

YMAT0211 Sustainable Rural & Urban Tourism +
YMAT0222 Developing Destination Experiences



Tervetuloa Matkailuseminaariin JA MTI:n Rekrymessuille

Applying ecotourism for biodiversity conservation and destination management by government, NGOs & the private sector in Indonesia

Steve Noakes
Thursday 10 October 2013
0900 am – 12 noon



Sustainable Destination Development Seminar

Part A: Applying ecotourism as a tool for biodiversity conservation & destination Management (Steve Noakes)

Part B: Linking tourism & destination management with place-based community development (Greg Halseth)

Part C: Destination competitiveness, experience economies & green growth: myths, Greenwash or just plain lies? (C. Michael Hall)

University of Lapland, Room: Fellman (LS1)

Destination focus: Indonesia

- Indonesia
- Biodiversity & ecotourism
- Destination management approach by Government of Indonesia

Why Indonesia ?

PATA TASK FORCE
North Sulawesi, Indonesia
29 August to 05 September 2009

"Charting A New Direction for Sustainable Tourism in North Sulawesi, Indonesia."

Supporting partners: UNWTO • OMT • IOHOTO

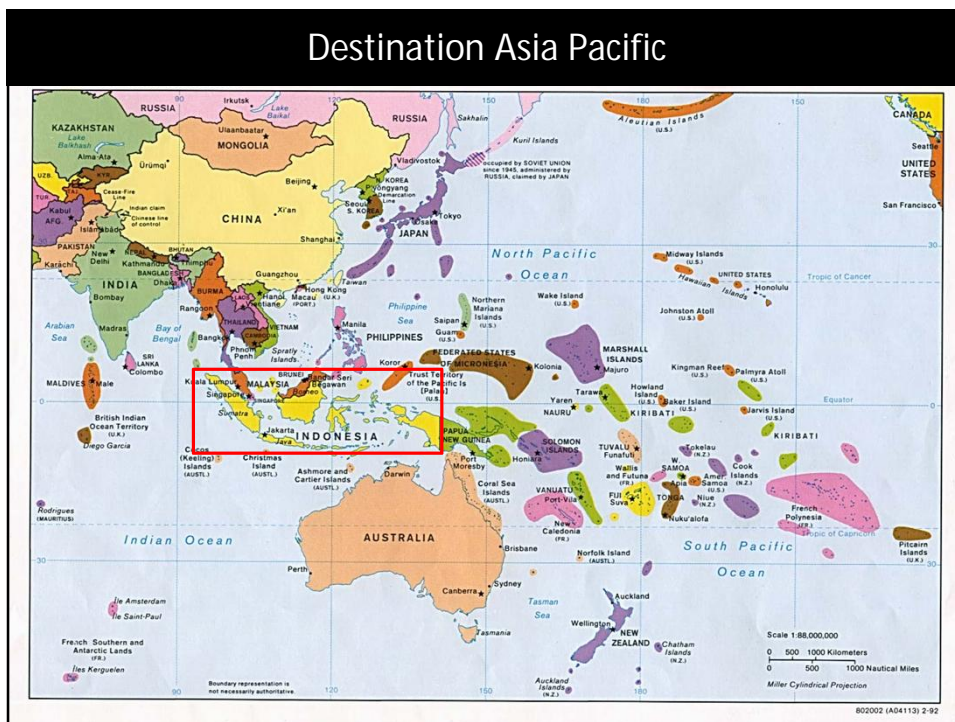
www.worldbank.org/tigers

ECO SAFARI INDONESIA

ECOLOGES INDONESIA
FOR COMMUNITIES...FOR CONSERVATION

Strategic Plan
Sustainable Tourism
and Green Jobs
for Indonesia

Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia
Ministry of Tourism and Creative Economy of The Republic of Indonesia



