



Ecotourism in Indonesia



Dr. SAPTA NIRWANDAR
Vice Minister

Ministry of Tourism and Creative Economy
Republic of Indonesia



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1. INDONESIA AT A GLANCE



± 237 million people

More than **17,100** islands

More than **300** distinct native ethnicities

742 different languages and dialects

Indonesia is the **largest archipelago** and the fourth most populous country in the world.

Extending 5,120 km from east to west and 1,760 km from north to south, with total land area 1.9 million km² and 7.9 million km² (including sea)

MEGA BIODIVERSITY: Terrestrial



16% of the world's reptiles and amphibians



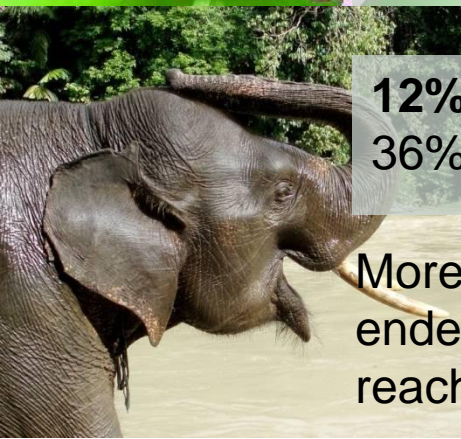
35 primate species, 25% endemic



17% of the world's birds, 26% endemic



121 butterflies species, 44% endemic



12% of the world's mammals, 36% endemic

Moreover, the percentage of endemic flora in Papua reaches 60-70%

Forest Diversity

About **59%** of terrestrial areas in Indonesia are tropical forest or **10%** from the total forest area in the world (Stone, 1994).

There are about **110 million Ha** of the total Indonesia's forest classified as preserved forest which **18.7 million Ha** are conservation area, including:

- 51 National Park
- Nature Recreation Park
- Nature Reserve
- Protected Forest

National Park in Indonesia



There are **50 National parks** in Indonesia ranging from rain forests, endemic species, mountain, sea, rivers and etc. Of all the national parks, **6 are World Heritage Sites**, 6 are part of the World Network of Biosphere Reserves and 3 are wetlands of international importance under the Ramsar convention. A total of 9 parks are largely marine

National Park in Indonesia



<p>National Park in Sumatera</p> <ol style="list-style-type: none"> 1. Mount Leuser *) **) **) 2. Siberut *) 3. Kerinci Seblat **) 4. Tigapuluh Hills 5. Duabelas Hills 6. Berbak ***) 7. Sembilang 8. Bukit Barisan Selatan **) 9. Way Kambas 10. Batang Gadis 11. Tesso Nilo 	<p>National Park in Java</p> <ol style="list-style-type: none"> 1. Ujung Kulon **) 2. Kepulauan Seribu 3. Halimun Mount 4. Gede Pangrango Mount *) 5. Karimunjawa 6. Bromo Tengger Semeru 7. Meru Betiri 8. Baluran 9. Alas Purwo 10. Mount Merapi 11. Mount Merbabu 12. Mount Ciremai 	<p>National Park in Bali & East Nusa Tenggara</p> <ol style="list-style-type: none"> 1. Bali Barat 2. Mount Rinjani 3. Komodo *) **) 4. Manupeu Tanah Daru 5. Laiwangi Wanggameti 6. Kelimutu
<p>National Park in Kalimantan</p> <ol style="list-style-type: none"> 1. Mount Palung 2. Lake Sentarum ***) 3. Betung Kerihun 4. Bukit Baka-Bukit R 5. Tanjung Puting *) 6. Kutai 7. Kayan Mentaran 8. Sebangau 	<p>National Park in Sulawesi</p> <ol style="list-style-type: none"> 1. Bunaken 2. Bogani Nani Wartabone 3. Lore Lindu *) 4. Taka Bonera 5. Rawa Aopa Watumohai 6. Wakatobi 7. Kepulauan Togean 8. Bantimurung - Bulusaraung 	<p>National Park in Maluku and Papua</p> <ol style="list-style-type: none"> 1. Manusela 2. Aketajawe - Lolobata 3. Teluk Cendrawasih 4. Lorentz **) 5. Wasur

Notes :

*) Biosphere Reserves

**) World Heritage Sites

***) Ramsar Sites



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Ecotourism Concept and Development



Ecotourism Definition in Indonesia

Ecotourism in Indonesia defined as

"activities of responsible travelling in intact areas or in areas which are named according to the role of nature"

The purpose of such activities are :

- being to enjoy natural beauty
- involving education, understanding, and supports conservation,
- as well as increasing the income of the local communities



The Importance of Ecotourism for Indonesia

- ✓ **to generate jobs and revenue**, thus providing an incentive for preserving natural areas,
- ✓ **to raise public awareness** of the many products and services provided by natural ecosystems and biological resources and respect for traditional knowledge and practices
- ✓ **to reconcile economic and environmental concerns** and give a practical meaning to sustainable development

Indonesia Commitment to Ecotourism & Sustainable Tourism Development



Policies

National Development Plan 2005-2025

Tourism Development must also be based on the principles that tourism must protect and conserve the environment holistically



Tourism Act, Law no.10 Year or 2009 :

Sustainability must encompass the natural, social, economic and cultural environment

Implication :

- Tourism destination development must be based on sustainability
- Social and economic benefits may derived from tourism area without destructing the environment and local cultures
- Tourist behavior and code of ethics of tourism form an integral part in realization of sustainable development



POLICY, REGULATION & GUIDELINES

Responsible Tourism : providing more rewarding holiday experiences for our guests whilst enabling local communities to enjoy a better quality of life and conserving the natural environment.

