

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
TEHRAN 14 OCTOBER 2014

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

Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Image Landsat

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Ekowisata Menuju Kasepuhan Ciptagelar

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

- Jalur Wisata Budaya
- Jalur Wisata Hiking
- Jalur Wisata Energi
- Jalur Wisata Petualang

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.

- Wisata Alam
- Wisata Budaya
- Wisata Energi
- Wisata Adat
- Wisata Hiking
- Wisata Pertanian
- Sungai
- 4WD/Trail
- Tempat Bermalam





- | | |
|-------------------------------------|----------------------|
| 1. Imah Rurukan (Rumah Kepala Adat) | 13. Kamar mandi Umum |
| 2. Imah Gede (Rumah Gede) | 14. Leuit Rurukan |
| 3. Pangkeman | 15. Rumah Ema Sepuh |
| 4. Podium | 16. Rumah Warga |
| 5. Leuit si Jimat | 17. Leuit Masyarakat |
| 6. Ajeng Siaran & Perpustakaan | 18. Balong (Kolam) |
| 7. Musholla | 19. Sekolah Dasar |
| 8. Passangrahan | 20. Saung dan Lisung |
| 9. Ajeng Jipeng | 21. Pos |
| 10. Ajeng Pameran | 22. Bengkel |
| 11. Bale Sesepeuh | 23. Sawah rurukan |
| 12. Ajeng Wayang | |

IBEKA PERSPECTIVE on ECOTOURISM



IBEKA PERSPECTIVE on ECOTOURISM

**GUEST and LOCAL COMMUNITY
is SEPERATED / DIVIDED**



**GUEST and LOCAL COMMUNITY
is INTEGRATED / MINGLING**





IBEKA PERSPECTIVE on ECOTOURISM

EXCHANGE LIVING EXPERIENCE

**GUEST and LOCAL COMMUNITY
is SEPERATED / DIVIDED**



**GUEST and LOCAL COMMUNITY
is INTEGRATED / MINGLING**

**BIG, MASS, STANDARDIZE and UNIFORM
COMMERCIAL BUSINESS PARADIGM**

INDUSTRIAL & FINANCIAL APPROACH

BUSINESS AS USUAL

RECENT TOURISM PARADIGM

ECOTOURISM PARADIGM

**INTERACTION and PARTNERSHIP
with LOCAL COMMUNITY**

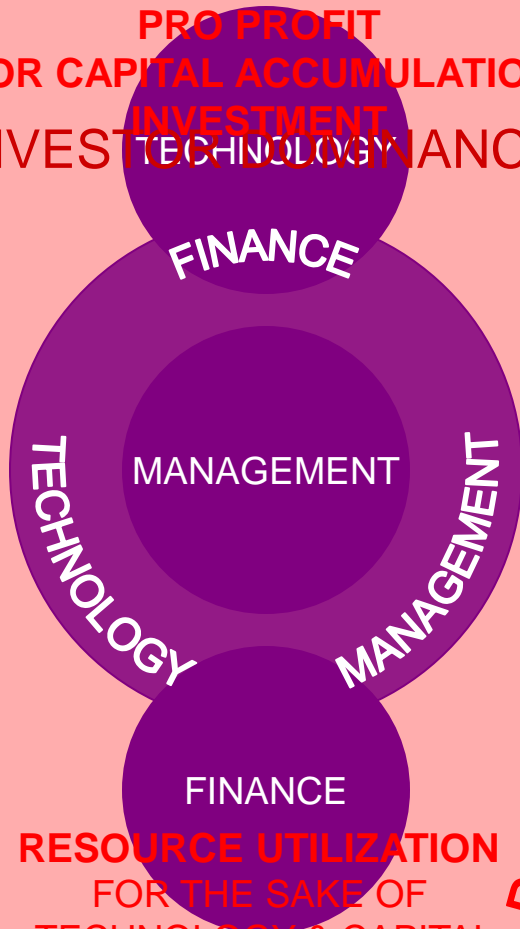
**EMPOWERMENT & LOCAL EQUITY BUILDING
APPROACH**

SOCIAL BUSINESS PARADIGM

SMALL, FEW, UNIQUE and PERSONALIZED

BUSINESS PARADIGM COMPARISON

PRO PROFIT
FOR CAPITAL ACCUMULATION
INVESTMENT
INVESTMENT TECHNOLOGY FINANCE



RESOURCE UTILIZATION
FOR THE SAKE OF
TECHNOLOGY & CAPITAL
OWNER

POVERTY

COMMERCIAL BUSINESS PARADIGM

PRO PROFIT
FOR LOCAL COMMUNITY BENEFIT
INVESTMENT
COMMUNITY PARTNERSHIP



RESOURCE UTILIZATION
FOR THE SAKE OF
LOCAL COMMUNITY
WELFARE

SOCIAL BUSINESS PARADIGM

COMMUNITY PARTNERSHIP PHILOSOPHY (1)

1

EVERY COMMUNITY HAS
THE CAPABILITY TO DO IT THEMSELVES
TRUST

THE COMMUNITY TO DO "SELF DEVELOPMENT"

2

POVERTY
(RE)CONNECTING
IT IS A SYMPTOM OF DISCONNECTEDNESS
BETWEEN THE COMMUNITY AND THE RESOURCES
THE COMMUNITY WITH THEIR RESOURCES

COMMUNITY PARTNERSHIP PHILOSOPHY (2)

Development is a **process** that consist of a series of activities which cannot be **seperated** 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 member of the cummunity can **understand, initiate, and control** the process

SEED'S of SUSTAINABILITY

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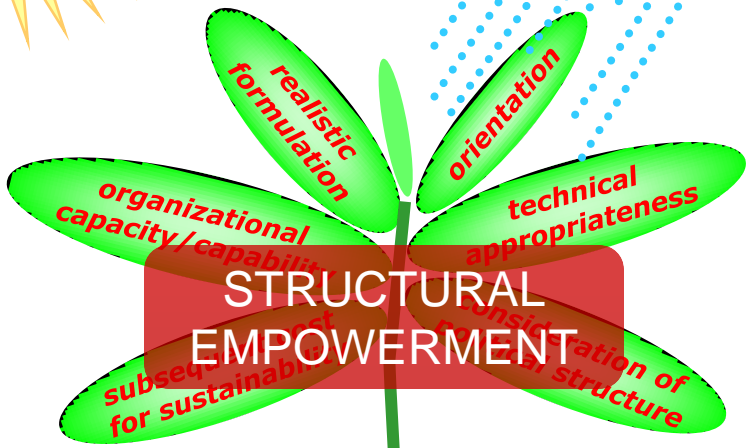


political stability
favorable economical
and social trends
good governance

**OBJECTIVE
OUTCOME of
DEVELOPMENT**

ecological soundness
good environmental condition
good governance

TANGIBLE / MEASUREABLE



**STRUCTURAL
EMPOWERMENT**

outside contributions
**ADVICE, TRAINING,
TECHNOLOGY, FINANCIAL**

complementary
transparent/open
well dosed
time balanced
continuously monitored



Local resources

Local contribution



**PERSONAL
EMPOWERMENT**

Sincere & Trust
Honest & Truth



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 METODOLOGY (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...