Indonesia's main island groups

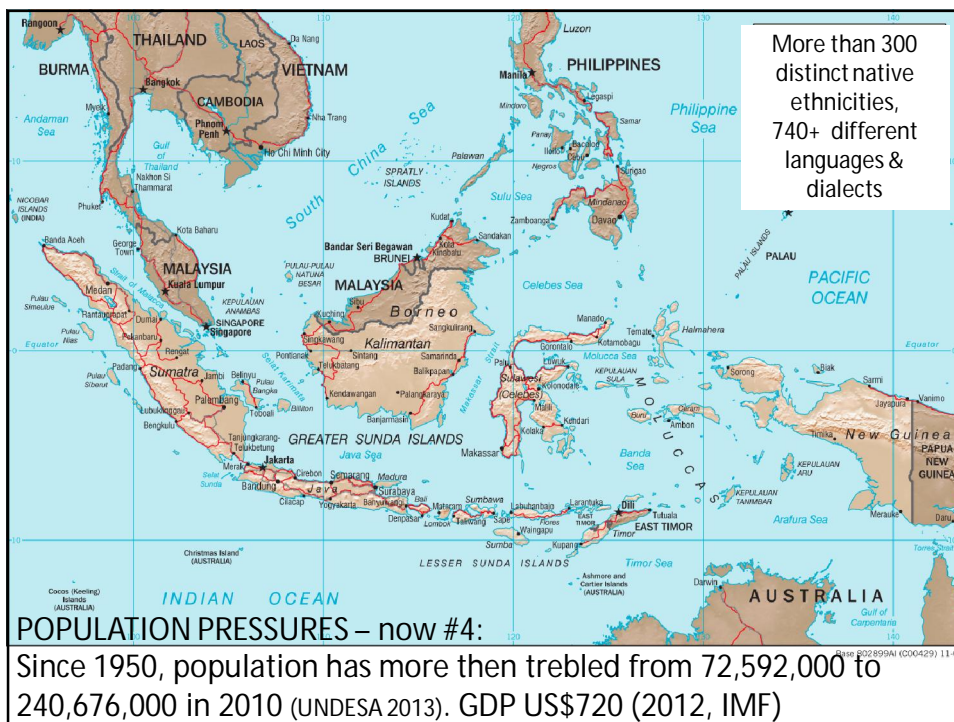
This map displays the seven main island groups of Indonesia, each color-coded: Sumatra (green), Java (dark green), Bali (yellow), The Nusatenggara Islands (orange), Kalimantan (purple), Sulawesi (red), Maluku (light blue), and Papua (brown). An inset image in the top right corner shows a tropical beach with palm trees and the text "Discover Indonesia".

Comprises 17,508 islands (official website of the Republic of Indonesia (2013)
[National Institute of Aeronautics and Space](#) (LAPAN) (2002): 18,306 islands
 The islands span 5,400 km east to west - sovereign area of 1,904,569sq km
 Total land area: 1,811,569 sq km
 Total water area: 93,000 sq km (Republic of Indonesia 2013, CIA 2013).

Indonesia: Promoting economic development

Main economic industries include petroleum and natural gas, apparel, textiles, apparel, mining, tourism and rubber.

