

Leveraging Marine Tourism Strategic Development

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OUTLINE

1. Tourism Performance
2. Marine Tourism in Brief
3. Strategic Development of Marine Connectivity
4. Sustainable Tourism Development Efforts

Tourism Performance



ACKNOWLEDGEMENT OF WONDERFUL INDONESIA BRANDING



Selama 2016, *Wonderful Indonesia* menerima **46 penghargaan** pada berbagai event di **22 negara**.



Minggu, 13/03/2016 10:59 WIB
Bangga! Wonderful Indonesia Juara di Pameran Wisata Terbesar Sedunia



Selama 2017, *Wonderful Indonesia* menerima **27 penghargaan** pada berbagai event di **13 negara**.



Selama 2018, *Wonderful Indonesia* menerima **66 penghargaan** pada berbagai event di **15 negara**

Menpar Terima Penghargaan dari Lonely Planet di WTM London



Hingga akhir Agustus 2019, *Wonderful Indonesia* menerima **41 penghargaan** pada berbagai event di **15 negara**



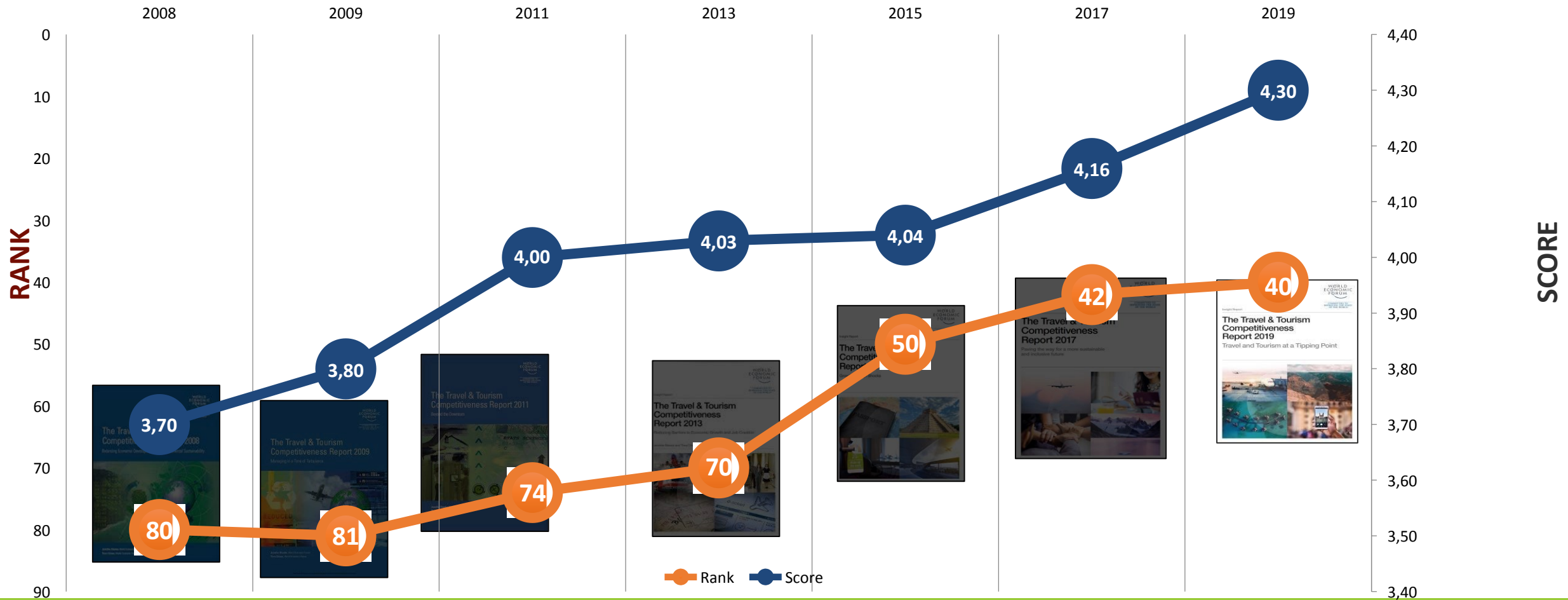
PERINGKAT INDONESIA

di Travel and Tourism Competitiveness Index (TTCI) oleh World Economic Forum (WEF)



MELESAT!!!

Dari ranking **70** pada tahun 2013, menjadi ranking **40** pada tahun 2019



TTCI 2019 vs Rank TTCI 2017



Skor nominal Indonesia naik signifikan dari 4,16 menjadi 4,30 pada tahun 2019, seandainya skor 4,30 diletakkan pada index tahun 2017, maka Indonesia diperkirakan setara dengan ranking 36.

Namun, kenyataannya tahun 2019 Indonesia berada pada posisi ranking 40, artinya negara lain juga meningkat.

T&T Competitiveness Index 2019 (

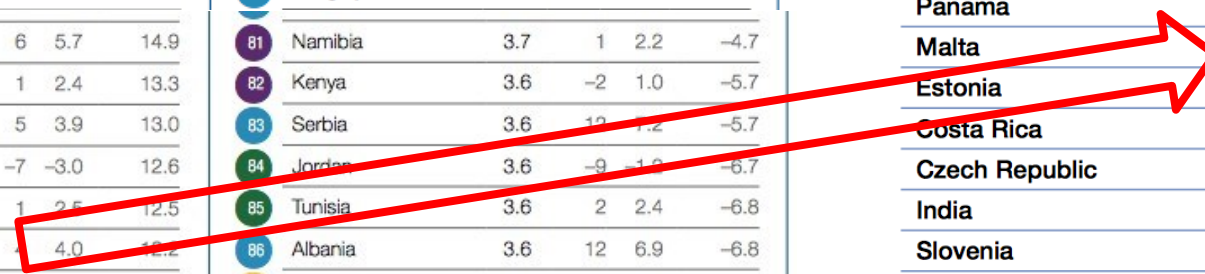
Covering 140 economies, the Travel & Tourism Competitiveness Index policies that enable the sustainable development of the travel and tourism industry and the development and competitiveness of a country.

Rank	Economy	Score ¹	Change since 2017		Diff. from Global Avg. (%)
			Rank	Score ²	
1	Spain	5.4	0	0.3	41.4
34	India	4.4	6	5.7	14.9
35	Malta	4.4	1	2.4	13.3
36	Slovenia	4.3	5	3.9	13.0
37	Taiwan, China	4.3	-7	-3.0	12.6
38	Czech Republic	4.3	1	2.5	12.5
39	Russian Federation	4.3	1	4.0	12.2
40	Indonesia	4.3	2	2.8	11.0
41	Costa Rica	4.3	-3	1.0	10.9
42	Poland	4.2	4	2.9	10.0
43	Turkey	4.2	1	2.0	9.8

Rank	Economy	Score ¹	Change since 2017		Diff. from Global Avg. (%)
			Rank	Score ²	
48	Hungary	4.2	1	3.4	9.0
81	Namibia	3.7	1	2.2	-4.7
82	Kenya	3.6	-2	1.0	-5.7
83	Serbia	3.6	12	7.2	-5.7
84	Jordan	3.6	-9	-1.9	-6.7
85	Tunisia	3.6	2	2.4	-6.8
86	Albania	3.6	12	6.9	-6.8
87	Trinidad and Tobago	3.6	-14	-2.4	-6.9
88	Cape Verde	3.6	-5	0.0	-7.7
89	Iran, Islamic Rep.	3.5	4	3.4	-7.9
90	Bolivia	3.5	9	4.7	-9.1

Table 1: The Travel & Tourism Competitiveness Index 2017

Country/Economy	Rank	Score	Change since 2015
Canada	9	4.97	1
Switzerland	10	4.94	-4
Croatia	32	4.42	1
Finland	33	4.40	-11
Thailand	34	4.38	1
Panama	35	4.37	-1
Malta	36	4.25	4
Estonia	37	4.23	1
Costa Rica	38	4.22	4
Czech Republic	39	4.22	-2
India	40	4.18	12
Slovenia	41	4.18	-2
Indonesia	42	4.16	8
Russian Federation	43	4.15	2
Turkey	44	4.14	0
Bulgaria	45	4.14	4



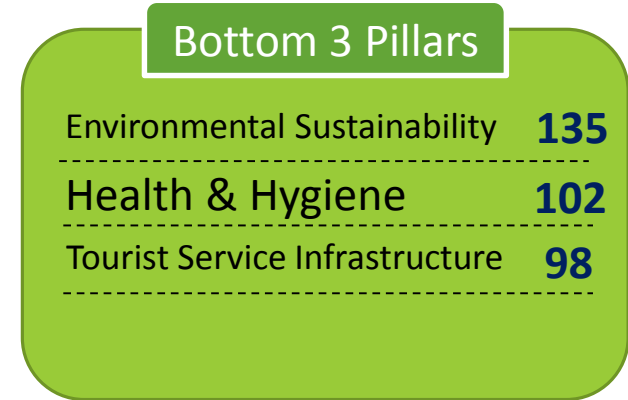
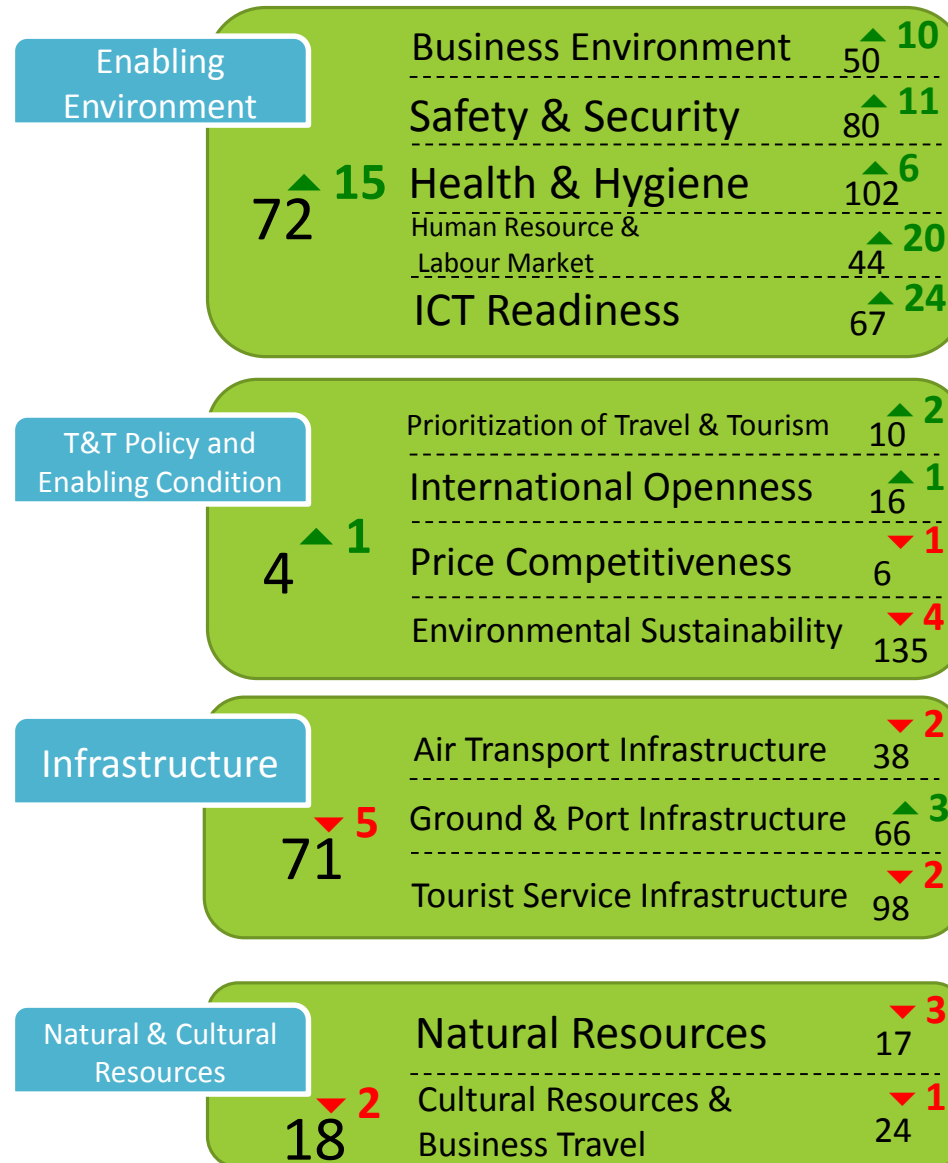
4 – Sub Index

