Ecotourism in Indonesia

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Structure

1. Indonesia at a Glance
2. Ecotourism Concept & Development
3. Destination Management Organization Model in Indonesia
4. Ecotourism Initiatives and Practices Awards Accessibility
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 km$^2$ and 7.9 million km$^2$ (including sea)

± 237 million people
More than 17,100 islands
More than 300 distinct native ethnicities
742 different languages and dialects
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
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.
<table>
<thead>
<tr>
<th>National Park in Sumatera</th>
<th>National Park in Java</th>
<th>National Park in Bali &amp; East Nusa Tenggara</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Duabelas Hills</td>
<td>5. Karimunjawa</td>
<td></td>
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<tr>
<td>11. Tesso Nilo</td>
<td>11. Mount Merbabu</td>
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<td></td>
<td>12. Mount Ciremai</td>
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<tr>
<td>National Park in Kalimantan</td>
<td>National Park in Sulawesi</td>
<td>National Park in Maluku and Papua</td>
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<tr>
<td>5. Tanjung Puting *)</td>
<td>5. Rawa Aopa Watumohai</td>
<td>5. Wasur</td>
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<tr>
<td>8. Sebangau</td>
<td>8. Bantimurung - Bulusaraung</td>
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</table>

Notes :
*) Biosphere Reserves
**) World Heritage Sites
***) Ramsar Sites
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
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

- **Product development**, type of operation and management, promotion and service.
- **Planning & regulation**, as guidance for private sector and related stakeholders in developing ecotourism.
- **Partner, technical assistance**, temporary implementer, funding.
- **Community empowerment and involvement**, job opportunity, welfare.
Small Scale Model (SSM)

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

- Based on communities
- Linkage with nature
- Local empowerment
- Appropriate mechanism for rural area
- Contribute to natural preservation
- Direct benefit to local people

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
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

DMO Achievement Targets:
1. Economic target
2. Environment target
3. Social cultural target
4. Destination management quality target

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

Principals
DMO Approach
Legal Basis
Involving local community with the other stakeholders including central and local government as well as entrepreneurs on planning, implementation and decision-making of DMO establishment and development.

Integrating functions of economy, marketing, coordinating, building 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

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
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<tr>
<td>1. Planning</td>
<td>Early phase to <strong>identify the issues</strong> and current problems.</td>
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<tr>
<td>2. Implementation</td>
<td>Second phase <strong>involving all stakeholders</strong>: community, field supervision team and other parties.</td>
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<td>3. Controlling &amp; Monitoring</td>
<td>Third phase to <strong>ensure conformance of implementation</strong> with valid regulations in order to achieve objectives and targets effectively and efficiently.</td>
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<td>4. Marketing</td>
<td>DMO promotes mature and ready destinations through <strong>integrated marketing</strong>, involving stakeholders, including local communities.</td>
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<tr>
<td>5. Funding</td>
<td>DMO Funding <strong>is independently conducted by the stakeholders</strong>. The sources of funding will be managed according to the roles and contributions of every DMO stakeholder.</td>
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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

- Well-organized tourism destinations
- Increasing number of tourists

Enhanced welfare of the community;
Tourists’ satisfaction;
Organized and sustainable environment
DMO Transformation

Stage 1: Stakeholders’ Collective Awareness Movement

Stakeholder Awareness:
1. Stakeholders’ mapping
2. Baseline assessment
3. Ownership & Involvement

Stage 2: Destination Management Development

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

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

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  
10. Sabang -Semeru  
11. Raja Ampat  
12. Wakatobi  
13. Tanjung Putting  
14. Toraja  
15. Derawan
DMO Road Maps

International Relations

- TOBA → ILO
- BTS → TOBA
- Flores → Swisscontact
- Pangandaran → ILO
- Borobudur Tengger Semeru → ILO
- Pangandaran → UNWTO
Website & Email Address
Website: www.dmoindonesia.com
Email: dmo.indonesia@gmail.com

DMO Marketing through Website

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
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 KOMODO ISLAND FLORES

Komodo National Park:
✓ To protect its biodiversity
✓ Cross-sector enforcement of regulation in and outside 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 indigenious 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
Ecotourism Initiatives and Practices
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
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

© Green Radio
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**
Ecolodge - 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)
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