



## PROCEEDINGS

Implementation of Activity 1.3.2.

# A Focus Group Discussion (FGD) on Promoting Ecotourism in West Kalimantan and Sarawak

**Venue :**  
HQ Betung Kerihun and Danau Sentarum National Parks, Putussibau,  
Kapuas Hulu, West Kalimantan

**Date :**  
2 October 2017

ITTO Project PD 617/11 Rev.4 (F)

“Promoting Biodiversity Conservation in Betung Kerihun National Park (BKNP) as the Trans-Boundary Ecosystem between Indonesia and Sarawak State of Malaysia”

**Organizer:**

Betung Kerihun and Danau Sentarum National Parks  
Forest Department Sarawak  
ITTO Project Management Unit





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## Preface

Both West Kalimantan and Sarawak have a great potential for ecotourism development due mainly to the super richness of the regions in flora, fauna and ecosystem types. Despite the great potential, however, eco-tourism industry in the regions is progressing in a relatively slow pace for different reasons including, among others, poor accessibility and infrastructure, weak capacity in marketing, problematic state border crossing by tourists, lack of investment and participation of private sector, cooperation of government institutions and tourism operators and limited capacity of local communities in offering quality hospitality services;

This Focus Group Discussion was the initiative of the Betung Kerihun and Danau Sentarum National Parks as the Executing Agency of ITTO Project PD 617/11 Rev.4 (F) and Forest Department of Sarawak as its partner under the Letter of Intent signed by both parties in 5 November 2015, in their effort to promote ecotourism in the regions by removing the aforementioned constraints.

The Organizer was sincerely thankful to honourables Regent (Bupati) of Kapuas Hulu, Director General of Natural Resources and Ecosystems Conservation and Consuler General of the Republic of Indonesia at Kuching for their attendance and to all participants for contribution in one form or another.

With warmest regards,

The Organizer.



## **1. Introduction**

ITTO – sponsored project PD 617/11 Rev. 4 (F) entitled “Promoting Biodiversity Conservation in Betung Kerihun National Park (BKNP) as the Trans-boundary Ecosystem between Indonesia and Sarawak State of Malaysia” has been going on since November 2013, implemented by Betung Kerihun and Danau Sentarum National Park (BKDSNP) Agency. One of the project’s activities is “to promote ecotourism in West Kalimantan and Sarawak”, which is to be jointly implemented by BKDSNP and FDS (Forest Department Sarawak) based on the Letter of Intent signed by both authorities on 5 November 2015. The joint activity has been executed, in the form of FGD (Focus Group Discussion), on 2 October 2017 at the headquarters of BKDSNP in Puttusbau and attended by some 40 people as shown in Annex 1.

The overall objective of the FGD were to promote ecotourism in West Kalimantan and Sarawak, to support local livelihood and TBCA management; its specific objectives were:

- To increase number of visitors to protected-area systems in the two regions
- To improve livelihood of local communities through ecotourism industry development
- To enhance conservation management of protected-area systems through increased participation of stakeholders.

The expected outcomes of the FGD were:

- Updated information on the potential of protected area systems for ecotourism development identified and recognized in the two regions
- Constraints to and requisites for ecotourism development identified
- Marketable ecotourism packages identified in the two regions
- Feasible institutional and practical measures for easing state cross-border flow of tourists identified
- A mid-term action program (MTAP) on enhancing cooperation between ecotourism operators in West Kalimantan and Sarawak drafted

In order to deliver the expected outcomes, the FGD was tasked to:

- Disseminate information on the protected area system covering nature potential, the salient features and management status
- Share information on progress in ecotourism development
- Identify and propose feasible measures for promoting cross-broder tourism
- Identify marketable ecotourism packages and effective marketing strategy
- Strengthening cooperation between ecotourism operators of the two regions
- Provide inputs to MTAP development

This document is a report on the implementation of aforementioned FGD and is organized in the following fashion:

- The second part presents the FGD implementation strategy consistent with the Terms of Reference (TOR) shown in Annex 2;
- The third part summarizes the information presented by the keynote speakers (3 speakers) and the resource persons (8 technical papers); the full version of each is exhibited in Annexes 3 and 4;
- The fourth section highlights conduct of the thematic group discussions covering the issues on and constraints to ecotourism development and the recommendations made
- The final part presents closing remarks on the FGD

## **2. FGD Implementation Strategy**

The TOR of the FGD is shown in Annex 2; in line with the TOR, the adopted implementation strategy is as outlined below:

- The resource persons were deliberately selected in order to contribute to achievement of the objectives
- Outlines of the technical papers to be presented by the resource persons were developed/proposed by the Organizer in order to minimize duplication and overlapping of needed information
- The Organizer, formed in view of successfully accomplishing the specified tasks of the FGD, was a small group of professionals comprising a few staff of BKDSNP and 2 staff of the PMU
- The full Agenda consisted of opening session, presentation of professional papers, thematic group discussion, presentation and discussion on group discussion results and closing session. The Agenda was not fully adopted as discussion on results of the thematic groups had to be omitted due to shortage of time
- Each of the session was presided by a moderator and equipped with rapporteur; each of the thematic discussions was chaired by an experienced professional identified by the Organizer.
- The closing session was chaired by Director of BBTNBKDS, Mr. Arief Mahmud who adjourned the FGD at 17.50 hours with a vote of thanks to all guests and participants.

### 3. Summarizing the Opening Speeches and Technical Papers Presented

#### 3.1. Opening Speeches

a. Mr. Arief Mahmud, Director of BKDSNP

- Mr. Arief Mahmud warmly welcomed the participants; he then expressed special sincere appreciation to the presence of honourables Regent of Kapuas Hulu, Mr. A.M Nasir; Consuler General of the Republic of Indonesia at Kuching, Mr. Jahar Gultom and; Representative of Director General of Natural Resources and Ecosystems Conservation (KSDAE), Dr. Widada. He also expressed a deep hearted gratitude to representatives of FDS and Sarawak private sector.
- In closing his remarks, Mr. Mahmud strongly urged the participants to throughly examine constraints to ecotourism development in West Kalimantan and Sarawak and identify feasible measures for removing the constraints. Mr. Mahmud argued that developed ecotourism industry will increase income of local people and further reduce pressure on forest ecosystems.



b. Regent (Bupati) Kapuas Hulu

The Regent, Mr. A.M. Nasir, delivered an encouraging speech which is summarized below:



- Kapuas Hulu district has a great potential as tourism destination; there exit over twenty genuine cultures and numerous endemic wildlife species in the district that are attractive for tourists to enjoy
- Tourism development in Kapuas Hulu has focussed on 3 basic components, namely: creation of favourable environment for tourists, development of tourism destinations and promotion of visitors in close collaboration with the Ministries of Tourism and Environment and Forestry and NGOs
- One big event on tourism development in Kapuas Hulu district is the conduct of “Festival Danau Sentarum-Betung Kerihun 2017” that will culminate by end of October 2017. This initiative is not organized and funded by the district government alone but also by other primary stakeholders including local NGOs
- The Festival was designed as a forum for tourism promotion in general, for marketing of ecotourism destinations in particular. This FGD under ITTO Project PD 617/11 Rev. 4 (F) on “promoting ecotourism in West Kalimantan and Sarawak” is undoubtedly an effective means for marketing of ecotourism in Kapuas Hulu district thus is complimentary with the Festival. The government of Kapuas Hulu is therefore, very thankful to BKDSNP for holding this event in Puttusbau, the Capital City of Kapuas Hulu district.

c. Director General of KSDAE

Representing Director General of KSDAE, Dr. Widada conveyed apology of the DG for not being able to personally attend the FGD; he then continued with reading the written speech of the DG which has been loosely summarized below:

- Indonesia is blessed with rich diversity of culture and nature beauty that must be attractive for people to visit; the GoI is targeting to receive 15 M of foreign visitors in 2017
- Ecotourism industry is expected to significantly boost income of Indonesian people due to the strong multiplier effect of the sector
- Ecotourism industry utilizes environmental services to generate socio-economic benefits without damaging the environment; as many ecotourism destinations are located in the

natural parks, the role of park managers is central to harmonizing ecotourism development and environment conservation

- On 5 November 2015, Forest Department of Sarawak and Betung Kerihun National Park signed a Letter of Intent as the basis for joint implementation of agreed upon activities, one of which is to promote ecotourism in West Kalimantan and Sarawak
- Indeed, West Kalimantan and Sarawak have a great potential for cooperation in ecotourism development due to richness and uniqueness of ecosystems of the regions; with the opening of Badau cross-border station, such cooperation can be further promoted in order to boost cross-border flow of tourists
- This FGD is expected to identify elements of cooperation in ecotourism development in West Kalimantan and Sarawak and practical measures for increasing flow of tourists between the regions
- Finally, right after expressing his appreciation to the sponsor, Organizer and partners, DG declared the official opening of the FGD.



### 3.2. Technical Papers Presented

- a. Mr. Mahmud, Director of BKDS National Parks, presented a paper titled “Management and Development at Ecotourism Activities in Betung Kerihun and Danau Sentarum National Parks” as summarized below:
  - The extent of Betung Kerihun National Parks (BKNP) is around 816,693 hectares comprising 6 zones, namely: core zone (48.17%), forest zone (28.94%), traditional zone (17.99%), utilization zone (3.11%), religion zone (1-27%) and special zone (0.52%)
  - The area of Danau Sentarum National Park is about 127,393 hectares which consists of 7 zones, namely: core zone (3.92%), forest zone (5.39%), utilization zone (0.75%), land traditional zone (69.86%), aquatic traditional zone (17.87%), rehabilitation zone (1.74%) and special zone (0.49%)
  - Among the strategic values of BKNP are its function as the TBCA between Indonesia and Sarawak State of Malaysia and as a vital source of water for Kapuas Hulu areas; while Danau Sentarum NP is categorized as Ramsar wet ecosystem and a priority lake of Kapuas Hulu
  - Both Betung Kerihun and Danau Sentarum National Parks are the essential element of Heart of Borneo Initiative, the primary target of wonderful Indonesia tourism industry, habitat of endangered/protected species and primary constituent of Kapuas Hulu Conservation District
  - Interesting ecotourism activities include: tracking beyond the jungle of Borneo, endemic animal watching, fishing the most expensive fish in Indonesia, enjoying authentic and unique cultures, exploring sacred caves, cruising the longest river of Kapuas, extreme rafting and visiting the amazing natural sceneries
  - Ecotourism development issues identified include: inadequately managed destinations, inadequate tourism facilities and poor infrastructure, poor packaging and promotion, lack of coordination and cooperation between regulators and actors and lack of capacity in tourism management
  - Ecotourism development opportunities cited include: diverse natural and cultural attractions, prioritized development of border areas by the government, Danau Sentarum is included in RIPPARNAS (Master Plan of National Tourism Development), cooperation with able tour operators, existence of Kapuas Hulu Tourism Working Group, Operational Badau Cross-border Post
  - Planned ecotourism development include: development of resorts, tour packages and promotion strategies, strengthening cooperation with business sector, comparative studies to other countries.

The full document appears in Annex 4.1.

- b. Mr. Antonius, Director of Tourism, Youth and Sports of Kapuas Hulu District, presented a paper entitled “Arah Kebijakan, Strategi dan Program Pengembangan Pariwisata Kabupaten Kapuas Hulu” as summarized below:

- The basic policy of Kapuas Hulu district government is to develop competitive tourism destinations by practising responsible marketing strategy
- Adopted strategies are:
  - To develop tourism industry by creating favourable environment for investment and business endeavors oriented towards economic growth, poverty alleviation and job creation
  - To develop tourism destinations through improved infrastructure and facilities and promote National Strategic Tourism Area (KSDN)
  - To conduct tourism marketing in view of increasing number of visitors, targeting primarily on Danau Sentarum National Park
  - To enhance capacity of stakeholders in view of improving service quality and competitiveness of hospitality management
- The objectives of tourism development are:
  - To increase number of tourist
  - To promote tourism destinations through improved management and attractions
  - To increase participation of local communities and business actors in tourism undertakings
- 3 primary programs on tourism industry development are: creating favourable tourism environment, developing tourism attractive destinations and promoting number of visitors.



The full document appears in Annex 4.2.

- c. Dr. Paul Chai of Forest Department Sarawak presented a paper titled “Ecotourism in Sarawak”, which was co-authored by Ms. Zarina Sebli; the paper is summarized below:



- Sarawak land area is 12.4 M hectares, with a population of 2.6 M which 50% are rural in 5,000 villages comprising 28 ethnic groups
- One million hectares of forest land are designated for biodiversity conservation as totally protected areas (TPAs) with 56 national parks, wildlife sanctuaries and nature reserves which represent a complete range of Sarawak forest types and species diversity
- Ecotourism can be developed in national parks and nature reserve only
- Responsible agencies for forest management are Forest Department Sarawak (policy and legal issues) and SFC (Sarawak Forestry Cooperation) on management and operation
- Important tourist destinations include: Bako NP (nature, wildlife), Gunung Mulu NP (nature, limestone caves, cultures), Gunung Gading NP (nature, rafflesia flowers), Lambir Hills NP (nature), Semengoh Orangutan Rehabilitation Center and Ban Fairy and Wind Caves
- Constraints to ecotourism development include: remote and difficult access, inadequate facilities and product development, poor inter agency coordination and private sector participation and lack of capacity building
- Measures for promoting cross-border ecotourism include:
  - Interested operators to initiate discussion for possible cross-border collaboration
  - Submit FGD's findings and recommendations to decision makers on both sides for follow-up actions

- Among the recommendations made include: i) cross border ecotourism potential warrants further consideration; ii) combine products to suit wider interest groups, and iii) professionalism and reliability ensure mutual benefits and sustainability.

The full document appears in Annex 4.3.

- d. Mr. Jahar Gultom, Consul General of the Republic of Indonesia at Kuching, presented his paper entitled “Promoting Ecotourism in West Kalimantan and Sarawak” which has been summarized as follows:



Role of tourism industry in Indonesia's economic development

- The share of tourism sector in Indonesia GDP in 2015 was 10%, with annual growth rate of 4.8%, higher than such other sectors as agriculture, automotive manufacture and mining
- The sector was the fourth larger contributor to foreign earnings, reached 9.3% in 2015, and with the highest growth
- The sector created 9.8 M jobs in 2015 ranked the fourth among the industrial sectors
- In 2014, 9.4 M tourists visited Indonesia, up from 8.8 M in 2013

Tourism national development strategy

- To achieve a self-sustained economy by mobilizing strategic sectors of domestic economy
- Economic diplomacy must directly contribute to and based on the interest of Indonesian people
- The Indonesian Ambassadors and Diplomats are requested by the State President as the forefront sellers and marketers of Indonesian products, including tourism and investment promotion
- Tourism is a priority sector for development; defined tourism destinations must make concrete, real development progress

Prospect for ecotourism development in West Kalimantan and Sarawak

- Both West Kalimantan and Sarawak have relatively similar ecosystems; collaboration in the promotion of tourism destinations will benefit the industry in both regions
- Sarawak is more advanced in medical and historical tourism while West Kalimantan has some advantages in culture and nature; combining the strengths of both will boost the tourism industry in the regions

Strategic operational measures to promote cross-border tourism

- To consistently follow-up the SOSEC Malindo forum through cooperation between tourism associations and operators, e.g. ASITA and STF, Provincial Tourism Agency and STB as well as reciprocal visits
- To identify tourism destinations in both regions for joint promotion
- Improve of public facilities, security, infrastructure, restaurants, etc
- Send out tourism missions to Sarawak and participate in different tourism events such as MATTA FAIR, Sarawak Tourism Expo, etc.
- Cooperate with CGRI at Kuching in implementing promotional programs such as Fam Trip, Table Top Promotion, etc.
- To notify CGRI Kuching on tourism activities implemented in West Kalimantan, e.g. musical concerts, cultural events, etc.

The full document appears in Annex 4.4.

- e. Two tourism operators in Sarawak, Borneo Adventure and Telang Usan, presented their experience in handling ecotourism business. The summary of each presentation is presented below:

i) **Borneo Adventure:**

- The company philosophy are:
  - Tourisms must be managed as a sensitive resource requiring care and maintenance
  - Tourism products have carrying capacities which must not be exceeded
  - The environment includes natural component (water, forest, wildlife, etc) and culture component (way of life, belief, craft, etc)
  - Sustainability includes an appropriate return to the local community and relies on longterm conservation of the resource
  - Local guides are the interpretive link between guests and host
- The company has received different recognitions for its quality performance include, among others, Green Globe Commendation Award from World Tourism and Travel Council, PATA Gold Award for Cultural Preservation, Responsible Tourism Award from Wildlife Asia and British Embassy, and the Best Tour Program from Tourism Malaysia.
- General concerns of the company include: dynamic pricing (price changes based on changing circumstances), safety (tourists need to be safe and feel safe at all time), health (clean water, sanitation, food safety, etc) and immigration (visa and “conflicts” with officers)
- The way forward includes:
  - Need collaboration, constant dialogue between the countries involving government bodies, travel agents and local communities
  - FAM Trips promotion which requires product update
  - Develop link: improve air and land connetion

The full document appears in Annex 4.5.



ii) **Telang Usan Travel and Tours**

- The company operates a hotel whose service reflects the friendly culture of Sarawak; it also showcases authentic Sarawakian art and decor which conforms to international hotelier’s standards of comfort and cleanliness
- Through its hotel operations, the company creates job opportunities for Sarawakians, offers the opportunity to train and familiarize them with the demanding standards of professionalism in the tourism and hospitality industry
- The company hosts educational talks and private dinners at the hotel and organizes various tours including visit to popular landmarks in Kuching City, bicycle tours in Kuching, educational tour for kids to national parks, pilgrimage tours and half day trips to Semenggah Wildlife Sanctuary.

The full document appears in Annex 4.6.



- f. Tourism operators of West Kalimantan were represented by two speakers, namely: Ms. Dewi Sapitri and Mr. Deny Sofyan.

i. **Ms. Dewi Sapitri of YoK Kita Jelajah Khatulistiwa Co. Ltd** presented a paper entitled “Development of Ecotourism Industry in West Kalimantan and Opportunity for Marketing Cooperation with Sarawak” as summarized below:

- The factors that favourably affect ecotourism industry in West Kalimantan include:
  - Non-visa entry policy for 90 states for a maximum of 30 days stay adopted by GoI
  - Availability of international and national cellular phone network facilities to facilitate effective and inexpensive communication
  - Competitive price of tour packages offered by tour operators
  - Richness and uniqueness of natural resources
  - Cultural heritages
- Constraints to ecotourism industry development in West Kalimantan include:
  - Poor infrastructure and access
  - Uncertain flight schedule to particular destinations
  - Limited number of firms selling ecotourism products affecting competitive market values
  - Distribution of ecotourism products is inefficient, weak in capturing market opportunities
- Business opportunity in ecotourism industry is huge as the industry is nature-based and can be managed sustainability; business opportunities include: i) direct actors by selling ecotourism services to tourists, e.g travel agency, tour operators, restaurants, hotels, etc and ii) indirect actors: handicrafters, transportation service, etc
- Format of joint marketing of ecotourism products with Sarawak
  - MATTA Fair: direct selling, business to customer
  - Local events that invite Sarawak tour operators
  - Joint Travel Fair or Joint Tourism Promotion in West Kalimantan or Sarawak: business to business
  - Joint development of tour package
- Feasible marketing strategy
  - Ecotourism product branding
  - Promotion of tourism industry products
  - Sales promotion: direct selling (business to customer) or tour operators cooperation (business to business)
  - Published price of ecotourism products
  - Use of joint marketing network.



