tri Hita Karana*, which brings together the realms of the spirit, the human world and nature. Included in the landscape are the 18th-century royal temple of Pura Taman Ayun in Badung, the Batukaru mountain reserve in Tabanan, the Pakerisan watershed in Gianyar and Lake Batur in Bangli.

Taman Ayun royal temple was constructed in the 17th century during the reign of Tokorda Bima Sakti Blambangan, a feared warlord and the founder of the mighty kingdom of Mengwi.

The Batukaru mountain reserve boasts a well-protected forest and a mountain revered as one of the six *kahyangan jagat* (world temples), the major temples revered by all Balinese Hindus. The gem of the area is the vast and well-kept terraced rice fields in Jatiluwih village, the best real-life model of *subak*.

The Pakerisan watershed boasts many majestic archaeological sites, including Gunung Kawi – the royal

tombs of ancient Balinese kings. The tombs are beautifully carved into a soft stonewall. The Pakerisan watershed and the archaeological sites along the river are a testament to the island's past glories. There are hectares of rice fields under the management of three *subak* downstream of the watershed.

Lake Batur occupies an important place in Balinese Hinduism as the seat of Dewi Danu, the goddess of fertility and prosperity. Lake Batur is a strategic water source that irrigates hectares of farms in Bali.

"The inscription of the new sites on the world heritage list also brings with it a lot of responsibility and obligation. But these values have to be protected, not only for the enjoyment of the present generation, but also for the enjoyment of the future generations," Rao said.

Rao explained that after the Bali cultural landscape had been inscribed on the world heritage list, all parties had to monitor the site's conservation from year to year, and to make sure that those values were preserved for all the time. "UNESCO, on its side, stands ready to provide technical assistance; it can help to

build capacity in all aspects that the Indonesian government has requested us to do. We are there to provide technical assistance," Rao added.

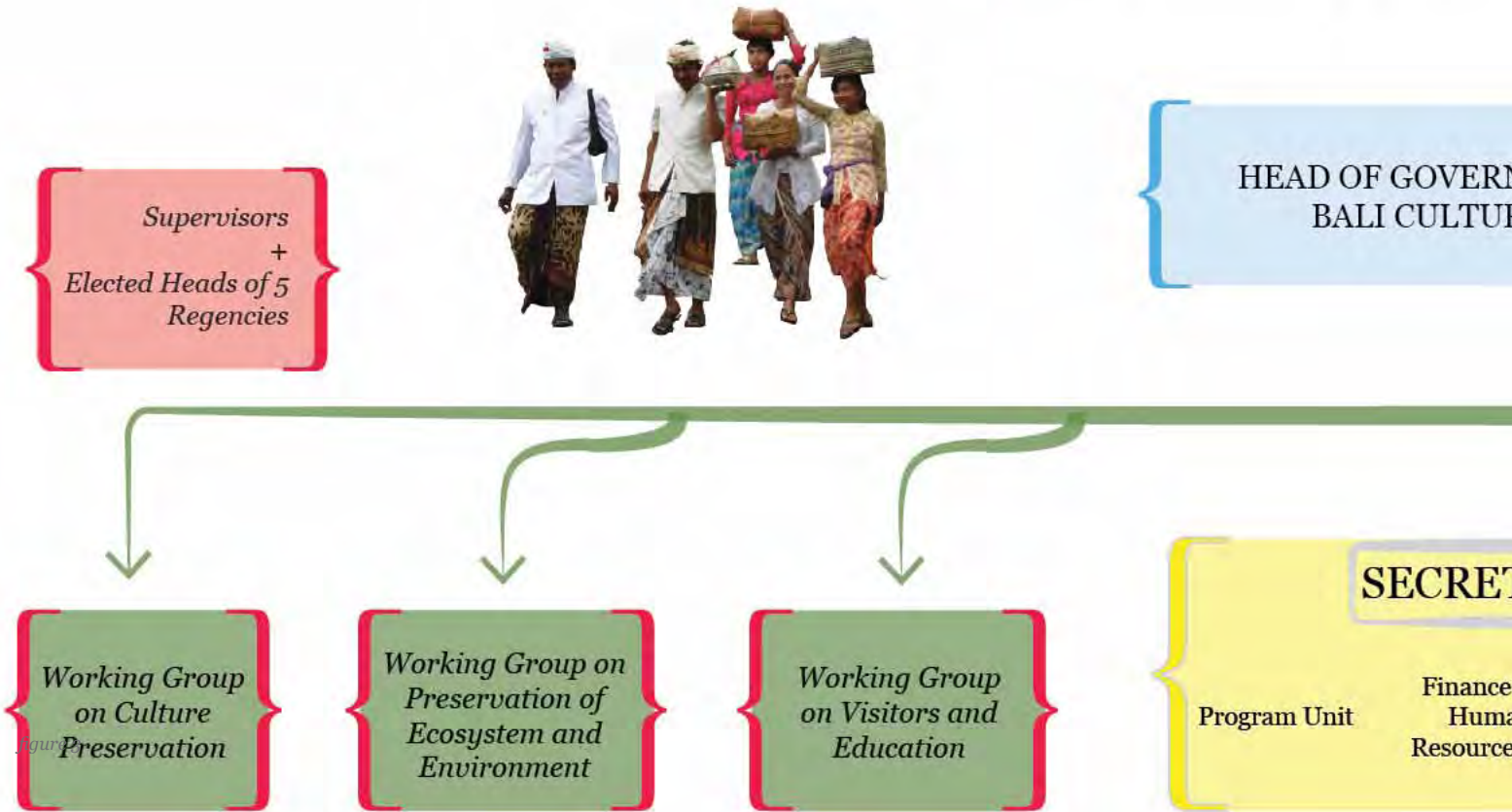
The UNESCO world heritage committee has also come up with some suggestions for the central and local governments. First, the central and regional administrations have to implement responsible tourism. Second, they have to review the boundaries and buffer zones and to prepare a disaster risk reduction plan. Third, the governments are required to look at the ways to engage the community and to reconstruct and maintain the traditional buildings.

Deputy Education and Culture Minister Wiendu Nuryanti explained that the acknowledgement of the Balinese cultural landscape by UNESCO was the 14th recognition after the organization had acknowledged such things as batik, angklung, wayang and *keris*. The government, he said, planned to implement four programs for the sites consisting of protection, environment conservation, improving community welfare and implementing responsible tourism.

figure 2

figure 2: News article featured in the local paper describing the uncertainty the Subak farmers face in the wake of the World Heritage listing

[Bali Governing Asses



Governing Assembly: Relationships

Governing Assembly
Central Office



Consultants,
People's Welfare,
Culture & Tourism,
UNESCO
+
Academics

Secretary
and
Monitoring and
Evaluation Unit

Working Group
on Farming
Development

Working Group
on Social and
Infrastructure
Development

Working Group
on Legal Affairs
and Governance

figure 3: The Governing Assembly of the Bali World Heritage is an innovative governance system in which the elected heads of 21 villages within the sites have majority control. they are assisted by staff from many government departments. Design of the visitor facilities and education is in the hands of the Working Group on Visitors and Education.

