

Engaging Community to Link Tourism and Biodiversity Conservation

A Lesson Learnt from Indonesia



Implementing CBD (Convention on Biodiversity)– UNEP Guideline: **Tourism and Biodiversity**



Presented on The World Ecotourism Conference 2009, Vientiane, Laos

Tourism Development
Supporting Biodiversity
in Pangandaran, Indonesia



INDONESIA



More than 500 Ethnic groups

More than 100 million hectare forests area

Archipelago with more than 17.500 islands

PANGANDARAN



Challenges:

- Tourism not only benefiting or sharing info to local stakeholders, BUT also planned and run by them.
- Making local communities of a mass tourism destination aware that biodiversity conservation can provide advantages for tourism and local economic development.
- Assisting local communities to make mid term management planning – instead doing it by our self.
- Engaging heterogeneous communities with different and often conflicting interest (more then 50 local organizations both direct or indirectly involve in tourism).

Similar Process of Planning - Different Ways of Implementation



Goals & Project Site

1. **Development of Tourism Management Plan through participatory process.**
2. **Establishment of Destination Management Organization**
3. **Program Implementation.**

Study area:

5 (five) villages belong to
2 sub districts :

- **Kecamatan Pangandaran**
- **Kecamatan Sidamulih**

Characteristic	luas wilayah (Ha)	Number of Sub-Village	Number of People	Occupation
Babakan	604,0	5	9.015	Farmer
Pangandaran	667,8	2	9.112	Fisherman
Pananjung	471,1	3	7782	Farmer
Wonoharjo	530	3	8417	Farmer
Cikembulan	241,2	3	3706	Farmer
Total	2514,1	14	38032	



How We Engaged Community to Link Tourism and Biodiversity Conservation



➤ **Self Assessment:**

- Facilitating community to identify their own potential
- Facilitating community to identify means of awareness raising and information dissemination.

➤ **Acknowledgment:**

- Encourage community to adopt the Plan
- Facilitate the community to get their plan acknowledged by the Government.
- Encourage the community to declare their commitment toward Sustainable Tourism

➤ **Implementation:**

- Assisting community to make tourism product related to biodiversity conservation
- Enabling community to communicate with potential donor
- Assisting the community to make project proposal to implement their plan
- Facilitating community and government to establish Multi stakeholder Destination Management Organization.



Tourism Management Planning is about managing people and planning with people!



8 Steps towards a Tourism Management Plan

- **Step 1** Getting started
- **Step 2** Identifying & working with key stakeholders
- **Step 3** Baseline information
- **Step 4** Vision & goals
- **Step 5** Objectives & work programme
- **Step 6** Impact Assessment & Impact Management
- **Step 7** Monitoring & review
- **Step 8** Approval & implementation



Step 1: Getting Started

- Series of Meeting with Multi Stakeholder to develop Road map and establish Local Working Group.
- Training for Expert and Government Staff.

Step 2: Identifying & Working with Key Stakeholders

Aspects of stakeholder participation

- Who should be involved in the preparation of the TMP?
- How should preparation begin and how will it be managed?
- What differences do stakeholders make to the content of the TMP?
- Notification Process
- Making clear the ownership and other responsibilities involved in the plan



Step 3: Baseline Information

- Who will collect the data needed for decision-making?
- How/ who will analyse the collected data?
- How will the data be presented to stakeholders and a broader public?



Collecting Information on:

- Ecological, economic, social and historic aspects
- Tourism and tourism management
- Legal framework

Assessing Threats and Opportunities

- What are the threats, especially those caused by tourism activities?
- How do we agree on what they are?
- What are the current negative and positive impacts of tourism activities?