The full document appears in Annex 4.7.

ii. **Mr. Deny Sofyan of Canopy Indonesia** presented a paper titled “Sustainable Tourism in West Kalimantan and Opportunity for Interstate Cooperation”, the paper is summarized below:



- Sustainable tourism is defined as “tourism that respects both local people and the travellers; cultural heritage and the environment; it seeks to provide people with an exciting and educating holiday that also benefits the people of the host country. It is a concept of visiting a place as a tourist that tries to make only positive impact on the environment, society and economy
- Tourism industry attempts to transform challenges into opportunities with respect to accessibility, infrastructure, socio-cultural of communities, government rules and regulation and limited market

- Canopy Indonesia is now looking at tourism from different perspectives, for instance by offering “the beauty of simplicity” and “bring it to a new level”
- It is critical to realize that some visitors enjoy authentic product, one-way activities, local based area, stories and historic heritage; some others love experience interactive, activities, regular events, expert guidance and tourism hub; yet others like to engage in human spirit actualization, learning activities, etc
- Canopy Indonesia’s monthly clients reached 60 people in number, nearly half used a Malaysia as the entry point, having origins from Asia (34%), USA (8%), Europe (57%) and Africa (2%). The company’s marketing practices are heavily affected by changes in taste and preference of customers.

The full document appears in Annex 4.8.

## 4. Thematic Group Discussion

### a. The themes defined

The participants were divided into 3 groups for purpose of facilitating an intimate but effective discussion. Each group was tasked to discuss on specific theme predefined by the Organizer as follows:

- Theme 1 : Ecotourism market development and appropriate marketing strategy
- Theme 2 : Strengthening policy framework to support ecotourism industry development
- Theme 3 : Essential infrastructure and facilities for ecotourism development

### b. Results/findings

**Group 1 : Ecotourism market development and marketing strategy**

Chairman : Mr. Hermas R. Maring (KOMPAKH, local NGO)

Members:

1. Dr. Hiras Sidabutar
2. Dr. Ir. Retno Maryani, M.Sc
3. Ir. Lusiana
4. Nugroho Henray Ekasaputra
5. Nandang Sunarya
6. Klothilde Sikun
7. Dewi Sapitri
8. Adeline Teng

- The issues discussed included:
  - Product development
  - Destination points
  - Pricing
  - Marketing and
  - Tour packages
- The constraints identified were:
  - Priority products for development are not well defined
  - Lack of accurate information on potential products for development
  - Attractive combination of sites and products not developed and
  - Lack of product diversification
- The recommendations made were:
  - To familiarize of tour trips with the assistance of tour operators
  - To develop a information center accessible to tour operators and consumers in the two regions
  - To identify a few unique and attractive destinations for joint marketing
  - To design tour packages of easy access to reduce costs
  - To carry out joint market promotion in cooperation with hotels and tour operators
  - To jointly conduct tourism events
  - To do product branding
  - To build a strong regional cooperation of tour operators



**Group 2 : Enhancing policy framework to support ecotourism industry development**

Chairman : Mr. Indra Prasetyo, Tourism Service of Kapuas Hulu district

Members :

1. Dr. Paul P.K. Chai
2. Ms. Wilhelmina Cluny
3. Mr. Jahar Gultom
4. Dr. Slamet Rifanjani
5. Mr. Syaiful Ahyar
6. Mr. Hadi Pranata
7. Mr. Bernadus Tomy
8. Mr. Antonius SE

- The issues discussed included:
  - Inter-state crossing tax at Badau Border Post
  - Development of favourable, friendly environment for tourists
  - Lack of communication and coordination between West Kalimantan province and Sarawak state governments
  - Blurred operational policy on rates of different charges at border area
  - Possibility of tourists applying for visa on arrival at Border Immigration Post
- The recommendations made by the group were:
  - Governor of West Kalimantan is strongly urged to resolve with the Ministry of Transportation during the upcoming annual consultation event in November 2017 the issue on unclear border road tax
  - There is a strong need to create favourable and friendly environment for tourists by mobilizing professional security force and personnel at state border posts thus avoiding any threatening or discomfoting actions
  - Rates of charges on different services (guide, bus, taxi, boat, etc) from Badau border area to various destinations shall be publicly announced at readable sign boards or on tv monitors
  - In the interest of cross border tourism development, the DG of Immigration should strongly consider to let tourists apply for visa on arrival at Badau Immigration Office.



**Group 3 : Essential infrastructure and facilities for ecotourism development**

Chairman : Mr. Zainal Mutaqin (Senior staff, BKDSNP)

Members :

1. Mr. Emong Tinsang
2. Yuliardi Qamal
3. Fiqri Qusyairi
4. Aleksius Bulin
5. Eduardus Ratungan
6. Sodik Asmoro
7. Deny Sofian
8. Tumbur Sidabutar
9. Norman

- The issues and constraints discussed were:
  - Inadequate facilities for visitors are ubiquitous including guides, accomodation, cleanliness, sanitation, information and security
  - Tour packages of West Kalimantan and Sarawak are not compatible
  - Lack of capacity in waching, initiating and modifying the tourism business practices in Sarawak
  - Inefficient and expensive local transportation system in the absence of common standards applicable to different transport models in West Kalimantan
  - Whilst Badau is the entry point of Malaysia, it is connected with Lanjak with poor transportation service
- The recommendations made included:
  - In developing infrastructure and facilities for tourism industry, eco-friendly principles should apply
  - There is an urgent need to harmonize the tour packages developed by tour operators in West Kalimantan and Sarawak
  - Capacity of West Kalimantan operators in initating tourism business practices of Sarawak has to be enhanced through frequent visits
  - Homestay service needs to be standarized in terms of cleanliness, sanitation and comfort
  - Rental rates of land and water transport model need to be rationalized and restructured through government rules and regulation at different levels and made publicly known
  - Transport services between Badau and Lanjak and other towns have to be improved to attract more tourists entering West Kalimantan through Badau



## 5. Concluding Remarks

Overall, defined tasks of the FGD have been accomplished thus expected outcomes delivered in the following manner:

- i. Information on current state of ecotourism development in West Kalimantan and Sarawak was well released through the papers presented by all speakers; such information is expected to convince decision makers and tourism industry operators as well as other stakeholders on the great potential for development of the industry;
- ii. Key factors for success or failure on ecotourism development were identified by nearly all speakers and led to deep understanding and recognition on constraints to as well as requisites for the industry development;
- iii. In depth discussion on issues relating to infrastructure and facilities for ecotourism development was carried out by Group 3;
- iv. Issues on cross-border flow of tourists were thoroughly discussed in group session which facilitated identification of feasible institutional and practical measures for promotion of cross-border tourism (Group 2);
- v. Issues on market development and marketing strategy were taken up in Group 1 discussion session leading to the recommendations for follow up actions.

Above assessment of FGD's achievement was made against the Terms of Reference (TOR) of FGD as exhibited in Annex 2. The recommendations made by the FGD through thematic group discussions were based on updated information and insights of professionals. Hence, their follow-up actions are strongly advisable to take by the relevant stakeholders.

The Organizer also learned on the growing interest among the participants in enhancing cooperation in ecotourism development between tourism operators and government institutions of West Kalimantan and Sarawak. This interest needs an immediate follow up action in order not to lose the momentum, by initiating development of a mid-term action program.



## Annexes

Annex 1. : List of participants

Annex 2. : Terms of Reference of the FGD

Annex 3. : Opening speeches

Annex 4. : Technical papers presented

Annex 4.1.: Mr. Arief Mahmud, Director of BKDS National Parks

Annex 4.2.: Mr. Antonius, Director of Tourism Youth and Sports  
of Kapuas Hulu

Annex 4.3.: Dr. Paul Chai, Forest Department Sarawak

Annex 4.4.: Mr. Jahar Gultom, Consuler General of the Republic  
of Indonesia at Kuching

Annex 4.5.: Mr. Emong Tinsang, Borneo Adventure

Annex 4.6.: Ms. Adeline Teng, Telang Usan Hotel

Annex 4.7.: Ms. Dewi Sapitri, Yok Kita Jelajah Katulistiwa

Annex 4.8.: Mr. Deny Sofyan, Canopy Indonesia

## Annex 1. List of participants

<b>Daftar Hadir</b>			
FGD : Promosi ekowisata di Kalimantan Barat dan Sarawak			
<i>Putussibau, 2 Oktober 2017</i>			
No	Nama	Institusi	Keterangan
1	Tumbur Sidabutar	Konjen Kuching	Sarawak
2	Paul P.K. Chai	ITTO	Sarawak
3	Wilhelmina Cluny	FDS	Sarawak
4	Adeline Teng	Telang Usan - Travel Agent	Sarawak
5	Emong Tinsang	Borneo Adventure - Travel Agent	Sarawak
6	Hiras Sidabutar	Projek ITTO	Jakarta
7	Lelly Ekasari	Projek ITTO	Jakarta
8	Richma Wahyuni	Projek ITTO	Jakarta
9	Arief Mahmud	Kababes TNBKDS	Putussibau - Kapuas Hulu
10	Ahmad Munawir	TNBKDS	Putussibau - Kapuas Hulu
11	Jahar Gultom	Konjen RI di Kuching	Sarawak
12	A.M. Nasir, SH	Bupati Kapuas Hulu	Kapuas Hulu
13	Dr. Widada	KSDAE	Jakarta
14	Yudi Santoso	PJLHK	
15	Agusnawati	BBTNBKDS - Registrasi	Putussibau - Kapuas Hulu
16	Aripin	BBTNBKDS	Putussibau - Kapuas Hulu
17	Sarwono	BBTNBKDS	Putussibau - Kapuas Hulu
18	Wahyu Setia Kusumo	BBTNBKDS	Putussibau - Kapuas Hulu
19	Syarif M. Ridwan	BBTNBKDS	Putussibau - Kapuas Hulu
20	Wilda Sartika	BBTNBKDS - Registrasi	Putussibau - Kapuas Hulu
21	Zulkarnaen	BBTNBKDS	Putussibau - Kapuas Hulu
22	Agustinus Imawan	BBTNBKDS - Asrot	Putussibau - Kapuas Hulu
23	Alexander Melat Aryasa	BBTNBKDS - Notulen	Putussibau - Kapuas Hulu
24	Ahmad Gozali Darda	BBTNBKDS - Notulen	Putussibau - Kapuas Hulu
25	Prabowo M	BBTNBKDS - Notulen	Putussibau - Kapuas Hulu
26	Zainal Mutaqin	BBTNBKDS - Moderator	Putussibau - Kapuas Hulu
27	Antonius	Ka Dinas Pariwisata Pemuda dan Olah Raga Kab. Kapuas Hulu	Putussibau - Kapuas Hulu
28	Bernardus Tomy	Kantor Imigrasi Kelas III Putussibau	Putussibau - Kapuas Hulu
29	Fiqri Qusyairi	PLBN Badau (Kantor Imigrasi Kelas II Putussibau)	Nanga Badau - Kapuas Hulu
30	Aleksius Bulin	Dinas Perhubungan, Komunikasi dan Informatika Kabupaten Kapuas Hulu	Putussibau - Kapuas Hulu

**Daftar Hadir**

FGD : Promosi ekowisata di Kalimantan Barat dan Sarawak

*Putussibau, 2 Oktober 2017*

No	Nama	Institusi	Keterangan
31	Norman	Dinas Perhubungan, Komunikasi dan Informatika Kabupaten Kapuas Hulu	Putussibau - Kapuas Hulu
32	Eduardus Ratungan	Komunitas Pariwisata Kapuas Hulu (KOMPAKH)	Putussibau - Kapuas Hulu
33	Sodik Asmoro	Kelompok Pengelola Pariwisata Desa Melembah	Danau Sentarum - Kapuas Hulu
34	Hermas Rintik Maring	W/WF Indonesia - Kalbar	Putussibau - Kapuas Hulu
35	S. Indra Prasetyo	Dinas Pariwisata Pemuda dan Olah Raga Kab. Kapuas Hulu	Putussibau - Kapuas Hulu
36	Syaiful Ahyar	Dinas Kepemudaan, Olahraga dan Pariwisata Prov. Kalbar	Pontianak
37	Hadi Pranoto	Dinas Kehutanan Prov. Kalimantan Barat	Pontianak
38	Slamet Rifanjani	Fakultas Kehutanan Universitas Tanjungpura	Pontianak
39	Retno Maryani	Projek ITTO Kalimantan Barat	Bogor / Sanggau
40	Lusiana	Dinas Kepemudaan, Olahraga dan Pariwisata Kabupaten Sanggau	Sanggau
41	Klothilde Sikun	GIZ - Forclime Program Technical Cooperation (TC)	Pontianak
42	Nugroho Henray Ekasaputra	Asosiasi Perjalanan Pariwisata Indonesia (ASITA) Kalbar	Pontianak
43	Yuliardi Qamal	Ketua Perhimpunan Hotel dan Restoran Indonesia (PHRI) - Kalbar	Pontianak
44	Dewi Sapitri	Yok Kita Jelajah khatulistiwa	Pontianak
45	Deny Sofian	Canopy Indonesia	Pontianak
46	Nandang	Tropical Forest Conservation Act (TFCA) - Kalimantan	Pontianak



## Annex 2. Terms of Reference FGD

## **Terms of Reference**

### **Activity 1.3.2: To promote eco-tourism in West Kalimantan and Sarawak**

#### **1. Background information**

- Betung Kerihun – Danau Sentarum National Park (BKDSNP) is currently implementing an ITTO-assisted Project PD 617/11 Rev.4 (F) “Promoting biodiversity conservation in Betung Kerihun National Park (BKNP) as the trans-boundary ecosystem between Indonesia and Sarawak State of Malaysia”. One of the activities of the project is Activity 1.3.2 as defined above.
- BKDSNP has a great potential for eco-tourism development due to its superb richness in flora and fauna and ecosystem types. At least 8 forest ecosystem types and 1,217 species of flora, and in terms of fauna, 48 species of mammals, 7 species of primates, 301 aves species, 103 species of herpetofauna and 112 fish species have been documented. The merging of Danau Sentarum National Park (DSNP) into BKNP management has significantly increased biodiversity richness of combined area as Danau Sentarum alone is known as having 8 types of forest ecosystem and harboring 675 species of flora and 854 fauna species. In addition, BKNP and DSNP area is also rich in culture due to the many tribes inhabiting the area.
- Despite its great potential for eco-tourism development, eco-tourism industry is progressing very slowly, especially in BKNP area, for different reasons including: poor accessibility and infrastructure, poor dissemination of information and promotion, problematic state cross-bordering permits, limited participation of tour organizers, weak capacity of local communities in receiving and serving tourists, and insufficient efforts of local government for eco-tourism development. Contrary to the sluggish development in BKNP areas, ecotourism industry in Sarawak has been steadily growing in recent years. Learning the experience of Sarawak in ecotourism development by BKNP agency is strongly advisable.
- Indeed, it would be beneficial for all concerns if tourists could visit the protected-area systems in the two regions in one extended trip. It would benefit the tourists from reduced costs but enriched experience; local communities are benefited from larger number of visitors and greater spending; local governments are benefited from larger tax revenue while travel agents are benefited from larger income.

#### **2. Objectives of FGD**

The activity will be implemented in the form of a Focussed Group Discussion (FGD). The overall objective of the FGD is to promote eco-tourism in West Kalimantan and Sarawak and its specific objectives are:

- i. To increase number of people visiting protected-area systems in the two regions
- ii. To improve livelihood of local communities residing in and around the protected-area systems through ecotourism development notably local communities and woman
- iii. To enhance conservation management of protected-area systems through increased participation of local stakeholders in ecotourism development

**3. Expected outcomes of FGD**

- Information on progress in ecotourism development in the region available
- Potential for eco-tourism development identified and recognized in the two regions
- Constraints to and requisites for eco-tourism development identified.
- Feasible institutional and practical measures for easing cross-border flow of tourists identified
- Marketable eco-tourism packages identified in the two regions
- Interest in enhancing cooperation in ecotourism development between tourism operators and government institutions of West Kalimantan and Sarawak raised.

**4. Tasks of FGD**

- To disseminate information on current state of eco-tourism development in West Kalimantan and Sarawak and comparative advantages of each region
- To identify key factors for success/ failure on ecotourism development
- To define needed measures for easing cross-border traveling by tourists
- To identify marketable ecotourism packages and feasible marketing strategy
- To initiate development of mid-term action program on cooperation between tourism operators and government institutions in West Kalimantan and Sarawak



### Annex 3. Opening speeches



**SAMBUTAN DIREKTUR JENDERAL  
KONSERVASI SUMBER DAYA ALAM DAN EKOSISTEM  
KEMENTERIAN LINGKUNGAN HIDUP DAN KEHUTANAN  
PADA PEMBUKAAN FOCUS GROUP DISCUSSION (FGD)  
“Promoting Ecotourism in West Kalimantan and Serawak”**

***Senin, 02 Oktober 2017***

***Putussibau, Kabupaten Kapuas Hulu .***

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YANG SAYA HORMATI :

- KONSUL JENDERAL RI - KUCHING ATAU PEJABAT YANG MEWAKILI;
- BUPATI KAPUAS HULU
- PEJABAT DARI FORESTRY DEPARTMENT SARAWAK BESERTA ROMBONGAN
- PARA TAMU UNDANGAN DARI KANTOR IMIGRASI DAN BIRO PERJALANAN SERAWAK
- KEPALA BALAI BESAR TAMAN NASIONAL BETUNG KERIHUN DANAU SENTARUM
- KEPALA DINAS KEPEMUDAAN, OLAHRAGA DAN PARIWISATA PROVINSI KALBAR ATAU PEJABAT YANG MEWAKILI;
- KEPALA DINAS KEHUTANAN PROVINSI KALBAR ATAU PEJABAT YANG MEWAKILI;
- KEPALA KANTOR IMIGRASI KELAS I PONTIANAK ATAU PEJABAT YANG MEWAKILI;
- DEKAN FAKULTAS KEHUTANAN UNIVERSITAS TANJUNG PURA ATAU PEJABAT YANG MEWAKILI;
- PARA KEPALA SKPD DI LINGKUNGAN PEMERINTAH KABUPATEN KAPUAS HULU
- PARA PIMPINAN LEMBAGA/LSM, OPERATOR WISATA SERTA PARA HADIRIN YANG BERBAHAGIA

**ASSALAMU'ALAIKUM WARAHMATULAH WABARAKATUH**

**SELAMAT PAGI DAN SALAM SEJAHTERA UNTUK KITA SEMUA**

PERTAMA-TAMA PERKENANKANLAH SAYA MENGAJAK HADIRIN YANG HADIR PADA KESEMPATAN INI UNTUK MEMANJATKAN PUJI DAN SYUKUR KEHADIRAT ALLAH SWT TUHAN YANG MAHA KUASA, ATAS PERKENANNYA KITA DAPAT BERKUMPUL DI SINI DALAM KEADAAN YANG SEHAT WAL'AFIAT DALAM ACARA **FOCUSED GROUP DISCUSSION (FGD) "PROMOTING ECOTOURISM IN WEST KALIMANTAN AND SERAWAK"** DI AULA KANTOR BALAI BESAR TAMAN NASIONAL BETUNG KERIHUN DAN DANAU SENTARUM.