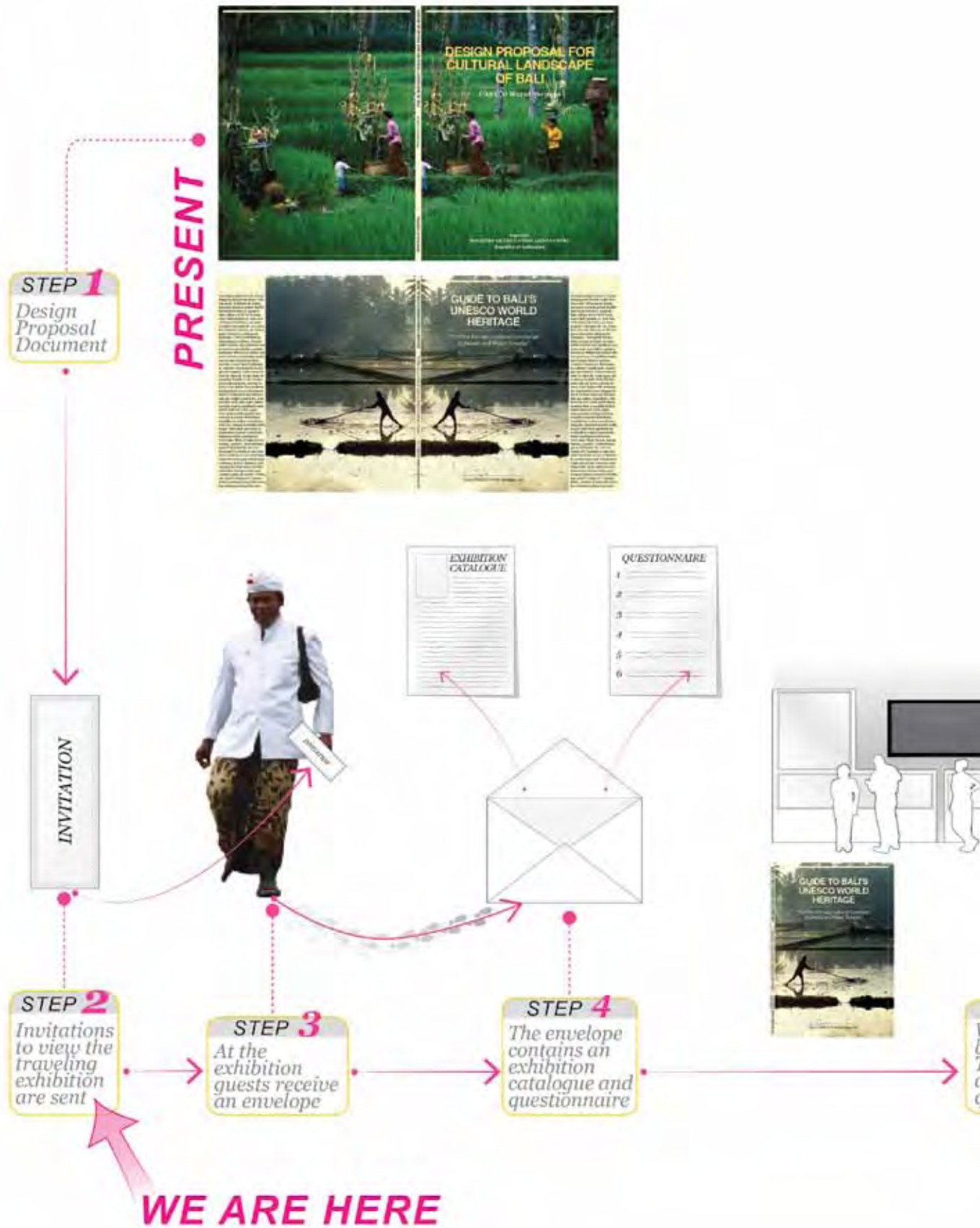


figure 4

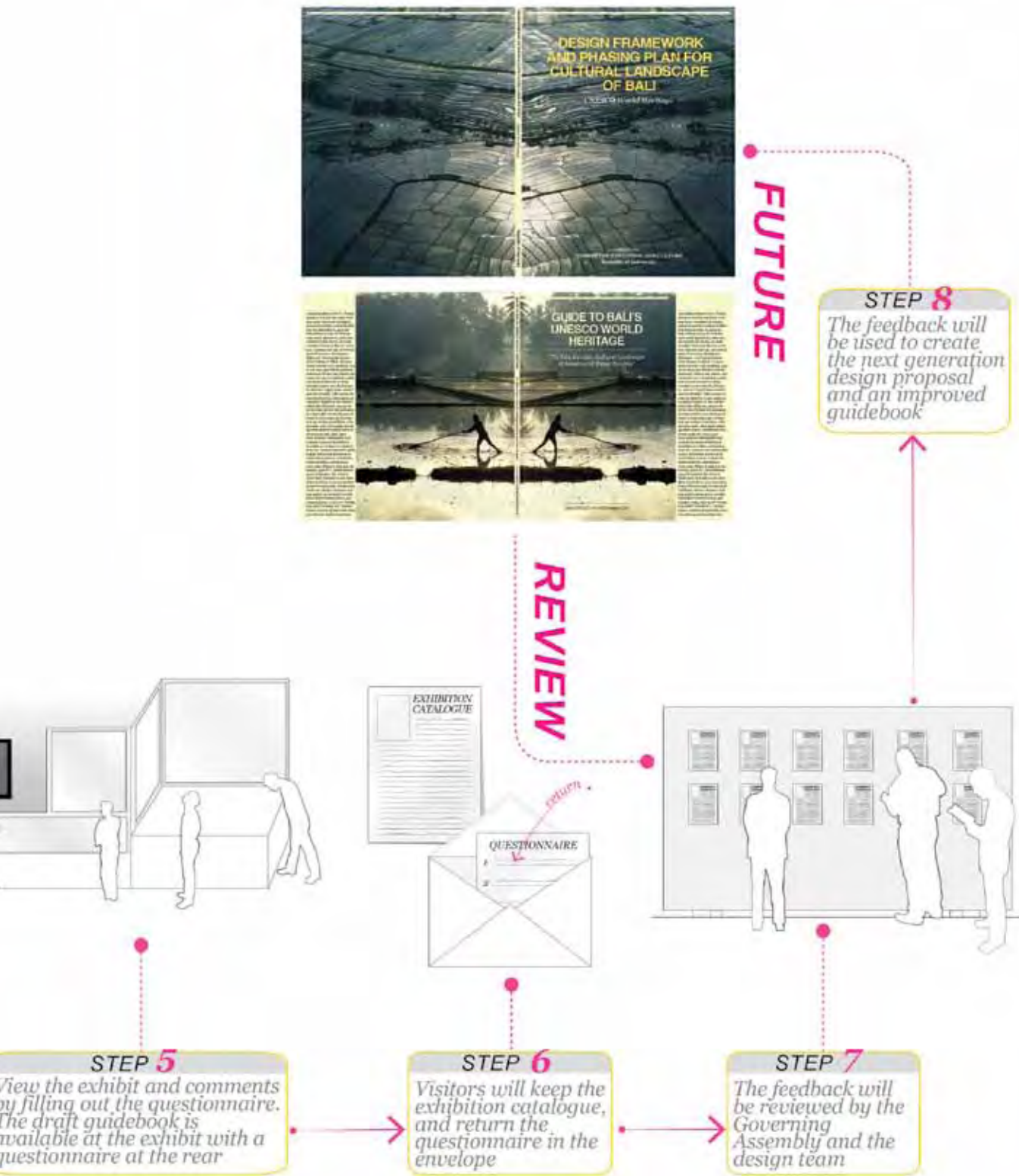


figure 4: Design concepts will be presented in a traveling exhibit that includes detailed models and plans, in English and Indonesian. Opportunities for feedback will include a questionnaire contained inside an envelope received upon entering the exhibit.

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figure 5

GUIDE TO BALI'S UNESCO WORLD HERITAGE

