Planning and Implementing Sustainable Tourism in Indonesia

Case Study: Pemuteran Coral Reef Protection in Bali, Indonesia

NI WAYAN GIRI ADNYANI

The 6th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy, Bhutan, 25-28 June 2012
1. Sustainable Tourism Development in Bali
2. Introduction of Pemuteran Village
3. Coral reef restoration project in Pemuteran, Bali.
4. Impact of the project
5. Conclusion
1. Sustainable Tourism Development in Bali
TOTAL AREAL: 5.632,86 KM²
(0.29% dari Luas Indonesia)

POPULASI: +3,5 juta jiwa
Managing Sustainable Tourism in Bali (Local Level)

TRI HITA KARANA
(LOCAL WISDOM AND PHILOSOPHY)
2. Introduction of Pemuteran Village
TOTAL AREAL : 5.632,86 KM²
(0,29% dari Luas Indonesia)

POPULASI: + 3,5 juta jiwa
Pemuteran Village, Bali.

Background information:

- A fishing village
- Located in Northwest of Bali, 115 kilometers from Denpasar (Capital of Bali Province).
- The village length: 7 km, width: 3 km.
- It is critical areas, dry, and low rainfall
- 1,800 residents (900 house holders).
- 80% of the residents are fishermen
- Village law is predominant
Tourist attractions

• Nice beach, best diving spots
• Hiking, trekking, bird watching at National Park West Bali
• Local culture, temple festival of Pura Pulaki
• Wellness, yoga, meditation
Establishment of Karang Lestari (Sustainable Reef) Foundation

- It is initiated by Mr. Agung Prana in 1990.
- Non profit foundation involving various stakeholders and local community including the Municipality of Pemuteran, Balinese Watersports Federation, local dive shops and hotels, & rental transportation
- Objective to increase the resident awareness that tourism is the best instrument for reef conservation and to increase the local economy and prosperity.
- Establishment of “Pemuteran Pecalang Laut” (Traditional Marine Security)

With Mr. Agung Prana, the Founder and Chairman of Karang Lestari Foundation.
TIME OF CRISIS

- Pemuteran was targeted by migrations of desperate fishermen from neighboring islands using destructive bombs and cyanide, destroying almost all of Pemuteran’s reefs.
- Reef loss contributed to a decline in fisheries.
- Tourist numbers fell due to destruction of dive and snorkeling sites.
- Local fishermen recognized the industry could not recover until the coral reef habitat was restored.
3. Coral Reef Restoration Project
Coral Reef Restoration Project

- a "bottom-up community-run program
- enforced under village law.
- Everyone had a stake in restoring the marine environment
- Entirely locally raised funding and donation from visitors
- A key element: a local leaders’ ability to explain marine conservation and enhancing tourism contributing economically to the community.
- consensus of sharing local labor
Restoring Coral Reef

- A few weeks later, the corals are starting to grow around the Coral Goddess, and a big school of snappers swarm around her. Corals are grown using Biorock® Technology to greatly increase coral settlement, growth, survival, and resistance to severe environmental stress, including high temperature.

The Coral Goddess is powered by a solar panel and a windmill, which feed it a completely safe low current. This small current completely stops all rusting of the steel and grows solid limestone rock over it. The process was originally invented by the late architect Professor Wolf Hilbertz to produce building materials from the sea.
Results of Coral Reef Restoration

Corals grow at record rates, typically 2-6 times faster than normal, allowing reefs to be kept alive under conditions that would kill them, and severely damaged reefs that have had no natural recovery to be restored in a few years.

All forms of marine life settle and grow on Biorock structures at extraordinary and accelerated rates.
4. Impact of the Project
12 YEARS LATER

- The growing development of tourism industries: hotels, Restaurants, Mini Travel Agencies, Dive Centre, shops
- Increase of local owned businesses: hotels, restaurants, shops
- About 1,000 tourism employees with about 95% are local people of Pemuteran.
Increasing number of Visitors:

- Europe (France) 45%
- USA (environmentalists, spiritual tourism) 25%
- Asia: Japan (Divers) 10%
- Australia | Divers | 5%
- Domestic | Divers 10%
Inspiring Tourists, Students, and Other Stakeholders

Tourists and university students from national and international learn the projects.
NATIONAL AND INTERNATIONAL AWARDS AND RECOGNITIONS FOR THE PROJECT

- SKAL Ecotourism Award 2002 for World’s best underwater ecotourism project.
- Indonesia’s Konas Award for Best Community-based Coastal management.
- Kalpataru/Adipura Award, Indonesia’s most prestigious environmental award, presented to the village chief by President of Indonesia.
- ASEANTA’s Award for Excellence for Best Conservation Effort 2005.
- PATA Gold Award for Best environmental Project 2005.
- Dr. Klaus Toepfler, Executive Director of UNEP viewed and personally endorsed the project.
- 2012 EQUATOR AWARD FOR COMMUNITY-LED DEVELOPMENT, JUNE 2012, RIO DE JANEIRO, BRAZIL.
5. Conclusion
Missions of Karang Lestari Coral Reef Restoration Projects

• Supporting community-based conservation for all marine resources through education & regeneration programs.
• Ensuring continuous conservation through support from local communities, business owners, government, marine scientists and conservationists.
• Restoring coral reef habitats to former natural beauty and increasing fisheries for sustainable ecotourism development.
• Shifting fishermen’s destructive harvest methods to ecologically friendly alternatives—converting fishermen from hunters to farmers.
• Combating environmental degradation through reef rehabilitation and resource management.
• Providing environmental education for tourists and the local population.
• Diversifying livelihood opportunities.
MINISTRY TOURISM AND CREATIVE ECONOMY
REPUBLIC OF INDONESIA

THANK YOU