Development of Park and Garden : in 2011 Indonesia started to design a guideline on how to develop park and garden as public recreational center “PUSREKMAS”

Green Homestay Development : started in 2004 A guidelines on how to develop homestay as “micro small medium enterprises”

The Adoption of Green Hotel Standard : an environmentally friendly and adopts energy conservation measures relate to environmentally policy, green product, community empowerment, waste management, energy efficiency (started in 2007)

Community Based Ecotourism:

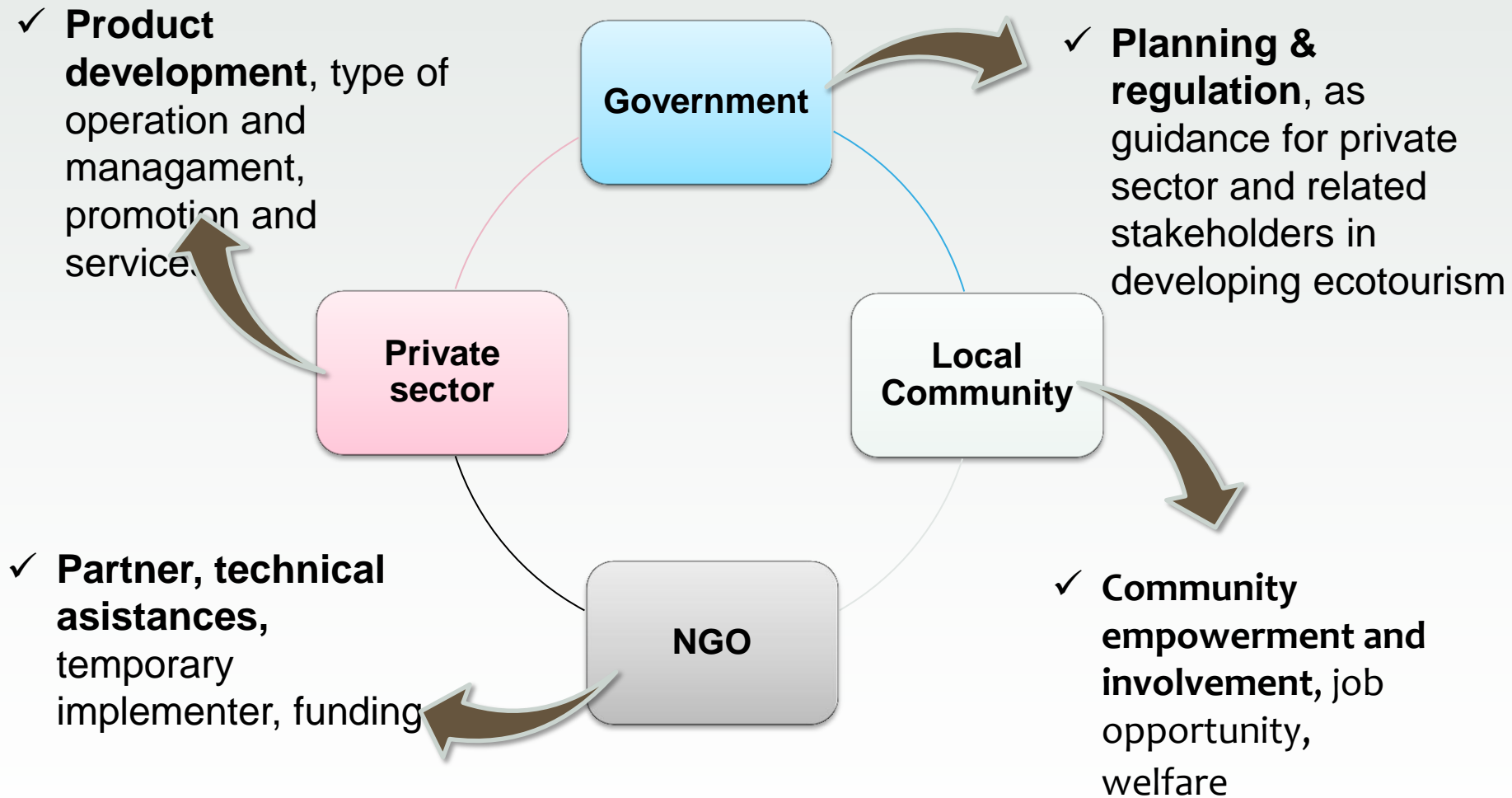
means of development whereby the social, environmental and economic needs of local communities are met through the offering of a tourism product, this program is actively developed in Komodo Island, Kayan Mentarang, Tanjung Putting, Sentarum Lake and Desa Pekraman (Bali).

