

SUSTAINABLE ECOTOURISM INITIATIVE



REAL SUSTAINABILITY WORKS ONLY WITH SINCERE HUMANITY

LOVE, CARE, SHARE

UNITED NATION SECRETARIAT
NEW YORK 29 - 30 OCTOBER 2013

EXPERT GROUP MEETING on SUSTAINABLE TOURISM
ECOTOURISM, POVERTY REDUCTION and ENVIRONMENTAL PROTECTION



ECOTOURIMS in KASEPUHAN CIPTAGELAR

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image Landsat
© 2013 Google

Go

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 Gn. Halimun C2
15. Situs Genter Bumi C2
16. Kampung Pangguyangan C2
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 & Toroggo 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 Hiking |
| Wisata Budaya | Wisata Pertanian |
| Wisata Energi | Sungai |
| Wisata Adat | 4WD/Trail |
| Tempat Bermalam | |

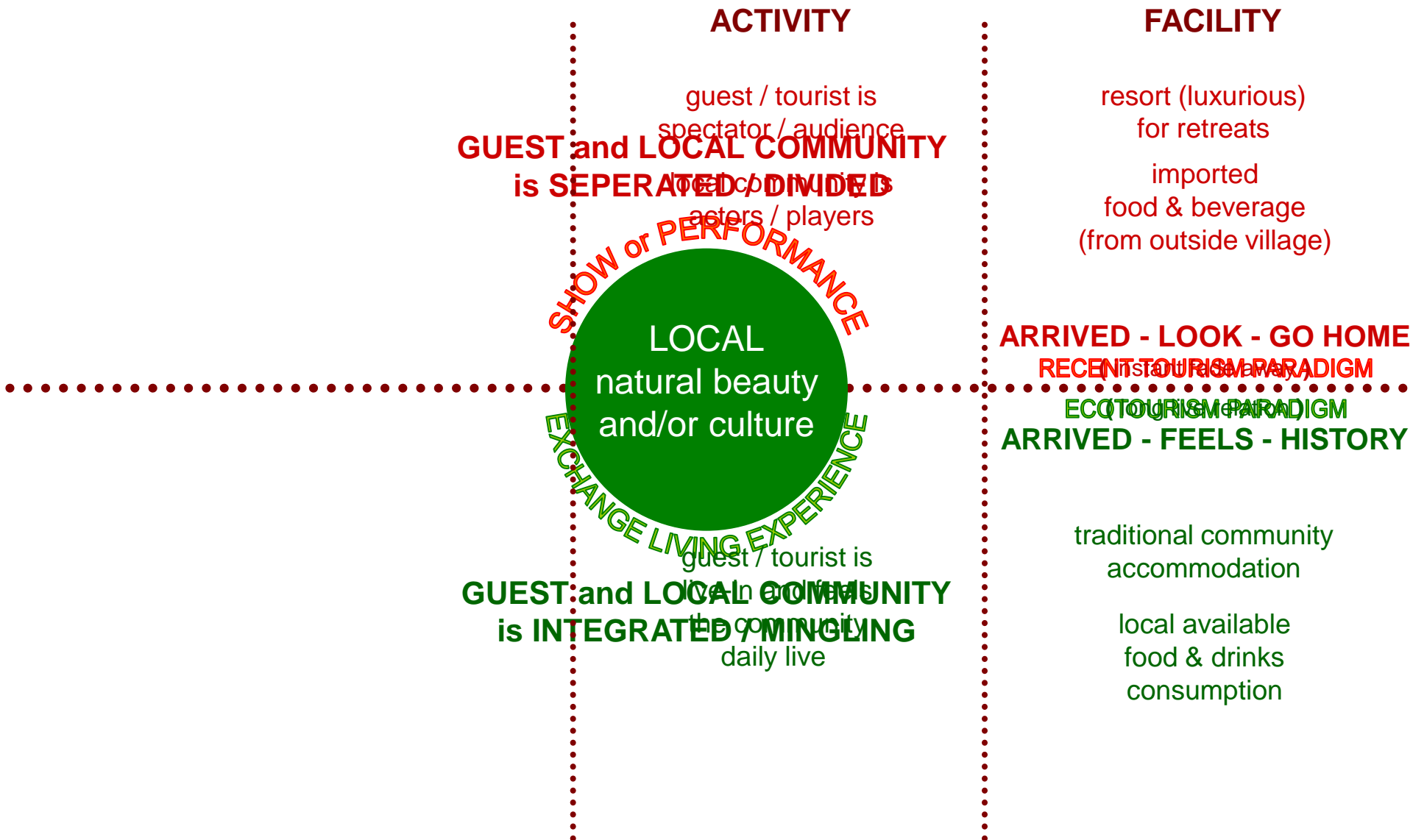
Kasepuhan, Ciptagelar

Ekowisata Menuju Kasepuhan Ciptagelar



- | | |
|-------------------------------------|----------------------|
| 1. Imah Rurukan (Rumah Kepala Adat) | 13. Kamar mandi Umum |
| 2. Imah Gede (Rumah Gede) | 14. Lewit Rurukan |
| 3. Pangkémitan | 15. Rumah Ema Sepuh |
| 4. Podium | 16. Rumah Warga |
| 5. Lewit si Jimat | 17. Lewit 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 Sesepuh | 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**