<http://www.youtube.com/watch?v=Q7b5beLuB7c> 3+ minutes



Indonesia- Environmentalists Urge for New Laws to Protect Environment

<http://www.youtube.com/watch?v=3eN5eO9dfGU> 2 minutes



INDONESIA

MEGA BIODIVERSITY: Terrestrial



16% of the world's reptiles and amphibians



35 primate species, 25% endemic



121 butterflies species, 44% endemic



17% of the world's birds, 26% endemic



12% of the world's mammals, 36% endemic

Moreover, the percentage of endemic flora in Papua reaches 60-70%

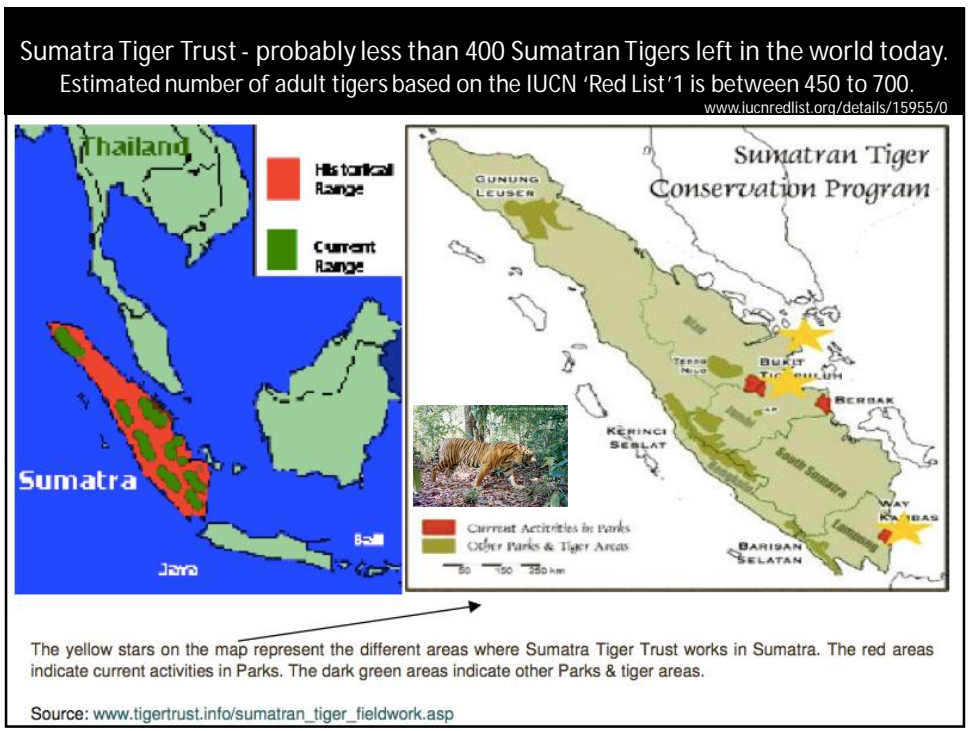


Forest Diversity

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



Sumatran rhino, Way Kambas National Park, Siunatra
Marcel, Ansaías & Sugiono (Keeper) April 2011



Indonesia: First Baby Born at the Sumatran Rhino Sanctuary, Way Kambas N. P

Ratu gave birth to a healthy male calf, weighing between 60 and 70 lbs
Baby named "Andatu" (meaning "Gift from God" in Bahasa, and also a combination
of the name of his parents)



<http://www.rhinos.org/news-room/first-baby-born-at-the-sumatran-rhino-sanctuary>



Status: Endangered

Proboscis
Cynomolgus
Macaque

More than 200 primate (apes & monkeys) species in the world
25% live in Indonesia
70% of Indonesian primates threatened by extinction due to:

- habitat loss and degradation
- poaching for trade.

<http://www.profauna.net/>

Komodo dragons.
Lesser Sunda Islands.
Can be 3 mt & 136 kg
Heaviest lizards on Earth
Dominant predators on islands they inhabit



Status: Endangered

Will eat most things:, including, deer, pigs, smaller dragons, water buffalo & humans.
Dragon saliva teems with over 50 strains of bacteria, and within 24 hours, the stricken creature usually dies of blood poisoning
Population of about 3,000 to 5,000 Komodo dragons on the islands of Komodo, Gila Motang, Rinca & Flores.
Poaching, human encroachment & natural disasters = **endangered species status.**


<http://animals.nationalgeographic.com.au/animals/reptiles/komodo-dragon/>




INDONESIA

Global epicenter of marine biodiversity

MEGA BIODIVERSITY: Marine




©The Nature Conservancy - Indonesia



INDONESIAN
BIODIVERSITY
research center

Indonesia has approximately **50.875 km²** of coral reefs. If this conservative estimate is accurate, it means that **51%** of the South East Asia region's coral reefs and **18%** (284.300 km²) of the world's coral reefs are found in Indonesian waters.

-World Resources Institute



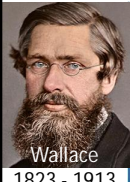
This abundance of coral reefs is not only contributed to **biodiversity**, but also to **science and economic development** in Indonesia and the world

<http://www.ibrcball.org/>


Ecozone separation - Wallace Line


Alfred Wallace 1859: *On the Zoological Geography of the Malay Archipelago*


Many major groups of animals (especially birds & mammals) found to the west of the line do not extend east of it, and vice versa. <http://wallacefund.info/>



