



INDONESIAN POLICY IN SUPPORTING SUSTAINABLE TOURISM AND DEVELOPING ECOTOURISM DESTINATION

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Presentation Framework

- Concept of Ecotourism
- Regulatory framework for sustainable tourism in Indonesia
- Indonesian policy towards quality assurance for ecotourism
- The Development of Ecotourism Destination in Indonesia

CONCEPT OF ECOTOURISM 3

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".

Concept of Ecotourism

- Often/commonly defined as as low impact travel to endangered and often undisturbed location
- **Widely accepted definition:** from co-founder of the Centre for Responsible Travel, Martha Honey in her book, *Ecotourism and Sustainable Development, Second Edition: Who Owns Paradise?:* "Ecotourism is travel to fragile, pristine, and usually **protected areas** that strives to be **low impact** and (often) small scale. It helps **educate the traveller**; provides **funds for conservation**; directly benefits the **economic development and political empowerment of local communities**; and fosters respect for **different cultures and human rights.**"

ECOTOURISM PRINCIPLES 5

- 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

The Principle of Ecotourism Development : Environment Sustainability, Economic Sustainability, Social Sustainability, Culture Sustainability,

RELATIONSHIP OF ECOTOURISM TO SUSTAINABLE TOURISM 6

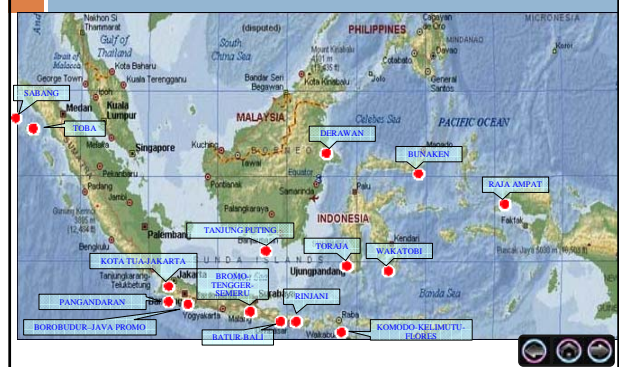
- Contributes actively to the conservation of natural and cultural heritage as well as sustainable use of bio-diversity.
- Includes local and indigenous communities in its planning, development, and operation, contributing to their well-being.
- Interprets the natural and cultural heritage of the destination 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.

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 that to cope share-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.

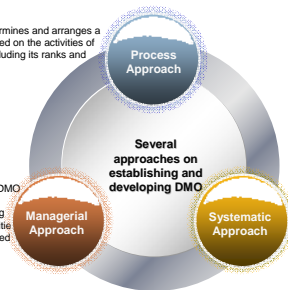


DMO Approach

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



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



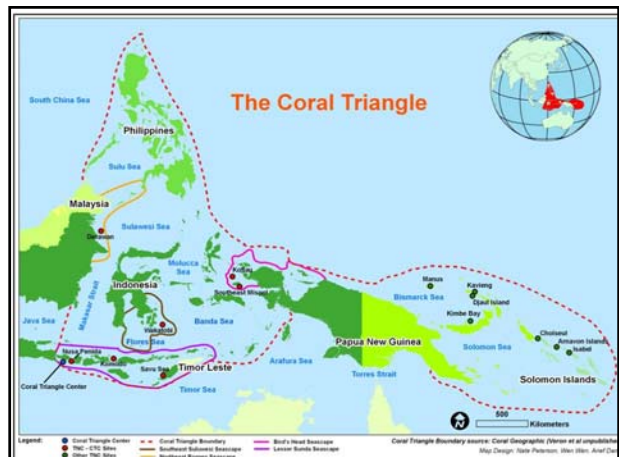
Komodo Islands & Flores (komodo, rinca, padar & Wae Rebo village)

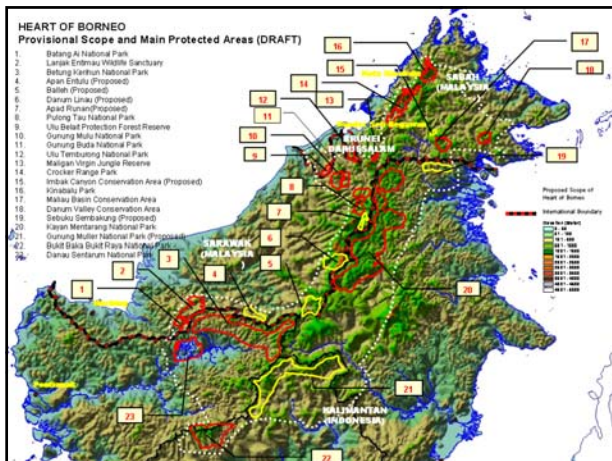


Coral Triangle Areas (Bunaken, Wakatobi, Raja Ampat)




