INDONESIAN POLICY IN SUPPORTING SUSTAINABLE TOURISM AND DEVELOPING ECOTOURISM DESTINATION

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Presentation Framework

- Concept of Ecotourism
- Ecotourism principles
- Relationship of Ecotourism to Sustainable Tourism

ECOTOURISM PRINCIPLES

- Connecting to conservation, communities, and sustainable travel
  - Minimize impact
  - Build environmental and cultural awareness and respect
  - Provide direct financial benefits for conservation
  - Provide financial benefits and empowerment for local people
  - Raise sensitivity to host countries' political, environmental, and social climate

RELATIONSHIP OF ECOTOURISM TO SUSTAINABLE TOURISM

- Contributes actively to the conservation of natural and cultural heritage as well as sustainable use of bio-diversity.
- Includes local and indigenous communities in its planning, development, and operation, contributing to their well-being.
- Interprets the natural and cultural heritage of the destination to visitor(s).
- Lends itself better to independent travelers, as well as to organized tours for small size groups.

Ecotourism is the preferred type of tourism in protected areas – an acceptable alternative way of income generation.

CONCEPT OF ECOTOURISM

Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations (Ceballos-Lascurain, 1996).

The International Ecotourism Society defines ecotourism as “responsible travel to natural areas that conserves the environment and improves the well-being of local people".

Wight (1994) notes that “There seem to be two prevailing views of ecotourism: one envisages that public interest in the environment may be used to market a product the other sees that this same interest may be used to conserve the resources upon which this product is based. These views need not be mutually exclusive".

ECOTOURISM PRINCIPLES

- Connecting to conservation, communities, and sustainable travel
  - Minimize impact
  - Build environmental and cultural awareness and respect
  - Provide positive experiences for both visitors and hosts
  - Provide direct financial benefits for conservation
  - Provide financial benefits and empowerment for local people
  - Raise sensitivity to host countries' political, environmental, and social climate

Regulatory Framework: Indonesia

- Law No. 10/2009 on Tourism;
- Law No. 41/1999 on Forestry
- Law No. 23/1997 on Environmental management
- Law no. 26/2007 on Spatial Management
- Law no. 32/2004 on Local Government
- Law no. 5/1990 on Natural Resources and Its’ Ecosystem Conservation

Programme of Destination Management Organization linking to Ecotourism Destination (2010-2014)

Working Definition of Destination Management Organization (DMO)

- DMO is a conceptual model of management tool for tourism destination which is systematically structured and innovatively synergized containing functions of coordinating, planning, implementation and control of destination organization by means of networking and application of appropriate information and technology which are integrated with the support and shared responsibility of community, associations, industries, academicians, and government to cope with objectives, participatory process with mutual interests in order to enhance quality of destination management, magnitude of tourists’ visit, length of stay, tourists’ expenditures as well as benefits for local community.

Indonesia's Main Ecotourism Destination Linking To Coral Triangel and Heart of Borneo

- Komodo Islands & Flores (komodo, rinca, padar & wae rebo village)
- Coral Triangle Areas (Bunaken, Wakatobi, Raja Ampat)
- Heart of Borneo & Tanjung Puting National park

DMO Approach

Several approaches on establishing and developing DMO

Process Approach determines and arranges a sequence of process based on the activities of tourism stakeholders, including its ranks and interactions.

Managerial Approach sees DMO as a management system consisting planning, organizing and controlling business activities that are commonly implemented by the public sector.

Systematic Approach views a sequence and interconnectedness of activities. The main objectives here are effectiveness, linkage, and efficiency on responsible mobilization and utilization of tourism resources.

The Coral Triangle
Ecotourism Quality Assurance Policy

Standardization Policy for Ecotourism
- Ecotourism guidelines and standards
- Ecotourism grade classification and features

Ecotourism Destination Management
- Ecotourism management organization strategies for training
- Ecotourism management participation for development

Tourism Industries & Local People Empowerment
- National Programs for People Empowerment (NPPM Manthan)
- Tourism Village (Community-Based Ecotourism)
- Tourism upgradation and tourism infrastructure

ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT DEVELOPMENT
- beaches
- sea
- rivers
- lakes
- waterfalls
- lagoons
- springs
- geysers
- lakes
- deserts
- mountains
- snow
- volcanoes
- valleys
- coral reefs
- oases
- canyons
- caves
- animals
- plants
- fossils
- archeological features
- historical landmarks
- historical features
- villages
- support attractions
- tourism physical facilities
- raptor watching
- migratory birds
- ceremonies
- food
- dance
- music
- festivals of ethnic groups

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ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT DEVELOPMENT
- bird-watching
- trekking
- camping
- whale watching
- gorilla tours
- volunteer tourism
- canopy walkway
- blinds/hides
- bird race
- festivals/ceremonies
- indigenous/ethnic communities
- kayaking
- rafting
- guides
- interpretation
- porter
- cooks
- drivers
- educators
- boats
- vehicles
- horses
- community lodge
- eco-lodge
- blinds/hides
- eateries

ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT DEVELOPMENT
- identify products
- developing partnerships
- tap local knowledge
- incorporate research
- train & build capacities
- zone areas
- develop policies and guidelines
- educate and market
DIRECTIVE OF ECOTOURISM DEVELOPMENT

- BUILD COMMITMENT AMONG STAKEHOLDER
- POLICY FORMULATION ON ECOTOURISM DEVELOPMENT
- LINKING TO REGIONAL AND NATIONAL MASTERPLAN OF TOURISM DEVELOPMENT
- IMPLEMENT THE PRINCIPLES OF COMMUNITY-BASED TOURISM AND SUSTAINABLE TOURISM DEVELOPMENT

Distribution of Tourist preferred Natural based Activities and their regional origin 2006 (%)

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Sumber: PES 2006

Indonesian Tourist Natural Based Preferred Activities 2006 (%)

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</table>

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ECOTOURISM DEVELOPMENT IN INDONESIA
An Effective instrument to preserve nature and heritage as well as traditional values of community

Tools to encourage local welfare to gain income generation and employment

WONDERFUL INDONESIA
THANK YOU