Wallace
1823 - 1913



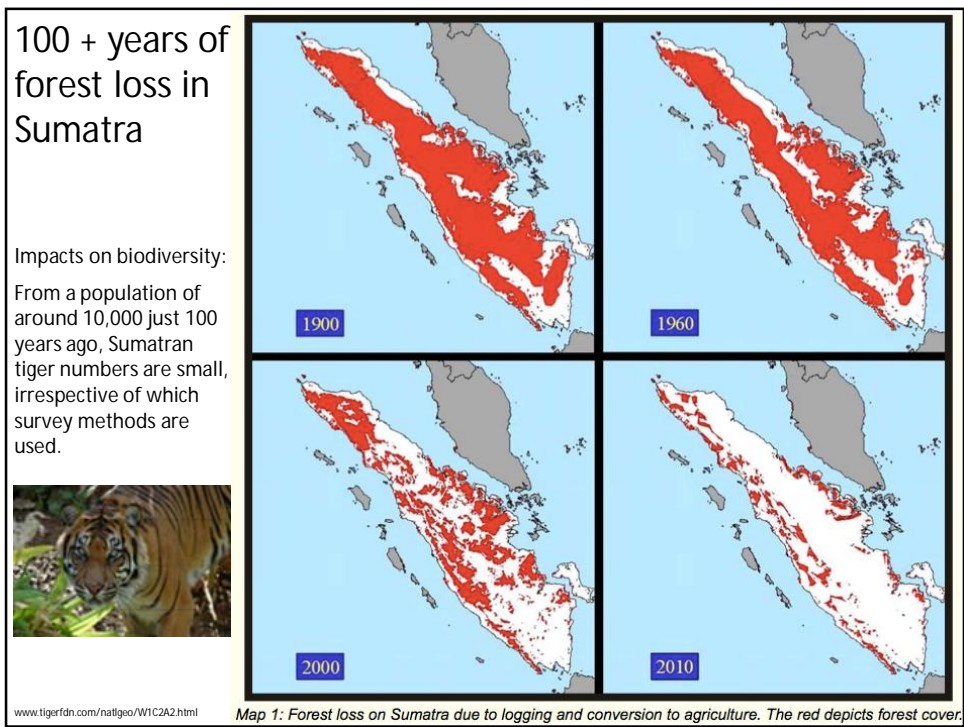
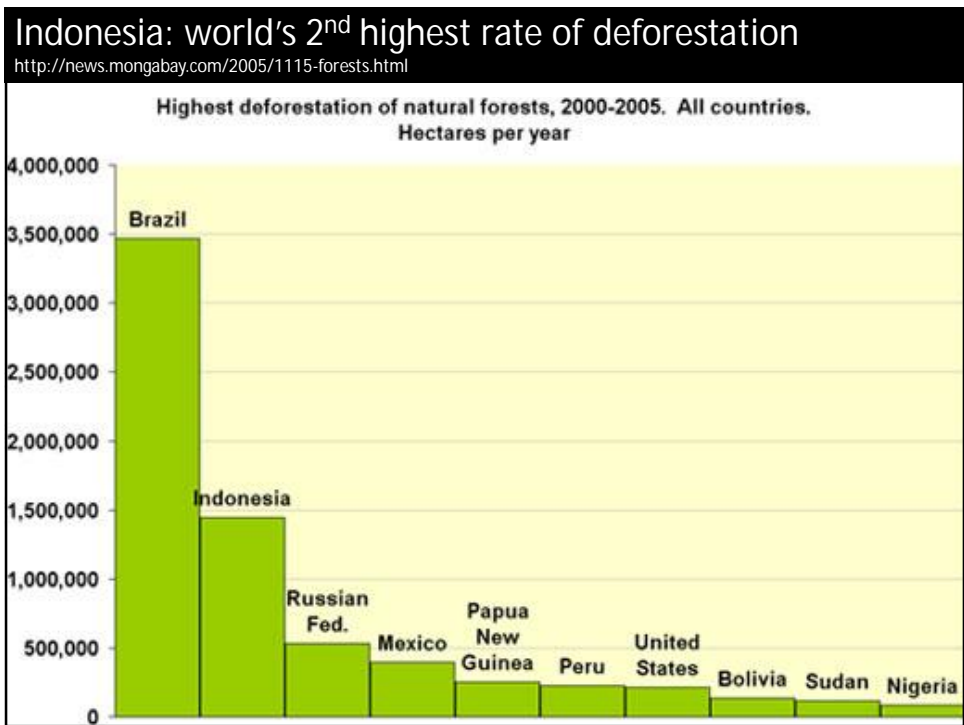




Poster from Science-art.com

Wallacea encompasses islands which never had dry land connections to the main land masses of either south-east Asia or Australasia

West of the line are found organisms related to Asiatic species; to the east, a mixture of species of Asian & Australian origin is present.



Elephants, Way Kambas National Park & Ecotourism



MAJOR CONSERVATION ISSUES WAY KAMBAS NATIONAL PARK

- Protection flora-fauna & ecosystem of the Park - illegal poaching, illegal logging, forest fire, encroachment, livestock invasion, etc.
- Law enforcement - effectiveness of coordination with local Government law agencies (Police, etc).
- Human – wildlife (elephant, tiger, rhino etc) conflict mitigation: improvement strategy and facilities
- Area rehabilitation and reforestation of ex-forest fire, ex-settlement (deadly wells), ex-encroachment, etc.
- Building biodiversity research and database - information system, to develop more effective conservation strategy
- Effectiveness of management organization & human resources through education & training
- Community development and participation/involvement through improve education & awareness programs
- Improvement of Park's facilities and infrastructures



Elephants = key attractor for guests at Satwa Elephant Ecolodge, near Way Kambas National Park, Sumatra

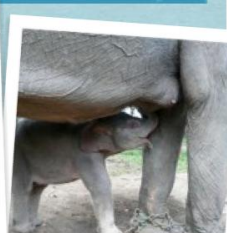


Mahout's undergo training & develop affection & strong bond with their elephants



Female elephant in Elephant Conservation Center – successful birth on June 7th , 2009, 1.30 PM.

