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
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 Cileungsi
8. Jembatan Cisukawayana C3
9. Kampung Cipedes
10. Kampung Marinjung
11. Situs Tugu Gede C2
12. Kampung Cililin
13. Balai Desa Simaraya
14. Tugu Taman Nasional Gn. Halimun C3
15. Situs Genter Bumi C2
16. Kampung Pangguyangan C2
17. Situs Ciarca B2
18. Kampung Simaraya
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 Loloong
30. Saung Cawi Talu
31. Saung Tanjakan Kiara
32. Saung Lebak Sempai
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

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.
Kasepuhan, Ciptagelar

1. Jalan Raya (Rumah Kepala Adat)
2. Jalan Gede (Rumah Gede)
3. Pangkemenitan
4. Podium
5. Leuit si Jimpit
6. Ajeng Siar & Perpustakaan
7. Musholla
8. Pasirangan
9. Ajeng Jepang
10. Ajeng Pameran
11. Bale Sesepluh
12. Ajeng Wayang
13. Kamar mandi Umum
14. Leuit Rumahan
15. Rumah Ema Sepuh
16. Rumah Warga
17. Leuit Masyarakat
18. Balong (Kolam)
19. Sekolah Dasar
20. Saung dan Liang
21. Pos
22. Berbaloi
23. Sawah rumahan
IBEKA PERSPECTIVE on ECOTOURISM

GUEST and LOCAL COMMUNITY is SEPERATED / DIVIDED

ACTIVITY

- guest / tourist is spectator / audience
- local community is actors / players

FACILITY

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

LOCAL natural beauty and/or culture

GUEST and LOCAL COMMUNITY is INTEGRATED / MINGLING

- guest / tourist is live in and feels the community daily live
- local community is actors / players

ARRIVED - LOOK - GO HOME

RECENT TOURISM PARADIGM

ECOTOURISM PARADIGM

ARRIVED - FEELS - HISTORY

- traditional community accommodation
- local available food & drinks consumption

ARRIVED - LOOK - GO HOME

Instant fade away

Long live relation
IBEKA PERSPECTIVE on ECOTOURISM

GUEST and LOCAL COMMUNITY is SEPERATED / DIVIDED

GUEST and LOCAL COMMUNITY is INTEGRATED / MINGLING

LOCAL natural beauty and/or culture

GUEST or PERFORMANCE

EXCHANGE LIVING EXPERIENCE

COMMERCIAL BUSINESS PARADIGM

BIG, MASS, STANDARDIZE and UNIFORM

guest / tourist is spectator / audience

local community is actors / players

ARRIVED - LOOK - GO HOME
(resort (luxurious) of retreats)
imported food & beverage
(from outside village)
(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

SOCIAL BUSINESS PARADIGM

SMALL, FEW, UNIQUE and PERSONALIZED

LOCAL EMPOWERMENT & LOCAL EQUITY BUILDING APPROACH

traditional community accommodation
local available food & drinks consumption

METHOD of DEVELOPMENTALITY

BUSINESS AS USUAL

BUSINESS AS USUAL

COMMERCIAL BUSINESS PARADIGM

NEW BUSINESS PARADIGM

INTERACTION and PARTNERSHIP with LOCAL COMMUNITY

traditional community accommodation
local available food & drinks consumption

ECOTOURISM PARADIGM

RECENT TOURISM PARADIGM

guest / tourist is spectator / audience

local community is actors / players

ARRIVED - FEELS - HISTORY

LIVE IN and feels the community daily live
BUSINESS PARADIGM COMPARISON

COMMERCIAL BUSINESS PARADIGM

INVESTMENT & FINANCE

PRO PROFIT FOR CAPITAL ACCUMULATION INVESTMENT TECHNOLOGY

FINANCE

MANAGEMENT

TECHNOLOGY

RESOURCE UTILIZATION FOR THE SAKE OF TECHNOLOGY & CAPITAL OWNER

POVERTY

LOCAL COMMUNITY

SOCIAL BUSINESS PARADIGM

INVESTMENT & COMMUNITY PARTNERSHIP

PRO PROFIT FOR LOCAL COMMUNITY BENEFIT INVESTMENT

FINANCE

MANAGEMENT

TECHNOLOGY

LOCAL RESOURCE & LOCAL COMMUNITY

RESOURCE UTILIZATION FOR THE SAKE OF LOCAL COMMUNITY WELFARE
COMMUNITY PARTNERSHIP PHILOSOPHY (1)

1. 
EVERY COMMUNITY HAS THE CAPABILITY TO DO "SELF DEVELOPMENT"

   TRUST

   THE COMMUNITY TO DO "SELF DEVELOPMENT"

2. 
POVERTY IS NOT THE REAL PROBLEM

   IT IS A SYMPTOME 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.
ESSENTIAL THINGS In ECOTOURISM

1️⃣ LOCAL COMMUNITY HOST

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

2️⃣ 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
political stability
favorable economical and social trends
good governance

domestic ecological sustainability
good environmental condition
good governance

Local resources
Local contribution

outside contributions
ADVICE, TRAINING, TECHNOLOGY, FINANCIAL
complementary
transparent/open
well dosed
time balanced
continuously monitored

“manure”

PERSONAL EMPOWERMENT
Sincere & Trust
Honest & Truth

SEED’S of SUSTAINABILITY

OBJECTIVE OUTCOME of DEVELOPMENT

TANGIBLE / MEASUREABLE

organizational capacity/capability
realistic formulation
orientation
technical appropriateness

motivation
creativity
self-confidence
self-reliance

structural empowerment

TANGIBLE / MEASUREABLE

self-assessment for sustainability
formation of structure
subsequent for sustainability

SINCERE & TRUST
HONEST & TRUTH

IEBEKA

PRINCIPLES
EMPOWERMENT
EMPOWERMENT
EMPOWERMENT

EMPOWERMENT
SITE ACTIVITY METHODOLOGY (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 SUGGESTION

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
and be responsible for the future generations…

let’s be wise!