**HADIRIN YANG BERBAHAGIA,**

INDONESIA MERUPAKAN SUATU NEGARA DENGAN KEKAYAAN ALAM DAN BUDAYA YANG SANGAT TINGGI DAN BERAGAM. DARI SABANG SAMPAI MERAUKE MERUPAKAN UNTAIAN JAMRUD KHATULISTIWA DENGAN BERMACAM-MACAM PESONA KEINDAHAN ALAM DAN RAGAM BUDAYA, TAK HERAN INDONESIA MERUPAKAN SALAH SATU TUJUAN WISATA YANG HARUS DIKUNJUNGI OLEH WISATAWAN.

SESUAI NAWACITA PRESIDEN JOKO WIDODO, SEKTOR PARIWISATA MERUPAKAN SALAH SATU SEKTOR UNGGULAN UNTUK MENINGKATKAN PENDAPATAN NEGARA. KEMENTERIAN PARIWISATA MENARGETKAN SEBANYAK 15 JUTA WISATAWAN MANCANEGARA PADA TAHUN 2017 MASUK KE INDONESIA

SELAIN ITU, PARIWISATA DIHARAPKAN MAMPU UNTUK MENINGKATKAN KESEJAHTERAAN MASYARAKAT KARENA SEKTOR INI MEMPUNYAI *MULTIPLIER EFFECT* YANG BERIMBAS KE SEGALA BIDANG. DARI HULU HINGGA HILIR SEMUA MENDAPATKAN MANFAAT DARI KEGIATAN PARIWISATA.

PUJI SYUKUR KEHADIRAT TUHAN YME, INDONESIA DIKARUNIAI KEKAYAAN ALAM YANG SANGAT MELIMPAH. SELURUH PELOSOK INDONESIA

MEMPUNYAI KEUNIKAN MASING-MASING YANG DAPAT DITAWARKAN. WISATA ALAM MASIH MENJADI TUJUAN UTAMA PARA WISATAWAN YANG DATANG KE INDONESIA. SEBAGIAN BESAR OBYEK DAYA TARIK WISATA ALAM (ODTWA) BERADA DIDALAM KAWASAN KONSERVASI KHUSUSNYA DI TAMAN NASIONAL, DAN JUMLAH KUNJUNGAN WISATA KE KAWASAN KONSERVASI DITARGETKAN MINIMAL SEBANYAK 1,5 JUTA ORANG WISMAN DAN 20 JUTA ORG WISNU SELAMA 5 (LIMA) TAHUN.

PARIWISATA MERUPAKAN CARA PEMANFAATAN ALAM YANG SELARAS DENGAN PRINSIP-PRINSIP KONSERVASI, DIMANA JASA LINGKUNGAN PARIWISATA TERSEBUT DAPAT MEMBERIKAN KONTRIBUSI PEMASUKAN NEGARA DENGAN TETAP MENJAGA KELESTARIAN ALAMNYA.

DI SINI LAH PERAN PENTING DARI TAMAN NASIONAL, UNTUK DAPAT MENGELOLA DAN MEMBERIKAN KEMANFAATAN YANG SEBESAR-BESARNYA DARI PEMANFAATAN ALAM BAGI MASYARAKAT DENGAN TANPA MENINGGALKAN PRINSIP PERLINDUNGAN KAWASAN DAN PENGAWETAN KEANEKARAGAMAN HAYATI EKOSISTEMNYA. DENGAN PENGELOLAAN DAN KEBIJAKAN YANG BAIK, KETIGA PRINSIP TERSEBUT DAPAT BERJALAN DENGAN BAIK DAN SELARAS SATU SAMA LAIN. KAWASAN TERJAGA, MASYARAKAT SEJAHTERA.

***BAPAK IBU YANG SAYA HORMATI,***

TENTU SAJA, SEKTOR PARIWISATA BUKAN HANYA TANGGUNG JAWAB SATU PIHAK SAJA, NAMUN JUGA MEMBUTUHKAN PERAN SERTA SEMUA PIHAK UNTUK DAPAT BERSINERGI DAN BERKOLABORASI DALAM SATU HARMONI UNTUK MENINGKATKAN SEKTOR PARIWISATA.

PADA TANGGAL 5 NOVEMBER 2015 DI KUCHING SARAWAK TELAH DITANDATANGANI LETTER OF INTENT (LOI) ANTARA BALAI BESAR TN BETUNG KERIHUN DENGAN SARAWAK DEPARTEMENT FORESTRY YANG SALAH SATU ISINYA ADALAH BERSEPAKAT UNTUK MEMPROMOSIKAN EKOWISATA DI KALIMANTAN BARAT DAN SARAWAK – MALAYSIA.

POTENSI EKOWISATA DI KALIMANTAN BARAT KHUSUSNYA DI KABUPATEN KAPUAS HULU SANGAT BANYAK DENGAN TAWARAN ATRAKSI WISATA YANG SANGAT KHAS DAN UNIK BAIK DARI ASPEK PANORAMA DAN KEINDAHAN ALAM, MAUPUN BUDAYANYA.

TAMAN NASIONAL BETUNG KERIHUN DAN TAMAN NASIONAL DANAU SENTARUM TELAH DITETAPKAN SEBAGAI KLUSTER KAWASAN STRATEGIS PARIWISATA NASIONAL, KARENA ITU PENTING KIRANYA SEMUA PIHAK UNTUK Mendukung Kebijakan ini sehingga kawasan ini dapat dikembangkan untuk tujuan pembangunan pariwisata.

***BAPAK IBU YANG SAYA HORMATI,***

SALAH SATU POTENSI PASAR WISATA YANG SANGAT TINGGI ADALAH WISATAWAN DARI NEGARA TETANGGA KITA YAITU SARAWAK – MALAYSIA. DENGAN TELAH DIBUKANYA POS LINTAS BATAS NEGARA DI BADAU AKAN MENJADI FAKTOR PENDUKUNG YANG SANGAT STRATEGIS.

MELALUI PERTEMUAN INI SAYA SANGAT BERHARAP AGAR DILAHIRKAN BEBERAPA KESEPAKATAN DAN MENJADI REKOMENDASI BAGI KITA SEMUA UNTUK DITINDAKLANJUTI DALAM RANGKA PEMBANGUNAN EKOWISATA DI KALIMANTAN BARAT DAN SARAWAK-MALAYSIA.

AKAN SANGAT BAGUS BILA MELALUI PERTEMUAN INI DISEPAKATI LANGKAH-LANGKAH BERSAMA UNTUK MENINGKATKAN ARUS KUNJUNGAN WISATA LINTAS BATAS, MENYEPAKATI STRATEGI PENGUATAN KERJASAMA ANTARA PEMERINTAH KALIMANTAN BARAT DAN SARAWAK MALAYSIA TERMASUK PARA OPERATOR WISATANYA.

***HADIRIN YANG KAMI HORMATI,***

KAMI MENYAMBUT BAIK KEGIATAN INI DAN MENGAPRESIASI KEPADA SEMUA PIHAK, SEMOGA LANGKAH-LANGKAH YANG KITA LAKUKAN DAPAT MEMBERIKAN KONTRIBUSI POSITIF BAGI PENINGKATAN PEMBAGUNAN

SEKTOR PARIWISATA DAN KESEJAHTERAAN MASYARAKAT DI KALIMANTAN BARAT DAN SARAWAK KHUSUSNYA KABUPATEN KAPUAS HULU.

DEMIKIAN HAL HAL YANG DAPAT KAMI SAMPAIKAN, DENGAN MENGUCAPKAN

**BISMILLAHIRROHMANIRROHIIM**

***“FOCUSED GROUP DISCUSSION “PROMOTING ECOTOURISM IN WEST KALIMANTAN AND SERAWAK” DENGAN RESMI SAYA NYATAKAN DI MULAI”***

TERIMA KASIH ATAS PERHATIAN BAPAK DAN IBU SEKALIAN, MOHON MAAF ATAS SEGALA KEKURANGAN

***WASSALAMU’ALAIKUMWARAHAMATULAH WABARAKATUH***

***SELAMAT PAGI DAN SALAM SEJAHTERA UNTUK KITA SEMUA.***

**DIREKTUR JENDERAL KSDAE,**

**Ir. WIRATNO, M.Sc**



**SAMBUTAN BUPATI KAPUAS HULU**  
**PADA PEMBUKAAN FOCUSED GROUP DISCUSSION (FGD)**  
**“Promoting Ecotourism in West Kalimantan and Serawak”**

*Senin, 02 Oktober 2017*

*Putussibau, Kabupaten Kapuas Hulu .*

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YANG SAYA HORMATI :

- KONSUL JENDERAL RI - KUCHING ATAU PEJABAT YANG MEWAKILI;
- BUPATI KAPUAS HULU
- PEJABAT DARI FORESTRY DEPARTMENT SARAWAK
- PARA TAMU UNDANGAN DARI KANTOR IMIGRASI DAN BIRO PERJALANAN SERAWAK
- KEPALA BALAI BESAR TAMAN NASIONAL BETUNG KERIHUN DANAU SENTARUM
- KEPALA DINAS KEPEMUDAAN, OLAHRAGA DAN PARIWISATA PROVINSI KALBAR ATAU PEJABAT YANG MEWAKILI;
- KEPALA DINAS KEHUTANAN PROVINSI KALBAR ATAU PEJABAT YANG MEWAKILI;
- KEPALA KANTOR IMIGRASI KELAS I PONTIANAK ATAU PEJABAT YANG MEWAKILI;
- DEKAN FAKULTAS KEHUTANAN UNIVERSITAS TANJUNG PURA ATAU PEJABAT YANG MEWAKILI;
- PARA KEPALA SKPD DI LINGKUNGAN PEMERINTAH KABUPATEN KAPUAS HULU
- PARA PIMPINAN LEMBAGA/LSM, OPERATOR WISATA SERTA PARA HADIRIN YANG BERBAHAGIA

## **ASSALAMU'ALAIKUM WARAHAMATULAH WABARAKATUH**

### **SELAMAT MALAM DAN SALAM SEJAHTERA UNTUK KITA SEMUA**

PERTAMA-TAMA PERKENANKANLAH SAYA MENGAJAK HADIRIN YANG HADIR PADA KESEMPATAN INI UNTUK MEMANJATKAN PUJI DAN SYUKUR KEHADIRAT ALLAH SWT TUHAN YANG MAHA KUASA, ATAS PERKENANNYA KITA DAPAT BERKUMPUL DI SINI DALAM KEADAAN YANG SEHAT WAL'AFIAT DALAM ACARA **FOCUSED GROUP DISCUSSION (FGD) "Promoting Ecotourism in West Kalimantan and Serawak"**.

### **HADIRIN YANG BERBAHAGIA,**

KABUPATEN KAPUAS HULU MERUPAKAN DESTINASI UTAMA EKOWISATA DI PROVINSI KALIMANTAN BARAT,

HAL INI DITOPANG OLEH KEBERAGAMAN DAN KEUNIKAN BUDAYA, TERDAPAT KURANG LEBIH 20 RAGAM BUDAYA YANG MASIH TERJAGA KEASLIANNYA SAMPAI SAAT INI.

SELAIN ITU KEINDAHAN PANORAMA ALAM, KEKHASAN DAN KE-ENDEMIKAN JENIS FLORA DAN FAUNANYA MERUPAKAN DAYA TARIK BAGI WISATAWAN NUSANTARA DAN MANCA NEGARA UNTUK BERKUNJUNG KE KABUPATEN INI.

HAL INI SANGAT SELARAS DENGAN KEKUATAN KEPARIWISATAAN DI INDONESIA YANG BANYAK DIMINATI YAITU BUDAYA DAN ALAM.

### **SAUDARA SEKALIAN,**

POTENSI PENGEMBANGAN PARIWISATA DI KAPUAS HULU CUKUPLAH BESAR APABILA DILIHAT DARI JUMLAH KUNJUNGAN SETIAP TAHUNNYA. PENGEMBANGAN KEPARIWISATAN DI KAPUAS HULU DITITIKBERATKAN KEDALAM TIGA KOMPONEN UTAMA YAITU, PEMBANGUNAN IKLIM PARIWISATA, PENGEMBANGAN DESTINASI, DAN PENINGKATAN KUNJUNGAN.

KETIGA KOMPONEN TERSEBUT SECARA SIMULTAN TERUS DILAKUKAN OLEH PEMERINTAH KABUPATEN KAPUAS HULU DENGAN BEKERJASAMA DENGAN BERBAGAI MITRA UTAMA YAITU KEMENTERIAN PARIWISATA, KEMENTERIAN LINGKUNGAN HIDUP DAN KEHUTANAN MELALUI BALAI BESAR TAMAN NASIONAL BETUNG KERIHUN DAN DANAU SENTARUM SERTA MITRA-MITRA

NON GOVERNMENT ORGANIZATION ATAU LEMBAGA SWADAYA MASYARAKAT.

MENDASARI POTENSI YANG DIMILIKI, DUKUNGAN KEBIJAKAN YANG ADA, KERJASAMA YANG BAIK DENGAN BERBAGAI PIHAK, MAKA TELAH DISEPAKATI UNTUK MELAKSANAKAN KEGIATAN BESAR DI KABUPATEN KAPUAS HULU PADA TAHUN INI DENGAN NAMA KEGIATAN “**FESTIVAL DANAU SENTARUM BETUNG KERIHUN 2017**”.

***BAPAK IBU YANG SAYA HORMATI,***

KEGIATAN FESTIVAL INI SUDAH KALI KETIGA DILAKSANAKAN, NAMUN YANG KITA APRESIASI ADALAH BAHWA UNTUK SAAT INI DAN MUDAH MUDAHAN UNTUK SETERUSNYA BAHWA FESTIVAL KALI INI MERUPAKAN INISIASI BERSAMA DARI PARA *STAKEHOLDER* YAITU PEMERINTAH DAERAH, BALAI BESAR TAMAN NASIONAL BETUNG KERIHUN DANAU SENTARUM DAN PARA MITRA NGO/LSM.

ARTINYA SEMUA PIHAK TERSEBUT SALING BAHU MEMBAHU DALAM PENDANAAN, PELAKSANAAN, INI YANG MEMBUAT FESTIVAL KALI INI BEGITU BERBEDA.

PEMERINTAH DAERAH TIDAK MERASA SENDIRI DALAM MELAKUKAN PEMBANGUNAN KHUSUSNYA SAAT INI ADALAH BENTUK DARI PEMASARAN PARIWISATA DAERAH.

***HADIRIN YANG BERBAHAGIA,***

MELALUI KEGIATAN FESTIVAL DANAU SENTARUM DAN BETUNG KERIHUN 2017 INI, SETIDAKNYA AKAN MENINGKATKAN PROMOSI DESTINASI-DESTINASI UNGGULAN DI KAPUAS HULU, MENINGKATKAN JUMLAH WISATAWAN NUSANTARA DAN MANCANEGARA, DAN TAK KALAH PENTINGNYA ADALAH AKAN MENUNJUKKAN KEPADA MASYARAKAT UMUM BETAPA BESARNYA DUKUNGAN DAN KERJASAMA PARA PIHAK DALAM MENGEMBANGKAN INDUSTRI PARIWISATA DI INDONESIA SECARA UMUM DAN KABUPATEN KAPUAS HULU SECARA KHUSUS.

**HADIRIN YANG KAMI HORMATI,**

DEMIKIAN HAL HAL YANG DAPAT KAMI SAMPAIKAN, DENGAN MENGUCAPKAN

**BISMILLAHIRROHMANIRROHIIM**

***“FESTIVAL DANAU SENTARUM BETUNG KERIHUN 2017 DENGAN RESMI SAYA NYATAKAN DI MULAI”***

TERIMA KASIH ATAS PERHATIAN BAPAK DAN IBU SEKALIAN, MOHON MAAF ATAS SEGALA KEKURANGAN

**WASSALAMU'ALAIKUMWARAHAMATULAHI WABARAKATUH**

**SELAMAT MALAM DAN SALAM SEJAHTERA UNTUK KITA SEMUA.**

**BUPATI KAPUAS HULU,**

**A.M. NASIR**

## Annex 4. Technical papers presented

Mr. Arief Mahmud, Director of BKDS National Parks

**MANAGEMENT AND DEVELOPMENT OF ECOTOURISM ACITIVITIES IN BETUNG KERIHUN AND DANAU SENTARUM NATIONAP PARK**

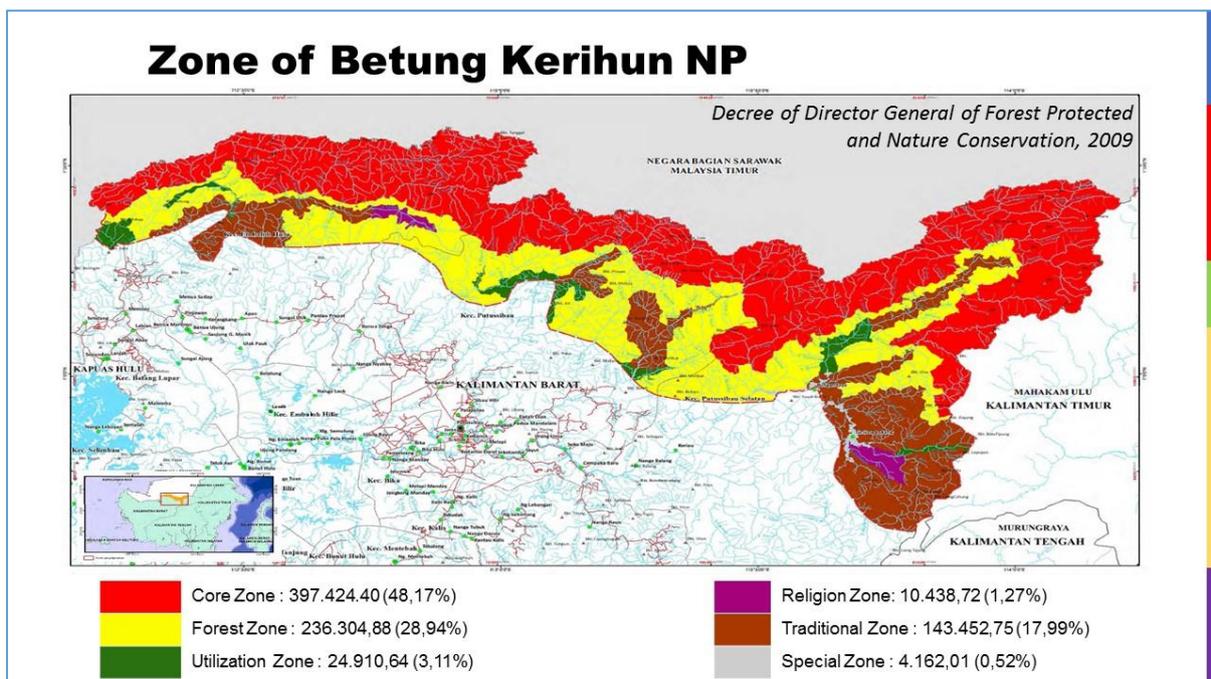
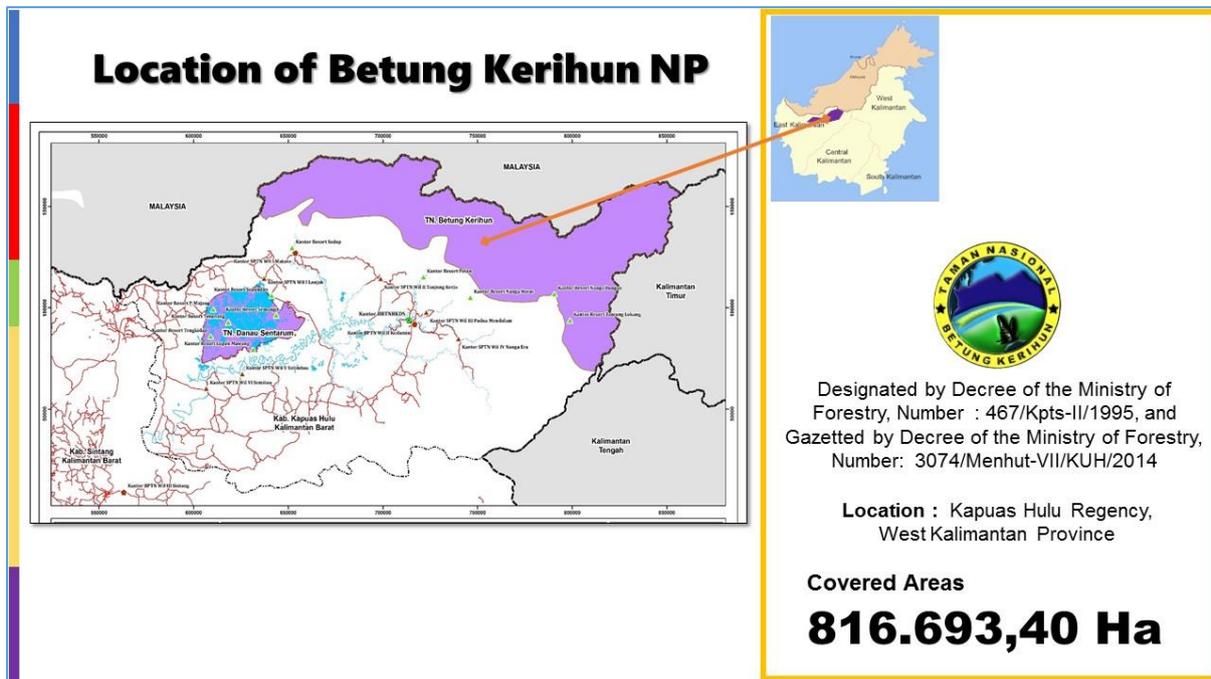
**Ir. Arief Mahmud, M.Si**  
**(Director of Betung Kerihun and Danau Sentarum NP)**