TIME WITH MOTHER



'After waiting several month for pregnancy finally Bunga's get her baby, healthy baby male with high 88 cm, circumference of chest 110 cm and approximately weight 106.5 kg. This baby was bigger than Pleno baby (Ramzar) and Kartijah baby. This is the third time for Bunga to birth, first time in 1999 and second time 2002.'

'Mahout guessed the father of this baby is Dugul, wild alpha male elephant in Way Kambas National Park.'



FIRST TIME WALK, half hour after born the baby try to walk step by step, slowly....slowly....slowly.....mahout bring them to the pool.



FIRST TIME DRINK, he doesn't need platform to reach mother breast.



FIRST TIME SWIM, four days old the baby can swim well. Good genetic from his father make him can do anything.



ABANDONED WELL CLOSURE WAY KAMBAS NP

Fieldwork Visiting Report, July 2009

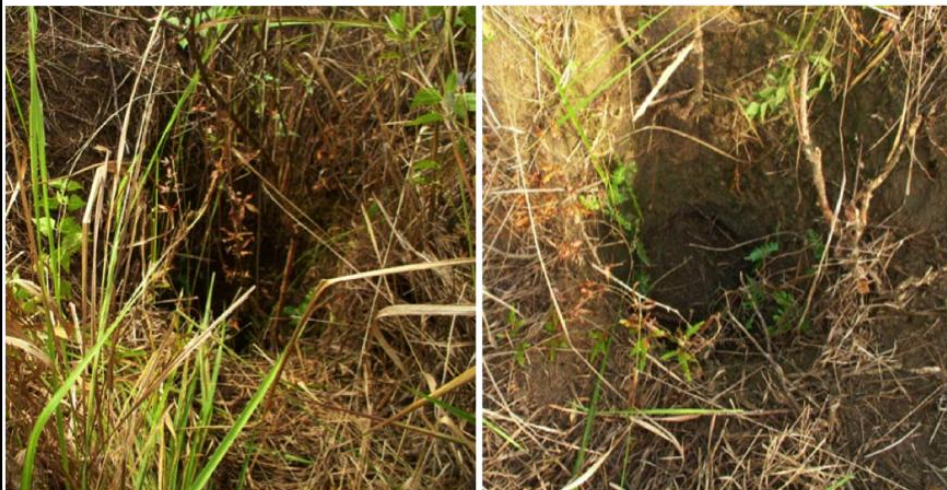


Figure 6. The first well before and after cleaning the grass

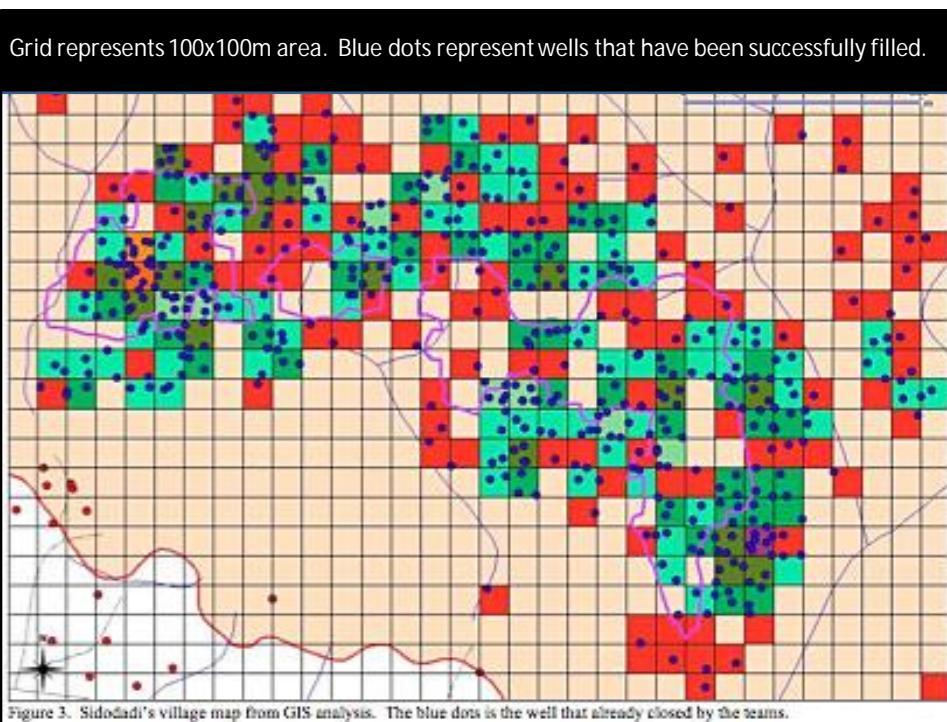


Figure 3. Sidodadi's village map from GIS analysis. The blue dots is the well that already closed by the teams.