14 Pillars

Rank of 140

40²

INDONESIA TRAVEL & TOURISM COMPETITIVENESS



INDEKS DAYA SAING PARIWISATA INDONESIA TAHUN 2017 & 2019



Sub-Index / Pillar	2017		2019		
	Rank/136	Score	Rank/140	Score	
ENABLING ENVIRONMENT	87	4,54	72	4,8	
Business Environment	60	4,5	50	4,7	↑
Safety and Security	91	5,1	80	5,4	↑
Health and Hygiene	108	4,3	102	4,5	↑
Human Resources and Labour Market	64	4,6	44	4,9	↑
ICT Readiness	91	3,8	67	4,7	↑
TRAVEL AND TOURISM POLICY AND ENABLING CONDITION	5	4,80	4	5,0	
Prioritization of Travel and Tourism	12	5,6	10	4,7	↑
International Openness	17	4,3	16	4,3	↑
Price Competitiveness	5	6,0	6	6,2	↓
Environmental Sustainability	131	3,2	135	3,5	↓
INFRASTRUCTURE	66	3,40	71	3,5	
Air Transport Infrsatructure	36	3,8	38	3,9	↓
Ground and Port Infrastructure	69	3,2	66	3,3	↑
Tourist Service Infrastructure	96	3,1	98	3,1	↓
NATURAL AND CULTURAL RESOURCES	16	4,00	18	3,8	
Natural Resources	14	4,7	17	4,5	↓
Cultural Resources and Business Travel	23	3,3	24	3,2	↓

Keterangan:

 : Tertinggi
 : Terendah
↑ : Skor meningkat
↓ : Skor menurun

Total
 8 Pillar naik
 6 Pillar turun

INDEKS DAYA SAING PARIWISATA TAHUN 2019



Di wilayah **Asia Pasifik**, Indonesia menempati **peringkat ke-12** dari 22 negara.

Sementara untuk wilayah **ASEAN**, Indonesia menempati **peringkat ke-4** setelah Singapore, Malaysia, dan Thailand.

ASIA Pacific TCI 2019 Ranking				
Global Rank	Country	Score	Difference from 2017	
			Rank	Score Growth (%)
4	Japan	5.4	0.0	2.1
7	Australia	5.1	0.0	0.8
13	China	4.9	2.0	3.2
14	Hong Kong SAR	4.8	-3.0	-1.1
16	Korea, Rep.	4.8	3.0	4.7
17	Singapore	4.8	-4.0	-2.0
18	New Zealand	4.7	-2.0	1.4
29	Malaysia	4.5	-3.0	0.4
31	Thailand	4.5	3.0	2.6
34	India	4.4	6.0	5.7
37	Taiwan, China	4.3	-7.0	-3.0
40	Indonesia	4.3	2.0	2.8
63	Viet Nam	3.9	4.0	3.4
72	Brunei Darussalam	3.8	n/a	n/a
75	Philippines	3.8	5.0	4.2
77	Sri Lanka	3.7	-13.0	-2.3
93	Mongolia	3.5	9.0	4.8
97	Lao PDR	3.4	-3.0	0.4
98	Cambodia	3.4	3.0	2.4
102	Nepal	3.3	2.0	2.3
120	Bangladesh	3.1	5.0	7.3
121	Pakistan	3.1	3.0	7.1

ASEAN TCI 2019 Ranking				
Global Rank	Country	Score	Difference from 2017	
			Rank	Score Growth (%)
17	Singapore	4.8	-4.0	-2.0
29	Malaysia	4.5	-3.0	0.4
31	Thailand	4.5	3.0	2.6
40	Indonesia	4.3	2.0	2.8
63	Viet Nam	3.9	4.0	3.4
72	Brunei Darussalam	3.8	n/a	n/a
75	Philippines	3.8	5.0	4.2
97	Lao PDR	3.4	-3.0	0.4
98	Cambodia	3.4	3.0	2.4

Index Daya Saing Indonesia dari tahun 2013 hingga tahun 2019 terus mengalami kenaikan signifikan.

No.	Tahun	Ranking Indonesia	Ranking Malaysia
1	2013	70	34
2	2015	50	25
3	2017	42	26
4	2019	40	29

STRATEGI PENINGKATAN RANK BOTTOM 3

NO	PILLAR	RANKING EKSISTING	TARGET RANKING	STRATEGI*
1	Environmental Sustainability	135 (2019)	120 (2021)	<p>A. Sustainable Tourism of Travel Tourism Industry Regulasi sektor Pariwisata yang menjamin keberkelanjutan industri Pariwisata</p> <p>B. Stringency of Environmental Regulation Regulasi lingkungan yang lebih ketat</p> <p>C. Coastal Shelf Fishing Pressure Regulasi yang menjamin keberlangsungan biota laut di wilayah pantai</p>
2	Health and Hygiene	111 (2019)	90 (2021)	<p>A. HIV Prevalence/ % adult population Mengakselerasi usaha-usaha pencegahan HIV</p> <p>B. Malaria cases/100.000 population Mengakselerasi usaha pencegahan Malaria</p> <p>C. Hospital Beds/10,000 population Deregulasi untuk memacu pembangunan Rumah Sakit</p>
3	Tourist Service Infrastructure	98 (2019)	80 (2021)	<p>A. Hotel Rooms Deregulasi investasi hotel, termasuk peningkatan jumlah homestay di daerah tujuan wisata.</p> <p>B. Presence of major car rental companies Deregulasi investasi di usaha transportasi, termasuk kemudahan bagi sistem ride-sharing guna meningkatkan aksesibilitas ke Destinasi Wisata.</p> <p>C. Automated teller machines, per 100,000 adults Percepatan coverage ATM dan alat pembayaran non-tunai.</p>

* Strategi : Indikator yang terkait langsung dengan Industri Pariwisata dan Indikator yang sudah terbukti naik rankingnya.

Marine Tourism in Brief



Why Marine Tourism?

INDONESIA NEGARA BAHARI DAN KEPULAUAN TERBESAR DI DUNIA

- Jumlah pulau 17.504, terdaftar di PBB 13.466 pulau;
- Garis pantai terpanjang kedua di dunia (95.181 km) setelah Kanada

Sumber: data dan informasi geospasial, 2013

Ecotourism related to reefs is a business now estimated to be worth at least US\$9 billion per year. World Bank.

Luas Laut
5,8 juta km²
(75%)

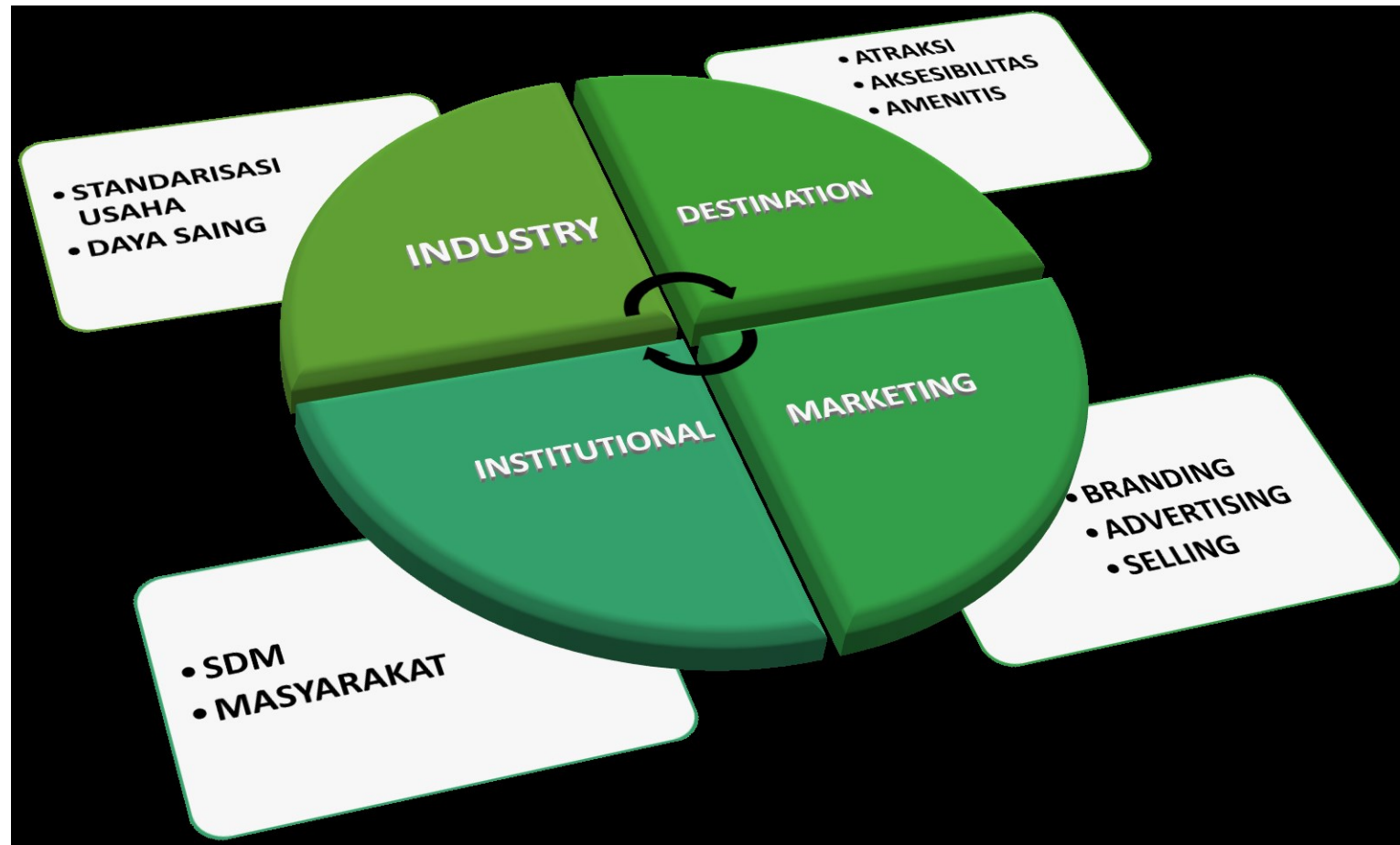
Luas Darat
1,9 juta km² = 190
juta ha
(25%)

(Sumber : Rohmin Dahuri, 2014)

- Laut Nusantara = wilayah laut diantara pulau-pulau NKRI = 2,8 juta km²
- Laut Teritorial = wilayah laut dari coastal baseline sampai 12 mil ke arah laut lepas = 0,3 juta km²
- ZEEI = wilayah laut dari coastal baseline sampai 200 mil ke arah laut lepas = 2,7 juta km².
- **Total potensi ekonomi kelautan Indonesia: US\$ 1,2 triliun/tahun atau 7 kali lipat APBN 2015 (Rp 2.000 triliun = US\$ 170 miliar) atau 1,2 PDB nasional**
- Lapangan kerja: **40 juta orang** atau 1/3 total angkatan kerja Indonesia.