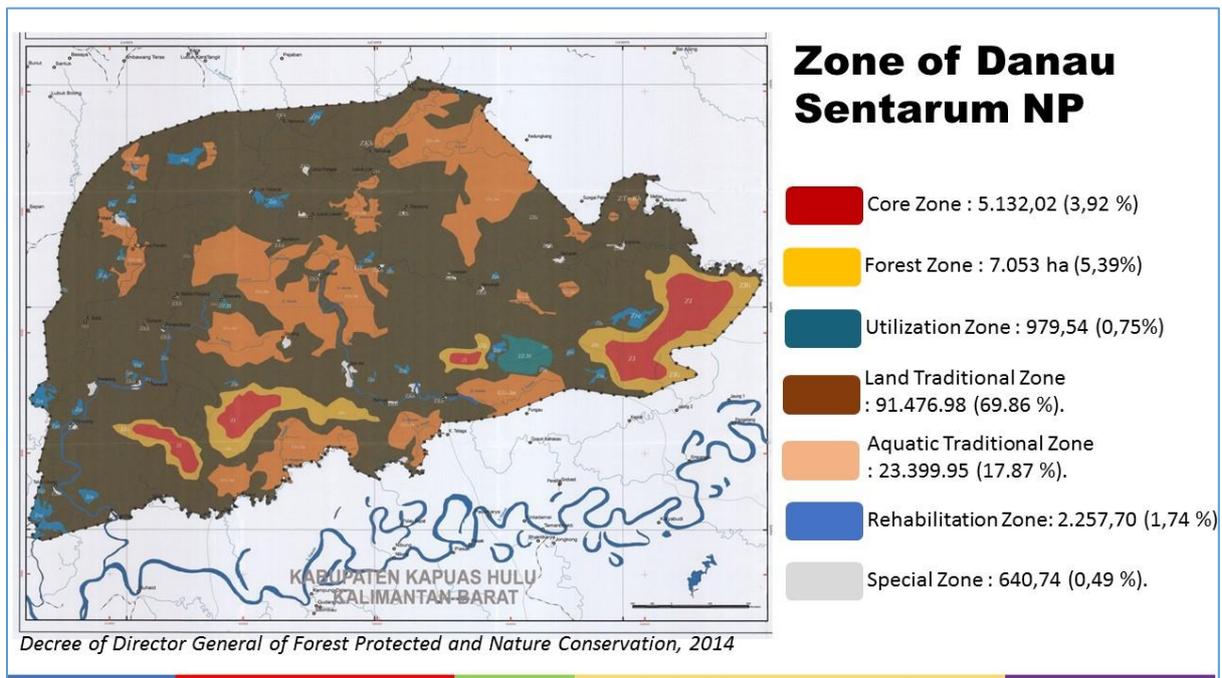
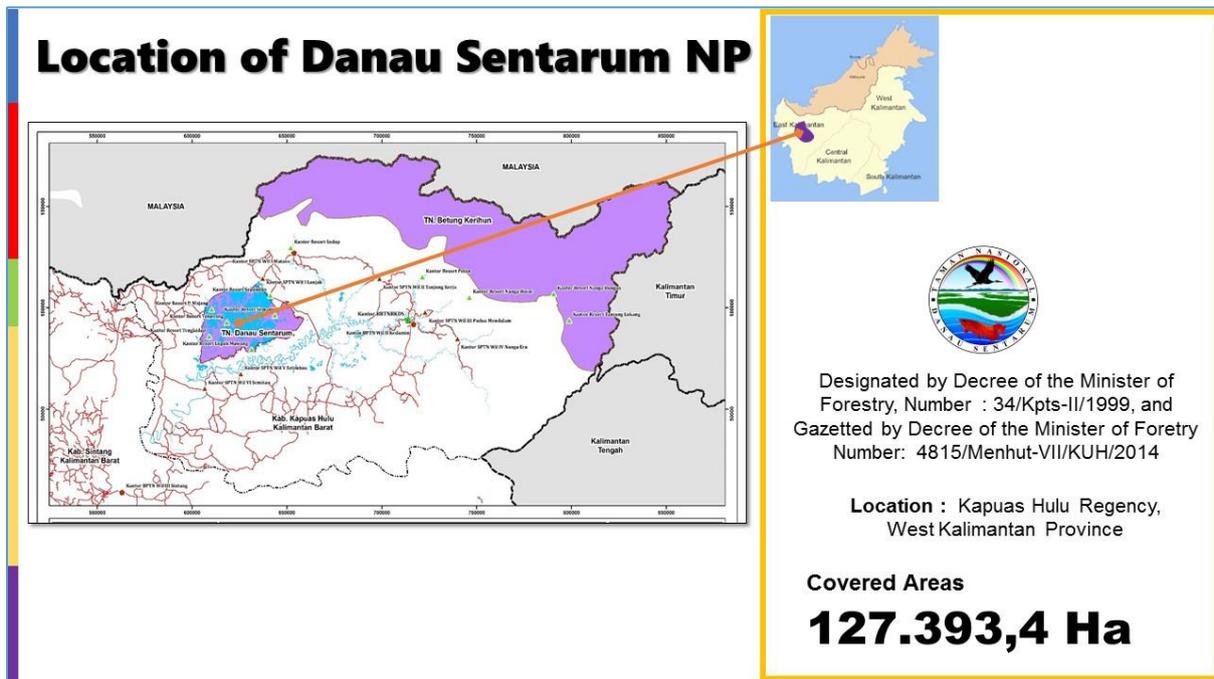
**FOCUS GROUP DISCUSSION ON PROMOTING ECOTOURISM IN WEST KALIMANTAN AND SARAWAK**  
**Putussibau, 2 October 2017**

**Organization of BKDSNP Agency : Regulation of Ministry of Environment and Forestry, No: P.7/Menlhk/Setjen/OTL.0 /1/2016 (Betung Kerihun National Park Agency merge with Danau Sentarum National Park Agency)**

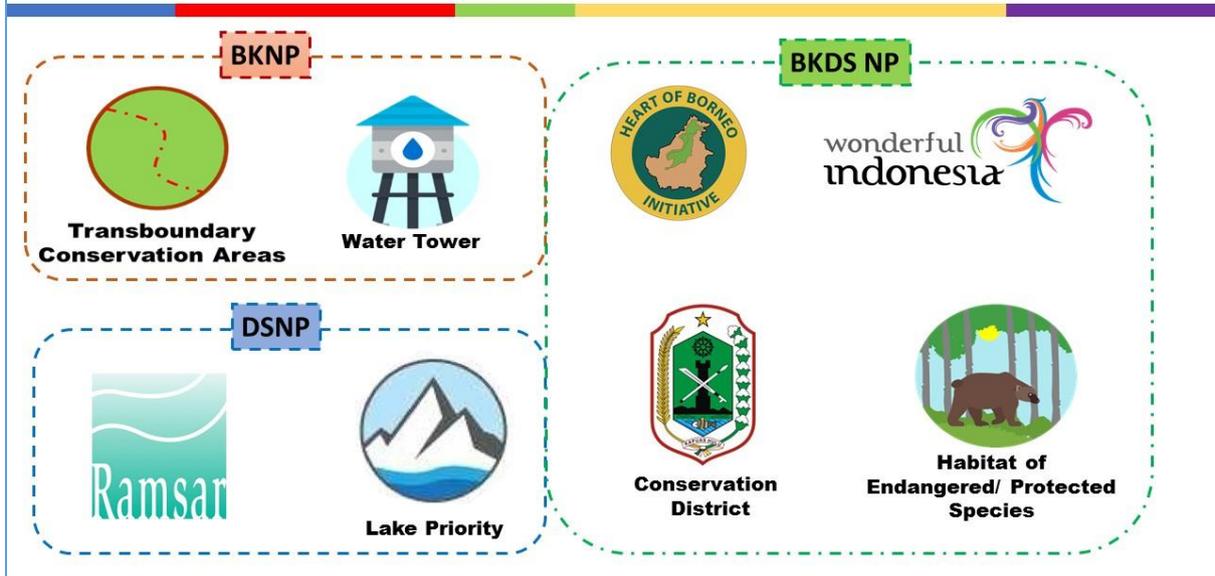
officers **82**

**Budget on 2017**  
**23,3**  
Billion Rupiah

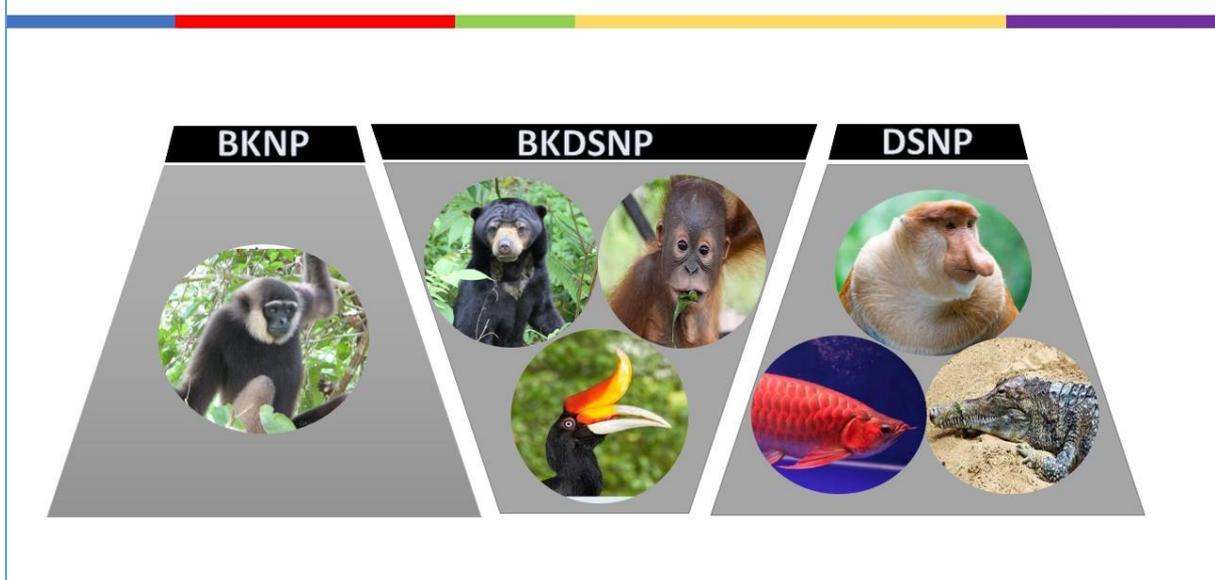




## STRATEGIC VALUE of BKNP and DSNP



## MANAGEMENT MANDATE



## OVERVIEW OF TOURISM ACTIVITIES IN BKDS NATIONAL PARK

### Tracking Beyond the jungle of borneo



#### Location :

- Cross borneo track, Tekelan, Hovat, (Betung Kerihun NP
- Semujan (Danau Sentarum NP)

## Endemic Animal Watching



All location in Betung Kerihun NP and  
Danau Sentarum NP



## Fishing the most expensive fish in Indonesia



### Location :

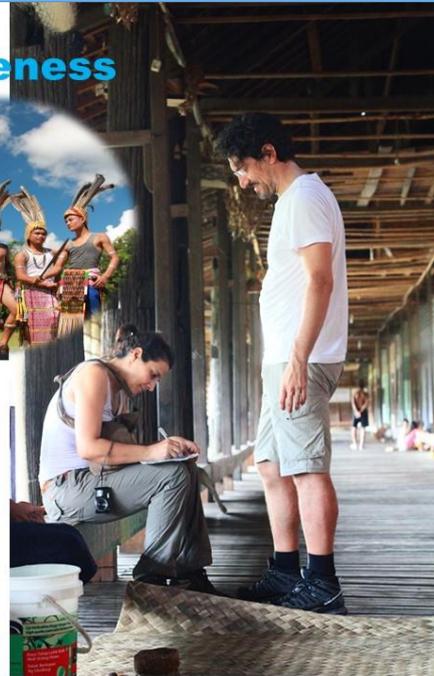
- Rivers of Mendalam, Sibau, Embaloh and Perhuluan Kapuas (Betung Kerihun NP)
- Danau Sentarum NP

## Culture : Authenticity and Uniqueness

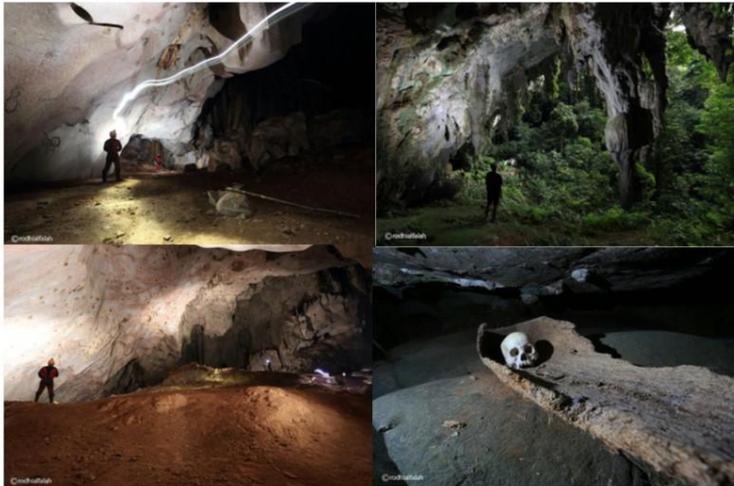


### Location :

- Bungan Village, Tj Lokan Village, Potan and Hovat Village (Betung Kerihun NP)
- Meliau and Melembah Village (Danau Sentarum NP)



## Exploration of the sacred cave



### Location : Tj Lokang Village BK NP)



## Cruise the Longest River in Indonesia



### Location :

- Rivers of Mendalam, Sibau, Embaloh and Perhuluan Kapuas (Betung Kerihun NP)
- Leboyan River (Danau Sentarum NP)

## Extreem Rafting



### Location :

- Riam Matahari, Riam Bakang, Riam Naris at Upstream Kapuas River (BKDS NP)

## The Amazing of Natural Scenery



### Location :

- Tj Lokang, Potan, Tekelan, (BKD NP)
- Bukit Tekenang, Semujan, (DS NP)

## ISSUES, PROBLEMS AND FOLLOW UP PLAN ECOTOURISM DEVELOPMENT IN BETUNG KERIHUN AND DANAU SENTARUM NP

## Ecotourism Management Issues

- Ecotourism destinations have not been well managed
- Inadequate support of tourism facilities and infrastructure (transportation, accommodation, communication)
- Packages and Promotion of tourism potential has not gone well
- Lack of coordination and cooperation with tourism business actors
- Low capacity of human resources in tourism management



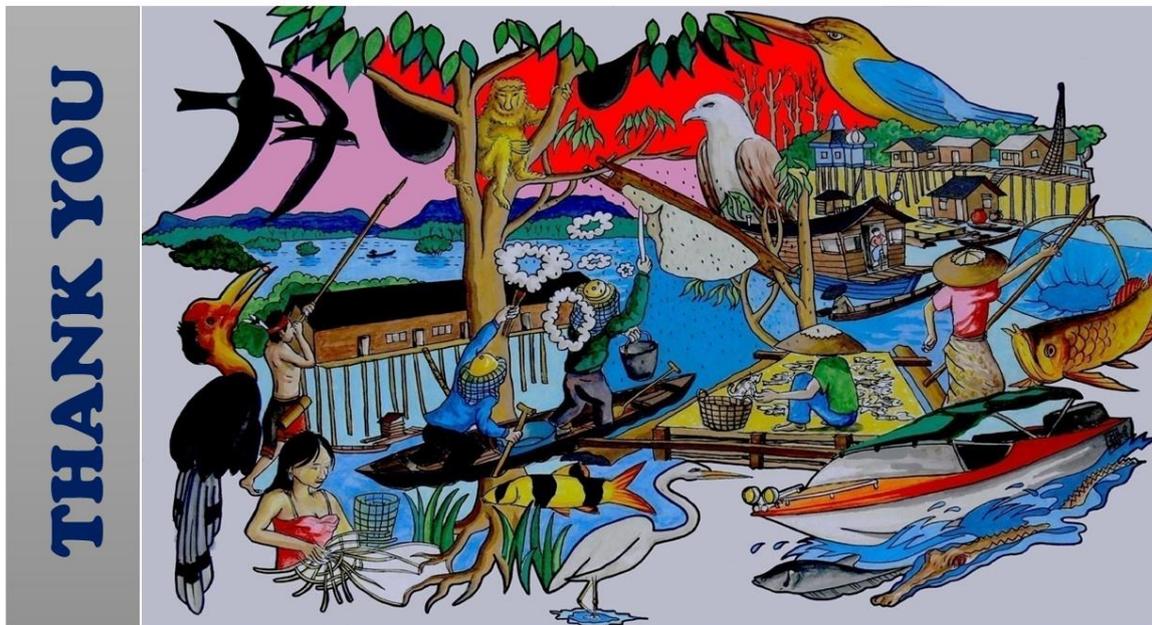
## Ecotourism Development Opportunities

- Potential natural and cultural attractions favored by foreign tourists (Back To Nature and Living in culture village)
- Government policy to prioritize development in border areas, including tourism
- Lake Sentarum and surrounding areas have been included in the Master Plan of National Tourism Development (RIPPARNAS)
- Has built cooperation with several tour operators (KOMPAKH, YOK WE TOUR and CANOPY)
- Kapuas Hulu Tourism Working Group has been established
- Has opened a cross-border post at Nanga Badau (facilitate tourist visit from Sarawak)