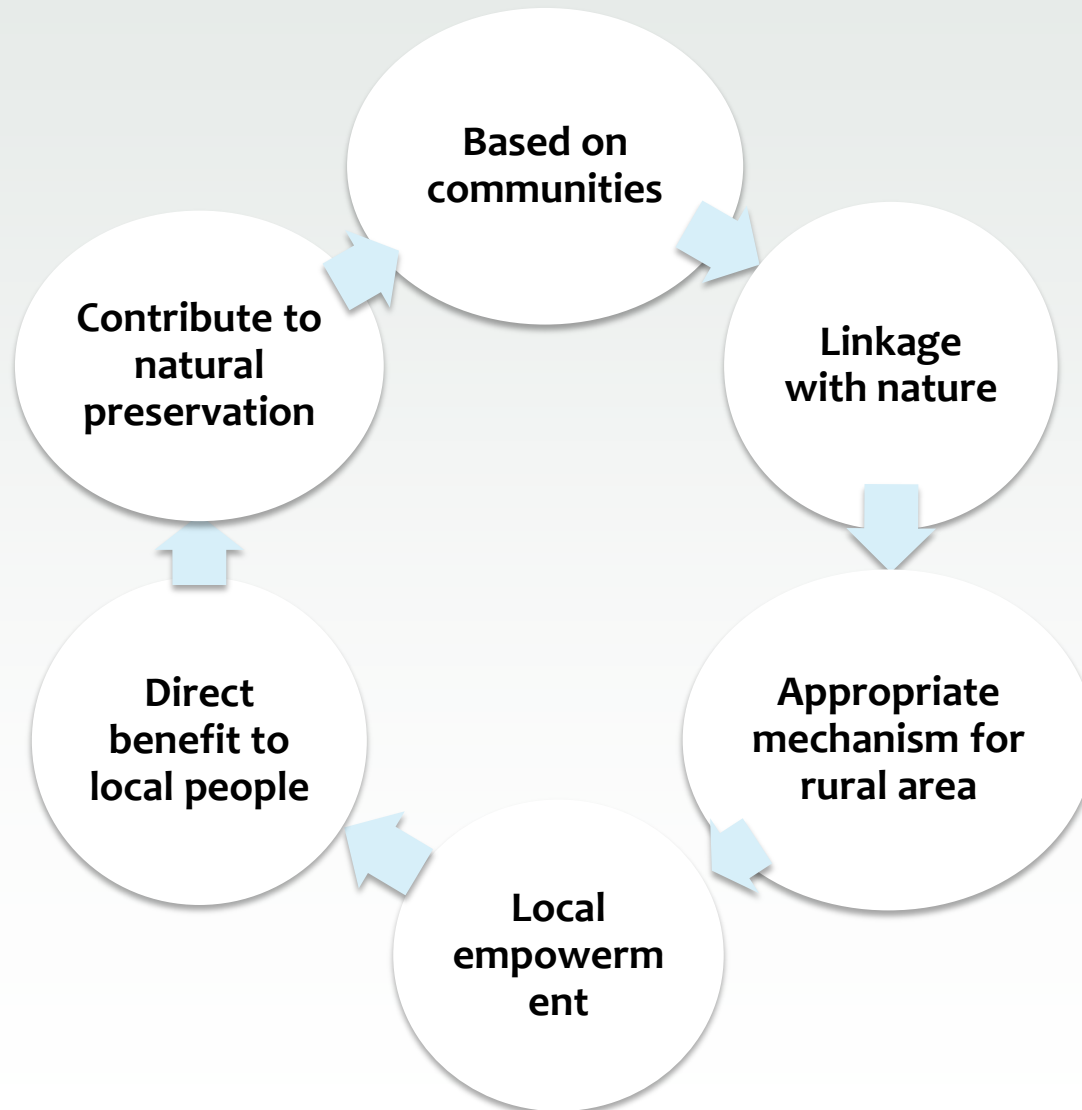
Eco-Guide Standard :

in 2009 Indonesia set up the standard for ECOGUIDE in order to increase professionalism and quality of guide as well as the ecotourism



Scheme for Developing Ecotourism Indonesia





- ✓ Operate by Local community
- ✓ Traditional/simple usage of technology
- ✓ Basic tourism facility
- ✓ Give traveler the most intimate experience



SCALE

Large Scale Model (LSM)



Based on private investment



Using high-end technology



Responding to the environmental and social preservation



Destination Management Organization Model in Indonesia



Working Definition of DMO

DMO is management of tourism destination

- which is structured and synergized innovatively and systematically
- containing functions of ***coordinating, planning, implementation and control*** of destination organization
- by means of network, information and technology which are integrated with the ***community participation, associations, industries, academicians, and government*** that share the same objectives, process and mutual interests
- in order to enhance management quality, volume of tourists' visit, length of stay, tourists' expenditures as well as benefits for local community.



Why We Need DMO :

- 1. Complexity of tourism management**
(multi-sectoral, multi-disciplinaries, multi-stakeholders and multi-actors)
- 2. Borderless Tourism**
- 3. Destination Management System**
(Linkage and Value-chain – Tourism System)
- 4. Travel experience** as a whole (arrival to departure)
- 5. Coordination and integration** on tourism management and development
6. Weak tourism **destination management scheme**
7. Increased **competitiveness**





DMO Guideline



Principals

DMO Approach

Legal Basis



DMO Strategies:

1. Coordination
2. Stakeholders' involvement
3. Partnership
4. Mutual interests and objectives
5. Indicators and performance achievement



Institutional Functions

Operational phase

Core activities

Indicators of success



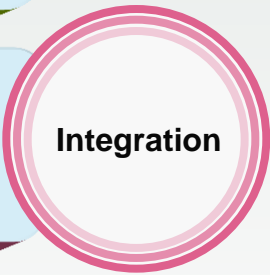


DMO Principles



Involving **local community** with the other stakeholders including central and local government as well as enterpreneurs **on planning, implementation and decision-making** of DMO establishment and development.

Integrating functions of **economy, marketing, coordinating, buiding community's identity** and representative.



Collaboration on **eliminate conflicts** and **gathering aspirations** or interests of the stakeholders to participate and share their roles, benefits and responsibility of tourism management.

Continuous improvement by implementing the principles of **economically feasible, environmentally viable, socially acceptable & technologically appropriate.**





Operational Phase

DMO Operational Phase

1. Planning

Early phase to **identify the issues** and current problems..