- **Indonesia 2013 → Devisa pariwisata sebesar 10 miliar dolar AS. Pariwisata bahari menyumbang 10% yang setara dengan 1 miliar dolar;**
- **Malaysia : Pariwisata bahari menyumbang 40% terhadap sektor pariwisata, sekitar 8 miliar dollar.**

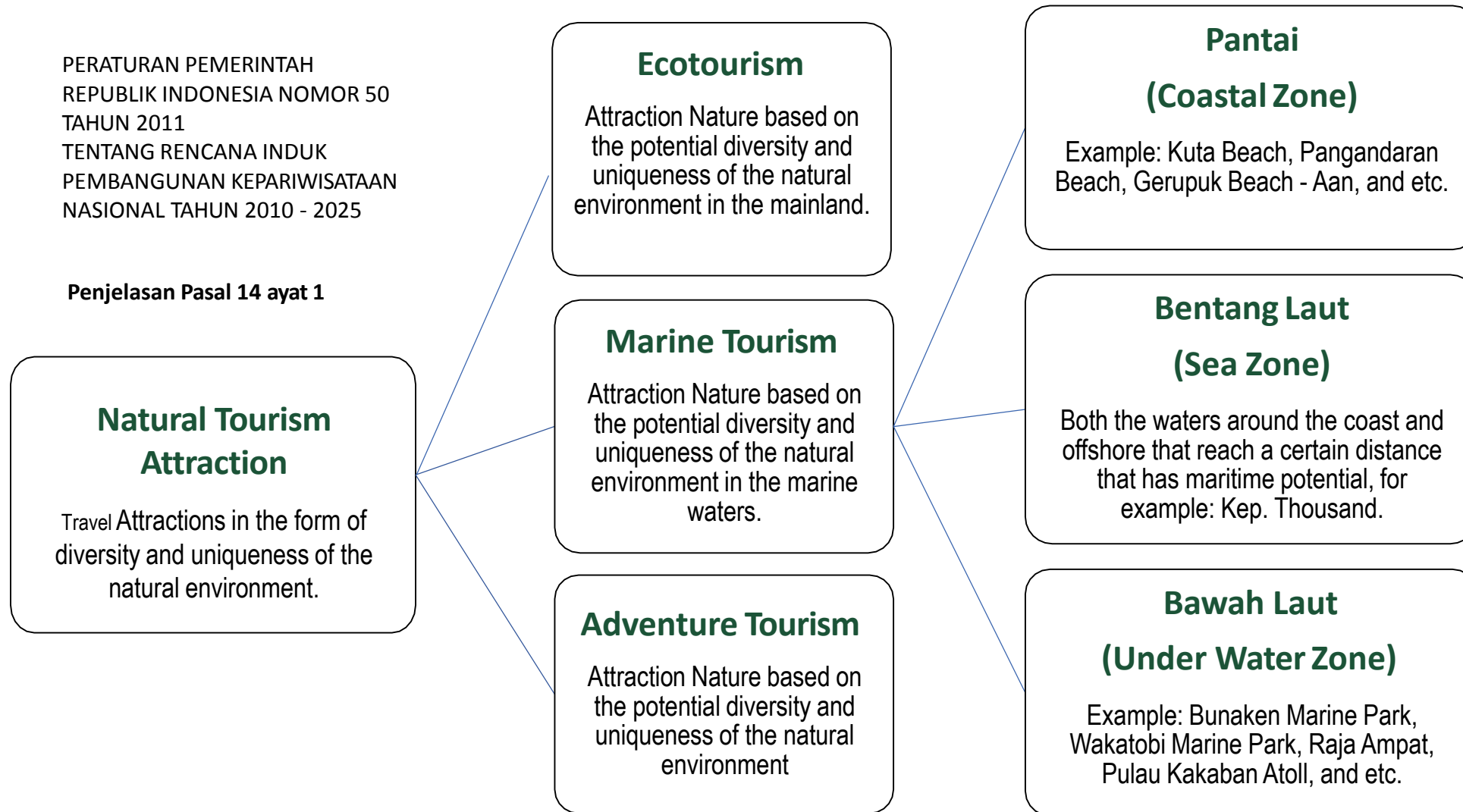
Tourism Development



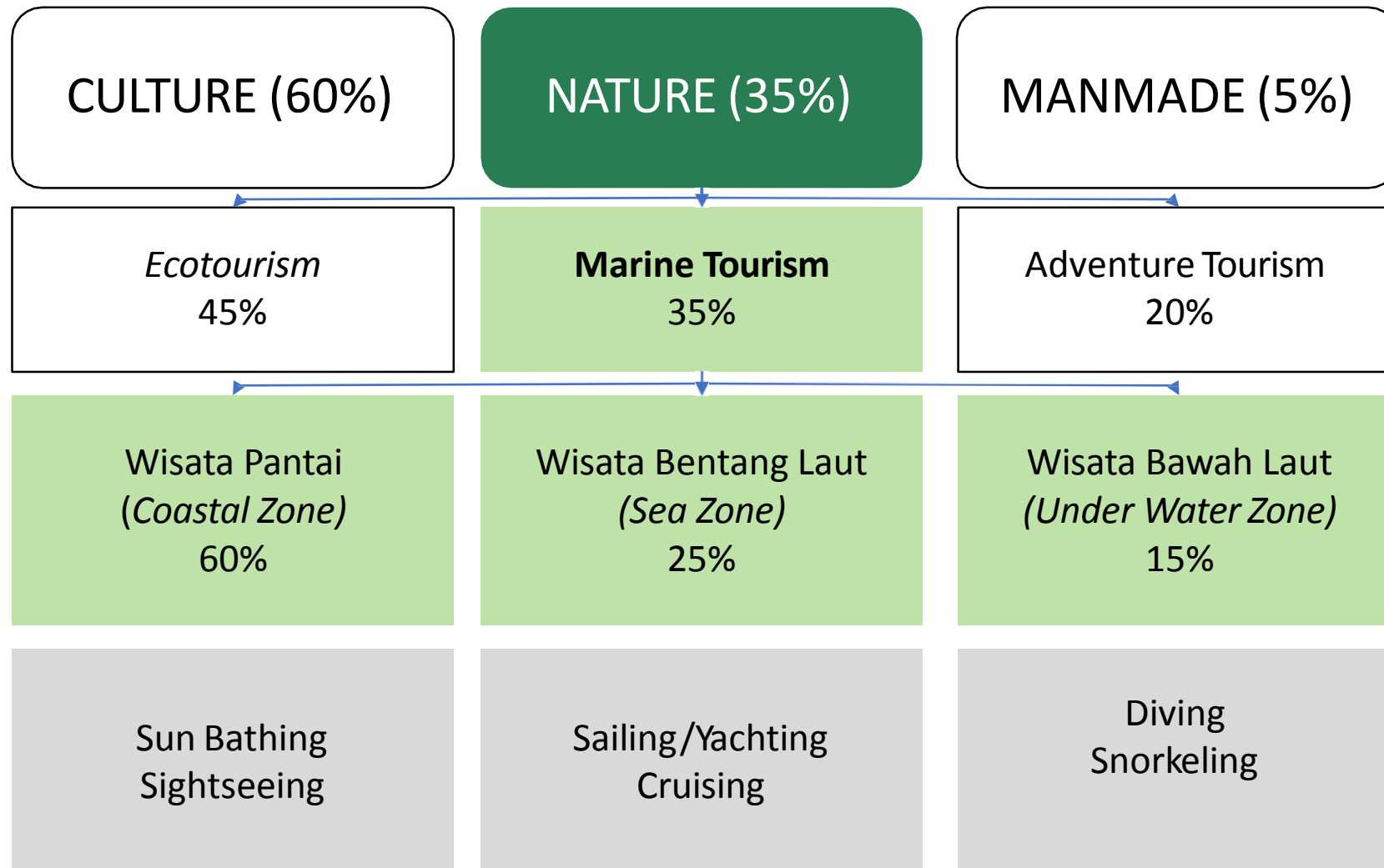
MARINE TOURISM CONCEPT

PERATURAN PEMERINTAH
REPUBLIK INDONESIA NOMOR 50
TAHUN 2011
TENTANG RENCANA INDUK
PEMBANGUNAN KEPARIWISATAAN
NASIONAL TAHUN 2010 - 2025

Penjelasan Pasal 14 ayat 1



FOREIGN TOURISM COMPOSITION BASED ON ATTRACTIVE POWER



Source: PES, 2013
Cipto Aji Gunawan, Ssi, 2014
Direktorat MKKIE Ditjen PDP, 2014

INDONESIAN MARINE TOURISM TARGET IN 2019



	REALIZATION 2015	TARGET 2019
makro <ul style="list-style-type: none">• Jumlah Wisatawan Mancanegara• Jumlah Wisman Bahari• Devisa Wisata Bahari	<ul style="list-style-type: none">• 10.8 juta• 1.3 juta• 1.3 miliar US\$	<ul style="list-style-type: none">• 20 juta• 4 juta• 4 miliar US\$
mikro <ul style="list-style-type: none">• Pantai/Coastal Zone• Bentang Laut/Sea Zone:<ul style="list-style-type: none">a. Yachtb. Cruise• Bawah Laut/Under Water Zone:	<ul style="list-style-type: none">• 780 ribu wisman• 46 ribu wisman• 278 ribu wisman• 195 ribu wisman	<ul style="list-style-type: none">• 2.4 juta wisman• 143 ribu wisman• 856 ribu wisman• 600 ribu wisman