## Follow up Plan of Ecotourism Development

- Development of ecotourism resorts
- Making travel packages and tourism promotions
- Strengthening cooperation with tourism business actors
- Community capacity building in ecotourism management
- Improvement of ecotourism supporting facilities and infrastructures
- Comparative studies (lesson learning) of ecotourism management in other countries



***The Dream of Betung Kerihun and Danau Sentarum NP***

#### Annex 4. Technical papers presented

Mr. Antonius, Director of Tourism, Youth and Sports of Kapuas Hulu District

## ARAH KEBIJAKAN, STRATEGI DAN PROGRAM PENGEMBANGAN PARIWISATA KABUPATEN KAPUAS HULU

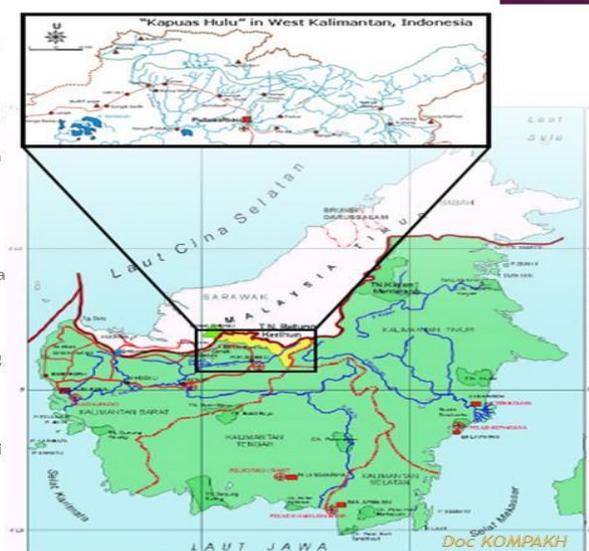


DINAS  
KEPEMUDAAN  
OLAHRAGA  
DAN PARIWISATA



## GAMBARAN UMUM KABUPATEN KAPUAS HULU

- Letak geografis Kabupaten Kapuas Hulu berada antara 0°5' Lintang Utara - 1°4' Lintang Selatan dan antara 111°40' - 114°10' Bujur Timur. Secara umum Kabupaten Kapuas Hulu memanjang dari arah Barat ke Timur, dengan jarak tempuh terpanjang kurang lebih 240 km dan melebar dari Utara ke Selatan kurang lebih 126,70 km serta merupakan Kabupaten paling timur di Provinsi Kalimantan Barat.
- Jarak tempuh dari Ibukota Provinsi kurang lebih 657 km melalui jalan darat dan kurang lebih 842 km melalui Sungai Kapuas, serta memerlukan waktu sekitar 1 jam penerbangan menggunakan pesawat udara jenis ATR.
- Secara administrasi batas-batas wilayah Kabupaten Kapuas Hulu adalah sebagai berikut:
  - Sebelah Utara wilayah ini berbatasan dengan Negara Bagian Sarawak (Malaysia Timur);
  - Sebelah Timur berbatasan dengan Provinsi Kalimantan Tengah dan Kalimantan Timur;
  - Sebelah Barat dengan Kabupaten Kabupaten Sintang;
  - Sebelah Selatan berbatasan dengan Kabupaten Sintang dan Provinsi Kalimantan Tengah.
- Kabupaten Kapuas Hulu yang merupakan salah satu dari 13 (tiga belas) kabupaten/kota di Provinsi Kalimantan Barat, yang memiliki luas wilayah 31.162,87 km<sup>2</sup> yang secara administratif terbagi menjadi 23 wilayah kecamatan.



## LADASAN DASAR PEMBANGUNAN PARIWISATA KAPUAS HULU

### NAWACITA

"Mewujudkan Kemandirian Ekonomi dengan menggerakkan sektor sektor strategis Ekonomi Indonesia"

*Komitmen yang dilakukan oleh Presiden Joko Widodo dengan menempatkan Pariwisata sebagai leading sector atau sektor unggulan pembangunan.*

### Tujuan RTRWK 2011-2031

"Menjadikan Kabupaten Kapuas Hulu sebagai Kabupaten Konservasi di Beranda Depan Negara Kesatuan Republik Indonesia yang aman, nyaman, produktif, dan berkelanjutan melalui pengembangan ekowisata yang harmonis dengan agropolitan untuk meningkatkan kesejahteraan masyarakat dan mengentaskan daerah tertinggal"

*RPJMD Kabupaten Kapuas Hulu 2016-2020 "menuju Kapuas Hulu yang lebih sejahtera, berdaya saing dan harmonis"*



## VISI DAN MISI DINAS KEPEMUDAAN OLAHRAGA DAN PARIWISATA KABUPATEN KAPUAS HULU

### VISI

" TERWUJUDNYA MASYARAKAT KABUPATEN KAPUAS HULU YANG MAJU, MANDIRI DAN BERDAYASAING MELALUI PENGEMBANGAN PEMUDA, OLAHRAGA DAN PARIWISATA UNGGULAN".

### MISI

MENINGKATKAN PEMBERDAYAAN DAN PENGEMBANGAN PEMUDA YANG PRODUKTIF, BERDAYA SAING, BERWAWASAN LINGKUNGAN DAN BERKELANJUTAN.

MEWUJUDKAN OLAH RAGA YANG BERKUALITAS, BERPRESTASI DAN MEMASYARAKAT.

MENGEMBANGKAN INDUSTRI PARIWISATA DAERAH BERDAYA SAING, DESTINASI YANG BERKELANJUTAN DAN MENERAPKAN PEMASARAN YANG BERTANGGUNG JAWAB (RESPONSIBLE MARKETING)

**STRATEGI**

### STRATEGI PENGEMBANGAN KEPARIWISATAAN KABUPATEN KAPUAS HULU

MENGEMBANGKAN INDUSTRI PARIWISATA DENGAN MENCIPTAKAN IKLIM YANG KONDUSIF BAGI PERTUMBUHAN INVESTASI DAN PELUANG USAHA YANG BER-ORIENTASI PADA PERTUMBUHAN EKONOMI, PENGENTASAN KEMISKINAN, DAN PENYERAPAN TENAGA KERJA;

Mengembangkan destinasi pariwisata dengan mendorong perbaikan dan peningkatan kualitas jaringan prasarana dan sarana pendukung pariwisata, melakukan konsolidasi akses transportasi mancanegara dan dalam negeri, terutama ke kedua Taman Nasional, dan mengembangkan Kawasan Strategis Pariwisata Nasional ( KSPN ) dan daya tarik pariwisata berbasis wisata alam( wisata minat khusus ) , dan budaya, termasuk industri kreatif, serta mengembangkan desa wisata melalui Badan Usaha Milik Desa ( BUMDES )dibidang Pariwisata ;

.....

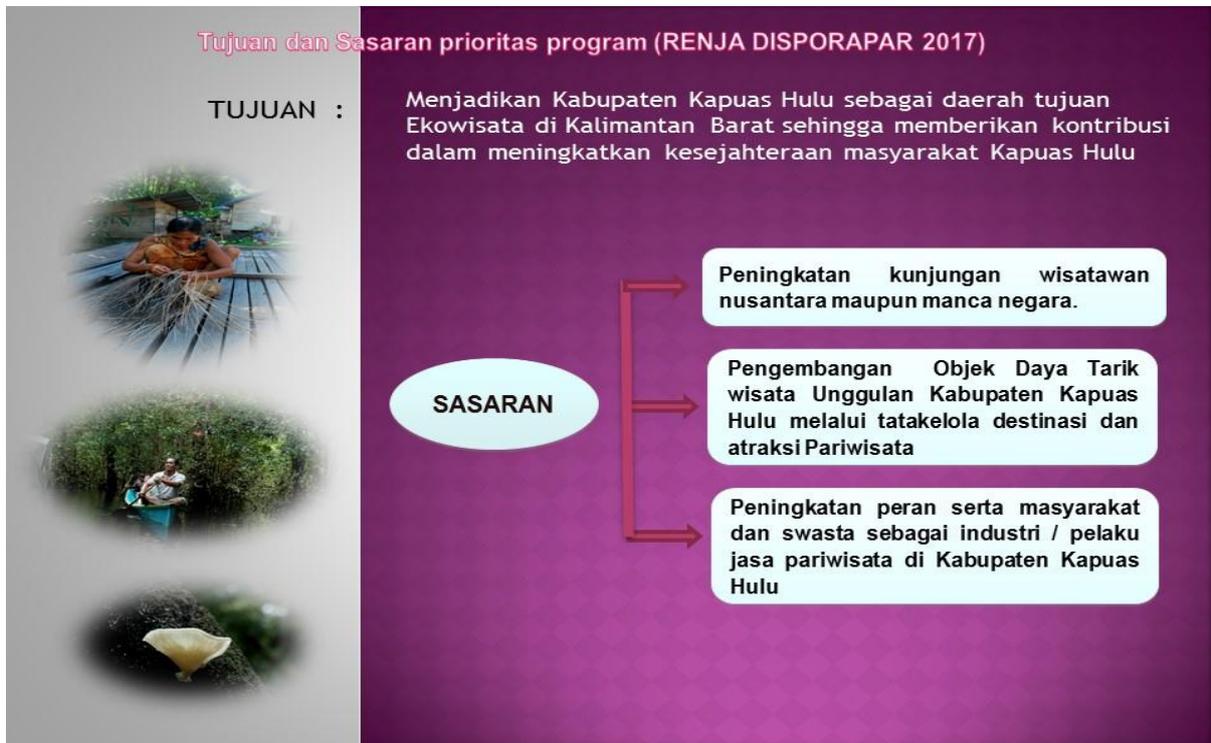
... sambungan

**STRATEGI**

### STRATEGI PENGEMBANGAN KEPARIWISATAAN KABUPATEN KAPUAS HULU

Mengembangkan pemasaran dan promosi pariwisata dengan meningkatkan jumlah wisatawan mancanegara dan wisatawan nusantara sebesar 5 (lima) persen secara bertahap dalam 5 (lima) tahun dan mempromosikan ke 10 (sepuluh) obyek daerah tujuan wisata khususnya danau sentarum sebagai cluster wisata khusus melalui saluran pemasaran dan pengiklanan yang kreatif dan efektif, serta menguatkan strategi pemasaran dan promosi pariwisata terpadu berbasis teknologi informasi dan komunikasi, dan responsif terhadap pasar;

Mengembangkan sumber daya pariwisata dengan strategi meningkatkan kapasitas pemerintah dan pemangku kepentingan pariwisata lokal untuk mencapai tingkat mutu pelayanan dan hospitality management yang kompetitif di Indonesia, dan meningkatkan kualitas penelitian dan pengembangan kepariwisataan.





## Annex 4. Technical papers presented

Dr. Paul Chai of Forest Department Sarawak



# Ecotourism in Sarawak

Presented at BKNP Workshop,  
Putussibau, 1 Oct. 2017  
Paul P.K. Chai & Zarina Shebli

## Introduction

- Sarawak land area 12.4 m ha, population 2.6 m, 50% rural in 5,000 villages, 28 ethnic groups
- Land use policy reserves 1 m ha of forest land for biodiversity conservation as Totally Protected Areas (TPAs) with 56 national parks, wildlife sanctuaries & nature reserves
- Represent complete range of Sarawak forest types and species diversity, mostly remote
- CAN (Culture, Adventure, Nature) is emphasized



## Ecotourism in TPAs

- Allowed in national parks & nature reserves; wildlife sanctuaries for conservation
- Responsible agency Forest Department Sarawak, assisted by Sarawak Forestry Corporation (SFC) after mid-1990s
- FDS on policy and legal issues, SFC on management and operation
- Great potential but still much to do



## Tourist destinations

- Bako N.P. : nature, wildlife
- Gunung Mulu N.P. : nature, limestone caves, cultures
- Gunung Gading N.P. : nature, *Rafflesia* flowers
- Lambir Hills N.P. : nature
- Semengoh Orangutan Rehabilitation Centre (NR)
- Bau Fairy and Wind Caves (NR)
- Visitor types: local & foreign (back packers, nature lovers). Mulu caters to high-end tourists
- Revenue: entrance fees, accommodation

## Constraints

- Remote and difficult access
- Inadequate/poor/lacking: facilities, product development, tourist guides (languages, strict ruling), inter-agency co-ordination, private sector participation (unlike Sabah), capacity building
- Planning strategies to consider (a) balanced development between infrastructure (hard ware) & products (soft ware), (b) product characteristics and customer needs

## Cross-border Ecotourism

- This forum provides excellent platform to assess potential, challenges and opportunities for moving forward
- Options
  - a) Immediate - Interested operators to initiate discussion for possible cross-border collaboration
  - b) Long-term - Submit findings & recommendations to Governments and policy decision makers on both sides
- Common topics: Immigration, customs, transport, facilities, safety

## **Conclusion**

- Cross-border cooperation initiated under ITTO projects in BKNP, LEWS, KMNP & PTNP
- Areas of cooperation: Scientific expeditions, collaborative research, information sharing, workshops, training, cross-border visits
- Cross-border ecotourism potential warrants further consideration
- Combine products to suit wider interest groups, e.g. CAN & urban with extended tours to Pontianak & Kuching
- Professionalism & reliability ensure mutual benefits & sustainability



#### Annex 4. Technical papers presented

Mr. Jahar Gultom, Consuler General of the Republic of Indonesia at Kuching

**PAPARAN KONSUL JENDERAL RI**  
pada  
**FORUM GROUP DISCUSSION**  
**PARIWISATA INDONESIA – SARAWAK**

**“PROMOTING ECOTOURISM IN  
WEST KALIMANTAN & SARAWAK”**

Putussibau, Kalimantan Barat, 2 Oktober 2017

By. **Drs. Jahar Gultom**  
Konsul Jenderal RI, Kuching, Sarawak, Malaysia.



**OUTLINE**



**A. Analisa Strategis**

1. Sektor Pariwisata sebagai penyumbang GDP, Devisa, dan Lapangan Kerja bagi Indonesia.
2. Kebijakan Kementerian Luar Negeri RI Untuk mendukung pengembangan pariwisata nasional.
3. Prospek pengembangan *ecotourism* di Kalbar dan Sarawak

**B. Langkah Strategis dan Pelaksanaan.**

1. Program Kerja KJRI Kuching untuk meningkatkan kunjungan wisatawan ke Indonesia.
2. Usulan Langkah Kebijakan operasional untuk mendorong *Cross Border Tourism*.
3. Langkah strategis yang perlu diambil untuk penguatan kerjasama pariwisata antara Pemda Kalbar dan Sarawak.

**C. Update Capaian Kinerja KJRI Kuching di bidang promosi Pariwisata Indonesia di Sarawak.**

2



**A Analisa Strategis**

3



**“Sektor Pariwisata sebagai penyumbang GDP, Devisa dan Lapangan Kerja bagi Indonesia”**

4

## Kontribusi Sektor Pariwisata Sebagai penyumbang GDP, Devisa dan Lapangan Kerja bagi Indonesia. (tahun 2015).



### A. GDP (Gross Domestic Product)

1. Pariwisata menyumbangkan **10% GDP** nasional, dengan nominal tertinggi di ASEAN.
2. PDB pariwisata nasional tumbuh 4,8% dengan trend naik sampai 6,9%, jauh lebih tinggi daripada industri agrikultur, manufaktur otomotif dan pertambangan.
3. Devisa pariwisata **US\$ 1 Juta**, menghasilkan GDP **US\$ 1,7 Juta** atau **170%**, tertinggi dibanding industri lainnya.

### B. DEvisa

1. Peringkat ke-4 penyumbang devisa nasional, sebesar **9,3%** dibandingkan industri lainnya.
2. Pertumbuhan penerimaan devisa pariwisata tertinggi, yaitu **13%**, dibandingkan industri minyak gas bumi, batubara, dan minyak kelapa sawit yang pertumbuhannya negatif.
3. Biaya *marketing* yang diperlukan hanya 2% dari proyeksi devisa yang dihasilkan.

### C. TENAGA KERJA

1. Penyumbang 9,8 juta lapangan pekerjaan, atau sebesar 8,4% secara nasional dan menempati urutan ke-4 dari seluruh sektor industri.
2. Dalam penciptaan lapangan kerja, sektor pariwisata tumbuh 30% dalam waktu 5 tahun.
3. Pariwisata pencipta lapangan kerja termurah yaitu dengan US\$ 5.000/satu pekerjaan, dibanding rata-rata industri lainnya sebesar US\$ 100.000/satu pekerjaan.

5

## PENERIMAAN DEvisa

### PERBANDINGAN PENERIMAAN DEvisa SEKTOR PARIWISATA NEGARA-NEGARA ASIA (Dalam JUTA USD)



Peringkat	Negara	2013	2014	2015
1	China	51,664	56,913	114,109
2	<b>Thailand</b>	<b>42,080</b>	<b>38,437</b>	<b>44,553</b>
-	Hong Kong, SAR	38,940	38,376	36,150
3	<b>Malaysia</b>	<b>21,496</b>	<b>21,820</b>	<b>17,597</b>
4	Singapore	19,301	19,203	16,743
5	India	18,397	19,700	21,013
6	Japan	15,131	18,853	24,983
7	South Korea	14,629	18,147	15,285
8	Taiwan	12,323	14,618	14,406
9	<b>Indonesia</b>	<b>10,054</b>	<b>11,166</b>	<b>12,578</b>
10	Viet Nam	7,250	7,330	7,301

“Penerimaan devisa pariwisata Indonesia baru **SETENGAH** dari Malaysia dan **SEPEREMPAT** dari Thailand.”

Sumber: UNWTO Tourism Highlights, 2016 Edition.