2. Implementation

Second phase **involving all stakeholders**: community, field supervision team and other parties.

3. Controlling & Monitoring

Third phase to **ensure conformance of implementation** with valid regulations in order to achieve objectives and targets effectively and efficiently.

4. Marketing

DMO promotes mature and ready destinations through **integrated marketing**, involving stakeholders, including local communities.

5. Funding

DMO Funding **is independently conducted by the stakeholders**. The sources of funding will be managed according to the roles and contributions of every DMO stakeholder.

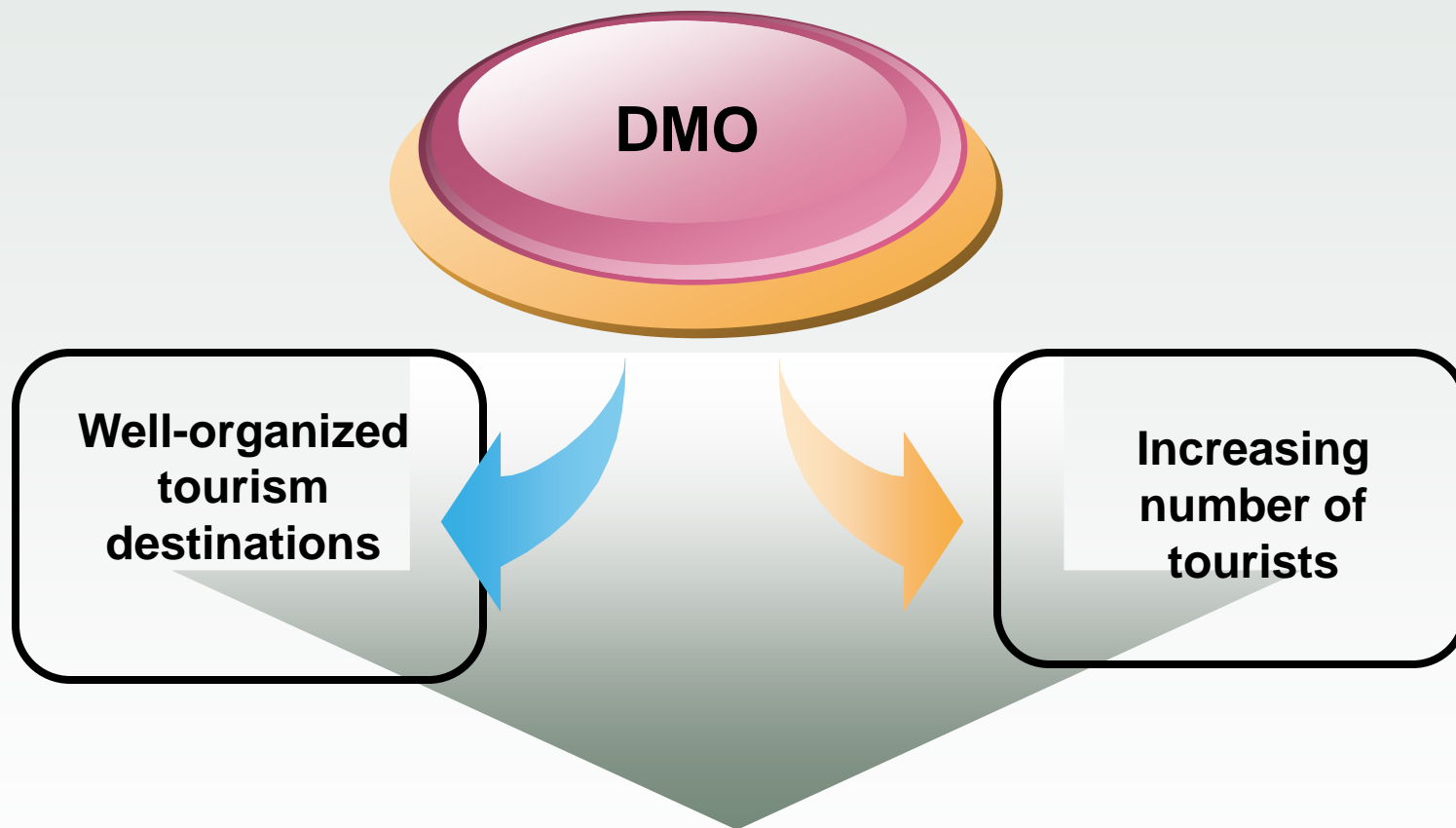


Scope of DMO Intervention

- 1. Strengthening the stakeholders (Community, Industries, Local/Central Government, NGO, Universities, etc)**
- 2. Institutional/Management Strengthening (NOT in terms of establishing new institution/organization)**
- 3. Strengthening Communication and Marketing**
- 4. Strengthening Crisis and Risk Management**
- 5. Strengthening Ecology, Social and Economic Impacts**
- 6. Basis Strengthening**
- 7. Capacity Building**
- 8. Resources Management**
- 9. Strengthening System, Network and Interconnectivity**
- 10. Strengthening Facilities and Accessibility**
- 11. Strengthening Services**



DMO INDICATORS OF SUCCESS



**Enhanced welfare of the community;
Tourists' satisfaction;
Organized and sustainable environment**



DMO Transformation

Transformation DMO # 1

1 – 2 years

Stage 1: Stakeholders' Collective Awareness Movement

- Stakeholder Awareness :**
1. Stakeholders' mapping
 2. Baseline assessment
 3. *Ownership & Involvement*