10 DESTINATION OF NATIONAL TOURISM PRIORITIES AND 30 MARINE TOURISM DESTINATIONS



PRIORITAS PARIWISATA NASIONAL	UNGGULAN WISATA BAHARI					
	<u>Wisata Pantai</u>		<u>Wisata Bentang Laut</u>		<u>Wisata Bawah Laut</u>	
1 Danau Toba *	1	Natuna Anambas (Kepri)	1	Sabang (NAD)	1	Togean (Sulteng)
2 Belitung	2	Bangka Belitung	2	Belitung	2	Lombok (NTB)
3 Kep. Seribu	3	Kep. Seribu (DKI)	3	Bali	3	Bali
4 Tanjung Lesung	4	Karimun Jawa (Jateng)	4	Lombok (NTB)	4	Alor (NTT)
5 Borobudur *	5	Derawan (Kaltim)	5	Derawan (Kaltim)	5	Derawan (Kaltim)
6 Bromo Tengger Semeru	6	Bali	6	Togean (Sulteng)	6	Bunaken (Sulut)
7 Mandalika *	7	Mandalika *	7	Ambon (Maluku)	7	Ambon-Banda (Maluku)
8 Labuan Bajo *	8	Labuan Bajo (NTT) *	8	Ternate (Maltara)	8	Labuan Bajo (NTT) *
9 Wakatobi	9	Wakatobi (Sultra)	9	Wakatobi (Sultra)	9	Wakatobi (Sultra)
10 Morotai (Maltara)	10	Morotai (Maltara)	10	Raja Ampat (Papua Barat)	10	Raja Ampat (Papua Barat)

**) Destinasi Super Prioritas*

Strategic Development of Marine Connectivity



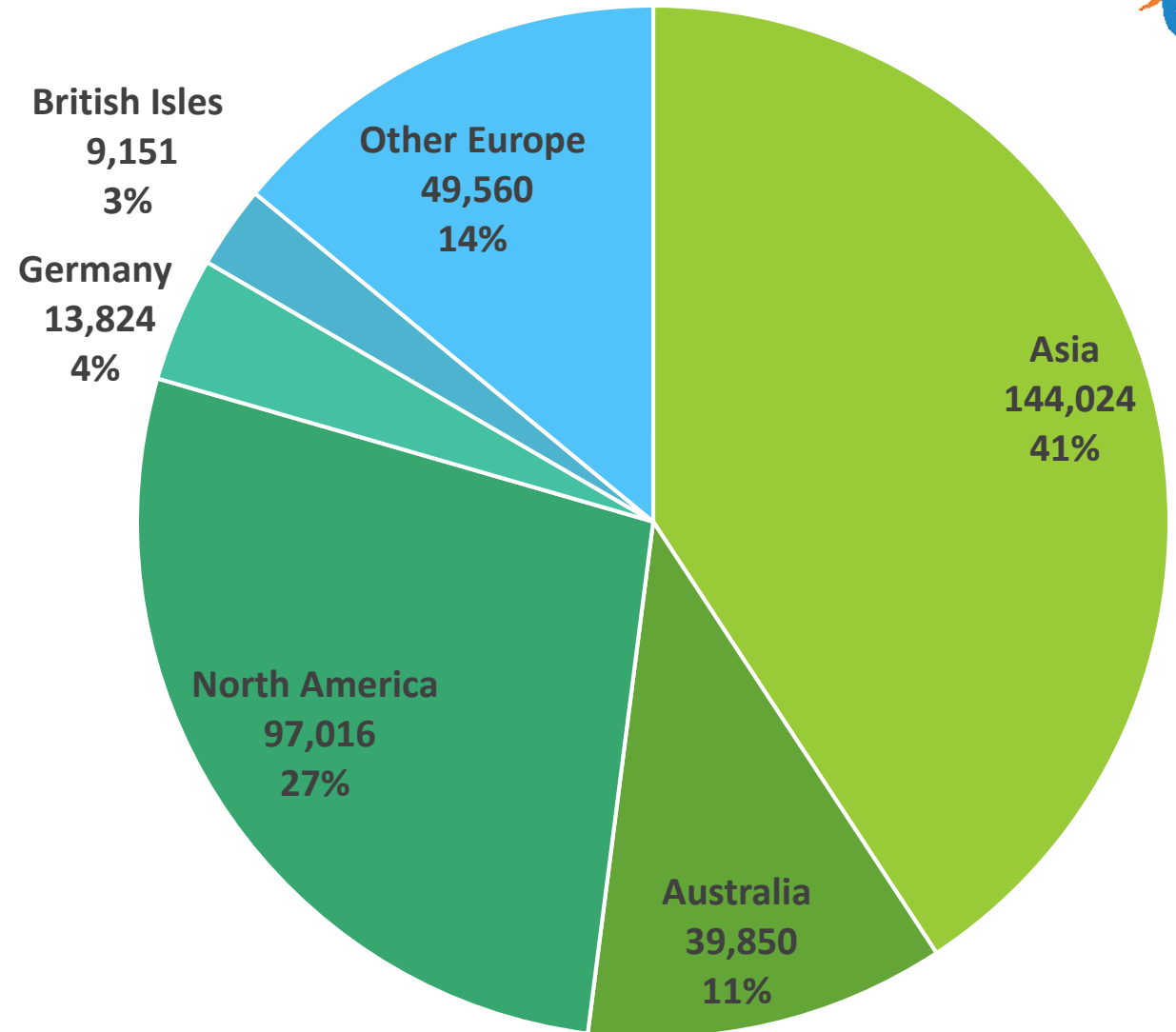
1

**CRUISE SHIP
TOURISM
DEVELOPMENT**

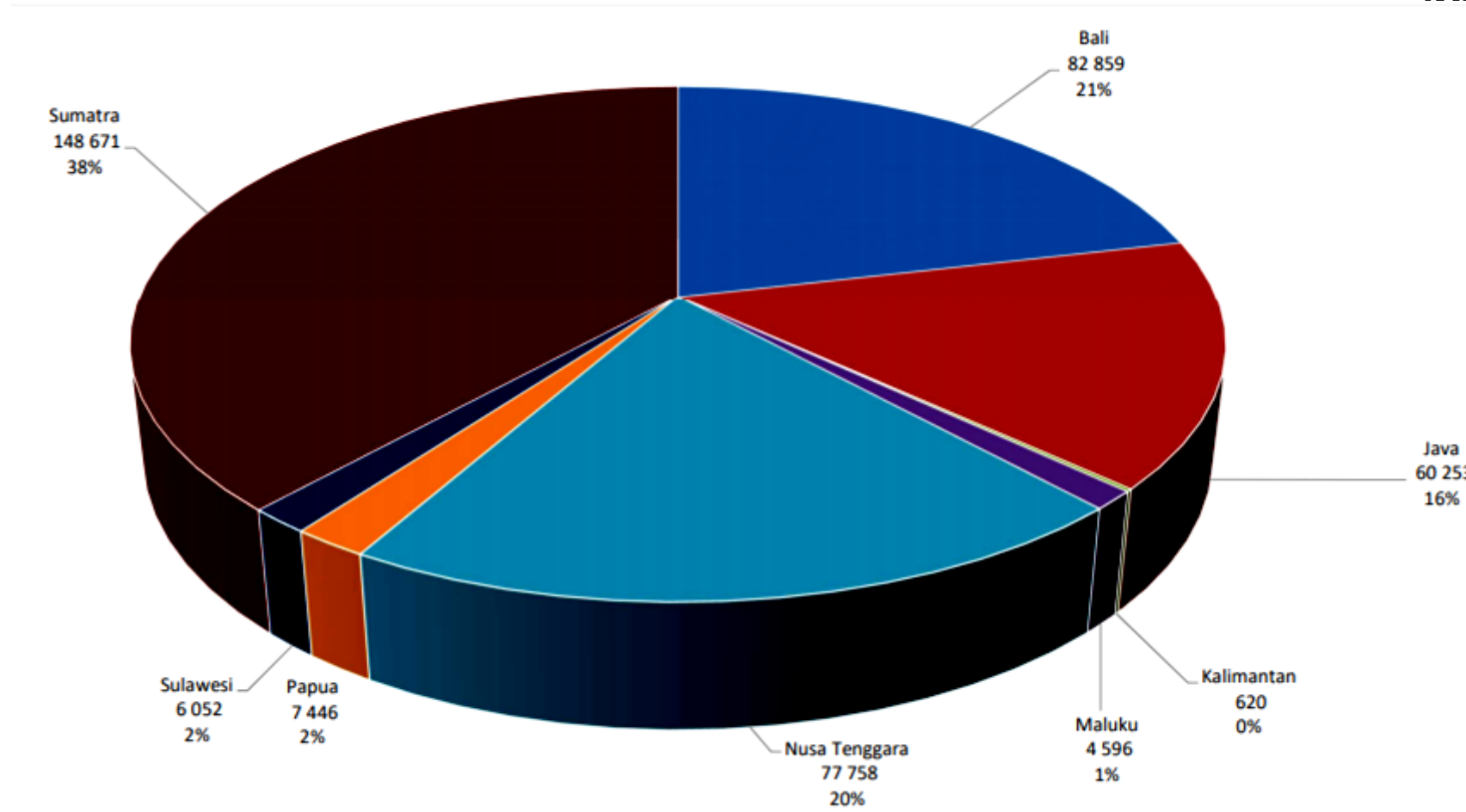
Cruise Market Share by Country of Origin

During 2017, cruise traffic in Indonesia was driven by the Australian market.

Then, in 2018, the Asian market will begin to master cruise traffic in Indonesia; use a cruise operated by **Star Cruise** and **Dream Cruise**.



Cruise Traffic 2019 by Island / Region:

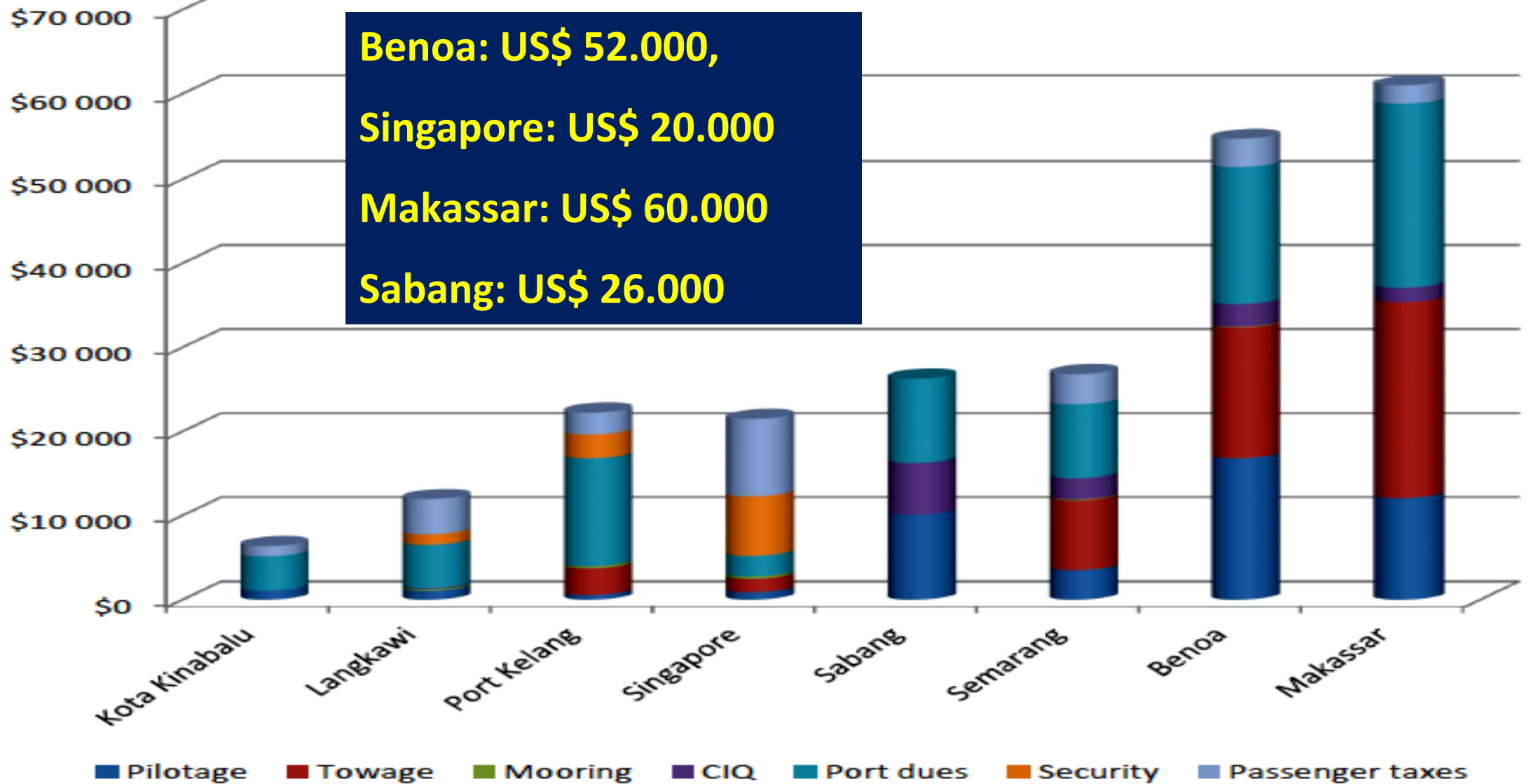


Sumatera: 38%, Bali: 21%, Nusa Tenggara: 20%, Java: 16%

Source: Maritime Tourism Task Force, MoT.

Table 3:

PORT FEES IN THE REGION



Regulation No. 121 of 2015 concerning Provision of Convenience for Tourist Ships by Using Foreign Flag Cruises

Domestic Ports That Serve As Embarkation And / Or Debarkation Of Travelers Using Cruises

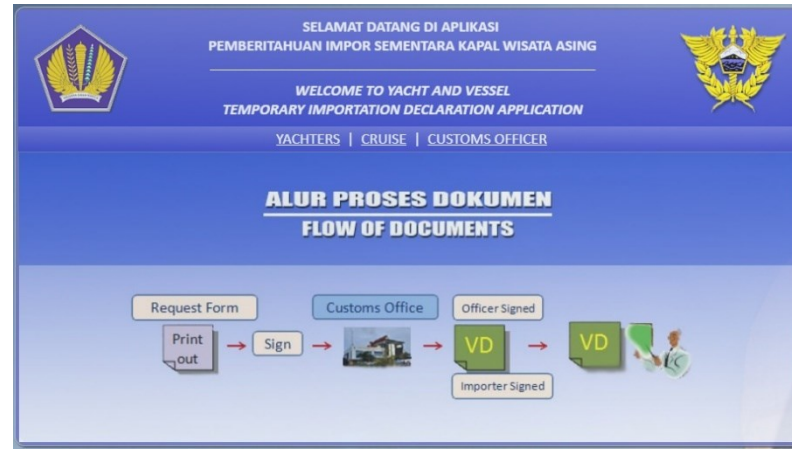


91 Ports of Entry and Exit Cruise Ship, 5 Ports that function as Embarkation / Debarkation

Website Yacht & Cruise

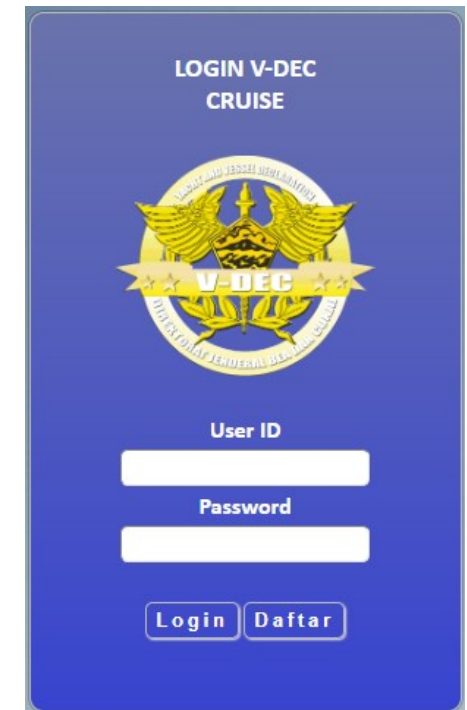


<https://yachters.beacukai.go.id/yachterbatam/>



https://yachters.beacukai.go.id/yachterbatam/cruise_login.php

<https://yachters.beacukai.go.id/>

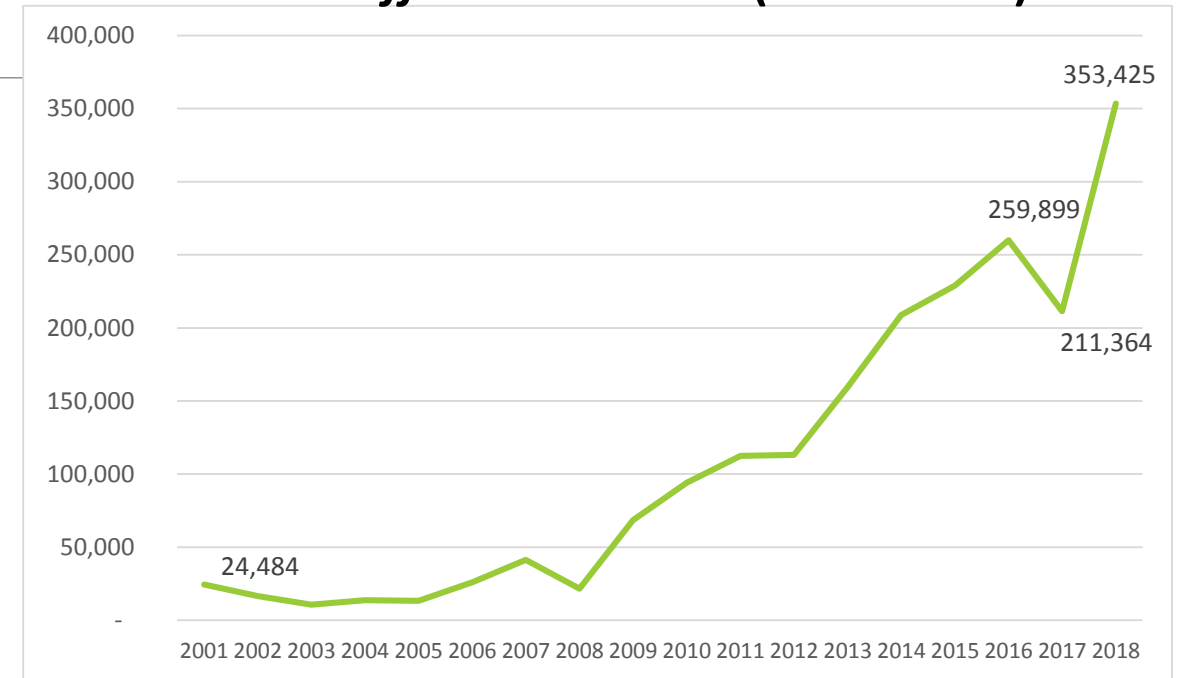


Cruise Calls to Indonesia (2001 -2018)



The number of cruise calls is almost stable between 2017 and 2018 with 496 cruise calls operated in the Indonesian archipelago in 2018.

Cruise Traffic to Indonesia (2001 -2018)



Cruise traffic has increased by 67% between 2017 and 2018 to reach 353,425 cruise passengers.

Source :

1. Mr. Hugues Lamy, Cruise Consultant
2. Aji Sularso, Cruise Agent

EXPENDITURE OF TOURISTS TOURISTS

FIELD OF CRUISE

Benchmarking of other countries

Aktivitas	Pengeluaran/ hari/ turis
Puerto Rico, Brazil	\$ 149
St. Marteen, Caribbean	\$ 191
Greece	\$ 113
Indonesia	\$ 100



Total Pengeluaran Wisman Cruise di Indonesia

PENUMPANG CRUISE		RATA-RATA PENGELUARAN	LAMA KUNJUNGAN	TOTAL PENGELUARAN	
TOTAL (496 Call)	YANG TURUN (60%)			US \$	Rp
353.425	212.055	\$ 100	1 hari	21.205.500	296.877.000.000

Sumber :

1. Mr. Hugues Lamy, Cruise Consultant
2. Aji Sularso, Cruise Agent
3. The Florida-Caribbean Cruise Association, 2018, Cruise Industry Overview, Florida, The Florida-Caribbean Cruise Association
4. Papadopolou, et al, 2017, Influential Factors Of Passengers' Expenditures During A Cruise Trip: The Case Of The Greek Islands, South-Eastern Europe Journal of Economics 1 (2017) 15-31

CHALLENGES FACED BY INDONESIA



Issue	Solution
➤ Masih rendahnya infrastruktur pelabuhan utama	➤ Pengembangan pembangunan pelabuhan sesuai dengan kebutuhan kapal untuk bersandar
➤ Minimnya infrastruktur di pelabuhan khusus pariwisata bahari	➤ Membangun infrastruktur pelabuhan khusus pariwisata bahari : cruise terminal
➤ Tingginya biaya tambat pelabuhan	➤ Telah dilakukan koordinasi dengan stakeholder terkait pelabuhan, untuk dapat mengkaji ulang biaya pelabuhan
➤ Relaksasi cabotage	➤ Telah diterbitkannya Permenhub No. 121 Tahun 2015 Tentang Pemberian Kemudahan Bagi Kapal Wisata dengan Menggunakan Kapal Pesiar (Cruiseship) Berbendera Asing di 5 (lima) pelabuhan internasional : Surabaya, Makasar, Bali, Medan, Jakarta
➤ Update batimetri (konfigurasi kedalaman pelabuhan)	➤ Telah dilakukan penandatanganan nota kesepahaman antara Dishidros dengan P&O Australia untuk mempermudah updating data
➤ Masih adanya pelaku pungli kepada cruiseliners, terkait proses administrasi kedatangan cruiseship ke Indonesia	➤ Perlunya pembentukan tim sapu bersih terhadap pungli
➤ Adanya potensi kerusakan terumbu karang dan/atau kehidupan laut lain yang disebabkan oleh cruise yang melintas di perairan	➤ Adanya aturan mengenai ukuran kapan yang dapat melintas di wilayah perairan tertentu