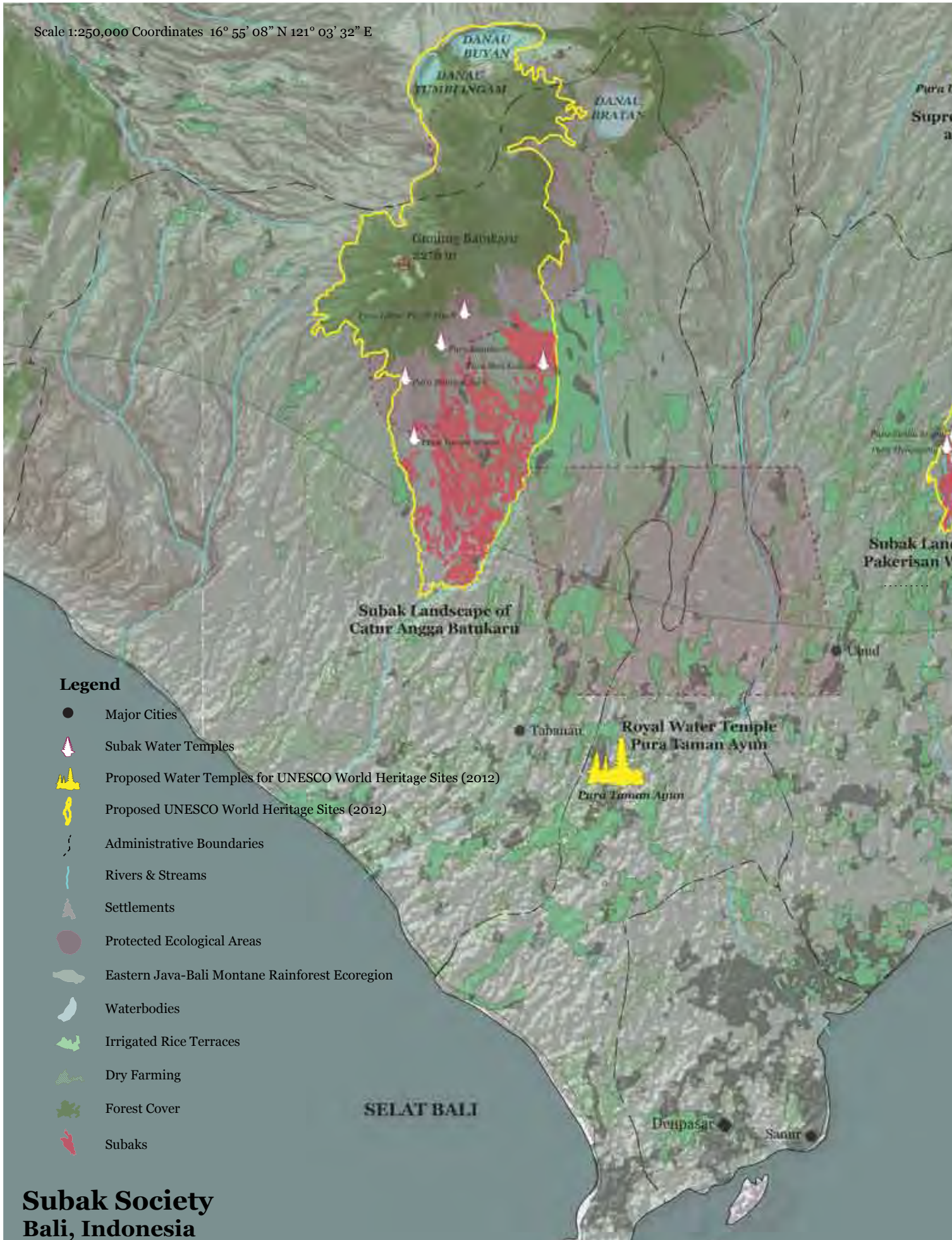
*"Tri Hita Karana: Cultural Landscape
of Subaks and Water Temples"*

"2012 UNESCO World Heritage List"

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figure 5: A draft Visitor guidebook in English and Indonesian will be part of the traveling exhibition. It will give communities a chance to think carefully about what they choose to communicate to visitors, and how they wish to be portrayed.