Transformation DMO # 2

1 – 2 years

Stage 2: Destination Management Development

- Intervention Stakeholders :**
1. Tourism Masterplan
 2. Destination Management and Revitalization: Facility, Accessibility, Community.
 3. Capacity Building

Transformation DMO # 3

1 – 2 years

Stage 3: Business Development

- Business Focus:**
1. Business and Industry Capacity Building
 2. Entrepreneurship
 3. Business plan and networking
 4. Creative Economy Development
 5. Promotion & Marketing
 6. *Backward and forward linkage*

Transformation DMO # 4

1 – 2 years

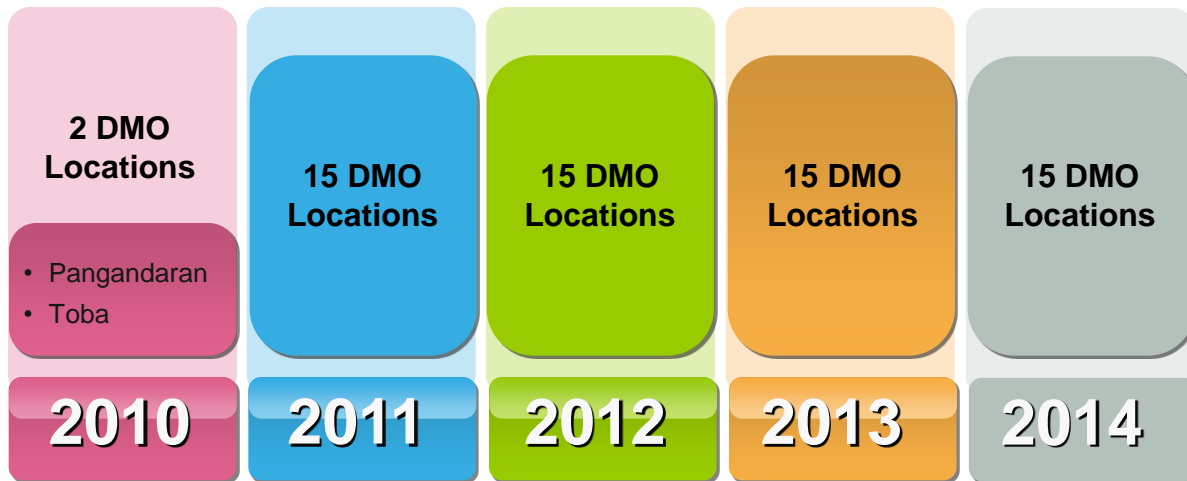
Stage 4: Institutional and Organizational Establishment & Enforcement

1. Organizational Structure Enhancement
2. *Good governance Implementation:* Transparency, Accountability, Systemic
3. CSR & *Corporate Share Value (CSV) Implementation*
4. *Financial sustainability*



DMO Road Maps

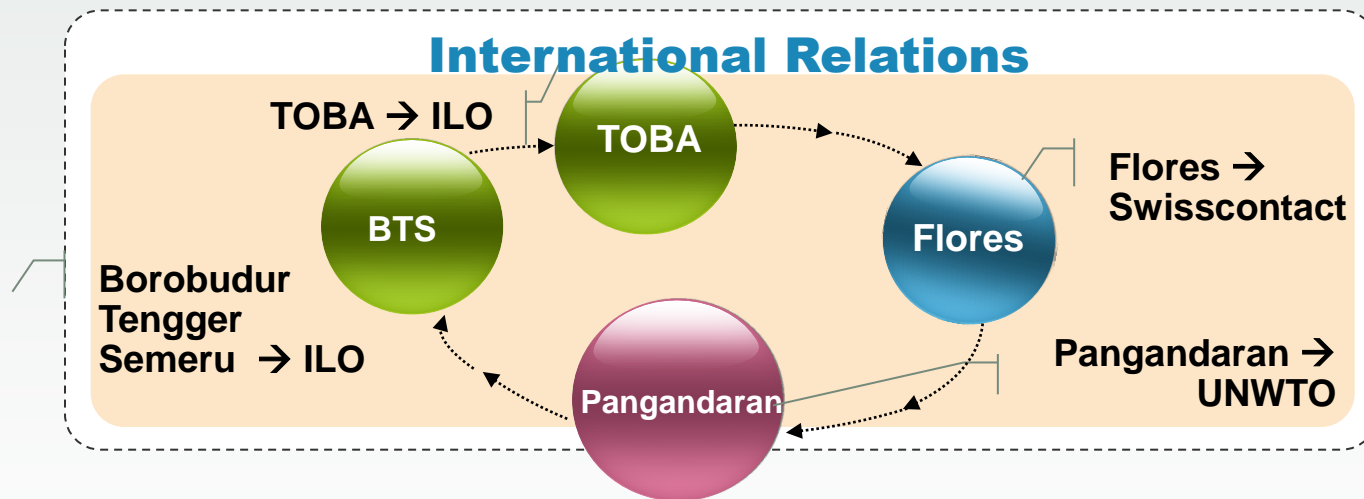
5 Years Plan



- 15 DMO Locations:**
1. Pangandaran
 2. Toba
 3. Java Promo
 4. Bali
 5. Flores-Komodo
 6. Rinjani
 7. Kota Tua – Jkt
 8. Bunaken
 9. Bromo-Tengger -Semeru
 10. Sabang
 11. Raja Ampat
 12. Wakatobi
 13. Tanjung Putting
 14. Toraja
 15. Derawan