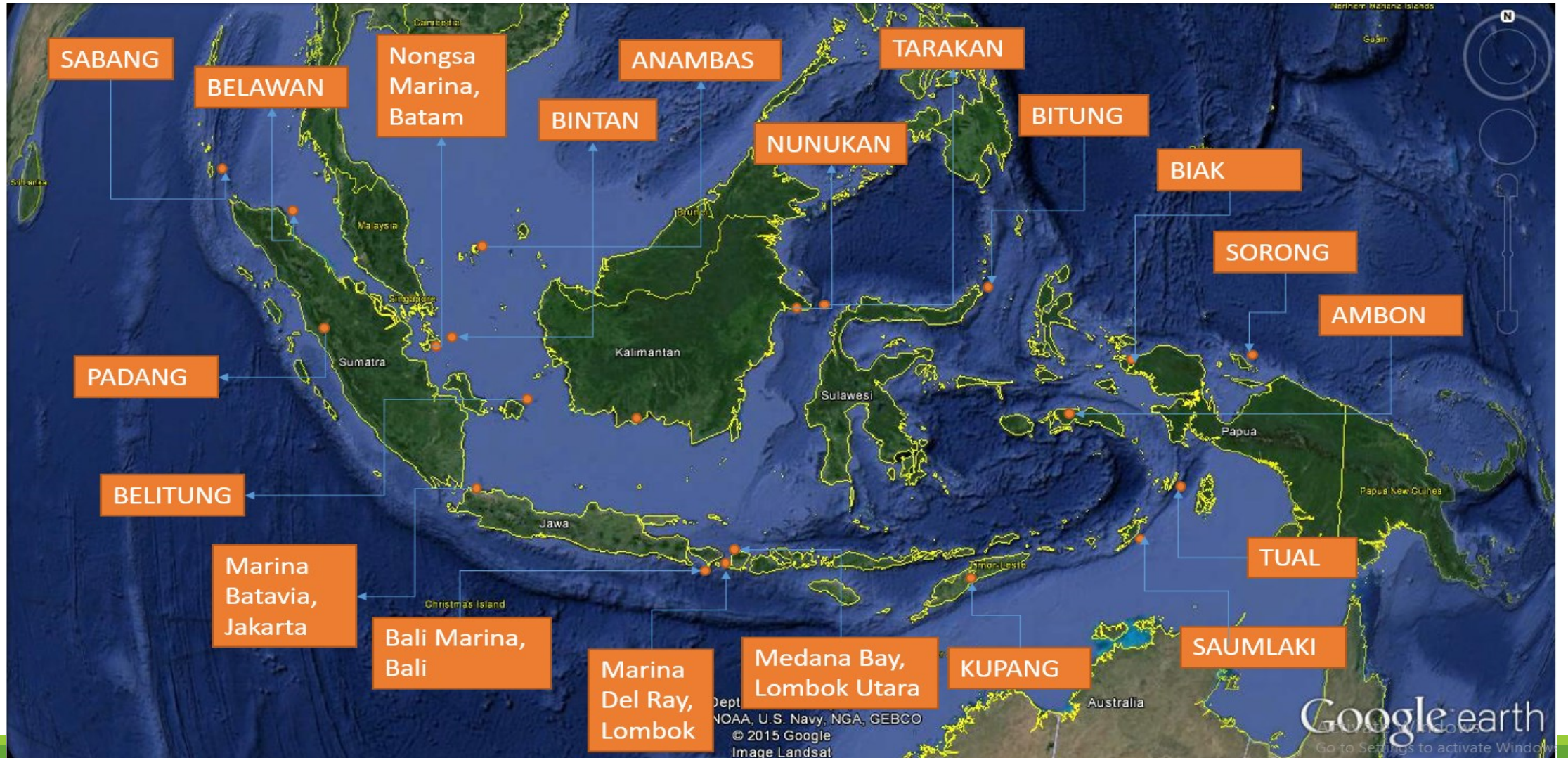
TYPES OF PESIAR SHIP ENTERING TO INDONESIA



NO	JENIS KAPAL	PICTURE
1	<p>KELAS SUPER DELUX Kapasitas 184 – 960 orang Panjang Kapal 123 – 237 m Draft Kapal < 8 m Operator a.l. Seabourne Cruise, Silversea Cruise, Hapag Lloyd Cruise</p>	
2	<p>KELAS DELUX+ Kapasitas 116 - 884 orang Panjang Kapal 90 – 205 m Draft Kapal < 8,5 m Operator a.l. Noble Caledonia, Orion Expedition, Regent SevenSeas Cruise</p>	
3	<p>KELAS DELUX Kapasitas 655 – 2.674 orang Panjang Kapal 180 – 261 m Draft Kapal < 9,5 m Operator a.l. Princess Cruise, Holland American Line, Azamara Club Cruise</p>	 <p>Celebrity Century Cruise</p>
4	<p>KELAS STANDARD Kapasitas 128 – 1.486 orang Panjang Kapal 102 – 223 m Draft Kapal < 9 m Operator a.l. P&O Cruise, Costa Cruise, Zeegrahm Expedition Cruise</p>	

2 **YACHT SHIP TOURISM DEVELOPMENT**

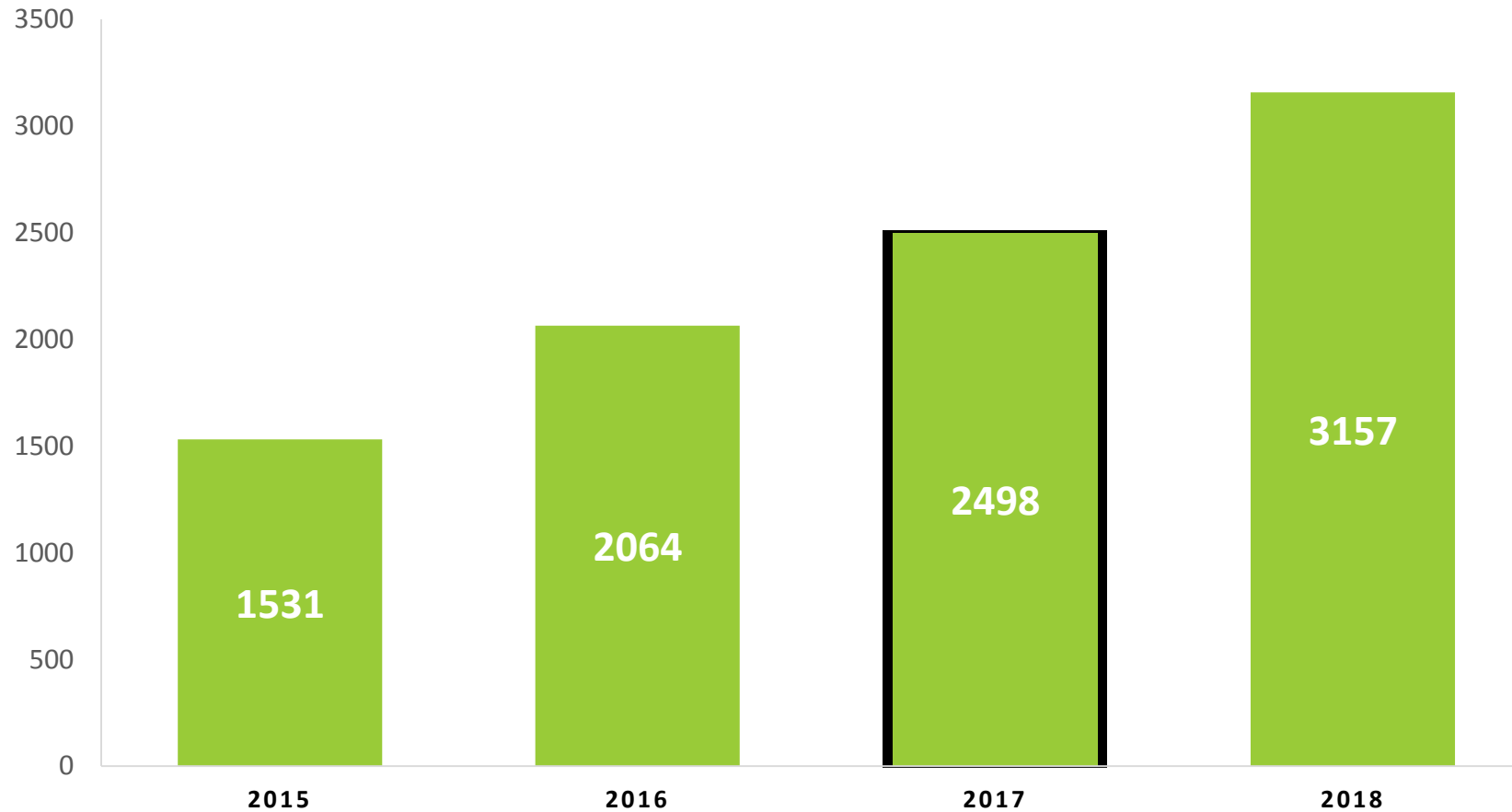
Minister of Transportation Decree No. 1704 2018 and Decree of the Minister of Finance of the Republic of Indonesia Number 1914 / KM.4 / 2018 21 Entry Sails / Exit Ports Foreign Sailing Boats (Yachts)



YACHT VISITOR 2015 - 2018



The number of yacht visits in 2018 (3157) increased 53% from 2016 (2064)



Source: <https://yachters.beacukai.go.id/> dan Nongsa Point Marina (2018)

EXPENDITURE OF TOURISTS TOURISTS

FIELD OF YACHT

Benchmarking of other countries

Aktivitas	Pengeluaran/ hari/ turis
Greek	\$ 125
Balearic Islands, Spain	\$ 193
Indonesia	\$ 139



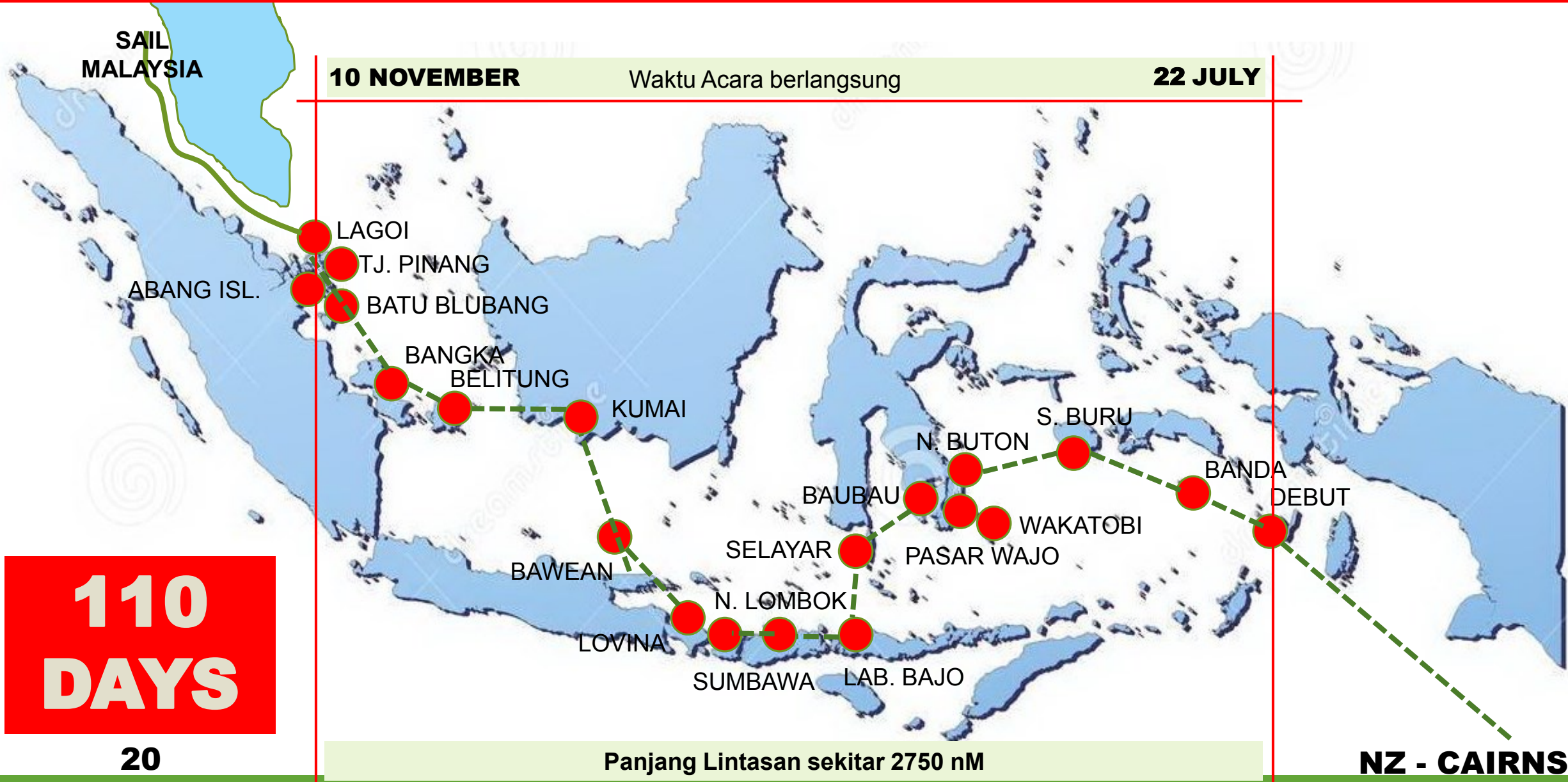
Total Expenditures of Foreign Tourists in Indonesia