Scale 1:250,000 Coordinates 16° 55' 08" N 121° 03' 32" E



Subak Society Bali, Indonesia

figure 6



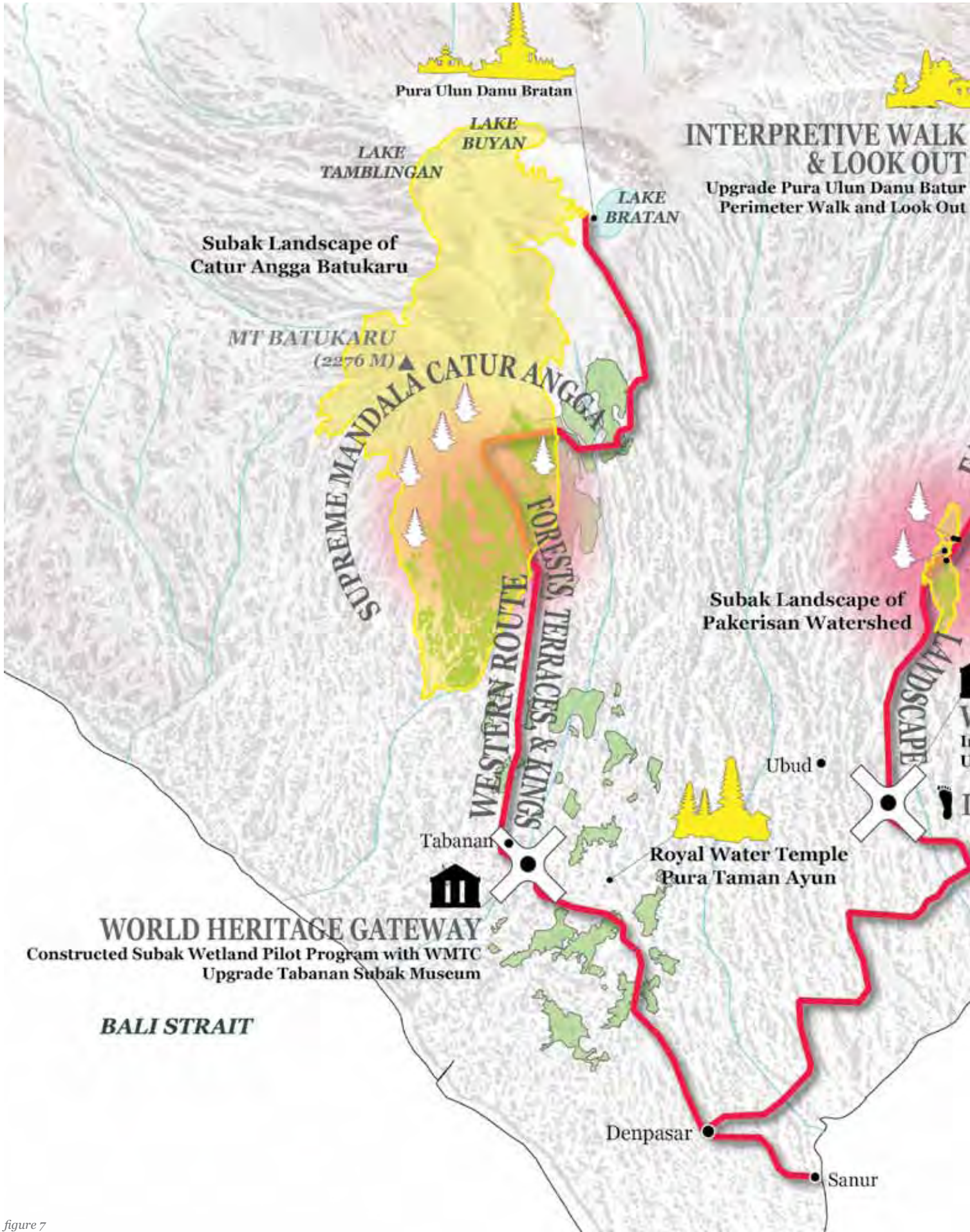
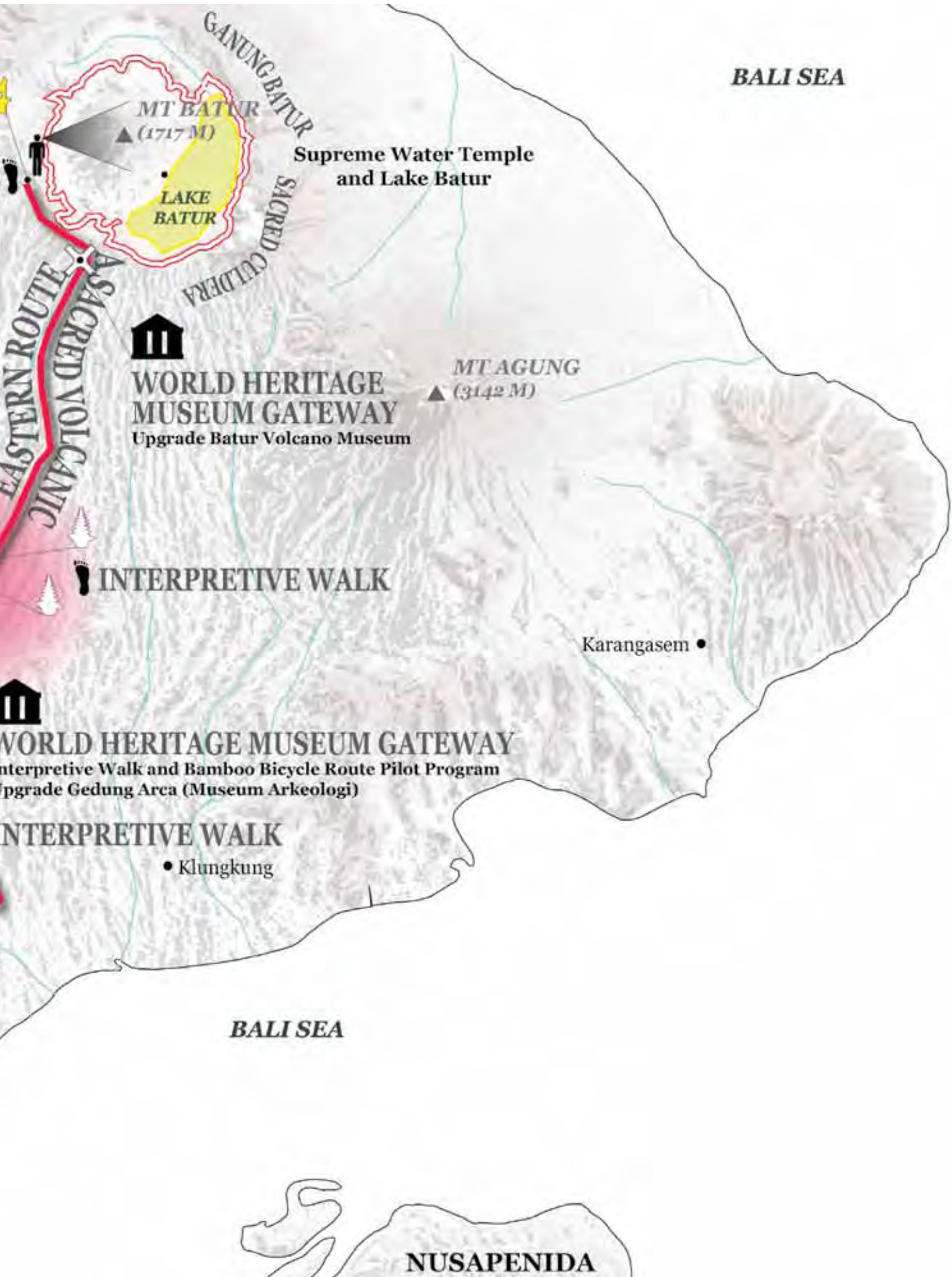


figure 7

CREATING 2 ROUTES & 3 VISITOR GATEWAYS



The Design Proposal includes an Eastern and Western Route to the sites, with many options for visitor facilities including Visitor Gateways, interpretive walks, and improvements to three existing museums. These facilities are designed to generate substantial revenue to be managed by the Governing Assembly.



