

PROMOTE TOURISM TOWARDS SUSTAINABLE DEVELOPMENT

Background

The tourism industry makes important contribution to the economies of developing countries, particularly to foreign exchange earnings, employment and GDP. Being an archipelago country, Indonesia has a number of natural heritages such as cultural, language and conservation areas such as mountains, lakes, coastal and marine, forest, etc. At the present stage of Indonesian social and economic development, conservation areas have set the target of designating about 10% of land as a preserve area. There are at present 320 natural preserves and natural parks in Indonesia, and more being proposed. Indonesia has adopted the modern natural conservation practice, which emphasizes the conservation of the entire ecosystem.

Tourism is clearly of great significance to developing countries, which are most dependent on tourism as an income generating and will be one source of such growth of the poor levels. However, tourism as an industry has limited potential to contribute much to poverty elimination in developing countries. In the reality the revenue from tourist much is captured by rich or middle income groups not for the poor due to tourism being extremely susceptible to events which are difficult to control, political unrest, exchange rate fluctuations and natural disasters. Referring to Indonesia experience, tourism can have a particular effect on the poor themselves, causing displacement, increase local costs, loss of access to resources and social and cultural disruption.

Surrounding the conservation areas, the local communities right now depend on the resources on these area which activities as a farmer tend to deteriorate the ecosystem. They have no alternative activities to support their life due to their limited knowledge and capacity. They need help to make a plan to protect their environment, so the sustainability development can be ensured. However, because the lack of knowledge and capacity of the local government, the conservation is not developed yet. Based on these conditions, we propose the development of tourism area not only as a designated object of tourist or conservation area, but also for adding income generating of the local communities which developing Eco-tourism.

Actually the government has been considered to help the local government to develop income generating at the conservation area as an Eco-tourism base on the local community participation with exploring the potential ecosystem. Hopefully through this Eco-tourism activities the income generating of the local communities will be increase and the ecosystem will be more protected with sustainable resources. The government will develop the activities of local communities to achieve Eco-tourism by introduce recycling of domestic waste to an consumption product.

Developing tourism for deliver poor community's growth in the countries has great advantages such as:

1. It will increase the participation of local communities of the informal sector which providing opportunities for producing handicraft of recycling products.
2. Tourism areas that have an asset from cultural, wildlife, scenery, etc., will increase access of the poor to achieve additional income generating if they explore these

potential in a sustainable manner, such as developing the city which implement a cleaner production as a green city.

3. Tourism can be more labor intensive if they could diversification of the activities around the areas such as build and running the hotel or cottage which health sanitation and improving management of domestic waste, building designed to minimize use of non-renewable energy and materials, extensive use of recycled materials and Eco-farm implementation.
4. Maximize the potential of tourism for eradicating poverty by developing appropriate strategies in cooperation with all major groups, local communities and indigenous.
5. Increase of local community's capacity and capability on managing of their environment.

OBJECTIVE

1. Increase the benefit (income generating, knowledge, etc.) from sustainable tourism resources for the population in the local communities.
2. Maintaining the cultural and environmental integrity of the local communities.
3. Enhancing the protection of conservation area.
4. Develop technology of cleaner production for supporting tourism activities.
5. Managing of local conservation resources.

SCOPE OF WORK

1. Technical assistance to local communities to develop sustainable tourism in tourism area.
2. Training on sustainable tourism (TOT) for local government, supporting system of tourism such as hotel, tourist guide and others relevant stakeholders.
3. Inventories of fauna, flora, endangered species and culture as an interesting object of sustainable tourism.
4. Conducting research of currently situation in the tourism areas determined as a pilot project.
5. Promotion of public awareness to implementation cleaner production in the tourist and developing new tourism product with recycling program.
6. Collaboration with others country which have similar object as a sustainable tourism.
7. Create an information system based and provide web-site.
8. Exchange experts between host country and donor countries.
9. Provide of tourism infrastructure which utilizing of environmental friendly technology.

ACTIVITIES

1. Encourage public awareness of local communities and private tourist agencies.
2. Organized local communities in order to engage effectively in tourism and encourage them, such as utilize their house as a cottage for tourist.
3. Cooperation with partner and donor countries to develop the sustainable tourism.
4. Identification interesting objective of sustainable tourism.