DMO Road Maps



DMO Marketing through Website



Website & Email Address

Website : www.dmoindonesia.com

Email : dmo.indonesia@gmail.com

Cluster DMO

DMO Activities News sent to DMO Secretariat

DMO Secretariat

News sorted and sent to the web admin

Web Admin

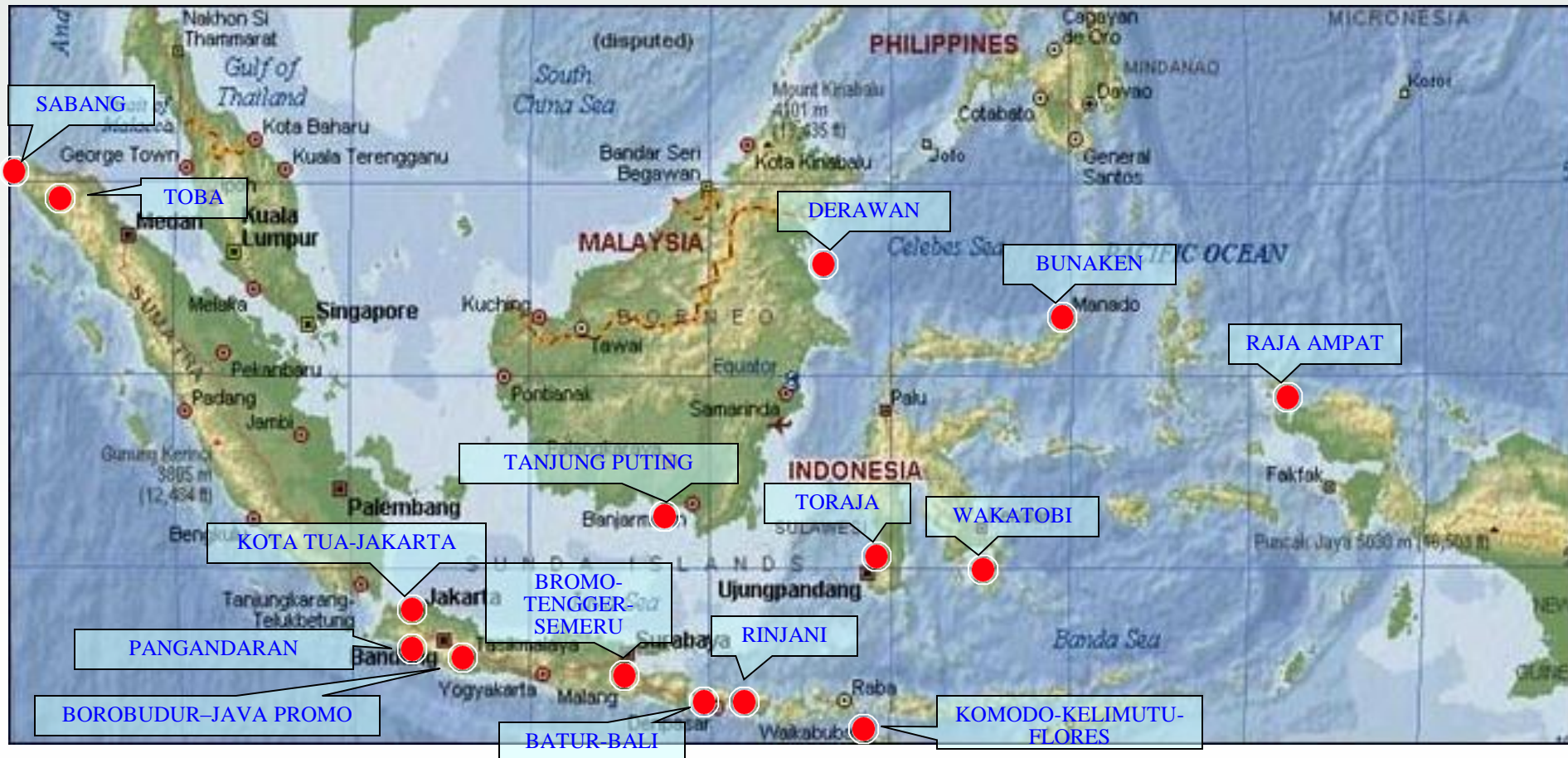
News update by web admin

Published Web DMO

The screenshot shows the official website of the Indonesian DMO. At the top, there is a navigation bar with links for Home, About DMO, DMO 2010-2014, Related Research, Download, Contact Us, and DMU Expert Panel. Below the navigation bar, there are several news articles with titles like 'Rekomendasi Konferensi DMO 2010', 'Makalah DMO', 'DMO Pengabdian', and 'Pre Konferensi DMO'. Each article includes a small image and a brief summary. On the right side, there is a 'DMO Event' section and a 'Photo Gallery' section. The footer of the page contains the copyright information: © 2013 Indonesia Destination Management.



ECOTOURISM through 15 DMO Destinations (2010-2014)





DMO PANGANDARAN West Java



Destination Management Organization

- ✓ Capacity Building through training and workshop

Mitigation:

- ✓ Energy efficiency investment to the hotels and other commercial buildings in Pangandaran

Adaptation:

- ✓ 35.000 mangrove planting, in cooperation with 33 schools and train student as ambassadors
- ✓ Training on energy and climate management system (ECMS) and Low Carbon Destination
- ✓ Community Awareness Campaign
- ✓ Mangrove monitoring group, involving students

Joint Venture :

Supported by UNWTO and our Ministry, local stakeholders have initiated tourism planning which combine environmental consideration and biodiversity conservation to tourism development



Forest Rehabilitation Program - BOS

Borneo Orangutan Survival Foundation (**BOS**) is an Indonesian non-profit environmental organization established in 1991 in East Kalimantan.