figure 8

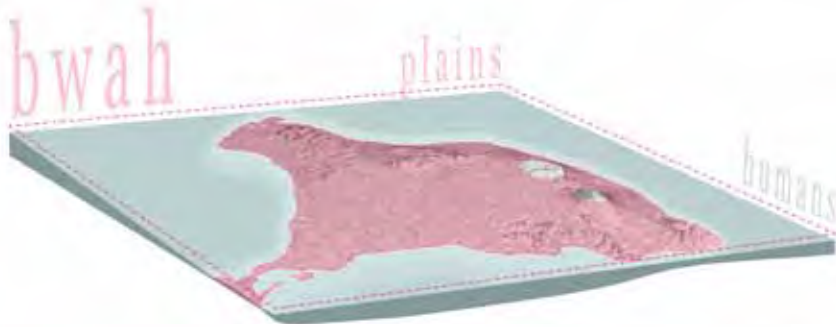


figure 9



figure 10

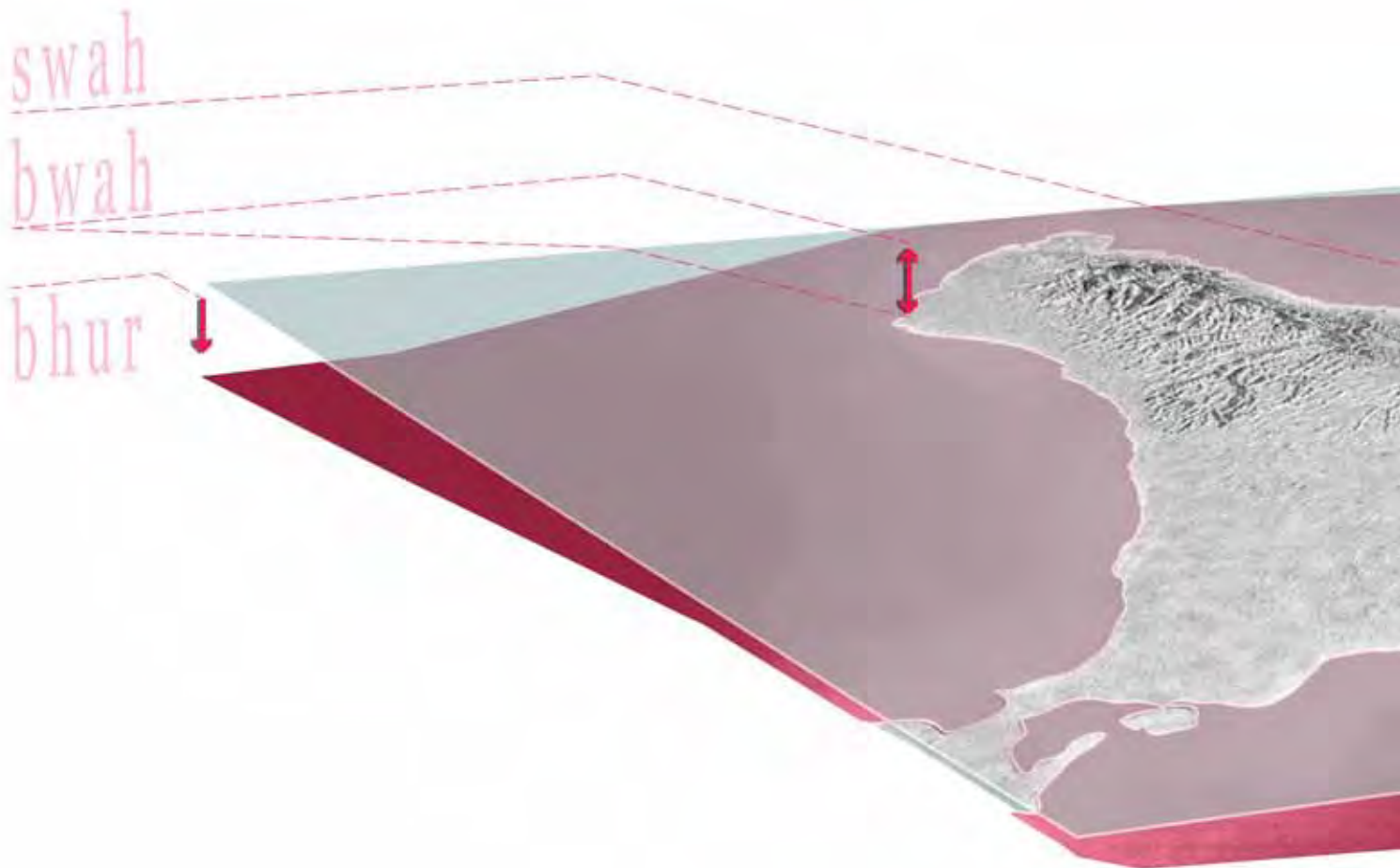




figure 12

figure 8,9,10,11,12: The World Heritage is a sacred landscape that exemplifies the Balinese concept of Tri Hita Karana, which expresses the balance between the upper, middle and lower worlds. The Guidebook offers imagery to convey these concepts to visitors to the sites.