5. Provide information of sustainable tourism with producing leaflet, advertisement, etc., and present of web-site.
6. Build the infrastructure to conduct sustainable tourism in the tourist areas included health sanitation, emphasis on renewable resources and others facility to support the areas.
7. Launching Eco-tourism as a national program.
8. Training, workshops and comparative study of Eco-tourism.
9. Engage exhibition, competitions in the tourist areas without deteriorate of ecosystem.

Name of the partnership/initiative:

Promote Tourism Towards Sustainable Development

Expected date of initiation: 2003

Expected date of completion: 2007

Partners involved:

Governments:

- Indonesia
- Singapore
- Thailand
- Local Government

Intergovernmental organization:

- ASEAN

Major Groups:

- Hotel and Tourism Association
- Travel Agent Association
- Community Based Organization
- Land Tenure
- NGOs

Others:

- Pajajaran University
- Trisakti University

Leading Partner:

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Main objective of the partnership/initiative:

1. Increase the benefit from sustainable tourism resources for the population in the host communities.
2. Enhancing the protection of conservation area by environmental education.
3. Explore and utilize of depth environmental friendly technologies.
4. Develop technology of cleaner production for supporting sustainable tourism activities.

Expected results:

1. Increase income generating of host community by use of environmental or local products.
2. Emphasis on renewable resources, comprehensive recycling and environmental friendly waste disposal.
3. Increase capacity building in order to contribute to the strengthening of rural and local communities.
4. Implementing cleaner production for supporting system of tourism in rural and urban.

Specific targets of the partnership and time frame for their achievements:

No.	Activities	03	04	05	06	07
1.	Survey and identification in host countries and partner countries and provide action plan for sustainable tourism					
2.	Training and comparative study					
3.	Launching of program as national program					
4.	Infrastructure construction in appropriate manner					
5.	Implementation of program and pilot project					
6.	Monitoring					

Coordination and implementation mechanism:

1. Cooperation with partner and donor countries. At national level MoE as coordinator will cooperation with appropriate Ministry, local government and major groups. At international level, cooperation with others developing countries whose have similar object of tourism and with donor / institution countries for technical assistance and financial assistance.
2. Identification tourist location on each countries for pilot project which criteria such as natural heritage, cultural, conservation areas and existing condition of local communities.
3. Research of currently situation in the area of sustainable tourism pilot project.
4. Develop program including education and training through technical assistance of expert countries and engaging comparative study for training. Targets of training are local government and supporting system for sustainable tourism such as hotel, tourist guide and other stakeholders (informal private sector and the host communities).
5. Provide plan of action for improving tourism as sustainable development.
6. Assist of host communities in managing visits to their tourism areas for their maximum benefit (e.g. mechanism for improving income generating of host communities, tax for tourism activities, major authority for host communities and land tenure, preference for using local products and suppliers).
7. Promote diversification of economic activities, through the facilities of access to markets and commercial information between partner countries.
8. Infrastructure construction implementation by environmental friendly technology utilization.

Arrangement for funding:

- Donor countries: United Kingdom, Federal Republic of German, Canada, USA, Australia, Japan, French, Singapore, Norway, Sweden.

Arrangement for capacity building and technology transfer:

- Development of data collection and inventory, and create an information system based

Arrangement for capacity building and technology transfer:

- Development of data collection and inventory, and create an information system based concerning to sustainable tourism in pilot project area, continue with providing of web-site.
- Technical assistance and exchange of experts.
- Human resources training, workshops and seminars on issues of common interest.
- Develop and create of guidance.

Link of the partnership/initiative with on going sustainable development activities at the international and/or regional level (if any):

Hongkong Shanghai Bank Company (HSBC)

Monitoring arrangement:

Annual report to the Ministry and donor countries.

Other relevant information:

Indonesia has some mountain conservation areas such as: Merapi, Dieng, Jaya Widjaya National Park. Those areas lie in Sumatra, Java and Papua islands. These designated areas have a limited potential to contribute much to poverty elimination in developing countries as well as in Indonesia. With propose these areas, as an Eco-tourism project will have a particular effect on the poor communities, causing displacement, increase local income generating and loss of access to resources and social and cultural disruption.

Beside above location, there are tourism and conservation areas that could be sold. Conservation area not only nature preservation and conservation, but including culture preservation and conservation and community base development, which local community depending to on-site tourism.

Web-site:

www.menlh.go.id

www.bapedal.go.id

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