Forest Rehabilitation Program (Sambodja Lestari)

The program covers 1,852.63 ha (end 2009), and 983.24 ha of the area has a Right to Use Certificate issued by the National Land Agency Board (BPN).

This **adaptation** program was initiated by BOS Foundation and local government.

DMO Activities

- Capacity Building for small ecotourism enterprises
- Fair partnerships between communities and private sector
- Strengthen environmental awareness
- Support conservation efforts
- Apply and monitor “Green and Fair” criteria in ecotourism development
- Lobbying airline to provide more flights to Pangkalan Bun

DMO TANJUNG PUTING





DMO KOMODO ISLAND FLORES

Komodo National Park:

- ✓ To protect its biodiversity
- ✓ Cross-sector enforcement of regulation in and outside national park national park
- ✓ 25 years management plan and zoning:

Destination Management Organization programs:

- ✓ Coaching and training relate to conservation
- ✓ Developing of Lhasa Island as the zone for commerce & cultural center
- ✓ Developing of rural tourism
- ✓ Waste management undertaken by Swisscontact with Local Government of West Manggarai started in 2012





DMO RAJA AMPAT



Coral Reef Protection: Misool Eco-resort

✓ No take zone to preserve coral reef and marine life

Kayak Conservation

✓ 100% income from tourism activities goes to local Papuan people and for conservation purpose

Raja Ampat as Marine Wildlife Reserved by Ministerial Decree of Forestry

✓ Preserving the sustainability of biodiversity in the islands

NGOs and other project relate to conservation

- ✓ Raja Ampat Research & Conservation Center:
 - involving indegenious communities in tourism sector
 - providing assistances in dive guides, plane, boats and tourist map
- ✓ Green Turtle Research



DMO TOBA, MEDAN

Ministry of Tourism and Creative Economy actively involve in providing training & assistances relate to ecotourism



Taman Eden 100 - TREE BANK

✓ Conservation, Seedling, tree plantation, waste management and visitor involvement to fight against deforestation

Tangkahan Tourism Foundation – Local Initiative

✓ Build Elephant Camp
✓ Plant and conserve environment
✓ Provide source of income for local community with less/without impact to the environment

✓ Prevent and stop illegal logging

✓ Ecotourism activity:

- Caving
- elephant riding
- forest trekking
- river cruising





4

Ecotourism Initiatives and Practices

LOCAL GOVT. INITIATIVE



Bali Green Province - BGP

- Initiated on 22 February 2010,
- as the commitment of local stakeholders
- aims to achieve Bali as a comfortable and sustainable destination
- Develops 3 core programs :
 1. Green Economy
 2. Green Culture
 3. Bali Clean and Green





LOCAL GOV. INITIATIVE & NGO

ACEH GREEN POLICY

- Greenhouse Gas Emissions Reduction Strategy
- Implementation Logging Moratorium: a policy to protect forests through a logging moratorium
- Stakeholder Engagement: a forest protection system which involves communities through activities and establishment local institutions



JOIN VENTURE INITIATIVE

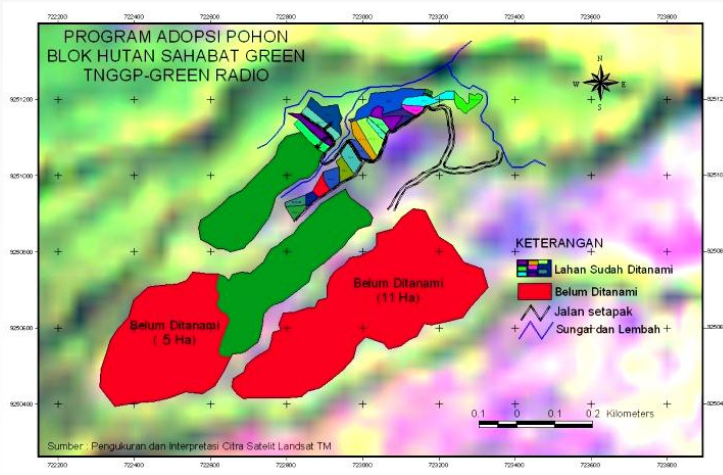


Pangrango Tree Adoption Program

started by Green Radio (an Indonesian radio station 89.2FM) that focuses on green issues together with Gede Pangrango National Park.

Results :

- The planting of 6.000 trees
- the improvement of soil quality,
- the provision of alternative production opportunities for local farmers.



Adopt a Tree
Community Groups
+ Media +
Government



Environmentally-friendly Hotel.

Gran Melia Jakarta

Received GREEN GLOBE 21 Certificate (2004):

- covering its energy and water consumption
- waste production and disposal
- implementing an integrated environmental and social policy. *(pic: Gran Melia Hotel, Jakarta)*

Lodges Indonesia

Ec lodge - local chain hotel

putting a percentage of revenue to developing and supporting a range of conservation projects





TANGKAHAN, NORTH SUMATERA

Tangkahan Tourism Foundation :

- founded by the local people
- manage Tangkahan as ecotourism destination
- optimizing the availability of local potential

Activities:

- elephant riding
- Caving
- forest trekking
- river cruising,





MENJANGAN JUNGLE & BEACH RESORT, BALI

is a model nature based tourism development
3 conservation programs:

1. *Bali Starling Program (endemic bird)*
2. *Endemic tree planting*
3. *Habitat Management Program*



Developing :

1. **Bina Cinta Alam Program** for pupils to conserve nature
2. **Bokashi Composting** : to produce an organic fertilizer from horse manure
3. **Productive production system** to enable continuous provision of firewood and livestock fodder