Heart of Borneo & Tanjung Puting National park






Ecotourism Quality Assurance Policy




Standardization policy for Ecotourism

- Ecotourism guide competencies standardization
- Ecotourism guide competencies certification



Ecotourism Destination management

- Destination management organization program on Tanjung Puling, Bunaken, Wakolobi, Flores, and Raja Ampal
- Ecotourism attraction & facilities development



Tourism Industries & Local People Empowerment

- National Program of People Empowerment (PNPM Mandiri) on Tourism villages (Community based ecotourism)
- Tourism investment on basic tourism infrastructures

ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT₁₅ DEVELOPMENT

<ul style="list-style-type: none"> beaches sea rivers lakes waterfalls lagoons 	<ul style="list-style-type: none"> springs geysers icebergs forests deserts mountains 	<ul style="list-style-type: none"> snow volcanoes valleys coral reefs oases 	<ul style="list-style-type: none"> canyons caves animals plants fossils
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<ul style="list-style-type: none"> archeological features historical landmarks historical features villages support attractions tourism physical facilities 	<ul style="list-style-type: none"> raptor watching migratory birds ceremonies food dance music festivals of ethnic groups
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ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT₁₆ DEVELOPMENT

<ul style="list-style-type: none"> archeological features historical landmarks historical features villages support attractions tourism physical facilities 	<ul style="list-style-type: none"> raptor watching migratory birds ceremonies food dance music festivals of ethnic groups
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ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT₁₇ DEVELOPMENT

<ul style="list-style-type: none"> bird-watching trekking camping whale watching gorilla tours volunteer tourism canopy walkway blinds/hides bird race festivals/ceremonies (indigenous/ethnic communities) kayaking rafting 	<ul style="list-style-type: none"> guides interpretation porter cooks drivers educators boats vehicles horses community lodge eco-lodge blinds/hides eateries
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ECOTOURISM MANAGEMENT: RESOURCES AND PRODUCT₁₈ DEVELOPMENT

- Identify products
- Developing partnerships
- Tap local knowledge
- Incorporate research
- Train & build capacities
- Zone areas
- Developing 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 (%)

Distribusi Responden (Wisman) Menurut Jenis Wisata Alam yang Diminati dan Dilakukan, dan Kawasan Tempat Tinggal, 2006

Unit: Persen

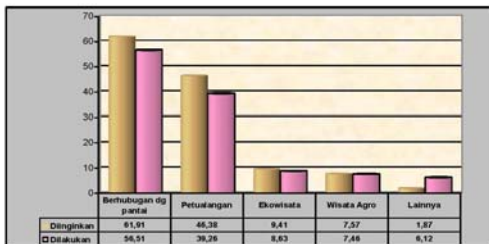
WISATA ALAM	Dilakukan/Diminati	Asia + ASEAN	Europa	Ame-rika	Ose-ania	Afrika	Jumlah
1	2	3	4	5	6	7	8
Petualangan	Diminati	39,53	60,39	52,11	50,38	56,36	46,38
	Dilakukan	32,58	54,68	44,57	39,88	38,18	39,26
Berhubungan dg pantai	Diminati	63,56	58,06	58,98	62,88	60,00	61,91
	Dilakukan	56,90	52,35	57,87	63,00	60,00	56,51
Wisata Agro	Diminati	8,12	6,93	7,10	6,25	5,45	7,57
	Dilakukan	7,99	7,51	5,54	5,50	3,64	7,48
Ekowisata	Diminati	8,50	11,37	11,75	9,13	7,27	9,41
	Dilakukan	7,62	10,68	9,53	9,50	5,45	8,63
Lainnya	Diminati	2,21	0,95	1,11	2,38	1,82	1,87
	Dilakukan	7,16	4,81	4,43	4,13	3,64	6,12

Sumber : PES 2006

Indonesian Tourist Natural Based Preferred Activities 2006 (%)

Unit : Persen

Distribusi Responden (Wisman) Menurut Jenis Aktivitas Wisata Alam yang Diminati dan Dilakukan, 2006



Sumber : PES 2006

MARKET FOR ECOTOURISM



- 10 % OF INTERNATIONAL VISITORS ARE ECOTOURISTS
- GROWTH 30% PER ANNUM
- GROWTH OF INTERNATIONAL TOURIST : 4%
- GROWTH OF ASIA PACIFIC : 10-25% *



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



WONDERFUL NATURE



WONDERFUL PEOPLE



WONDERFUL CULTURE



WONDERFUL VALUE FOR MONEY



WONDERFUL CULINAIRE



THANK YOU