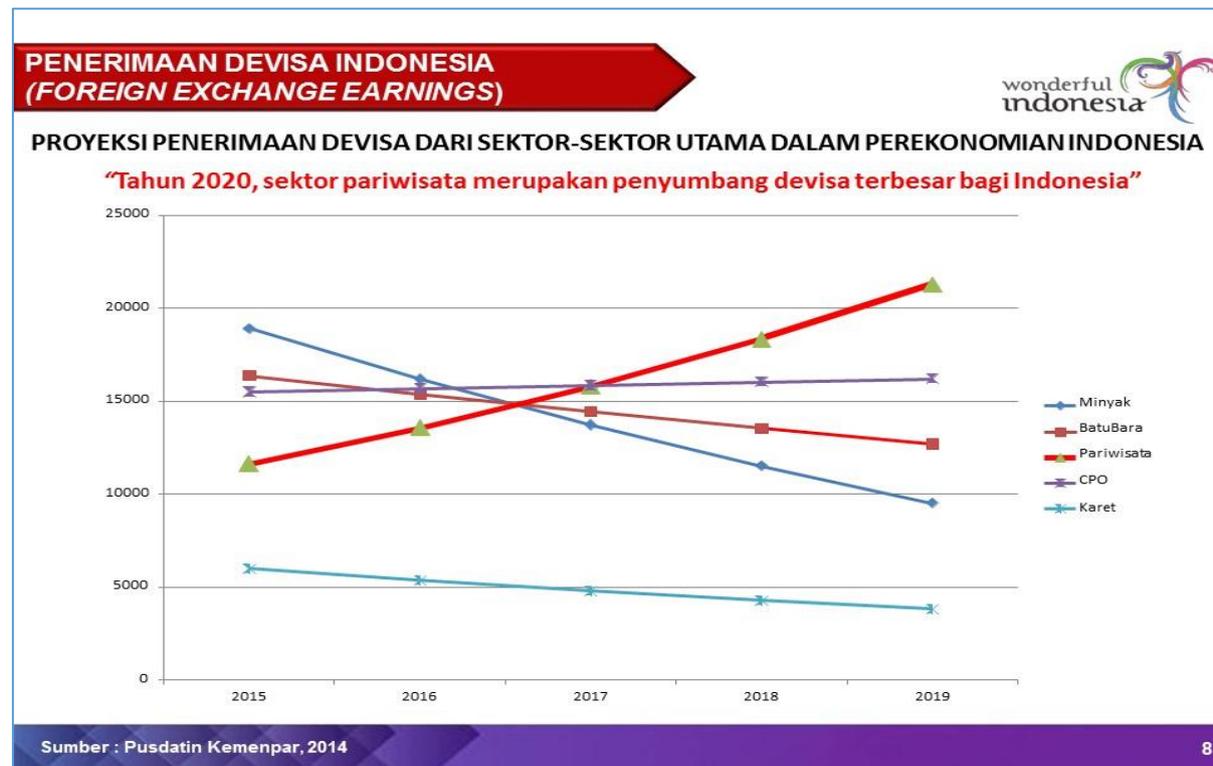
6

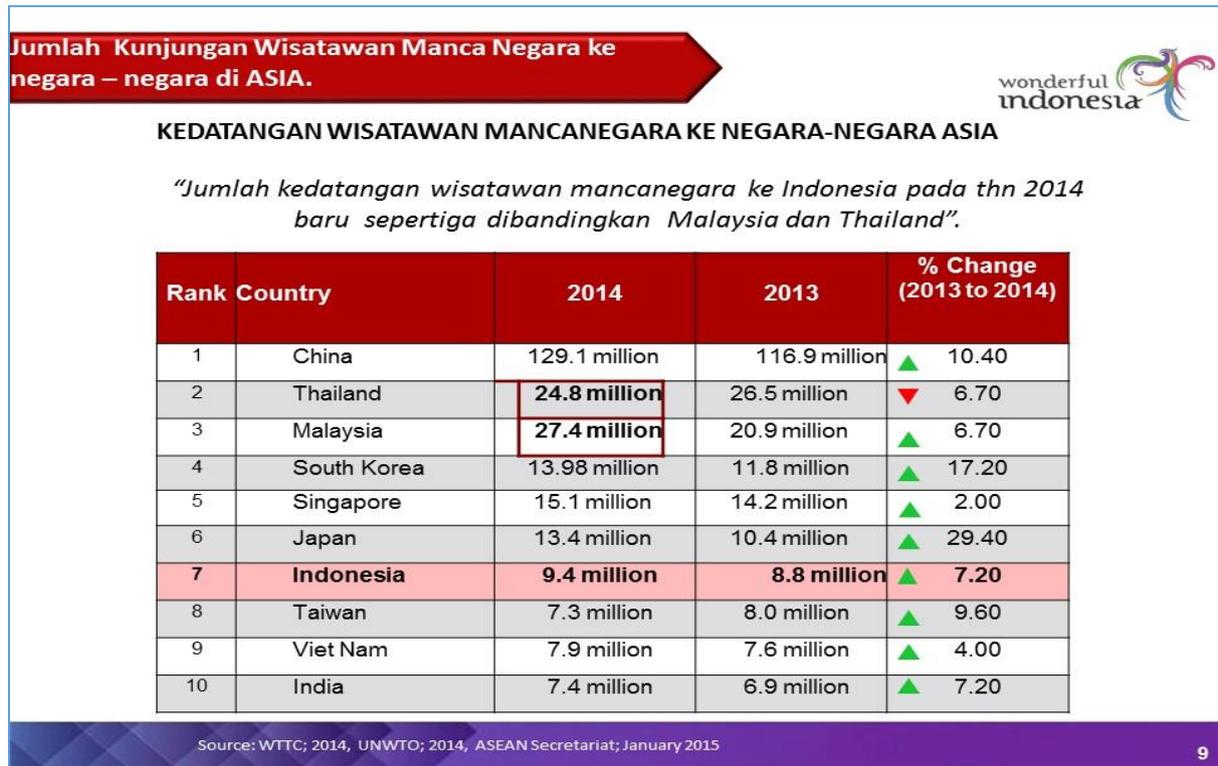
### PEROLEHAN DEvisa INDONESIA BERDASARKAN KOMODITAS & INDUSTRI



No	2013		2014		2015	
	Jenis Komoditas	Nilai (juta US\$)	Jenis Komoditas	Nilai (juta US\$)	Jenis Komoditas	Nilai (juta US\$)
1	Minyak & gas bumi	32,633.2	Minyak & gas bumi	30,318.8	Minyak & gas bumi	18,906.7
2	Batu bara	24,501.4	Batu bara	20,819.3	Batu bara	16,359.6
3	Minyak kelapa sawit	15,839.1	Minyak kelapa sawit	17,464.9	Minyak kelapa sawit	15,485.0
<b>4</b>	<b>Pariwisata</b>	<b>10,054.1</b>	<b>Pariwisata</b>	<b>11,166.3</b>	<b>Pariwisata</b>	<b>12,578.6</b>
5	Karet olahan	9,316.6	Pakaian jadi	7,450.9	Pakaian jadi	7,340.5
6	Pakaian jadi	7,501.0	Karet olahan	7,021.7	Makanan olahan	6,351.2
7	Alat listrik	6,418.6	Makanan olahan	6,486.8	Karet olahan	5,997.4
8	Makanan olahan	5,434.8	Alat listrik	6,259.1	Alat listrik	5,713.3
9	Tekstil	5,293.6	Tekstil	5,379.7	Tekstil	5,048.8
10	Kertas dan barang dr kertas	3,802.2	Kayu olahan	3,914.1	Kertas & barang dr kertas	3,647.5
11	Kayu olahan	3,514.5	Bahan kimia	3,853.7	Kayu olahan	3,448.9
12	Bahan Kimia	3,501.6	Kertas dan barang dr kertas	3,780.0	Bahan kimia	2,871.7

Sumber : Kementerian Perdagangan RI th.2013 - 2015 7





**INDONESIA MEMENANGKAN 10 GELAR PADA PENGHARGAAN PARIWISATA INTERNASIONAL 2015 - 2016**



**10 : 2**

- 1 Country Branding WEF 2015 (47)
- 3 World Halal Travel Award 2015
- 3 UNWTO Award 2016
- 3 ASEANTA Award 2016

- 0 Country Branding WEF 2015 (96)
- 0 World Halal Travel Award 2015
- 0 UNWTO Award 2016
- 2 ASEANTA Award 2016

11

**Peranan Perwakilan RI di Luar Negeri Dalam Mendukung Promosi *Tourism, Trade & Investment (TTI)***



Dasar Kebijaksanaan Kementerian Luar Negeri RI, untuk mendukung Pariwisata Nasional, adalah sebagai berikut :

1. Program Pembangunan NAWA CITA yang ditetapkan oleh Presiden Joko Widodo. ( Butir NAWA CITA ke tujuh : **"Mewujudkan kemandirian ekonomi dengan menggerakkan sektor-sektor strategis ekonomi domestik".** )
2. Arahan Presiden Joko Widodo mengenai Diplomasi Ekonomi, sebagai berikut: **"Diplomasi Ekonomi, harus memberikan manfaat nyata bagi rakyat dan mengacu kepada kepentingan rakyat secara riil."**

Dubes dan Diplomat RI diamanatkan Presiden RI untuk menjadi *Sales* dan *Marketer* ujung tombak / garda terdepan dalam melakukan penetrasi pasar, mengundang turis asing, dan promosi investasi.

Sektor pariwisata erat hubungannya dengan memperdayakan ekonomi kerakyatan.





## SEKTOR PRIORITAS PEMBANGUNAN 2017

1. Pangan.
2. Energi.
3. Maritim.
4. Pariwisata.
5. Kawasan Industri & KEK.

1. MENGHADIRKAN KEMBALI NEGARA UNTUK MELINDUNGI SEGENAP BANGSA DAN MEMBERIKAN RASA AMAN PADA SELURUH WARGA NEGARA
2. MEMBUAT PEMERINTAH TIDAK ABSEN DENGAN MEMBANGUN TATA KELOLA PEMERINTAHAN YANG BERSIH, EFEKTIF, DEMOKRATIS, DAN TERPERCAYA
3. MEMBANGUN INDONESIA DARI PINGGIRAN DENGAN MEMPERKUAT DAERAH-DAERAH DAN DESA DALAM KERANGKA NEGARA KESATUAN
4. MENOLAK NEGARA LEMAH DENGAN MELAKUKAN REFORMASI SISTEM DAN PENEGAKAN HUKUM YANG BEBAS KORUPSI, BERMARTABAT, DAN TERPERCAYA
5. MENINGKATKAN KUALITAS HIDUP MANUSIA INDONESIA
6. MENINGKATKAN PRODUKTIVITAS RAKYAT DAN DAYA SAING DI PASAR INTERNASIONAL
7. MEWUJUDKAN KEMANDIRIAN EKONOMI DENGAN MENGERAKKAN SEKTOR-SEKTOR STRATEGIS EKONOMI DOMESTIK
8. MELAKUKAN REVOLUSI KARAKTER BANGSA
9. MEMPERTEGUH KEBHINNEKAAN DAN MEMPERKUAT RESTORASI SOSIAL INDONESIA

13

## Dasar Kebijaksanaan Strategis Pariwisata Indonesia



### 8 ARAHAN PRESIDEN RI Pada TAHUN 2016

I. Arahan Presiden pada Sidang Kabinet Awal Tahun, 4 Januari 2016

**8 Arahan Presiden 2016**  
Tahun 2016 adalah Tahun Percepatan



"Pastikan kemajuan di lapangan pada 10 destinasi wisata nasional."



"Semua harus mempercepat langkah"

II. Arahan di KemenPU dan PeRa, tanggal 6 Januari 2016

III. Arahan di KemenHub, tanggal 18 Januari 2016

14

## PROSPEK PENGEMBANGAN ECOTOURISM DI KALBAR DAN SARAWAK.

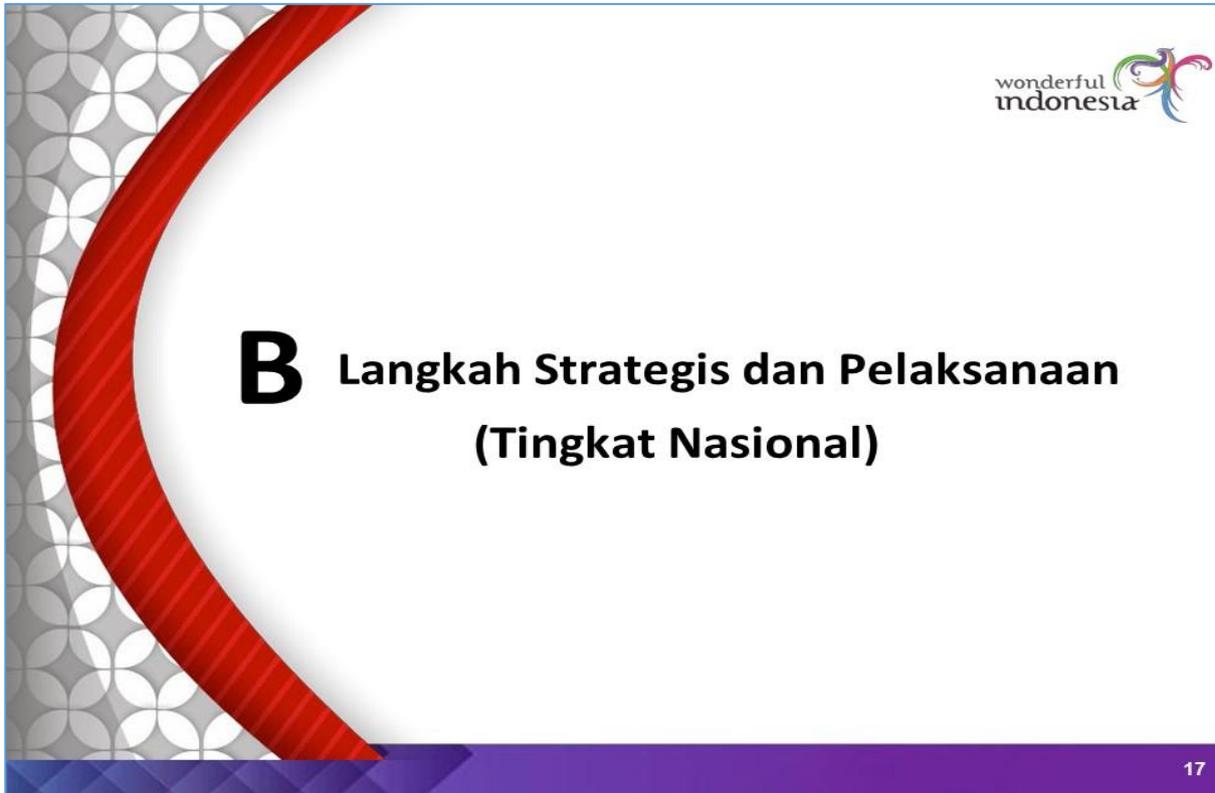


1. Secara Geografis, Kalbar dan Sarawak letaknya berdekatan dan terletak dalam pulau yang sama, yaitu Kalimantan (Borneo), hingga secara ekosistem dan geologist memiliki ciri khas dan kondisi alam yang sama.
2. Secara Topografis, Sarawak berada di sebelah utara pulau Kalimantan yang lebih tinggi dan lebih banyak wilayah pegunungan, sedangkan Kalbar berada disebelah Selatan – Barat Daya pulau Kalimantan, yang lebih rendah dan memiliki wilayah pesisir pantai yang lebih panjang.
3. Masing-masing wilayah, Kalbar dan Sarawak memiliki ciri ekosistem yang memiliki daya tarik berbeda, sehingga **apabila kedua wilayah ini dapat bekerja sama mempromosikan destinasi wisata yang mereka miliki, maka industri wisata kedua pihak akan semakin meningkat.**
4. Sarawak memiliki daya tarik wisata *medical*, wisata alami, dan wisata *historical*. Sedangkan Kalbar memiliki daya tarik wisata alam, wisata budaya, dan wisata *fenomena* alam.
5. Selain objek-objek wisata, kedua wilayah juga menciptakan event-event pariwisata yang dapat menarik wisatawan datang ke wilayah / negara mereka.

## SEBAGIAN SEKTOR-SEKTOR WISATA UNGGULAN KALBAR & SARAWAK



Jenis Wisata	Sarawak	Kalimantan Barat
Wisata Alami	<ol style="list-style-type: none"> <li>1. Gua Niah Gunung Niah</li> <li>2. Damai Beach, Gunung Santubong</li> <li>3. Deer Cave Gunung Mulu</li> <li>4. Lambir Hills National Park.</li> <li>5. Borneo Highland Resort</li> </ol>	<ol style="list-style-type: none"> <li>1. Pantai Pasir Panjang.</li> <li>2. Danau Sentarum</li> <li>3. Pantai Temajuk</li> <li>4. Pulau Randayan, Pulau Lemukutan.</li> <li>5. Air Terjun Mananggar, Air terjun Riam Merasap</li> </ol>
Wisata <i>Medical</i>	<ol style="list-style-type: none"> <li>1. Rumah Sakit Normah Specialist.</li> <li>2. Rumah Sakit KPJ</li> <li>3. Rumah Sakit Borneo Medical</li> <li>4. Rumah Sakit Timberland</li> </ol>	
Wisata Budaya		<ol style="list-style-type: none"> <li>1. Perayaan Cap Go Meh</li> <li>2. Perayaan Robo-Robo.</li> <li>3. Perayaan Naek Dango</li> </ol>
Event Wisata	<ol style="list-style-type: none"> <li>1. Rainforest World Music Festival.</li> <li>2. Dragon Race Boat di Kuching.</li> </ol>	<ol style="list-style-type: none"> <li>1. Karnaval Khatulistiwa.</li> <li>2. Perayaan Titik Kulminasi Khatulistiwa</li> </ol>



**B** Langkah Strategis dan Pelaksanaan  
(Tingkat Nasional)

wonderful indonesia

17



**MENCRIPTAKAN  
"10 BALIBARU"**

wonderful indonesia

Danau Toba

Tanjung Kelayang

Tanjung Lesung

Kepulauan Seribu

Borobudur

Bromo Tengger Semeru

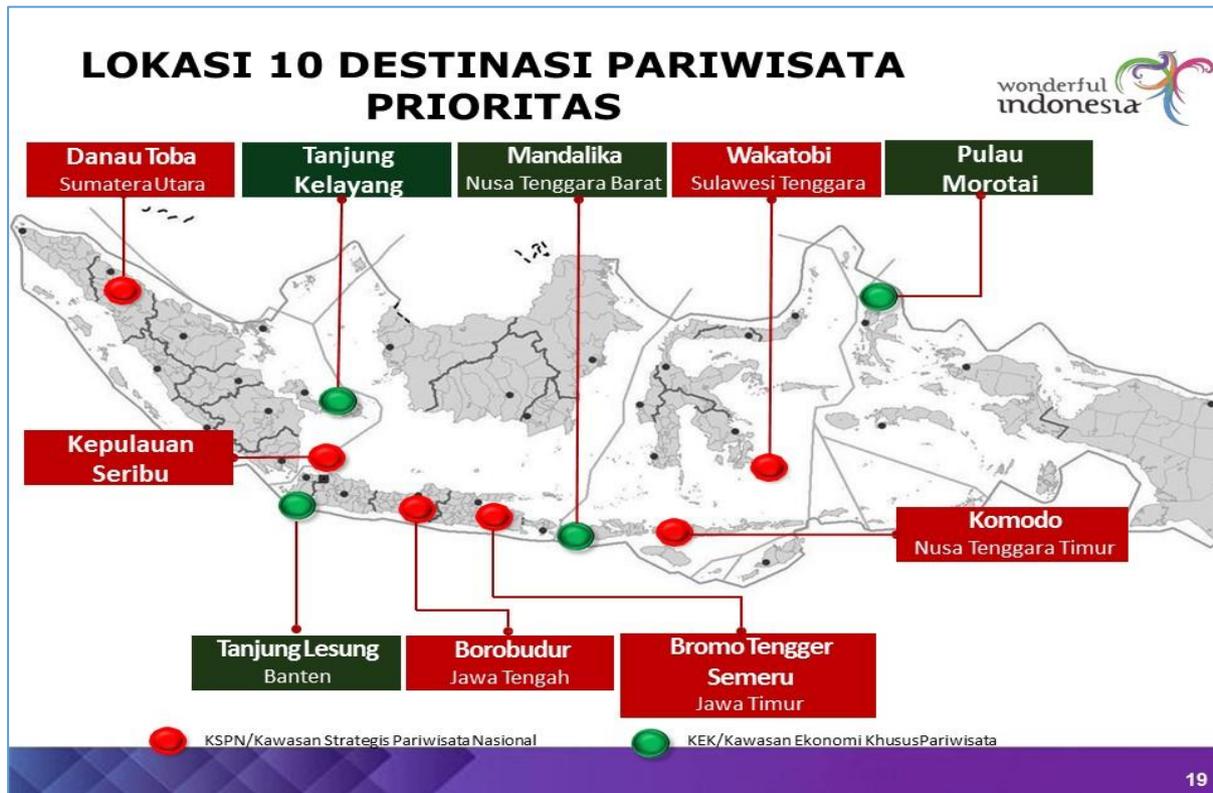
Mandalika

Labuan Bajo

Wakatobi

Morotai

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### 10 Priority Tourism Destinations in Indonesia Investment Profile