Marketing and Promoting Ecotourism

1. Conducting an annual **Ecotourism Travel Mart** “Ecotourbiz” which involve international Buyers and Indonesia Sellers
Promoting ecotourism through **website and social media**
2. Developing **Visitors engagement** with local communities, to boost word of mouth promotion
3. **Best-practices** in Ecotourism Destinations have the power to sell the destination itself

AWARD

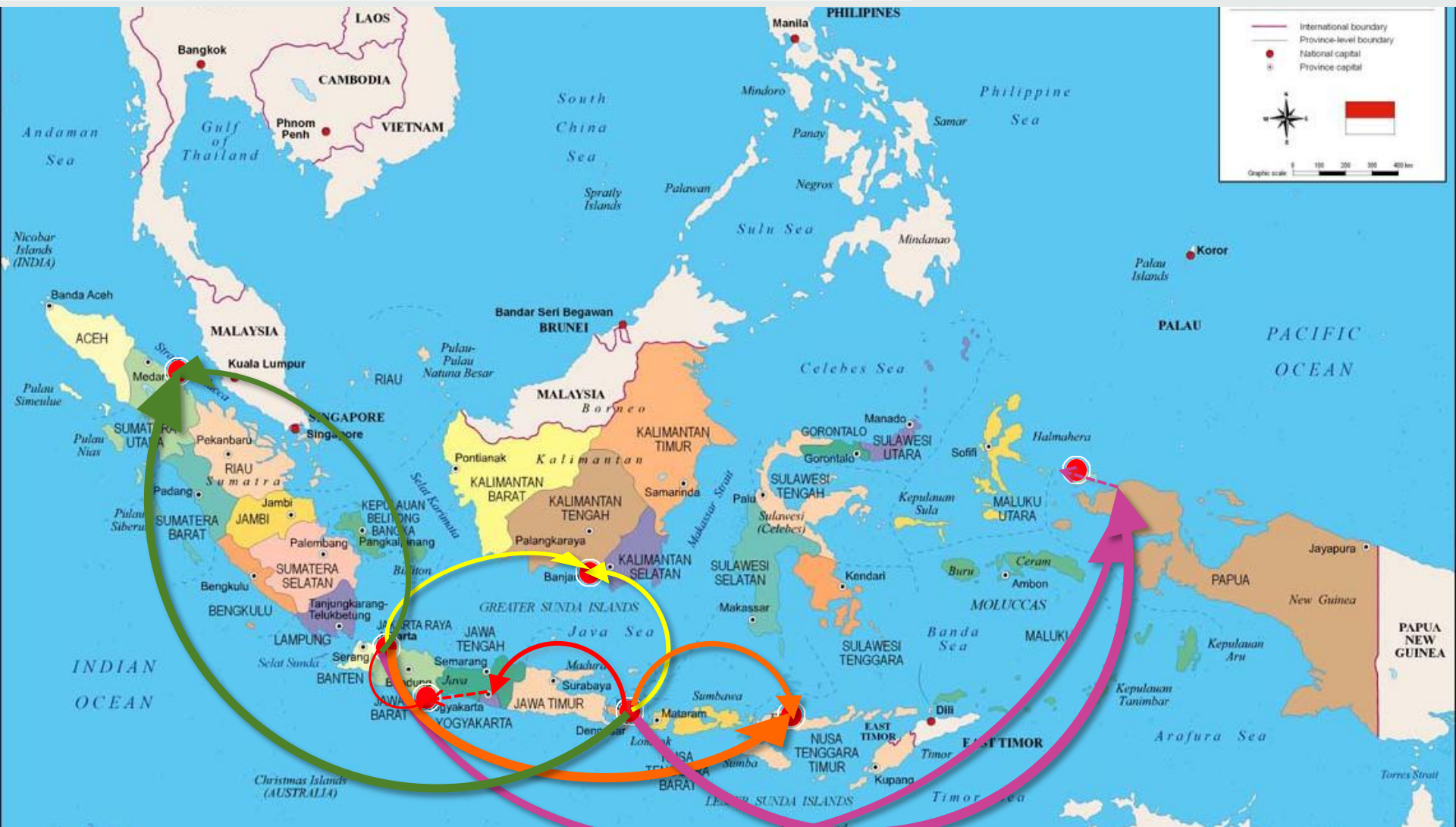


- **Trihita Karana:** is an initiative base on local philosophy about harmony which implement at the promoting sustainability development become tools to prevent the impact of tourism development for nature and culture in Bali (2000)
- **Citra Pesona Wisata Award by Ministry of Tourism and Creative Economy:** is an award event held by the Ministry of Culture and Tourism of Republic of Indonesia in 2010 to the tourism actors which have adopted the principles of sustainable tourism / green tourism
- **Earth Check:** Indonesia is part of Earth Check a certifier sustainable travel and tourism operators; with more than 1300 clients in over 70 countries.
- **Green Hotel Award:** Green Hotel Award : Green Hotel Award is an appreciation and recognition of tourism stakeholders for adopting the ASEAN Green Hotel Standards into their services (started in 2007)





ACCESS POINT



Summary



- Ecotourism in Indonesia plays an important role in developing sustainable tourism through culture and nature preservation and community empowerment, which elevate the level of community welfare
- DMO model demonstrates a holistic approach to develop Ecotourism in Indonesia as a practical implementation to sustainable development
- The concept of sustainable tourism development is accommodated in the Indonesia Tourism Law, where social and economic benefits may be derived from tourism area without destructing the environment and local cultures. In this context, tourist behavior is an integral part in realization of sustainable development



Terima kasih
Thank You