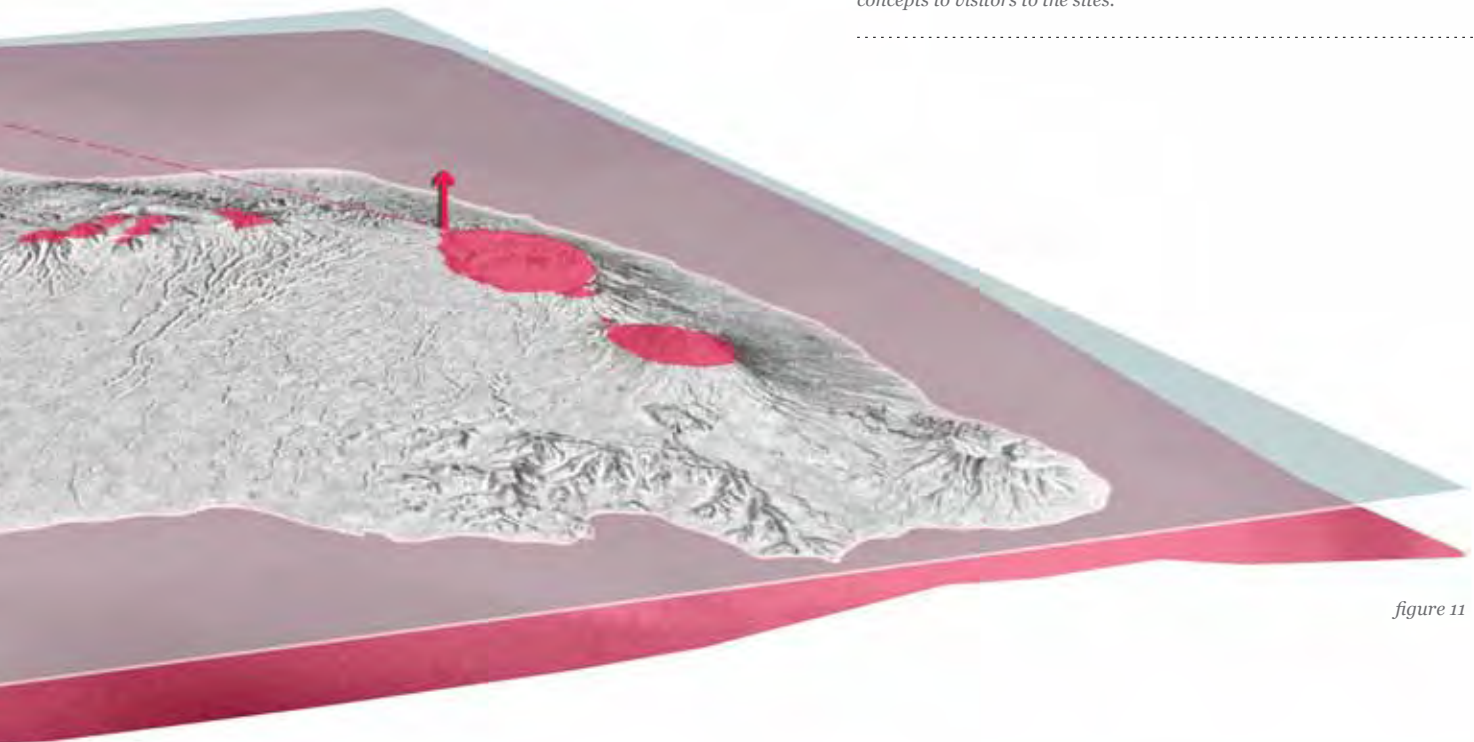


figure 11

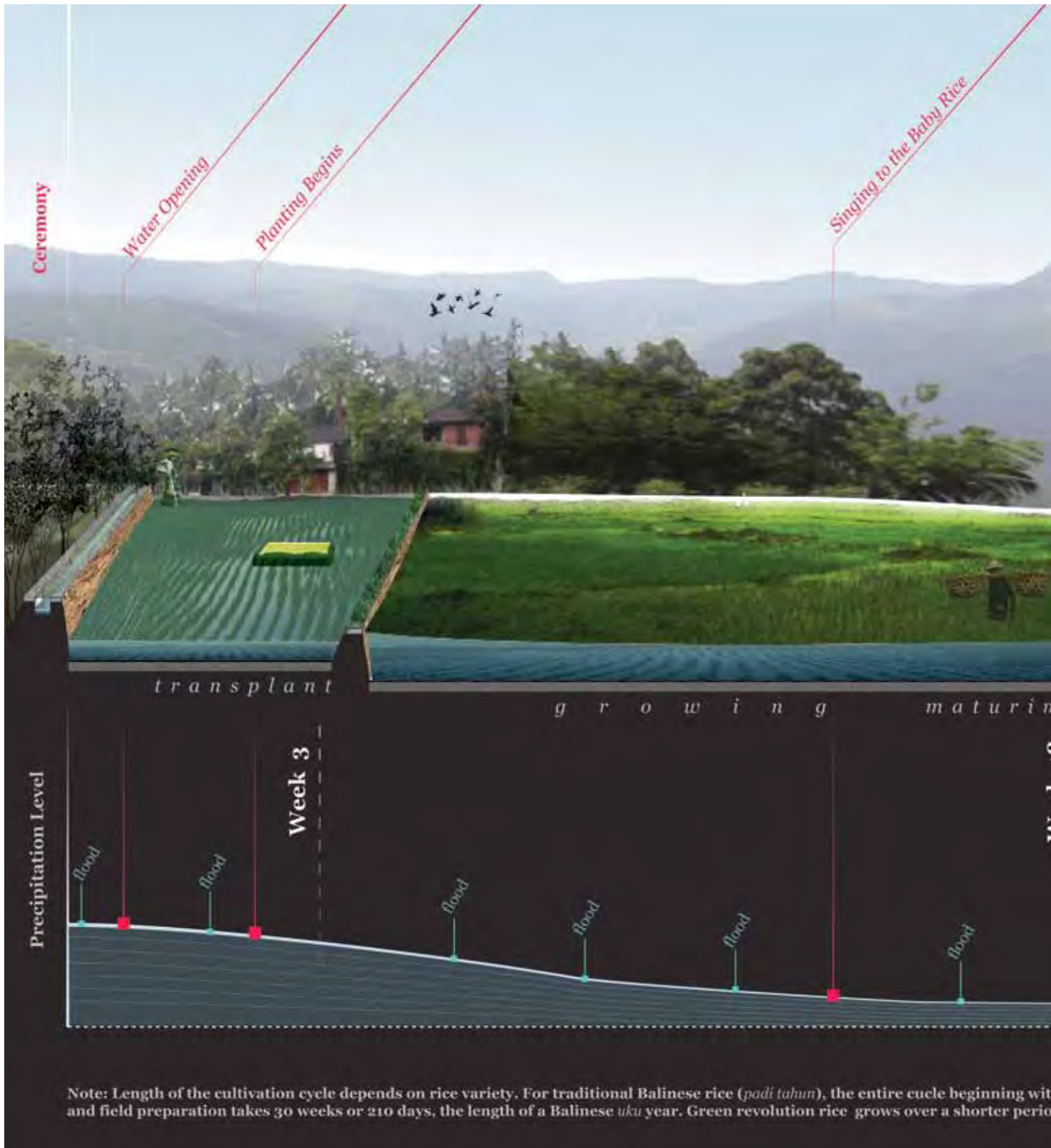


figure 13

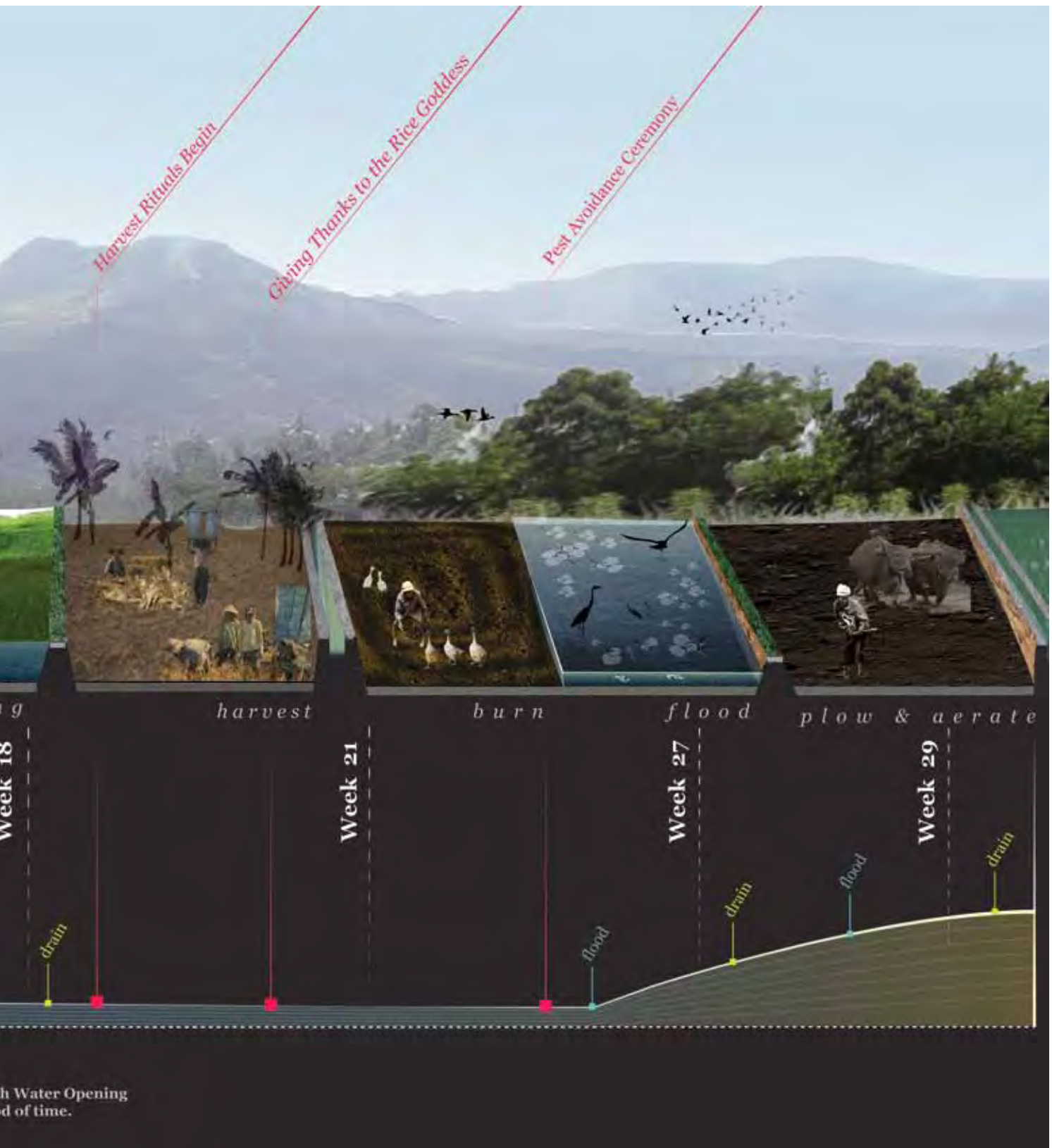


figure 13: The World Heritage focuses on the ancient self-governing Balinese subaks, which manage the island's rice terraces. Designs for the Visitor Gateways and Guidebook explain the inner workings of the subaks and their role in managing the island's ecology.