**Total Investment USD 20 Billion**  
(USD 10 Billion Public Investment and USD 10 Billion Private Investment)

**wonderful indonesia**

NO	DESTINATION	PERFORMANCE			PROJECTION 2019		
		INTERNATIONAL TOURIST ARRIVAL (PEOPLE)		FOREIGN EXCHANGE (USD)	INVESTMENT (USD MILLION)	INTERNAT'L TOURIST ARRIVAL (PEOPLE)	FOREIGN EXCHANGE (USD MILLION)
		2012	2013				
1	Lake Toba	15,464	10,680	10,680,000	1,000	1,000,000	1,000
2	Tanjung Kelayang	975	451	451,000	1,600	500,000	500
3	Tanjung Lesung	8,336	1,739	1,739,000	5,000	1,000,000	1,000
4	Kepulauan Seribu & Kota Tua Jakarta	4,627	16,384	16,384,000	1,000	1,000,000	1,000
5	Borobudur	193,982	227,337	27,337,000	1,500	2,000,000	2,000
6	Bromo-Tengger-Semeru	34,466	33,387	33,387,000	1,000	1,000,000	1,000
7	Mandalika	121,482	125,307	125,307,000	3,300	2,000,000	2,000
8	Labuan Bajo	41,972	54,147	54,147,000	1,200	500,000	500
9	Wakatobi	2,179	3,315	3,315,000	1,400	500,000	500
10	Morotai	618	500	500,000	3,000	500,000	500
<b>TOTAL</b>					<b>USD 20,000</b>	<b>10 Million</b>	<b>USD 10 Billion</b>

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## 10 Priority Tourism Destinations in Indonesia Development Profile



NO	DESTINATION	GATE	ESTIMATED AREA OF ZONE DEV'T (Ha)	SINGLE MANAGEMENT
1	Lake Toba	Great Sumatera	500	Tourism Authority Board
2	Tanjung Kelayang	Great Sumatera	1,200	Special Economic Zone
3	Tanjung Lesung	Great Jakarta	1,500	Special Economic Zone
4	Kepulauan Seribu & Kota Tua Jakarta	Great Jakarta	1,000	Tourism Authority Board
5	Borobudur	Great Yogyakarta	1,000	Tourism Authority Board
6	Bromo-Tengger-Semeru	Great Surabaya	1,000	Tourism Authority Board
7	Mandalika	Great Bali	1,035	Special Economic Zone
8	Labuan Bajo	Great Bali	1,000	Tourism Authority Board
9	Wakatobi	Great Sulawesi	500	Tourism Authority Board
10	Morotai	Great Maluku Papua	300	Special Economic Zone

Total Estimated Area of Zone Development: 11,736 Ha\*

\* Indicative area based on updated plan on April 2016

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## TARGET SEKTOR PARIWISATA INDONESIA TA. 2017



INDIKATOR		2015	2016	2017	2018	2019
MAKRO	KONTRIBUSI PADA GDP NASIONAL	10%	11%	13%	14%	15%
	DEVISA (TRILIUN Rp)	144	172	200	223	280
	JUMLAH TENAGA KERJA (JUTA ORANG)	11,4	11,8	12	12,6	13,0
MIKRO	INDEKS DAYA SAING (WEF)	#50	n.a	#40	n.a	#30
	WISATAWAN MANCANEGERA (JUTAKUNJUNGAN)	10	12	15	17	20
	WISATAWAN NUSANTARA (JUTAPERJALANAN)	255	260	265	270	275

Catatan :

- Indeks daya saing pariwisata, penilaian dilakukan 2 (dua) tahun sekali oleh World Economic Forum (WEF)

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### 3 UPDATE CAPAIAN KINERJA KJRI KUCHING DALAM PROMOSI PARIWISATA INDONESIA DI SARAWAK, MALAYSIA.

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#### Program Kerja KJRI Kuching Untuk Meningkatkan Pariwisata Indonesia



- 1. Mendukung Program Promosi Pariwisata Indonesia di Sarawak.**
  - Dukungan dan promosi kegiatan **Konsert Musik Wonderful Indonesia**, oleh Kemenpar RI di perbatasan Kalbar dan Sarawak, spt di Perbatasan Entikong, dan Aruk, Kabupaten Sanggau & Kabupaten Sambas.
  - Dukungan keikutsertaan Kemenpar pada **Expo MATTA FAIR** di kota Kuching, dan Miri, Sarawak.
  - Dukungan pada kegiatan **Table Top Travel Agensi** oleh Kemenpar RI di Hotel Pullman, Kuching, Sarawak
- 2. Kegiatan Promosi Pariwisata dan Kebudayaan Indonesia di Sarawak Inisiatif oleh KJRI Kuching.**
  - Kegiatan Expo **Indonesia Week** di Mall City One, Kuching, 2015 - 2016.
  - **Fam Trip Media** dan Travel Agensi ke Yogyakarta tahun 2017.
  - Membawa rombongan pengusaha Sarawak ke Pontianak dan Singkawang menghadiri **Festival Cap Go Meh**, pada tahun 2016 dan 2017.
  - **Festival Kopi Indonesia** di Kuching, digabung dengan Penampilan Seni Budaya Indonesia, dari Medan & Sanggau.

## Program Kerja KJRI Kuching Untuk Meningkatkan Pariwisata Indonesia ( 2 )



3. Membantu Pembukaan Konektivitas Penerbangan Baru dari Sarawak ke Indonesia (Kalbar).
  - Bulan Oktober 2013, Pembukaan Jalur Penerbangan Pontianak – Kuching oleh XPRESS AIR , Indonesia.
  - Bulan Maret 2017, Pembukaan Jalur Penerbangan Pontianak – Kuching oleh Airasia, Malaysia.
  - Akhir Oktober 2017, Pembukaan Jalur Penerbangan Baru Pontianak – Miri.
  - Promosi jalur penerbangan transit via Pontianak, seperti : Kuching – Pontianak – Yogyakarta, dan Kuching – Pontianak – Bandung, oleh XPRESS AIR INDONESIA.

## FESTIVAL MUSIK WONDERFUL INDONESIA di PERBATASAN ARUK, SAMBAS.



Ketua Menteri Sarawak Datuk Patinggi Abang Johari bin Tun Abang Haji Openg bersama rombongan 500 Big Biker Sarawak menghadiri Konsert Musik Wonderful Indonesia di Perbatasan Aruk, Sajingan, Sambas.

### Kegiatan Indonesia Week di Cityone Mega Mall Kuching , 3 – 6 November 2016



### Program FAM TRIP MEDIA dan TRAVEL AGENSI SARAWAK ke YOGYAKARTA, 17 – 21 Maret 2017



## Pembukaan Jalur Penerbangan Airasia dari Pontianak ke Kuching, 5 Juni 2017



## Rencana Pembukaan Jalur Penerbangan Baru XPRESS AIR INDONESIA Rute Pontianak – Miri, Sarawak (Akhir Oktober 2017)



Konsulat Jenderal Republik Indonesia Kuching

**KLIPING SURAT KABAR HARIAN**  
Periode : Bulan : Agustus Tahun : 2017

Surat Kabar Bahas :	Nine Star Times	Utusan Daily News
Surabaya Pribler :	Edisi Sarawak	The New Daily News
Utusan Borneo :	THE STAR - Sarawak Edition	Pribler Pontianak Editor

Tanggal Penribitan : 26 Agustus

### Indonesia's Xpress Air to fly Miri-Pontianak route

**MIRI:** An Indonesia airline, Xpress Air, is planning to launch the first Miri-Pontianak flight in October, connecting Sarawak and Pontianak.

According to Xpress Air's commercial director Swadono Poeromo, this would be their third and latest flight route to Sarawak after Kuching-Pontianak and Kuching-Yogyakarta.

"This new route will promote tourism in Pontianak and Kalimantan to Miri and Sarawak."

"In fact, we have already visited Sarawak and have seen the prospect and market there, and we are very optimistic about this new route," he said during a courtesy visit to Assistant Minister of Tourism, Arts and Culture, Daniel Lee Kim Shin at Miri Airport yesterday.

Xpress Air business development manager Fanny Azidi was also present.

Swadono added that the Miri-Pontianak route would be serviced by the company's Boeing 737-800 plane which would take about 1 hour and 15 minutes.

Meanwhile, Lee applauded Xpress Air's plan and pledged to work together with the relevant authorities to speed up the process.

"I am very happy that Xpress Air is ready to fly the Miri-Pontianak route."

"We have also arranged for them to meet with the management of Miri Airport ground handlers to work out the details. From now on, they will meet up with our local tour operators," Lee told the press.

He said Miri had a huge number of Indonesians who are working in oil palm estates and saw mills, and this new flight route would be convenient for them.

"The Miri-Pontianak route will definitely give a boost to local tourism industry. From Pontianak, we can have connecting flights to Yogyakarta and Bandung."

"People from these places can also visit Miri and fly to our national heritage site, Malu."

"I can see the potential for the Miri-Pontianak flight and we will give Xpress Air the necessary support through Sarawak Tourism Board and the Ministry of Tourism to help them speed up the process," said Lee.

Currently, Xpress Air is flying the Pontianak-Kuching, Kuching-Yogyakarta and Malacca-Pekanbaru routes.

The airline is also planning to launch its Malacca-Bandung route before the Miri-Pontianak route.

Lee said he'll continue to promote an Xpress Air message from Sarawak during the courtesy visit while others look on.



## 4 Langkah-Langkah Kebijakan Operasional yang perlu diambil di tingkat Provinsi & Kabupaten untuk mendorong Cross-Border Tourism

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### Langkah-Langkah Kebijakan Operasional yang perlu diambil di tingkat Provinsi & Kabupaten untuk mendorong Cross-Border Tourism

1. Tindak lanjut dan *Follow up* kesepakatan antara Sarawak dan Kalbar yang dituangkan dalam forum SOSEK MALINDO , untuk bekerja sama untuk mempromosikan dan membangun pariwisata kedua wilayah, antara lain :
  - **Kerjasama antara ASITA dan STF** (*Sarawak Tourism Federation*) untuk merancang dan menyusun paket-paket pariwisata yang mencakup destinasi wisata di Sarawak dan Kalbar.
  - **Kerjasama antara Dispar Prov.Kalbar dan STB** (*Sarawak Tourism Board*) untuk menyusun **Kalendar Event Bersama** Sarawak – Kalbar sebagai dasar untuk penyusunan paket-paket pariwisata kedua wilayah.
  - Kedua wilayah **saling mengundang** dan juga **berpartisipasi** dalam event-event wisata yang dilaksanakan pada kedua wilayah.

## Kerjasama Kawasan Ecotourism / Ekopelancongan Sarawak & Kalbar



- Dalam Forum Sidang Sosek Malindo Th.2016, kedua pihak saling bersepakat untuk mengajukan dan mempromosikan Danau Sentarum dan Taman Nasional Betung Karihun (Sarawak) sebagai daerah tujuan wisata Ecotourism / Ekopelancongan.

Akan tetapi hal ini masih menemui hambatan karena Wilayah Lanjak Entimau (Taman Nasional Betung Karihun) di Sarawak, merupakan wilayah Cagar Alam yang tertutup untuk umum, dan hanya diperuntukkan untuk keperluan penyelidikan saja.

Pihak Sarawak masih akan membicarakan hal ini lebih lanjut antara Kementerian Pariwisata Sarawak dan Departemen Kehutanan Sarawak.

## Langkah-Langkah Kebijakan Operasional yang perlu diambil di tingkat Provinsi & Kabupaten untuk mendorong *Cross-Border Tourism*



2. Peningkatan fasilitas umum, kebersihan dan kenyamanan pada objek-objek wisata di Kalbar, peningkatan infrastruktur jalan raya, airport dan PPLB di perbatasan, serta dukungan dari industri perhotelan, industri restoran & rumah makan, dan travel agensi di Kalbar.
3. Pengiriman Misi-misi promosi pariwisata dari Kalbar ke Sarawak dan partisipasi dalam event-event promosi wisata di Sarawak, seperti *MATTA FAIR*, *Sarawak Tourism Expo*, dan *Rainforest World Music Festival*.
4. Bekerjasama dengan KJRI Kuching dalam program-program promosi TTI yang dilaksanakan oleh KJRI Kuching, seperti *Fam Trip*, *Table Top Promosi*, *Trade Tourism Investment Expo*, dan lainnya.
5. Mengundang dan menginformasikan KJRI Kuching mengenai kegiatan-kegiatan wisata yang dilaksanakan di Kalbar, seperti Konser Musik Wonderful Indonesia, Expo, event-event kebudayaan, table top wisata, dll.

## Langkah-Langkah Operasional Yang Perlu diambil untuk penguatan kerjasama pariwisata antara Pemda Kalbar dan Negeri Sarawak



1. Saling mengundang, berkunjung dan berpartisipasi aktif dalam kegiatan-kegiatan pariwisata yang dilaksanakan di kedua wilayah.
2. Melakukan Kegiatan Promosi bersama, contoh : Kegiatan Table Top Promosi Antar Travel Agensi kedua wilayah.
3. Menciptakan Konektivitas Transportasi yang lebih banyak lagi, baik via Udara dan Darat yang menghubungkan kedua wilayah. Contoh : Pembukaan Rute Penerbangan Baru Xpress Air – Pontianak – Miri.
4. Menciptakan event-event wisata bersama antara kedua wilayah, Contoh : Event Gawai Dayak Borneo ( Sarawak dan Kalbar).



**Terima Kasih  
dan  
Salam Pariwisata !!!**

*k*

## Annex 4. Technical papers presented

Mr. Emong Tinsang, Borneo Adventure

# borneo adventure

Dedicated to providing sustainable, nature-based tourism through interpretation of the environment since 1987.

## **Kuching Head Office**

55 Main Bazaar, 93000 Kuching,  
Sarawak, Malaysia.

- Tel: +60-82-245175
- Fax: +60-82-422626 / 234212
- Email: [info@borneoadventure.com](mailto:info@borneoadventure.com)

## **Kota Kinabalu Branch Office**

Block E-27-3A (Level 3A), Signature  
Office, KK Times Square, off Coastal  
Highway  
88100 Kota Kinabalu, Sabah, Malaysia

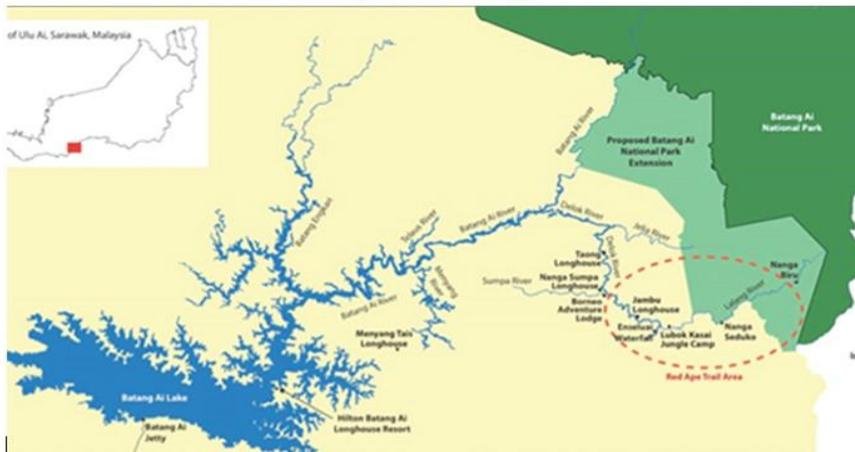
- Tel: +60-88-486800
- Fax: +60-88-486880
- Opening Hours: Monday – Friday, 8.30 am to 5.00 pm. Closed Saturdays, Sundays and Public Holidays.



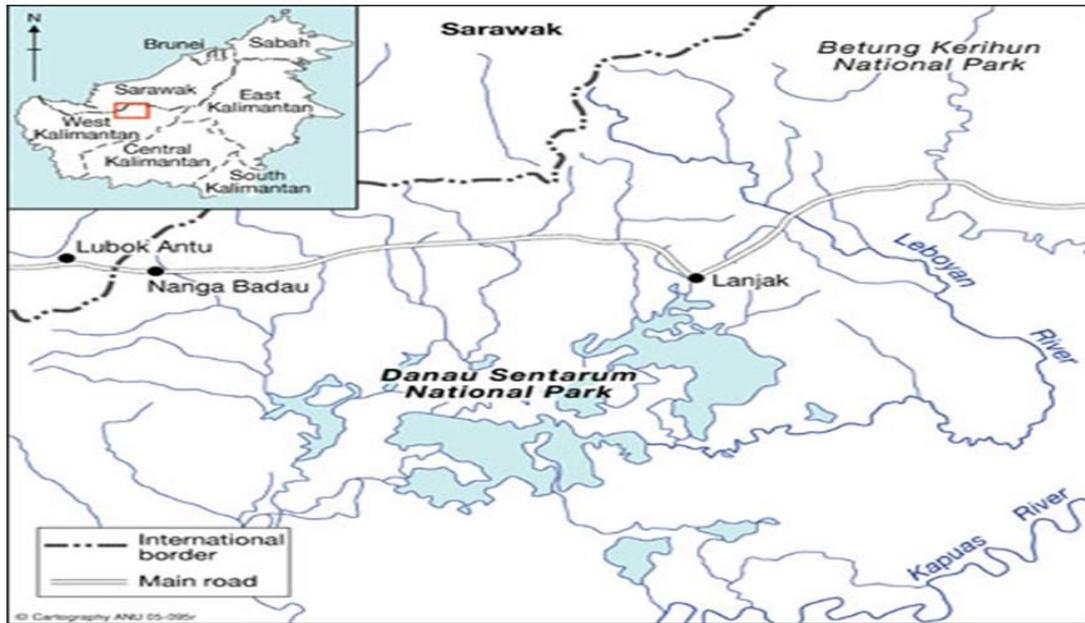
## Company Philosophy

- Tourism must be managed as a sensitive resource requiring care and maintenance.
- Tourism products have carrying capacities which must not be exceeded.
- The environment also includes cultural components (e.g. water, forest, wildlife & people - their way of life, beliefs, built environment, crafts, etc.)
- Sustainability includes an appropriate return to the local community
- Sustainability relies on the long-term conservation of the resource
- Local guides are the interpretive link between guests and host.