Sakura is a three-year-old elephant. After falling in backwards and being stranded for some 2 weeks without food or water, she was carefully pulled from one of the abandoned wells in Sumatra, Indonesia.





Indonesian Wildlife Rescue Team & baby elephant after retrieval from a well



Sign to indicated the filling of a well

TIGER AND WILDCATS GUIDE TRAINING

Taman nasional way kambas. 24 Agustus - 9 September 2009

Volunteer project led by
Dr Claire Vaux Oelrichs, SIES
(Save Indonesian Endangered Species)

The National Parks staff guide training included:

- cat behaviour, specifically on tiger (Champati Sarath, India)
- biology
- signs and identification
- following/tracking
- tourist safety
- cat safety - guiding/tourism without interference
- minor species information interpretation
- what tourists want

Way Kambas Mahout/ Elephant Identity card

This mahout and elephant are suggested for tourist activities.

Mahout: Dwi Y. Hari
ETL001
Since April 2008

Seno: Male 16 years

Disclaimer:
Elephants are wild animals and can be dangerous. Elephant riding is at your own risk

Mahout training, certification & identification cards



'It is so sad that I must inform you this news. One of ecolodge elephant at ECC was died last night because of poison. Its named SENO. And his tusk was stolen from the body after death.'
Chandra, Way Kambas National Park, Sumatra. August 2009

How ecotourism helps conservation issues in Way Kambas & Tanjung Putting National Parks

1. Brings international attention, increased awareness of the conservation issues and *attracts human & financial resources* to build local capacity to better manage the protected areas
2. National & Provincial Ministry of Tourism interest – build *facilities and infrastructure* which also contribute to *community services* - access roads, better power, water and sewerage facilities

3. Generates contacts with the 'outside world' for NPA staff & local businesses, local schools, mosques, sporting & cultural groups - understanding of & access to markets, language skills, service skills, conservation skills
4. Visitors/Conservationist who come first time as a tourist then interest to contribute to NGO's & networks to raise funds & expertise support: research, community development, animal protection, medical conservation, awareness program
5. Some international NGOs raise collaboration within government's agencies: i.e. Debt Nature Swap between Govt of Indonesia and USA through Ministry of Forestry.

Destination management in Indonesia



1980:
562,000
international
visitors

2010:
7 million

2014:
Target is
8.6 million

Indonesia tourism economic & employment impacts

SOME ECONOMIC INDICATORS 2010

	TOURISM	CREATIVE ECONOMY
CONTRIBUTION TO GDP	3.05%	7.29%
EMPLOYMENT	7.4 MILLION	8.5 MILLION
GROWTH PDB	6.56%	6.30%

Already a member of the G20, Indonesia's economy is aiming to become one of the top 10 economies in the world by 2020.

Tourism can grow as a more significant contributor to Indonesia's economic progress.

National Tourism Master Plan (RIPPARNAS)



- In line with the objectives and principles of national tourism development stated by UU 10/2009
- Sustainable dev't is one of the core principle

Policy directions.
Objectives of tourism development
(National Law No. 10/2009)

- a. to increase economic growth;
- b. to increase social welfare;
- c. to eradicate poverty;
- d. to decrease unemployment;
- e. to conserve the nature, environment, and resources;**
- f. to enhance cultural conservation;
- g. to increase the nation image;
- h. to enhance nationalism;
- i. to strengthen identity and national unity; and
- j. to strengthen international brotherhood.



PRINCIPLES OF TOURISM DEVELOPMENT

- a. in line with religious norms and cultural values, the balance relationship between human and God, among human beings, and between human and nature;
- b. support human rights, cultural diversity, and local wisdom;
- c. beneficial for people's welfare, fair, just, and proportional;
- d. conserve nature and environment;
- e. empowerment of local people;
- f. ensure sectoral and regional integration;
- g. in line with global code of ethic and international agreements on tourism; and
- h. strengthen the unity of the Republic of Indonesia.