JUMLAH YACHT	PENGELUARAN / HARI / KAPAL (US \$)	PENGELUARAN / HARI / ORANG (US \$)	LAMA KUNJUNGAN	TOTAL PENGELUARAN	
				US \$	Rp
3.157	\$ 556	\$ 139	180 hari	315.952.560	4.423.335.840.000

Sumber :

1. <http://yachters.beacukai.go.id>
2. Bpk. Dance, Yacht Club Nongsa Point, Batam
3. Diakomihalis and Lagos, 2008, Estimation of the economic impacts of yachting in Greece via the tourism satellite account, Tourism Economics, 14 (4), 871-887
4. Alcover et al, 2011, The economic impact of yacht charter tourism on the Balearic economy, Tourism Economics, 17 (3), 625-638

WONDERFUL SAIL2INDONESIA 2019



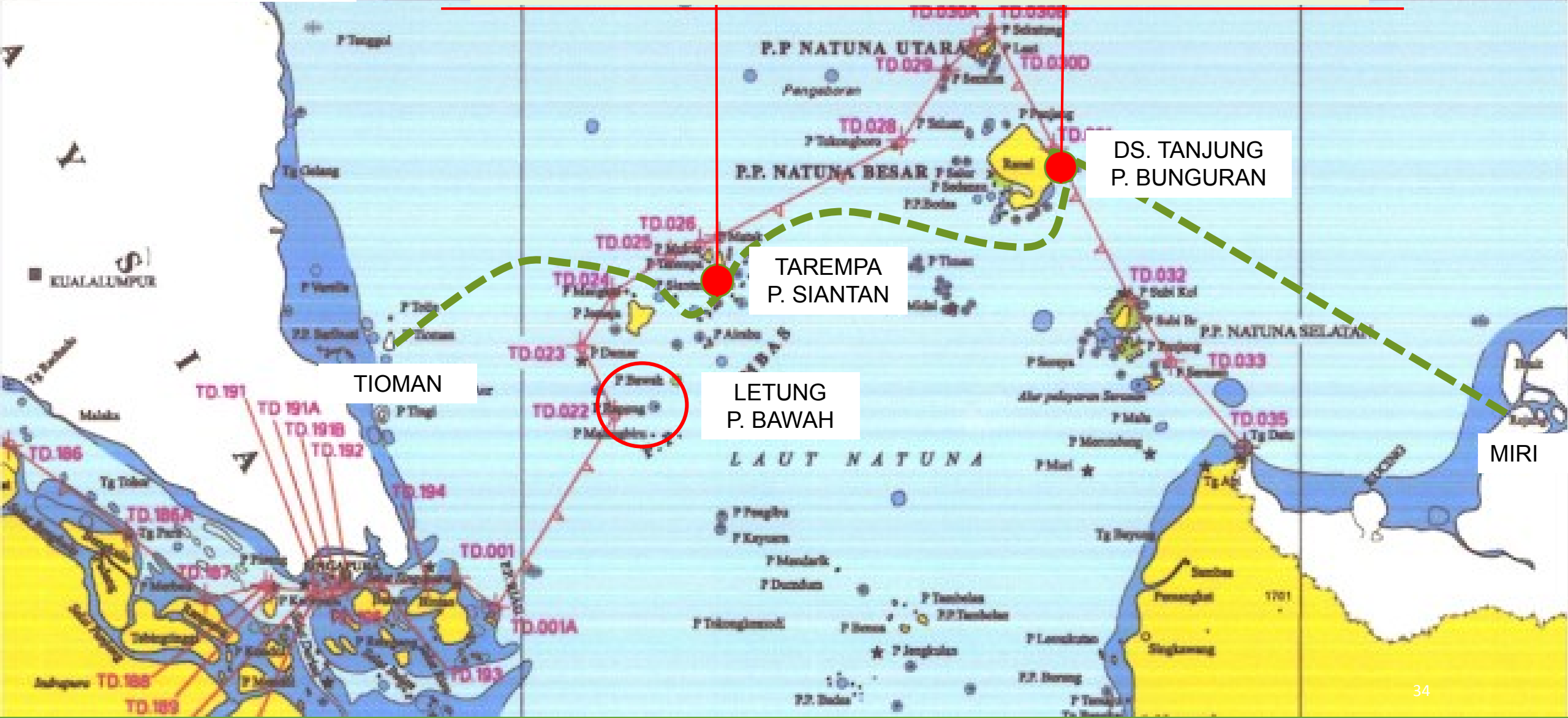
SAIL ANAMBAS TO NATUNA 2019

SAIL MALAYSIA
PASSAGE TO THE EAST

15 JUNI

Waktu Acara

30 MEI



DS. TANJUNG
P. BUNGURAN

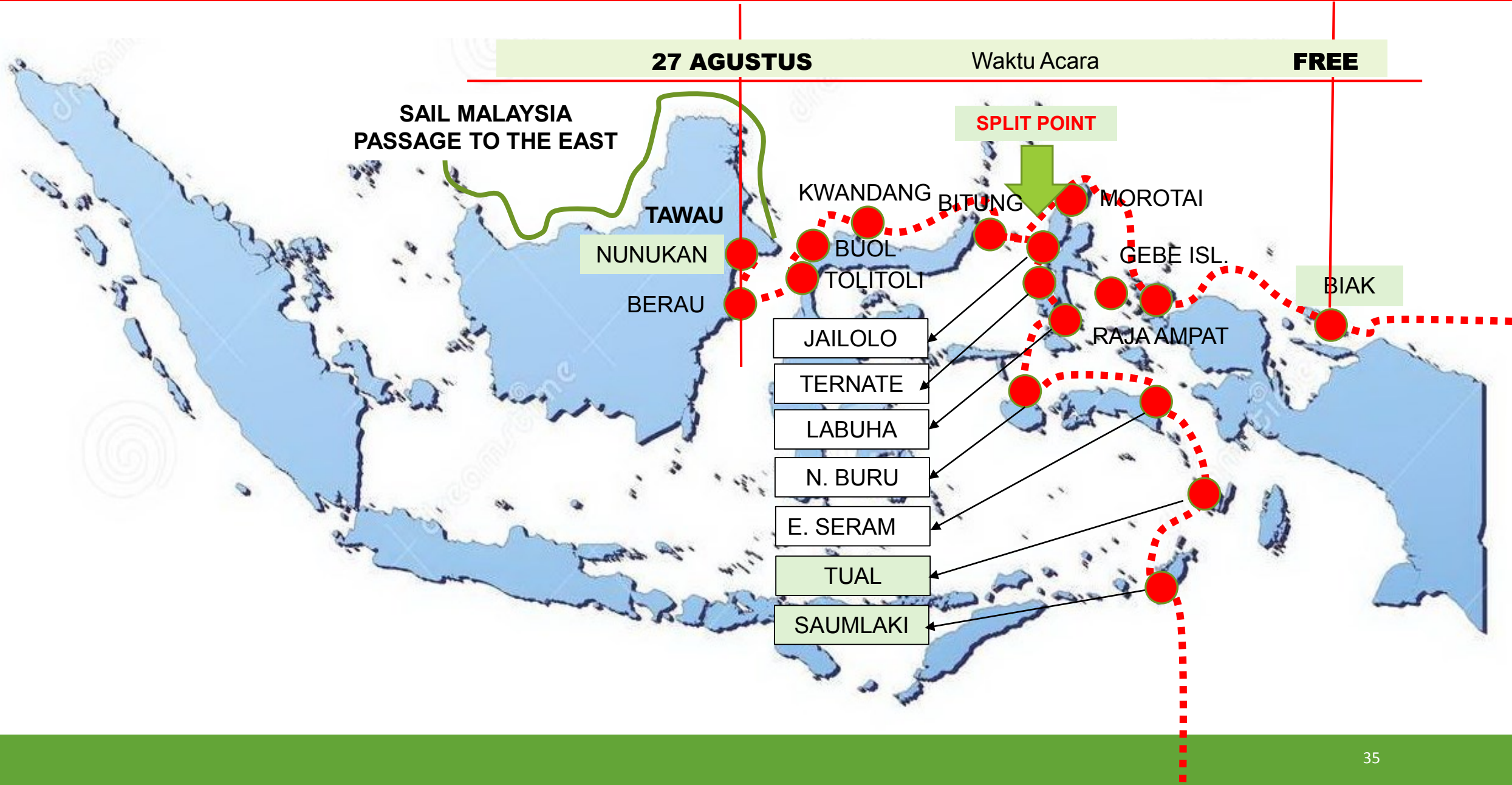
TAREMPA
P. SIANTAN

LETUNG
P. BAWAH

TIOMAN

MIRI

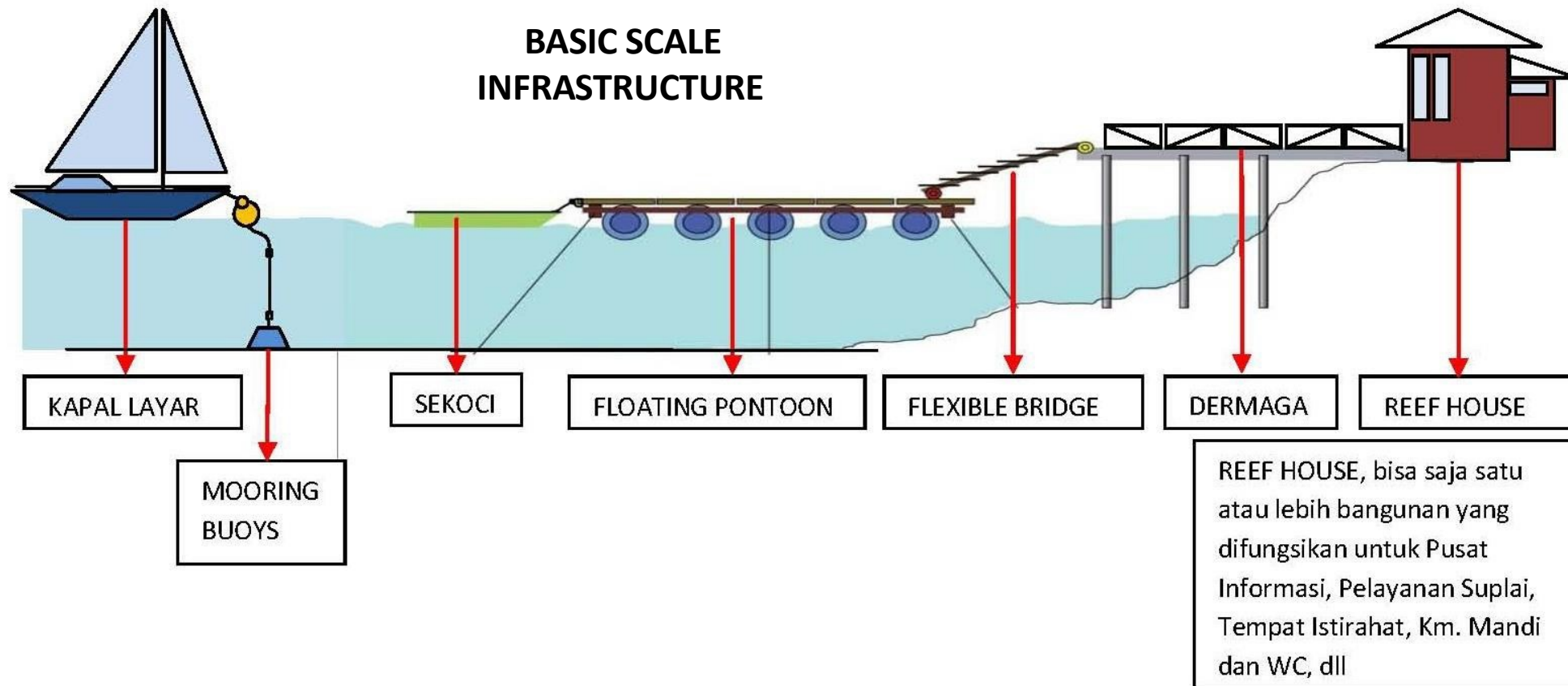
EAST INDONESIA RALLY 2019



YACHT TOURIST DESTINATION DEVELOPMENT

1. BASIC MARINA DEVELOPMENT FACILITY

Local governments can build jetties / anchorage points / stop over tourist boats (yachts) to increase foreign tourist boat visits (yachts)



2. LOCAL ASSISTANT PREPARATION FOR FOREIGN SHIP TOURISM SERVICES (YACHT)

Foreign yacht ship visits to Indonesian waters for a minimum of 3 - 6 months visiting one destination to another. With the above estimation, foreign tourist boat visits (yachts) can be a source of opinion for people in a marine tourism destination. However, only a few local human resources have an understanding of tourism (services to tourists)



3

DIVING TOURISM DEVELOPMENT



CODE OF CONDUCT TOURISTS DIVING



Code of Conduct for tourists will be loaded in the logbook diver.

EXPENDITURE OF TOURISTS TOURISTS

DIVING FIELD

Benchmarking of other countries

Aktivitas	Pengeluaran/ hari/ turis
California, US	\$ 225
Indonesia	\$ 200



Total Expenditures of Diving Tourists in Indonesia

JUMLAH WISATAWAN	PENGELUARAN / HARI / ORANG (US \$)	LAMA KUNJUNGAN	TOTAL PENGELUARAN	
			US \$	Rp
290.439	\$ 200	6 hari	348.526.512	4.879.371.161.700

Source :

1. Abimanju Carnadie, PADI/TPPWB
2. Cipto Aji Gunawan, Gahawisri, Bali
3. DEMA, Fast Facts: Recreational Scuba Diving and Snorkeling

The Expenditure of Marine Tourism Foreign Visitors 2018



<i>METRICS</i>	 CRUISE	 YACHT	 DIVING	 SURFING
Number of Arrival	496 call	3,157		
Number of Foreign Visitors	212.055	12.628	290.439	605.750
Expenditure / Day	\$ 100	\$ 139	\$ 200	\$ 150
Length of Stay	1 Day	180 Days	6 Days	7 Days
Total of Expenditure (US\$)	\$ 21.205.500	\$ 315.952.560	\$ 348.526.512	\$ 636.037.395
Total of Expenditure (Rp)	Rp 296.877.000.000	Rp 4.423.335.840.000	Rp 4.879.371.161.700	Rp 8.904.523.530.000

Source:

1. Tipi Jabrik, Sekjen Persatuan Selancar Ombak Indonesia (PSOI)
2. Abimanju Carnadie, PADI/TPPWB
3. Cipto Aji Gunawan, Gahawisri, Bali
4. <http://yachters.beacukai.go.id>
5. Bpk. Dance, Yacht Club Nongsa Point, Batam
6. Mr. Hugues Lamy, Cruise Consultant
7. Aji Sularso, Cruise Agent
8. <https://jpp.go.id/ekonomi/pariwisata/312153-turis-bahari-menyumbang-10-devisa-pariwisata-nasional>

Information:

- The number of cruise passengers who descend from the ship is 60% of the total passengers
- The number of surfers is 10% of the total number of foreign tourists visiting Bali

Sustainable Tourism Development Efforts



DEFINITION

Sustainable Tourism

By UNWTO

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Conceptual definition

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Regulation

UNDANG-UNDANG
REPUBLIK
INDONESIA NOMOR
10.TAHUN 2009
TENTANG
KEPARIWISATAAN

RPJMN

- Bahwa kepariwisataan merupakan bagian integral dari pembangunan nasional yang dilakukan secara sistematis, terencana, terpadu, berkelanjutan, dan bertanggung jawab dengan tetap memberikan perlindungan terhadap nilai-nilai agama, budaya yang hidup dalam masyarakat, kelestarian dan mutu lingkungan hidup, serta kepentingan nasional;