Distribution of Tourism Attraction



KETERANGAN:

- | | | |
|----------------------------------|--|--------------------------------|
| Kawasan Perencanaan Pengembangan | Wisata Budaya | Wisata Alam |
| Batas Kecamatan | 1. Sanggar Wayang Golek Rojiun | 1. Green Canyon |
| Batas Desa | 2. Sanggar Wayang Golek Agus | 2. Pantai Batu karas |
| Jalan Utama | 3. Pacuan Kuda | 3. Jembatan Kayu Gantung |
| Jalan Lokal | 4. Sanggar Wayang Kulit | 4. Mangrove Bojong Salawe |
| Jalan Lain | 5. Pasar Wisata | 5. Pantai Batu Hiu |
| Jalan KA (satu jalur) | 6. Lokasi Penyelenggaraan Festival Layang-Layang | 6. Sungai Citumang |
| Garis pantai | 7. Sanggar Tari Ronggeng Gunung | 7. Mata Air Citumang |
| Sungai | 8. Sanggar Sintem Babakan | 8. Mangrove Karang Tirta |
| Sungai Musiman | | 9. Muara Cantigi |
| | | 10. Pantai Timur |
| | | 11. Mangrove Bojong Karekes |
| | | 12. Bendungan Matras |
| | | 13. Muara Putrapinggan |
| | | 14. Taman Lembah Putri |
| | | 15. Pantai Karang Nini |
| | | 16. Tempat Singgah Saung Buled |



Community Involvement Plan (CIP)



Dissemination of information by various mechanisms which are previously agreed by community, such as art events, radio, leaflets, newsletter, banner, community events like cooking competition; and individual information to community leaders and various community groups.



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LWG
Tourism Local Working Group

Step 4: Vision & Goals

Vision: Where do we want to be in ten years?

Goals: Which steps should we take to reach this vision?

Identifying visions and goals is:

- a multi-stakeholder process
- based on baseline information
- identifying and agreeing on long-term perspectives for biodiversity conservation and tourism development



Pangandaran Vision & Goals

**“Pangandaran as Globally Known Natural and Cultural Based Tourism Destination;
as well as a Comfortable Home Based on Religious Value”**

- Goal 1: Developing natural and cultural based tourism; which is independent, highly competitive, referring to sustainability principles**
- Goal 2: Conserving and rehabilitating the condition of natural environment to support tourism development and to maintain environmental services**
- Goal 3: Promoting Pangandaran sustainable tourism product to international market with full responsibility.**
- Goal 4: Increasing awareness and capacity of local community in Pangandaran and other local stakeholders to be able to support and take benefit from sustainable tourism development in Pangandaran.**
- Goal 5: Developing integrated system for tourism management in Pangandaran**



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MINISTRY OF CULTURE & TOURISM
REPUBLIC OF INDONESIA



WEST JAVA PROVINCE



CIANJUR REGENCY

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Step 5: Objectives & Work Program



Setting Objectives

- Breaking down the long-term vision into strategies and measures;
- Objectives provide solutions to identified threats;
and
- Identify opportunities for sound tourism development;
- How do you set objectives?
- Which measures have already been undertaken?

Setting the Work Program

- Identify and agree on activities and measures to reach the objectives
- Agree on responsibilities for each task
- Layout of operational planning:
Budget - Organisation - Staff

Step 6: Impact Assessment & Impact Management

- **What are the advantages of ongoing monitoring and reviewing?**
- **Monitoring = constant collection of data needed to evaluate the activities and measures of the work plan**
- **Review = Evaluation of achievements and failures through their comparison with the visions, goals and expectations**

Step 7: Monitoring & Review

- **Who will undertake the review?**
- **What are the consequences of reviewing and who makes the decisions about them?**
- **How can the stakeholders be involved in monitoring and reviewing?**