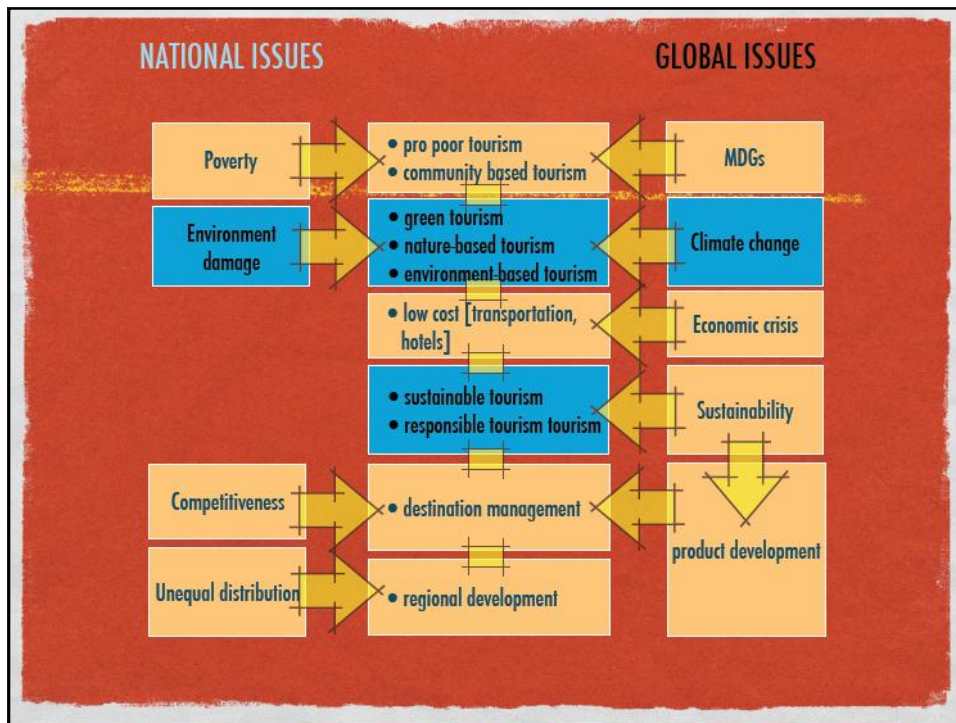


Destination planning in Indonesia



Strategic planning for tourism in Indonesia





TOURISM FOR THE FUTURE

FROM MASS TOURISM TO **SPECIAL INTEREST**

FROM BEING PASSIVE TO BE **INTERACTIVE**

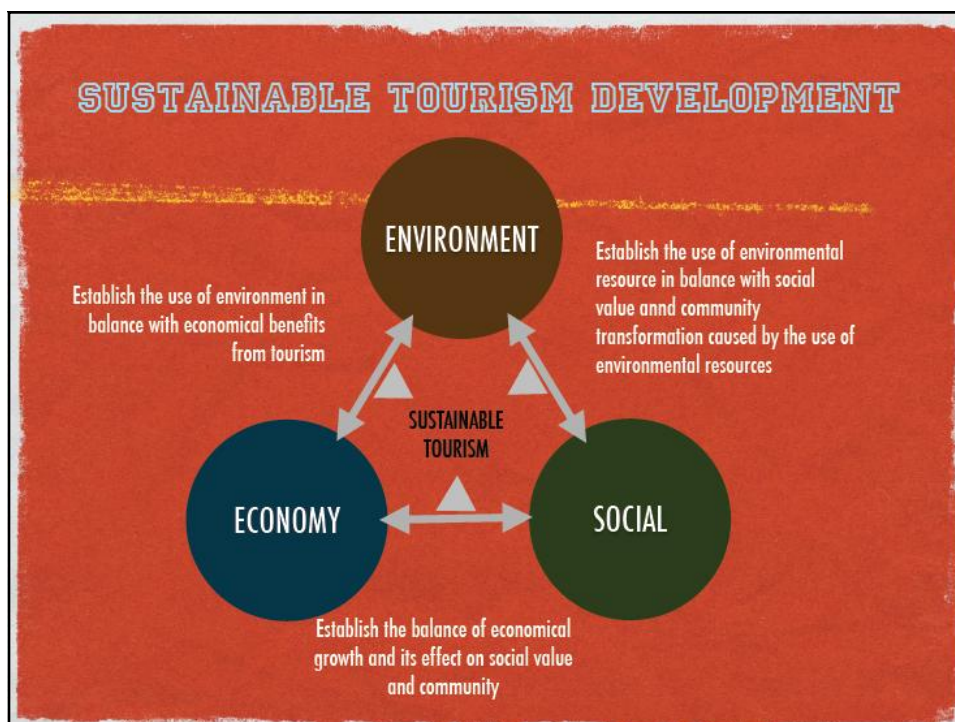
FROM FULFILLING THE BASIC NEEDS **TO DO CARE** OF OTHERS

