SUSTAINABLE TOURISM, COMMUNITY PARTICIPATION and PERSPECTIVE for RURAL DEVELOPMENT MODELS and EXPERIENCES from INDONESIA

REAL SUSTAINABILITY ONLY WORKS WITH SINCERE HUMANITY

LOVE, CARE, SHARE

ICHTO, UNDESA
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UNITED NATION SYMPOSIUM MAINSTREAMING SECTOR POLICIES into INTEGRATED NATIONAL SUSTAINABLE DEVELOPMENT PLANNING:
ENHANCING SUSTAINABLE TOURISM, URBANIZATION, BIODIVERSITY, RESOURCE EFFICIENCY and ENVIRONMENTAL PROTECTION
ECOTOURISMS in KASEPUHAN CIPTAGELAR
Ekowisata Menuju Kasepuhan, Ciptagelar

1. Samudera Beach Hotel C4
2. Kampung Sukawayana
3. Polsek Cikakak
4. Kampung Waru Doyang
5. Kampung Cikakak
6. Kampung Cimentereng
7. Kampung Cileungsi
8. Jembatan Cisukawayana C3
9. Kampung Cipedes
10. Kampung Marinjung
11. Situs Tugu Gede C3
12. Kampung Cilius
13. Balai Desa Sirnarasa
14. Tugu Taman Nasional Gn. Halimun C3
15. Situs Genter Bumi C2
16. Kampung Pangguyangan C2
17. Situs Ciarca B2
18. Kampung Sirnarasa
19. Kampung Ciganas
20. Jembatan Cimaja C2
21. PLATH Ciganas C2
22. Jembatan Cisarua C2
23. Situ Legok lebak & Tonggoh C2
24. Kampung Cisarua
25. Astana Linggar Jati C1
26. Kampung Ciptarasas C1
27. Saung Darmaga C1
28. Saung Reuma C1
29. Saung Lolongo
30. Saung Ciawi Talu
31. Saung Tanjakan Kiara
32. Saung Lebak Sampa
33. Saung Teleng B1
34. Saung Tanjakan Kiara B1
35. Saung Cibareno Atas B1
36. Saung Cibareno Bawah B1
37. Saung Toruwongan
38. Kasepuhan Ciptagelar B1

Jarak tempuh Samudera Beach Hotel
Pelabuhan Ratu - Kasepuhan Ciptagelar ± 28 km
dapat dilalui oleh 4 Wheel Drive atau Motor Trail
dengan waktu ±4 jam dari Sukawayana.
IBEKA PERSPECTIVE on ECOTOURISM

ACTIVITY

- guest / tourist is spectator / audience
- local community is performers

FACILITY

- modern, luxurious and sophisticated
- international food & beverage (imported from outside village)

IBEKA PERSPECTIVE

- natural beauty and/or culture
- traditional, humble and simple
- local available food & drinks
- traditional culinary and consumption

GUEST and LOCAL COMMUNITY is SEPERATED / DIVIDED

GUEST and LOCAL COMMUNITY is INTEGRATED / MINGLING

ARRIVED - LOOK - BACK HOME

ARRIVED - FEELS - HISTORY

RECENT TOURISM PARADIGM

ECOTOURISM PARADIGM

EXCHANGE LIVING EXPERIENCE

SHOW or PERFORMANCE

LIVE - IN THE COMMUNITY

LIVE - IN THE COMMUNITY
IBEKA PERSPECTIVE on ECOTOURISM

GUEST and LOCAL COMMUNITY is SEPERATED / DIVIDED

LOCAL natural beauty and/or culture

GUEST and LOCAL COMMUNITY is INTEGRATED / MINGLING

SHOW or PERFORMANCE

EXCHANGE LIVING EXPERIENCE

ACTIVITY METHOD of DEVELOPMENTALITY

BIG, MASS, STANDARDIZE and UNIFORM

COMMERCIAL BUSINESS PARADIGM

guest / tourist is spectator / audience

modern, luxurious and sophisticated

local community is actors / players

international approach (imported from outside village)

INDUSTRIAL & FINANCIAL APPROACH

BUSINESS AS USUAL

ARRIVED - LOOK - BACK HOME

(REST OF YOUR LIFE)

ARRIVED - FEELS - HISTORY

INTERACTION and PARTNERSHIP with LOCAL COMMUNITY

guest / tourist is live in the community and feels the community daily live

traditioanl, humble and simple

EMPOWERMENT & LOCAL EQUITY BUILDING APPROACH

local available food & drinks

traditional culinary and consumption

SOCIAL BUSINESS PARADIGM

SMALL, FEW, UNIQUE and PERSONALIZED
IBEKA PERSPECTIVE on ECOTOURISM

- **EXCHANGE LIVING EXPERIENCE**
  - GUEST and LOCAL COMMUNITY is SEPERATED / DIVIDED
  - LOCAL natural beauty and/or culture
  - SHOW or PERFORMANCE