SUSTAINABLE TOURISM FOR DEVELOPMENT IN THE FRAMEWORK OF MINISTERIAL DECREE NO.14/2016 = 3P+1M



Community (People)

Protection:

- Attraction protection
- Cultural heritage protection
- Intellectual property

Visitor:

- Visitor behaviour
- Visitor management
- Site Interpretation

Environment (Planet)

Water:

- Water management
- Water security
- Water quality
- Wastewater

Environmental Risk & Protection:

- Environmental risks
- Protection of sensitive environment
- Wildlife protection
- Energy conservation

- Greenhouse gas emissions

Economy (Prosperity)

Local:

- Local career opportunity
- Local community opinion
- Local access
- Supporting local entrepreneurs & fair trade
- Support for community

Economic Monitoring:

- Economic monitoring
- Preventing exploitation
- Public participation

Awareness:

- Tourism awareness & education

Sustainable Management

- Sustainable Destination Strategy
- Destination Management Organization
- Monitoring
- Tourism Seasonality Management
- Climate Change Adaptation
- Inventory of Tourism Assets & Attractions
- Planning Regulations
- Access for All
- Property Acquisition
- Visitor Satisfaction
- Sustainability Standards
- Safety & Security
- Crisis and Emergency Management
- Promotion

SUSTAINABLE TOURISM FOR DEVELOPMENT FRAMEWORK IN INDONESIA



A Sustainable Management		B Economy		C Social Culture		D Environment	
A1	Sustainable destination strategy	B1	Economic monitoring	C1	Attraction protection	D1	Environmental risks
A2	Destination management organisation	B2	Local career opportunity	C2	Visitor management	D2	Protection of sensitive environment
A3	Monitoring	B3	Public participation	C3	Visitor behaviour	D3	Wildlife protection
A4	Tourism seasonality management	B4	Local community opinion	C4	Cultural heritage protection	D4	Greenhouse gas emissions
A5	Climate change adaptation	B5	Local access	C5	Site interpretation	D5	Energy conservation
A6	Inventory of tourism assets & attractions	B6	Tourism awareness & education	C6	Intellectual property	D6	Water management
A7	Planning regulations	B7	Preventing exploitation			D7	Water security
A8	Access for all	B8	Support for community			D8	Water quality
A9	Property acquisition	B9	Supporting local entrepreneurs & fair trade			D9	Wastewater
A10	Visitor satisfaction					D10	Solid waste reduction
A11	Sustainability standards					D11	Light and noise pollution
A12	Safety and security					D12	Low-impact transportation
A13	Crisis and emergency management						
A14	Promotion						

Stipulated in the Ministerial Decree No. 14 Year 2016 on "Sustainable Tourism Destinations Guidelines"

SUSTAINABLE TOURISM FOR DEVELOPMENT PROGRAMS



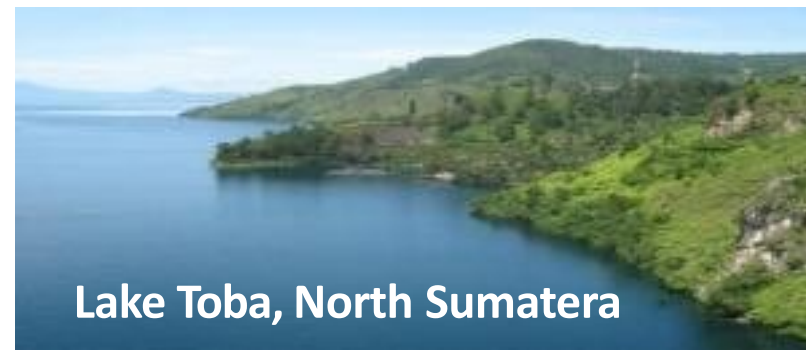
STD : Sustainable Tourism Destination

STO: Sustainable Tourism Observatory

STC: Sustainable Tourism Certification

1. Sustainable Tourism Destination (STD) is the implementation of sustainable tourism concept and principles in tourism destinations in cooperation with Regional Government.
2. The Minister of Tourism of the Republic of Indonesia's instruction to focus the initial development of sustainable tourism at 10 Priority Tourism Destinations
3. The development of sustainable tourism implementation should be reported to the Ministry periodically, at least once every six month.

LOCATIONS OF SUSTAINABLE TOURISM DESTINATIONS (STD)



Lake Toba, North Sumatera



Tanjung Kelayang, Belitung



Tanjung Lesung, Banten



Kepulauan Seribu, Jakarta



Borobudur, Central Java



Bromo Tengger Semeru, East Java



Mandalika, West Nusa Tenggara



Labuan Bajo, East Nusa Tenggara



Wakatobi, South East Sulawesi



Morotai, North Maluku



wonderful
indonesia 

