Marine and Coastal Tourism

Submitted by: Indonesia
APEC SOM – SCE Dialogue
on Mainstreaming Ocean – Related Issues
Jakarta, February 4th, 2013

MARINE AND COASTAL TOURISM

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LEGAL BASIS FOR MARINE TOURISM DEVELOPMENT

A. President Regulation No. 50 Year 2011 on the Masterplan for National Tourism Development that stated:
   ❖ One of the national tourism development missions is tourism destination development which is safe, convenient, attractive, reachable, environmentally friendly, and increasing national, local and community income.
   ❖ Tourism destination development includes: Natural, Cultural and Man-made Tourist Attractions

B. Law No. 10 Year 2009 on Tourism stated that Tourism development includes tourism industry, tourism destination, tourism marketing and organization that functions to fulfill physical, mental and intellectual needs of every tourists by recreation and traveling and also increase national income for the well-being of the people.
THE CONCEPT AND URGENCY OF SUSTAINABLE TOURISM DEVELOPMENT

The importance of Sustainable Tourism Development

Climate change as the impact of global warming

Mass tourism that grew since World War II had negative acceleration impacts. Environmental degradation occurs because of the constructions of hotels and tourism facilities to accommodate the vast number of tourists, while social impacts occur because of the meeting between two cultures that results in behavioral changes (Mathieson & Wall, 1982)

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THE CONCEPT OF SUSTAINABLE MARINE TOURISM DEVELOPMENT

ADOPTION OF 5 (FIVE) STEPS SET BY UNITED NATIONS ENVIRONMENT PROGRAMME

SUSTAINABLE TOURISM DEVELOPMENT

CARRYING CAPACITY ASSESSMENT

STAKEHOLDERS INVOLVEMENT

SUSTAINABLE TOURISM DEVELOPMENT AREAS

COASTAL ZONE MANAGEMENT

STRATEGIC PLANNING APPROACH
THE CONCEPT OF SUSTAINABLE MARINE TOURISM DEVELOPMENT

**STRATEGIC PLANNING APPROACH**
- Preparation of long-term plan
- Includes vision, mission and short-term programs

**COASTAL ZONE MANAGEMENT**
- Using holistic approach maintaining assets
- Uphold the principles of ecosystem preservation
- The role of good governance
- Hired special officer to supervise the balance of the ecosystem
- Giving reward and punishment for marine tourists

**CARRYING CAPACITY ASSESSMENT**
- Assessment on visitors limitation at tourism zone by considering the future use

CONCEPT OF SUSTAINABLE MARINE TOURISM DEVELOPMENT

**STAKEHOLDER INVOLVEMENT**
- Active participation of Stakeholder, which include local government and community organization

**SUSTAINABLE TOURISM DEVELOPMENT AIMS**
- Assure the achievement of tourism sustainable development’s principles. Those include assessing sustainability and local life quality, visitor experience quality, economic viability and resource efficiency
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INDONESIAN MARINE AND COASTAL TOURISM RESOURCES

- Well known as a maritime country and biggest archipelago worldwide, Indonesia has more than 17,508 islands, which obviously dominated by small islands. Beside, Indonesia posses the longest shoreline of more than 81,000 km
- Indonesia benefit with its geographical position. This country was an intersection for international sailing path. More than 95% of Asia Pacific trading path went across country’s territorial.
- Almost all marines and coastal zones offer visitor with scenic view and landscape which are utilized as a point of tourism attraction. Marvelous oceanic trench, lagoon, slope, drop offs/walls are formed by the meeting of continental plates.

INDONESIAN MARINE AND COASTAL TOURISM RESOURCES

- **BEST CORAL TRIANGLE AND MARINE SPECIES**  
  The Indonesia archipelago is part of the coral triangle which is the home of the richest marine biodiversity
- **TROPICAL CLIMATE AND RAIN FOREST**
- **UNDERWATER RELICS FROM THE WORLD WAR AGE**
- **HUGE VARIETIES OF CULTURE AND WAY OF LIFE OF COASTAL RESIDENTS**
MAP OF MARINE AND COASTAL ATTRACTIONS

POLICIES AND STRATEGIES OF SPECIAL INTEREST TOURISM

Goals:
Indonesia as a quality special interest tourism and special event destination

SEVEN THEMATIC FLAGSHIP (2012 – 2014)

1. CULTURAL AND HISTORICAL TOURISM
2. NATURE AND ECOTOURISM
3. SPORT AND RECREATIONAL TOURISM
   (diving, surfing, yachting, trekking, hiking, golf, biking, jogging, hash)
4. YACHT TOURISM
5. CULINARY AND SHOPPING TOURISM
6. WELLNESS TOURISM
7. CONVENTION, INCENTIVE, EXHIBITION AND EVENT TOURISM
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GOALS OF PROGRAMS CONDUCTED BY THE MINISTRY OF TOURISM AND CREATIVE ECONOMY

YACHT
- Aimed at reaching small islands, to benefit its society from direct income. Furthermore, to accelerate infrastructure development

CRUISE
- Aimed at enhancing respect toward Indonesia, as well as being media of knowledge transfer

DIVING
- Aimed at conserving underwater resources as the primary diving attraction and to increase human capabilities particularly those dive operator and dive guides

SURFING
- Aimed at improving local infrastructure quality, since majority of surfer site remain under developed

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