- **BIG, MASS, STANDARDIZE and UNIFORM**
  - COMMERCIAL BUSINESS PARADIGM
  - INDUSTRIAL & FINANCIAL APPROACH
  - BUSINESS AS USUAL

- **INTERACTION and PARTNERSHIP**
  - with LOCAL COMMUNITY
  - EMPOWERMENT & LOCAL EQUITY BUILDING APPROACH

- **SOCIAL BUSINESS PARADIGM**
  - SMALL, FEW, UNIQUE and PERSONALIZED
BUSINESS PARADIGM COMPARISON

COMMERCIAL BUSINESS PARADIGM

PRO PROFIT FOR CAPITAL ACCUMULATION
INVESTMENT TECHNOLOGY
FINANCE
MANAGEMENT
TECHNOLOGY
RESOURCE UTILIZATION FOR THE SAKE OF TECHNOLOGY & CAPITAL OWNER
POVERTY

LOCAL RESOURCE UTILIZATION FOR THE SAKE OF LOCAL COMMUNITY WELFARE
RESOURCE UTILIZATION FOR THE SAKE OF LOCAL COMMUNITY OF CAPITAL ACCUMULATION
FINANCE
MANAGEMENT
TECHNOLOGY
LOCAL COMMUNITY

SOCIAL BUSINESS PARADIGM

PRO PROFIT FOR LOCAL COMMUNITY BENEFIT
INVESTMENT COMMUNITY PARTNERSHIP
FINANCE
MANAGEMENT
TECHNOLOGY
LOCAL RESOURCE & LOCAL COMMUNITY
COMMUNITY PARTNERSHIP PHILOSOPHY (1)

1. Every community has the capability to do their own "Self Development".

2. Poverty is not the real problem. It is a symptom of disconnectedness between the community and the resources.

(RE)CONNECTING THE COMMUNITY WITH THEIR RESOURCES.
Development is a process that consists of a series of activities which cannot be separated from any other aspects of local community daily life. Its principal contribution is to enhance the range of human choice for all members of the community without discrimination.

Development must be participatory a ‘bottom up’ exercise, where ordinary people, all members of the community can understand, initiate, and control the process.
**SEED’S of SUSTAINABILITY**

- Political stability
- Favorable economical and social trends
- Good governance
- Ecological soundness
- Good environmental condition
- Complementary, transparent/open, well dosed, time balanced, continuously monitored

**Objective Outcome of Development**

- Realistic formulation
- Orientation
- Technical appropriateness
- Organizational capacity/capabilities
- Subsequent for sustainability
- Formation of structure

**Structural Empowerment**

- Tangible/measurable
- Local resources
- Local contribution

**Personal Empowerment**

- Sincere & Trust
- Honest & Truth

**Empowerment Principles**

- Inside contributions
- Advice, training, technology, financial

**Seeds of Sustainability**

- IBEKA
ESSENTIAL CHANGES in ECOTOURISM

① LOCAL COMMUNITY HOST

1. local capabilities and potentials development
2. local hospitality and tolerance enhancement
3. optimum “self development” encouragement

② VISITOR, FOREIGN-DOMESTIC GUEST

1. be the part of local community, a mental model change
2. joint and feels local community daily activity
3. learn local culture and the local wisdom
4. local traditional demand control personal enrichment
SITE ACTIVITY METODOLOGY (1)

① INTERACTION, DISCUSSION and CONSENSUS BUILDING
   not
   AUTHORITARIAN EMPHASIS and TOP DOWN SOLUTION

② PARTNERSHIP IN PROBLEM SOLVING
   not
   EXPERT IMPOSING TECHNICALLY CORRECTION and FIXING

③ ACTIVE PARTICIPATION and DECISION MAKING
   not
   PASIVE COMPLIANCE TO EXTERNAL SUGESTION

④ SHARING APPROPRIATE TECHNOLOGY
   not
   TECHNOLOGY TRANSFER
SITE ACTIVITY METHODOLOGY (2)

5 LOCAL and SCIENTIFIC KNOWLEDGE
   not
   EXCLUSIVE TECHNOLOGY

6 MUTUAL LEARNING
   not
   WE KNOW THE BEST

7 VILLAGE CONTROL DEVELOPMENT
   not
   EXTERNAL CONTROL DEVELOPMENT

8 TEAM BUILDING
   not
   CONTROL by ELITES
Seven Dangers to Human Virtue

1. Wealth without work
2. Pleasure without conscience
3. Knowledge without character
4. Business without ethics
5. Science without humanity
6. Religion without sacrifice
7. Politics without principle

MAKE THE BEST OF YOUR LIVE, DON’T WASTE IT
let‘s be wise!

and be responsible for the future generations…