ACTIVITY METHOD of DEVELOPMENT
BIG, MASS, STANDARDIZE and UNIFORM
COMMERCIAL BUSINESS PARADIGM

guest / tourist is
specialized audience
local community is
actors / players

resort (luxurious)
for treats
imported
food & beverage
(from outside village)

INDUSTRIAL & FINANCIAL APPROACH

BUSINESS AS USUAL

RECENT TOURISM PARADIGM

ECOTOURISM PARADIGM

ARRIVED - LOOK - GO HOME
(instant fade away)

(long live relation)

ARRIVED - FEELS - HISTORY

INTERACTION and PARTNERSHIP

with LOCAL COMMUNITY

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

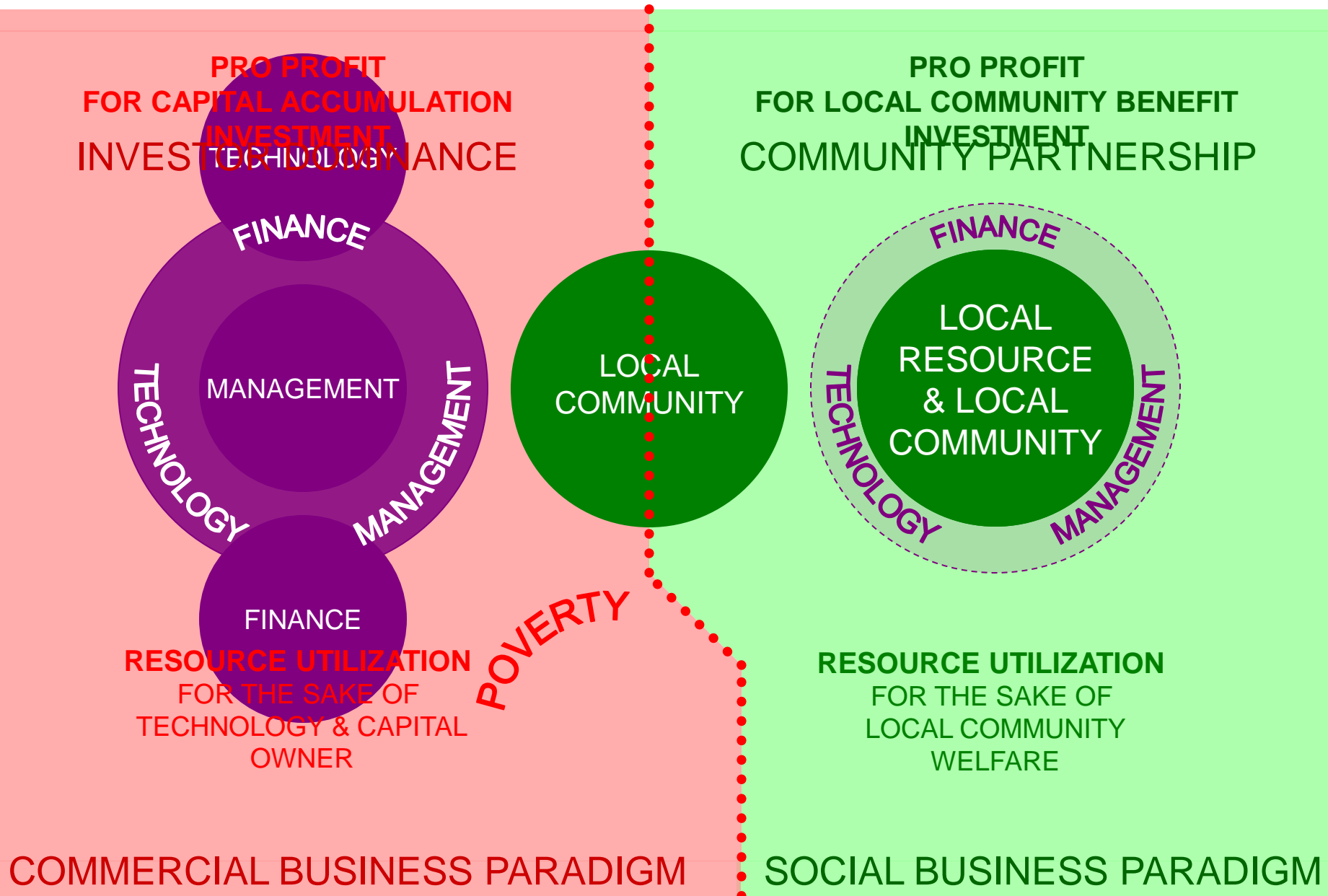
traditional community
accommodation
local available
food & drinks
consumption