FROM PHYSICAL INVESTMENT TO **COMMUNITY INVOLVEMENT**

FROM SHORT TERMS TO **SUSTAINABLE DEVELOPMENT**

FROM CARELESS TO **RESPONSIBLE TOURISM**

FROM LEISURE TO CULTURE AND **CREATIVE TOURISM**



Sustainable Tourism Indicators

INDICATORS							
A	B	C	D	E	F	G	
Coastal Zones	Mountains	Manages Wildlife Parks	Urban Environments	Cultural Sites – Built Heritage	Unique Ecological Sites (often ecotourism destinations)	Small Islands	
1 Amount degraded	1 Reproductive success of indicator species	1 Reproductive rate of key species	1 Crime levels	1 Restoration costs	1 Number and mix of species continued presence of key species in traditionally occupied areas	1 Measures of capital flight	
2 Levels of erosion	2 Continuing presence of wildlife at traditionally occupied sites	2 Species diversity	2 Types of crimes committed	2 Levels of pollutants affecting site	2 Reproductive success of key species	2 Value of foreign ownership	
3 Reduction in catch	3 Extent of erosion caused by tourists	3 Change in mix of animal species	3 Traffic safety	3 Measures of behaviour disruptive to site	3 Site degradation	3 Local jobs created through tourism	
4 Use intensity	4 Rate of continuing erosion	4 Use intensity	4 Site attraction	4 Use intensity	4 Changes in flora	4 Fresh water availability	
5 Species counts	5 Length of vehicle line-ups	5 Human population in park and surrounding area	5 Use intensity	5 Crime rate and type	5 Mix and concentration	5 Electricity availability	
6 Pollution levels	6 Consumer satisfaction	6 Activities of people in park and surrounding area	6 See Cultural Sites Built Heritage below		6 Languages spoken by locals	6 Sewage treatment facilities	
7 Crime levels (9)	7 Site attraction	7 Level of poaching in park	7 Air pollution measurements		7 Social impact		
	8 Pollution counts	8 Human/animal interaction	8 Drinking water quality		8 Local satisfaction		
			9 Type and extent of communicable diseases				
			10 Noise levels				

STRATEGIC PLAN
SUSTAINABLE TOURISM AND GREEN JOBS
 [ILO REPORT 2012]

Green jobs is decent work + sustainable development

- Decent work: employment, right at work, social protection, social dialogue
- make optimal use of natural resources
- respect socio cultural authenticity
- ensure viable, long term operations, providing socio-economic benefit to all stakeholders, fairly distributed, stable employment, income earning activities, social services, poverty alleviation



Sustainable Tourism
 and Green Jobs in Indonesia

*'Asia has long been facing the intensifying challenges of **climate change**, **biodiversity loss** and escalating **scarcity of natural resources**. The region needs to recognise that rapid **population growth** and **urbanisation**, increasing **economic growth** and other human activities **are challenging the natural diversity** of Indonesia as well as the rest of the world. It is important that we find ways to **conserve biodiversity** and **involve local communities** and organisations in a **participatory** way to achieve maximum benefits in a **sustainable way**.' Mari Elka Pangestu*

Thalib Rifai
Secretary
General
UNWTO



Mari Elka
Pangestu,
Minister of
Tourism &
Creative
Economy,
Republic of
Indonesia.

04 October 2013
 APEC 2013 INDONESIA HLD Press Conference Minister of Tourism and Creative Economy Republic of Indonesia, Mari Elka Pangestu (right) and Secretary General of the United Nations World Tourism Organization (UNWTO) Thalib Rifai (left) explain the journalists about convenience visa facilitation for tourists in a press conference at Bali Nusa Dua Convention Centre (BNDCCL) Nusa Dua, Friday, (4/10). Agus S. Budilawan



Additional viewing at own time
Indonesia Country Environmental Analysis

<http://www.youtube.com/watch?v=mWHnV44cem4> 4 + minutes

World Bank

Country Environmental Analysis
(CEA)

Key challenges & opportunities
for Indonesia's environment &
management of its natural
resources

Context of sustainable economic
development

Notes economic costs of
environmental degradation

What are **the biggest**
challenges for Indonesia?

Indonesia Fights for its Rain Forest

http://www.youtube.com/watch?v=_9V5yvC0xH8 7 + minutes



Acute problem of deforestation threatens Indonesia

<http://www.youtube.com/watch?v=NiyRQ6ULQgQ> 2 minutes