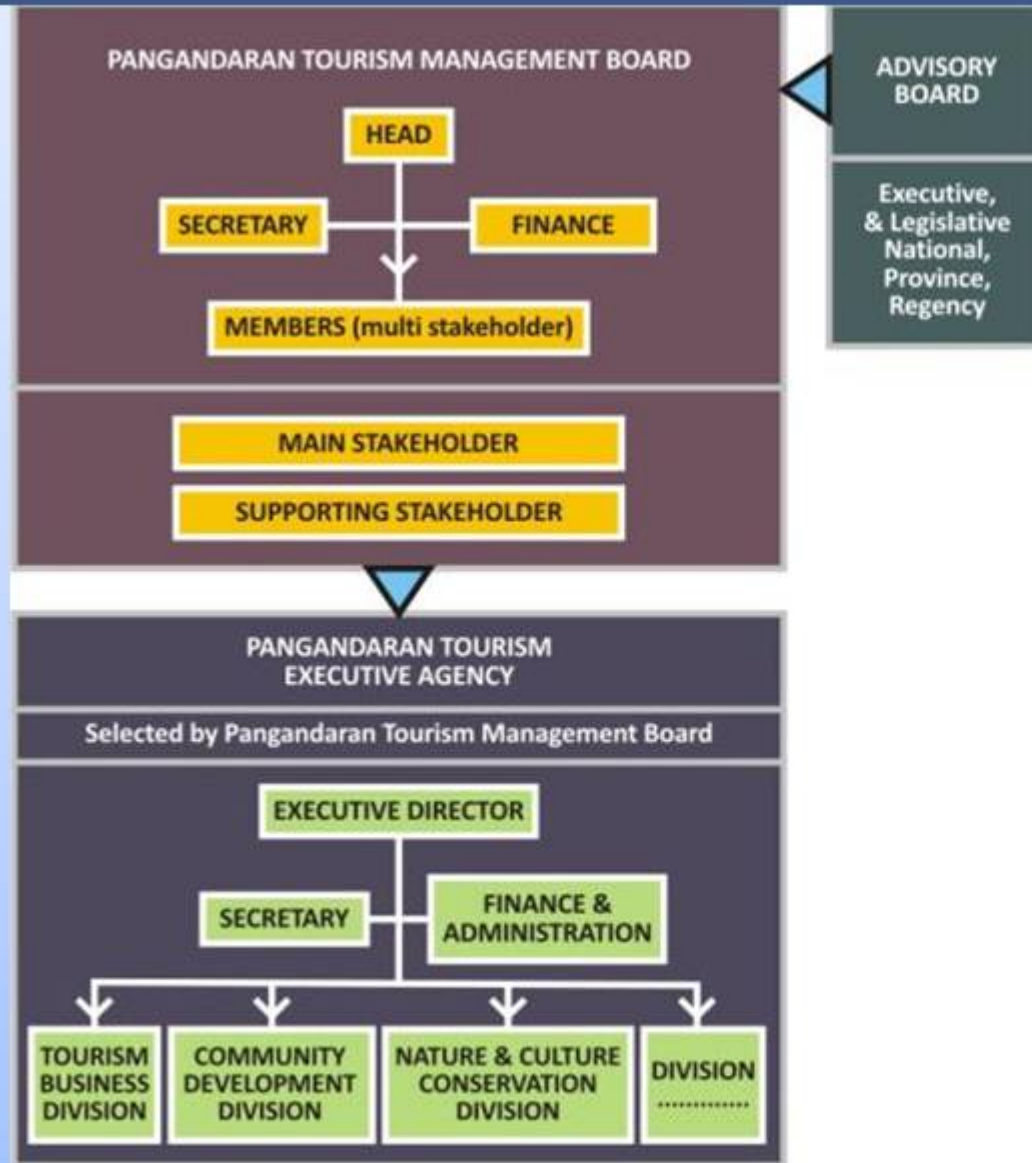
Step 8: Approval & Implementation

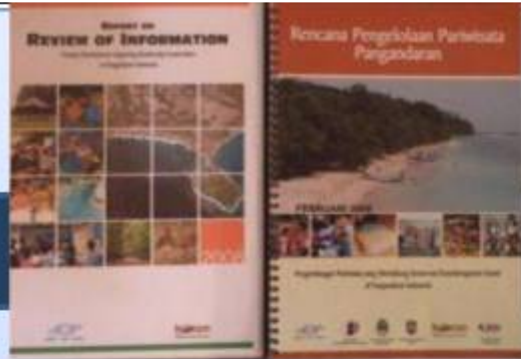
Approval

- Who authorises the plan?
- How should the plan be presented?



Destination Management Organization





Pangandaran Tourism Management Plan

- **The Tourism Management Plan has been referred to and used by different stakeholders in planning and allocating an implementation budget from National, Province and District Government sources.**
- **Use as a tools for synergizing different project from different source of fund.**

Based on our experience, development of TMP and DMO for destination is very useful thus recommended to other destination. However it requires Government support in providing framework, incentive, etc.)



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Implementation

- Monitoring and Evaluation
- Feedback
- Corrective actions in time



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Implementation

Product diversification



Packaging of Village Tourism by Involving Home Industry : Making Palm Sugar, Peeling Off Coconut, and Iron Monger



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“EXPERIENCE”





THANK YOU – TERIMA KASIH

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