LOCAL EMPOWERMENT & LOCAL EQUITY BUILDING
APPROACH

SOCIAL BUSINESS PARADIGM

SMALL, FEW, UNIQUE and PERSONALIZED

BUSINESS PARADIGM COMPARISON



COMMUNITY PARTNERSHIP PHILOSOPHY (1)

1

EVERY COMMUNITY HAS
THE CAPABILITY TO DO FOR ITSELF "SELF DEVELOPMENT"

THE COMMUNITY TO DO "SELF DEVELOPMENT"

2

(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

ESSENTIAL THINGS In ECOTOURISM

① LOCAL COMMUNITY HOST

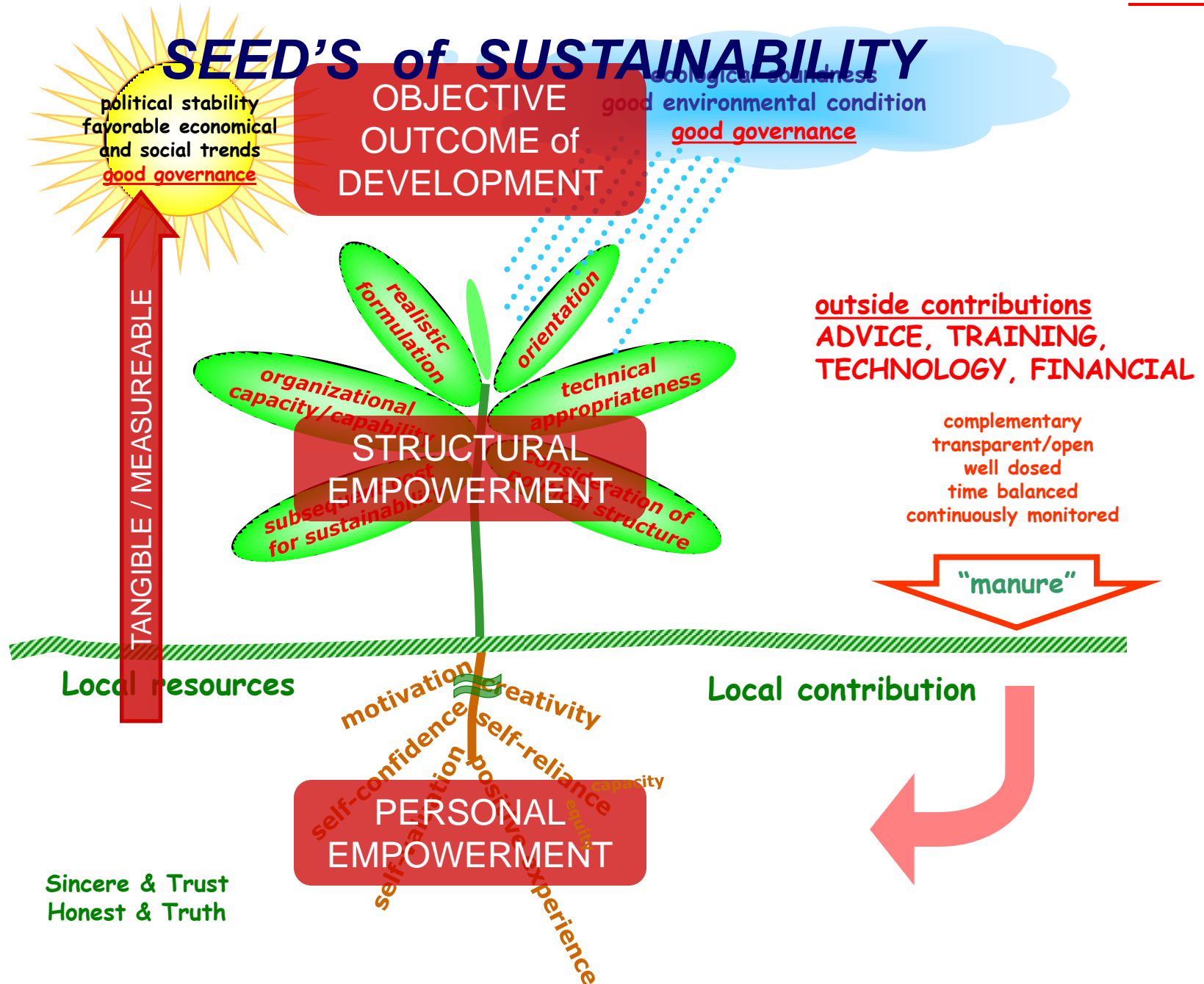
1. unlock local capabilities and potentials
2. bring up local aspirations of ecotourism
3. escort "self development" ecotourism to be optimum

② VISITOR, FOREIGN-DOMESTIC GUEST

1. be the part of local community, a mental model change
2. joint the local community daily activity
3. feel and learn the local culture
4. enrich personal soul

SEED'S of SUSTAINABILITY

EMPOWERMENT PRINCIPLES



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

and be responsible for
the future generations...

let's be wise!