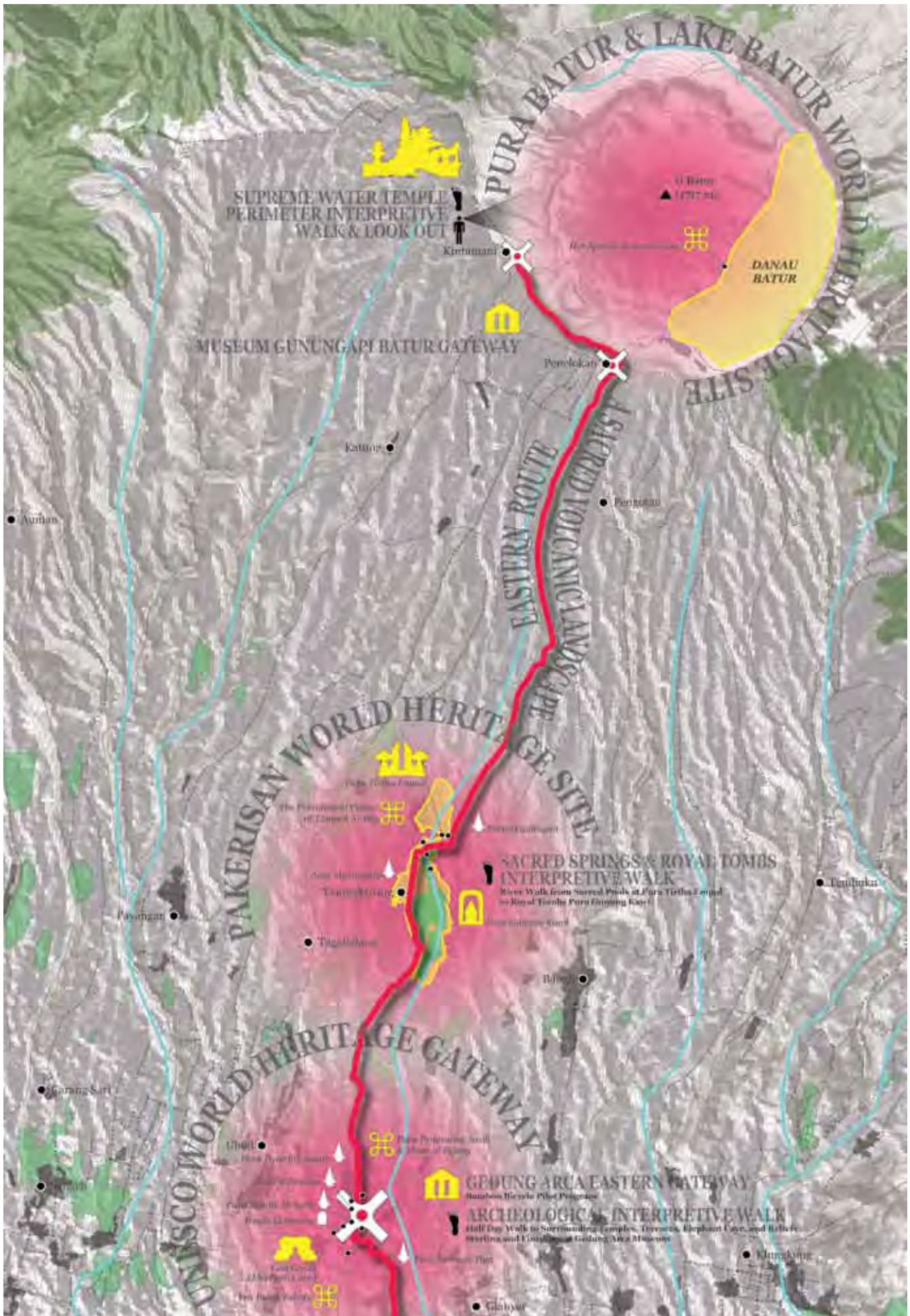


figure 14

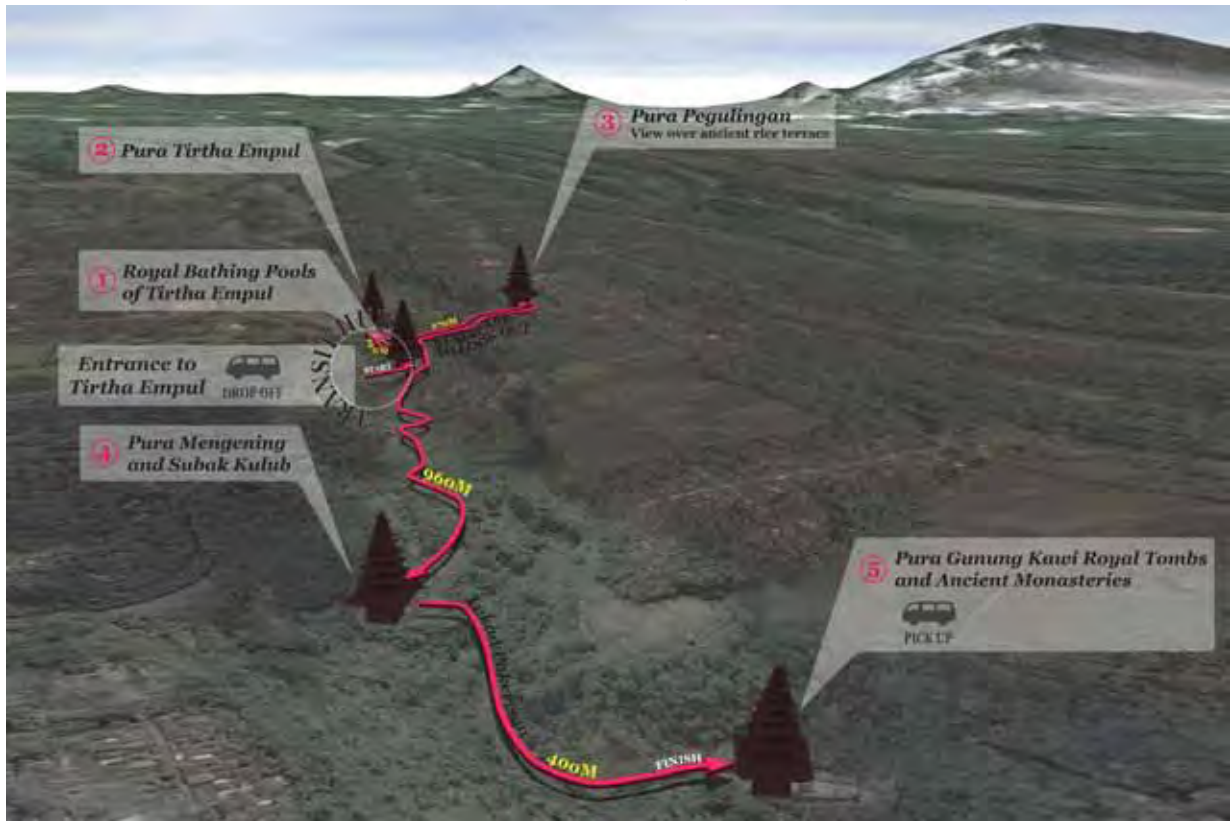


figure 15

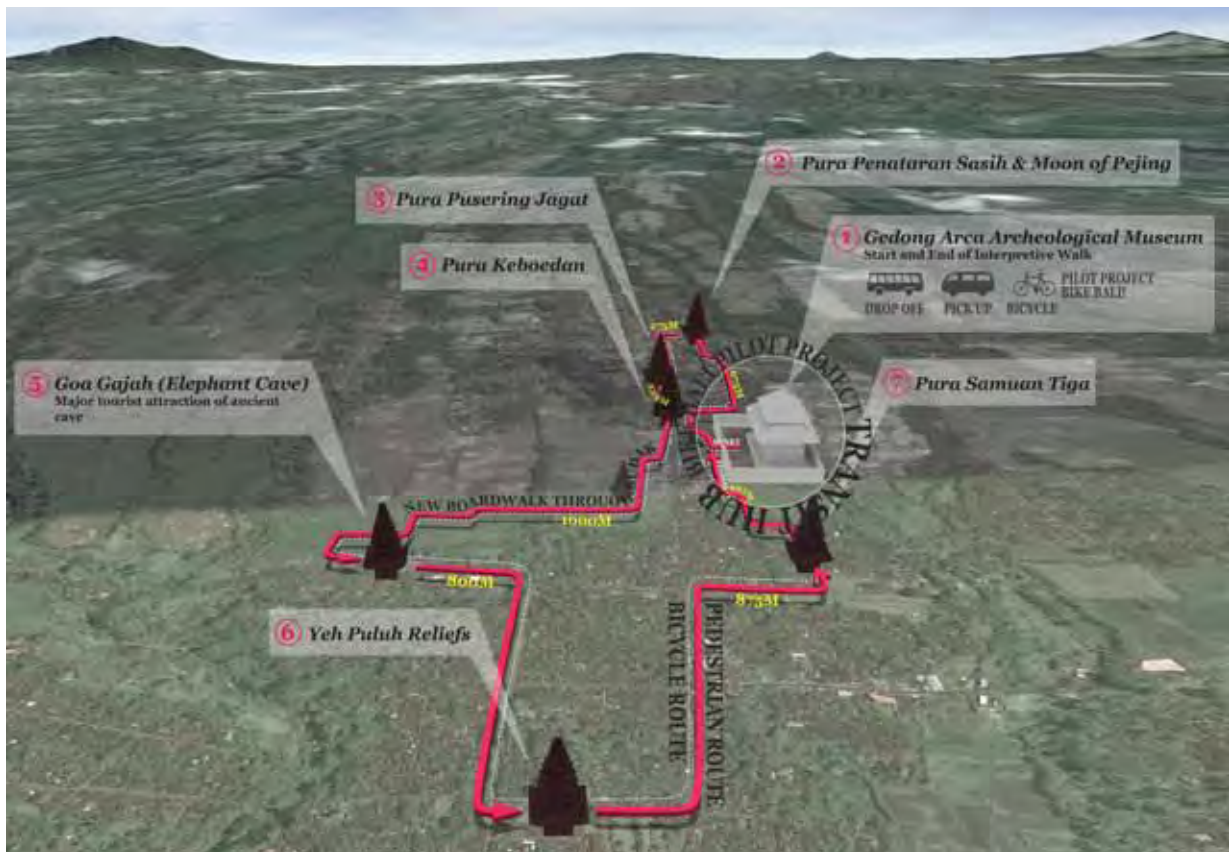


figure 16

figure 14: the traveling exhibit will bring design concepts and models- still in draft form- to each of the sites.

figure 15+16: Example of two interpretive walks. These concepts are described in the Guidebook, which offers detailed descriptions for self-guided tours of these major archaeological sites.