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## **Managing Urban Heritage Areas in the Context of Sustainable Tourism: Heritage Conservation**

There has been very little documentation of the Asian experience in planning and managing urban heritage areas, especially those experiencing tourism pressures. In order to better understand the challenges in these areas, 47 case examples have been authored by experienced practitioners who have worked in Asia over the past two decades in the areas of heritage conservation and/or cultural heritage tourism. The issues discussed in the case examples are those that the practitioners have identified as being of particular relevance to the heritage and sustainable tourism debate. Combined, these case examples provide geographic breadth and longitudinal depth, offering a comprehensive and credible body of data.

In this chapter the case examples relate to heritage, which encompasses issues such as authenticity, integrity, heritage impact, historic urban landscapes, intangible heritage, tangible heritage and World Heritage sites.

## The post-earthquake revitalization of Kotagede Heritage District, Yogyakarta, Indonesia

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The people of Yogyakarta Special Territory and Central Java, Indonesia, have experienced difficult times since an earthquake measuring 5.9 on the Richter scale struck them on 27 May 2006. At least 6000 died, many more were injured and many lost their homes. Furthermore, much of the unique tangible and intangible cultural heritage in these areas was lost or damaged. The tangible heritage affected by the earthquake included some parts of the World Heritage Prambanan Temple, Yogyakarta Palace Complex, Baluwerti Fortress, Tamansari Water Castle and Kotagede Heritage District. The earthquake also seriously disrupted core activities of local industries, including the traditional sterling silver, batik, pottery, wood and ikat crafts practised in the southern part of Yogyakarta City and Bantul Regency. Most of the artisans lost the resources to continue their work.

As a result of the earthquake, Kotagede Heritage District, one of Yogyakarta's older areas, which contains the remains of the Old Mataram Kingdom Kotagede, is now seriously endangered. Many traditional houses, unique *kalang* houses and artisans' *kampong* (villages), were destroyed by the earthquake. Their owners, deprived of the necessary means and resources for restoration, might not be able to restore their houses in traditional forms.



**Figure 3.1:** Omah (House) Universitas Gadjah Mada in Kotagede in 2018

Local institutions launched several responses, including the Comprehensive Revitalization Program (CRP), initiated by Pusaka Jogja Bangkit! (Jogja Heritage Revival!) and implemented in collaboration with the Jogja Heritage Society, the Center for Heritage Conservation of Universitas Gadjah Mada (UGM), the Indonesian Heritage Trust, ICOMOS Indonesia and others, along with the local community. The CRP vision was to revive the Kotagede Heritage District to improve socio-cultural life and the environment to a state better than that existing prior to the earthquake, as well as create community capacity to manage the restored cultural heritage independently and ensure the restored cultural heritage has a positive economic and cultural impact on the community.

Many international organizations have supported the CRP, including the Japan International Cooperation Agency (JICA), which implemented the Community Empowerment Program (CEP) to build the capacity of local people to actively engage in the reconstruction process (2006-2007); the Royal Netherlands Embassy in Jakarta, which financially supported the reconstruction of some traditional houses (2007); Universitas Gadjah Mada, which bought a damaged traditional wooden house, which was then rebuilt by JICA and Total Indonesia and converted into Omah UGM (UGM House), the office of the university's Center for Heritage Movement (2007); the UNESCO Bangkok and Jakarta offices, which assisted the Jogja Heritage Society (JHS) and the Kotagede Heritage District Local Organization (OPKP) in the publication of the *Homeowner's Conservation Manual* for Kotagede Heritage District, with the support of the Kingdom of Saudi Arabia (2007); and a collaboration between Universitas Gadjah Mada and Exxon Mobile to conduct the Kotagede 'Economic Revival Post Earthquake through Craft' initiative (2007-2008). In addition, many individuals have supported the heritage emergency response.

The programmes that were part of the first stage (2006-2009) of the Kotagede CRP were initiated by heritage advocates, academics and organizations, supported by philanthropies. The next stage (2009-2011) was organized by the Government of the Republic of Indonesia and was supported by donors from various countries. Recently, initiatives to conserve traditional houses and adapt them for re-use for social, cultural and economic development so as to make Kotagede more livable, have been carried out by individuals.

Kotagede has become one of the most important heritage areas in Yogyakarta. Based on the experiences with the Kotagede Heritage District post-disaster programme, and those in other regions in Indonesia, heritage-related disaster risk management was included as one of the eight instruments listed in Indonesia's Charter for Heritage Cities Conservation in 2013.

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