### The Project Area – Ulu Ai (near to Danau Sentarum)



## Link to Kalimantan, Indonesia



### NANGA SUMPA LODGE

Operated By Borneo Adventure



Ulu Ai, Sarawak, Malaysia



A visit to a longhouse is often the highlight of a trip to Sarawak, offering a glimpse into the lifestyle of the various tribes who have for generations lived in the remote interior of Borneo. While there are many areas in Sarawak where longhouses can be visited, Ulu Ai is one of the best. What makes Ulu Ai so special is the natural environment and stunning scenery. Clean rivers and jungle streams, refreshing waterfalls and undisturbed tracts of rainforest allow you to combine a range of outdoor activities with a longhouse visit.

#### Accommodation at Nanga Sumpa Lodge

Borneo Adventure's tours and activities at Ulu Ai are centred on our Nanga Sumpa Lodge. Located on the banks of the Delok River, approximately a 1½ hour longboat ride from the Batang Ai Lake, Nanga Sumpa Lodge provides clean lodging with western-style toilets, mosquito netting, mattresses and clean bedding. The lodge has a total of 18 rooms with raised sleeping platforms.

The majority of the rooms accommodate 2 people. There are two larger rooms that are suitable for families and can accommodate 2 adults and 2 children. The lodge has flush toilets, showers and piped water supply. A generator runs from 6.30 pm to 10.30 pm. After this traditional oil lamps are used to light the lodge. Meals are prepared in the lodge and usually feature beef, chicken and sometimes fish, as well as fresh jungle vegetables, fruit and other local delicacies.





Implementation of Activity 1.3.2.  
A Focus Group Discussion (FGD) on Promoting Ecotourism in West Kalimantan and Sarawak





## Recognition

- Highly commended in the British Airways Tourism for Tomorrow Award
- Commended in the Conde Nast Traveller Ecotourism Contest
- Green Globe Commendation Award, World Tourism and Travel Council
- PATA Gold Award for Cultural Preservation; Ulu Ai Project
- Responsible Tourism Award from Wildlife Asia and British Embassy
- The Best Tour Program from Tourism Malaysia

## **General Concerns**

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- Dynamic Pricing - the price is not firmly set; instead it changes based on changing circumstances or anytime
- Safety – tourists need to be safe & feel safe at all time with the surrounding (toward the people & area)
- Health – cleanliness (water , sanitation ,air accommodation & food safety
- Immigration - Visa and “conflicts” with immigration officers

## **The way forward**

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- Need collaboration – constant dialog between 2 countries (involve government, government bodies, travel agents & local communities)
- FAM Trips – product update
- Link – improve air & land connection

## Lubok Antu/Badau Border Post



## Biawak/Aruk Border Post



## Tebedu/Entikong Border Post



## Around Kuching, Sarawak



## Mulu National Park in Sarawak



## Bandar Seri Begawan



## KOTA KINABALU



## Kinabatangan in Sabah



## Selingan Island in Sabah



## Danum Valley in Sabah



## Sipadan in Sabah



**Thank you**



## Annex 4. Technical papers presented

Ms. Adeline Teng, Telang Usan Hotel

# telang usan



*Where the culture and traditions of Sarawak have become a way of life .....*



**Telang Usan Hotel,**  
Lot 340-345 Jalan Ban Hock,  
Kuching 93100,  
Sarawak.  
Tel : (082) 415588  
Fax : (082) 425318  
Email : ask@telangusan.com

## Our contacts

**Telang Usan Travel & Tours  
(Sarawak) Sdn Bhd,**  
@ Telang Usan Hotel Lobby,  
Lot 340-345 Jalan Ban Hock,  
Kuching 93100, Sarawak.  
Tel : (082) 236945  
Fax : (082) 236589  
Email : ask@telangusan.com

## licenses and permits



## Our vision

- to operate a Hotel, whose service reflected the friendly culture of Sarawak
- showcasing authentic Sarawakian art and decor, which conformed to international hotelier's standards of comfort and cleanliness
- creating job opportunities for Sarawakians, offering the opportunity to train and familiarise them with the demanding standards of professionalism in the tourism and hospitality industry

## Our Telang Usan Team



**Geoffrey - Head Chef**



**Audry - General Manager**



**Angela - Banquet & Events**



**Diana - HR & Administration**



**Valentina & Kinin - Room Reservations**



**Adeline - Tours & Travel**



**Jeffrey - Dulit Cafe**



## Telang Usan Hotel, Kuching



**Educational Talks**



**Private dinners**



## our rooms at telang usan hotel kuching



**Rated 3 Stars  
by the  
Ministry of Tourism,  
Malaysia**



## creating job opportunities for sarawakians



## cooking classes to learn traditional sarawakian cuisine



## visiting popular landmarks in kuching city



## Bicycle tours in Kuching



## Educational tour for kids to Kuching Wetlands National Park



## Pilgrimage Tours in Kuching & Sri Aman



## Organised half day trips to view the bornean apes @ Semenggoh



**Thank You**



#### Annex 4. Technical papers presented

Ms. Dewi Sapitri, Yok Kita Jelajah Katulistiwa



# Perkembangan Industri Ekowisata di Kalimantan Barat dan Peluang Kerjasama Pemasaran dengan Sarawak



**PT. Yok Kita Jelajah Khatulistiwa**

Jl. Putri Daranante, Gg. Ruper 1,  
No. 28 Pontianak, Kalimantan barat



## I. Perkembangan Industri Ekowisata di Kalimantan Barat

Dalam Travel & Tourism Competitive Report dari world Ekonimic Forum telah mengukur sejumlah faktor dan kebijakan yang membawa perkembangan di sektor industri pariwisata indonesia, antara lain :

1. Pembebasan Visa baru Indonesia  
Saat ini ada 90 negara yang warga negaranya tidak memerlukan visa untuk berkunjung dan tinggal di indonesia selama periode kunjungan min.30 hari.  
Dan memberlakukan peraturan baru tentang kapal-kapal pesiar dan yacht untuk menikkan dan menurunkan penumpangnya di lokasi pelabuhan diindonesia salah satunya di perairan kalimantan Barat dan selama perijinan sudah dikeluarkan pihak ototitas indonesia.



## 2. Jaringan telp seluler nasional dan internasional

Perluasan jaringan infrastruktur teknologi informasi dan komunikasi di beberapa lokasi wisata makin meningkat dan memudahkan dalam koordinasi kunjungan wisatawan.

## 3. Direct Flight Nasional dan Internasional

Di Kalimantan Barat untuk airport Supadio Pontianak saat ini melayani direct flight untuk route :

Internasional Pontianak – Kuching pp Airasia dan Xpress Air  
Pontianak – Kuala Lumpur pp Airasia  
Pontianak - Singapore pp Airasia

Domestik Pontianak – Batam  
Pontianak – Yogyakarta  
Pontianak - Surabaya  
Pontianak - Medan



## 4. Harga Jual Kompetitif

Produk ekowisata di daerah daerah di seluruh Indonesia memiliki harga jual paket wisata yg relatif murah, hal ini dikarenakan :

- Jumlah pembeli dan penjual relatif banyak
- Produk atau paket wisata yg ditawarkan bersifat homogen artinya memiliki ciri dan kualitas sama dan tidak ada perbedaan namun hanya seni pengemasan dan pemasaran yang berbeda.
- Kemudahan akses masuk ke destinasi wisata



## 5. Kekayaan Sumber Daya Alam

## 6. Warisan Budaya

Terkait beberapa faktor yg mempengaruhi perkembangan industri pariwisata secara global di Indonesia, industri pariwisata di Kalimantan Barat salah satunya di bidang industri Perhotelan, usaha jasa restoran dan rumah makan, Tour & Travel, jasa Souvenir dan pusat oleh oleh serta industri kerajinan tangan setiap tahunnya terus meningkat, hal ini dapat dilihat salah satu contoh dengan banyak berdirinya hotel-hotel di kota Pontianak dan penambahan jumlah kapasitas kamar.



## Hambatan dalam industri pariwisata terutama dalam produk Ekowisata di Kalimantan Barat

1. Infrastruktur yang masih belum memadai akibatnya jumlah investasi menurun
2. Kepastian Jadwal Penerbangan dari atau ke destinasi wisata.
3. Penjual atau travel agent yang menawarkan produk Ekowisata masih terbatas sehingga mempengaruhi nilai jual pasar.
4. Distribusi Produk Ekowisata dalam proses pemasaran yang masih belum tepat sasaran.

Artinya lemahnya kita melihat peluang pasar wisata dan menentukan pasar yang dituju dalam produk ekowisata.



## II. Peluang Bisnis dalam produk ekowisata

Ekowisata adalah wisata yang berbasis alam yang melibatkan pendidikan, interpretasi dari lingkungan dan dikelola secara berkelanjutan yang memengaruhi kehidupan masyarakat disekitar kawasan.

Dampak dari kegiatan ekowisata adalah meningkatnya penerimaan devisa negara/daerah atau pendapatan masyarakat setempat, menciptakan kesempatan berusaha, adanya pembangunan di beberapa sektor industri pariwisata.



## Beberapa Peluang usaha di industri ekowisata antara lain :

1. Menjadi pelaku langsung dari produk ekowisata dimana masyarakat dapat secara langsung menjual jasanya ke wisatawan, contohnya : Biro perjalanan, tour operator, jasa akomodasi/penginapan, rumah makan, atraksi wisata dan pusat informasi wisata yang dikelola secara personal.
2. Pelaku tidak langsung yang terkait dalam produk ekowisata antarlain : pengrajin, penjual hasil pertanian dan peternakan serta jasa transportasi.



**Bentuk Kerjasama dengan Malaysia ( Serawak ) dalam bidang Pemasaran produk Ekowisata :**

1. Event MATTA FAIR di Kualalumpur.  
Direct Salling , Bisnis To Customer
2. Event daerah yang mengundang pelaku pariwisata malaysia.
3. Travel Fair atau Ekspose Wisata bersama di masing-masing negara Indonesia ( Kalbar ) - Malaysia ( Serawak ), Bisnis to Bisnis
4. Pembuatan Paket Ekowisata Bersama



**• Strategi Marketing yang dapat kita lakukan :**

1. Pembuatan Branding Produk Ekowisata
2. Promosi Produk Industri Pariwisata
3. Melakukan kegiatan Sale Promotion baik yang bersifat direct selling Bisnis To Customer maupun kerjasama sesama Tour Operator / Bisnis To Bisnis
4. Penyeragaman Harga ( publish Fare ) Produk Ekowisata.
5. Penentuan Jaringan Pemasaran bersama

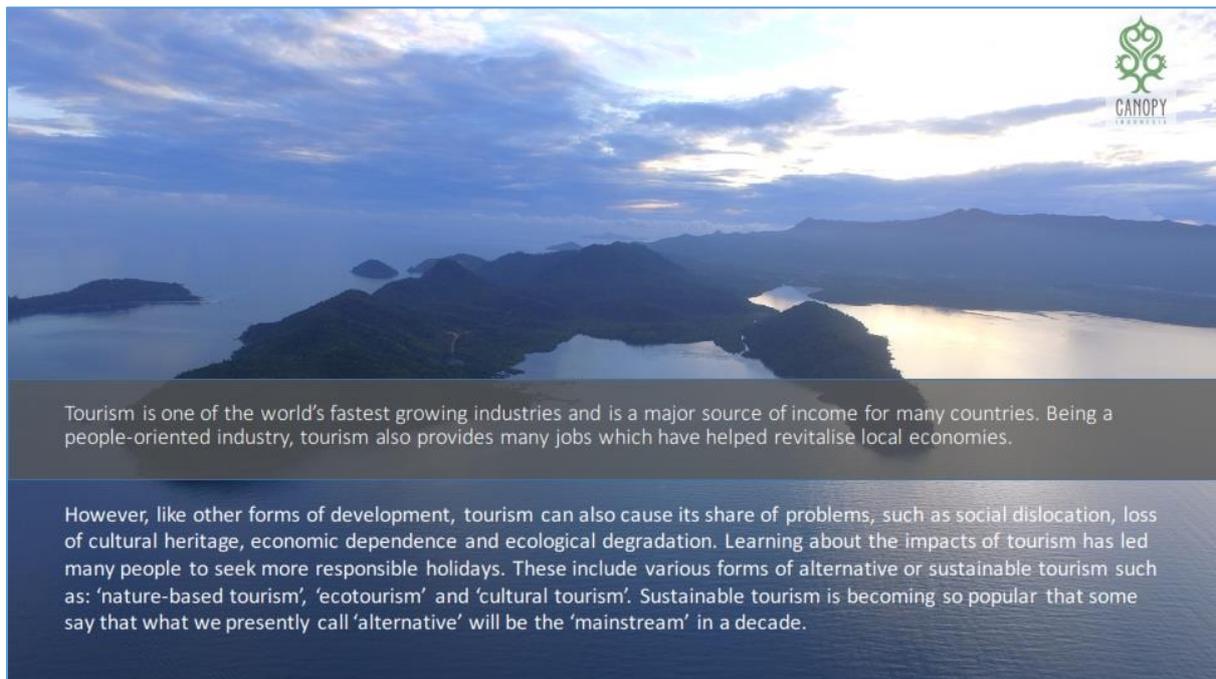


**TERIMA KASIH**



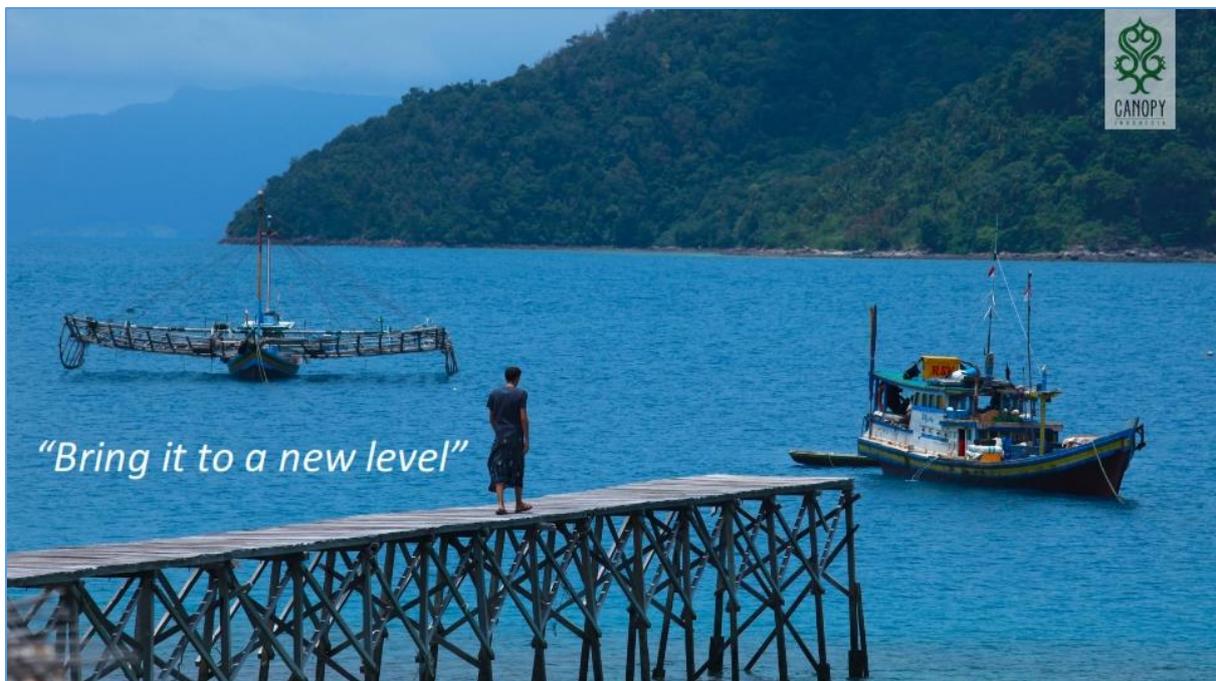
## Annex 4. Technical papers presented

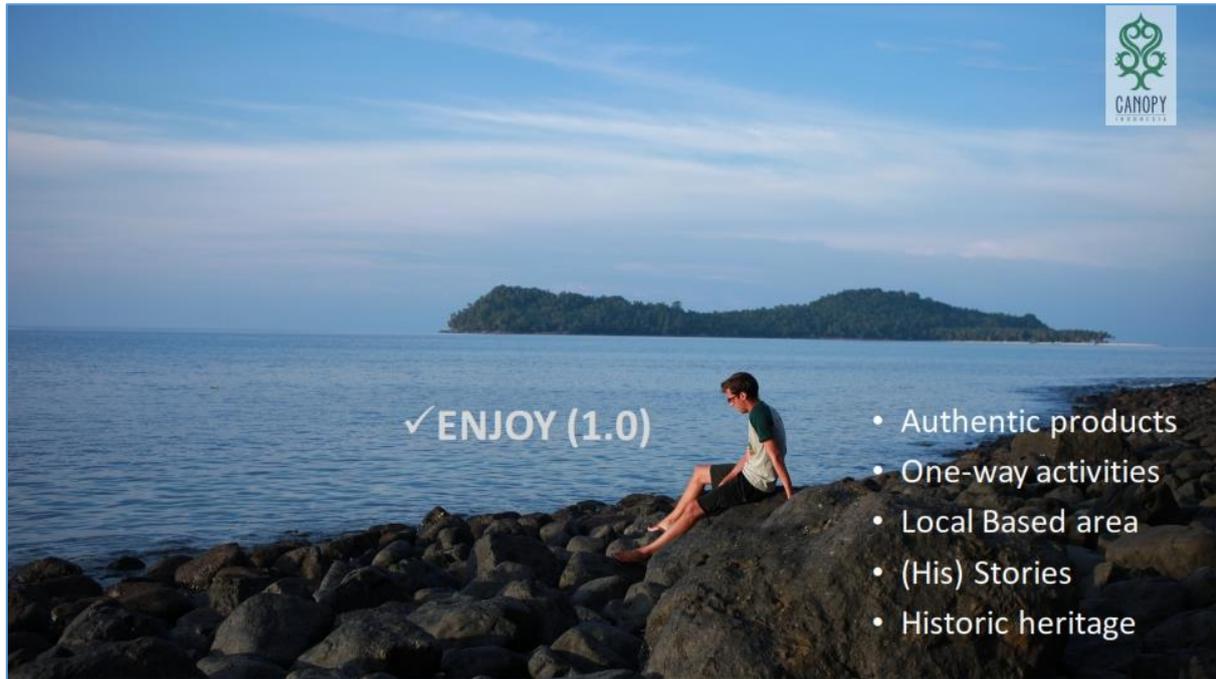
Mr. Deny Sofyan, Canopy Indonesia

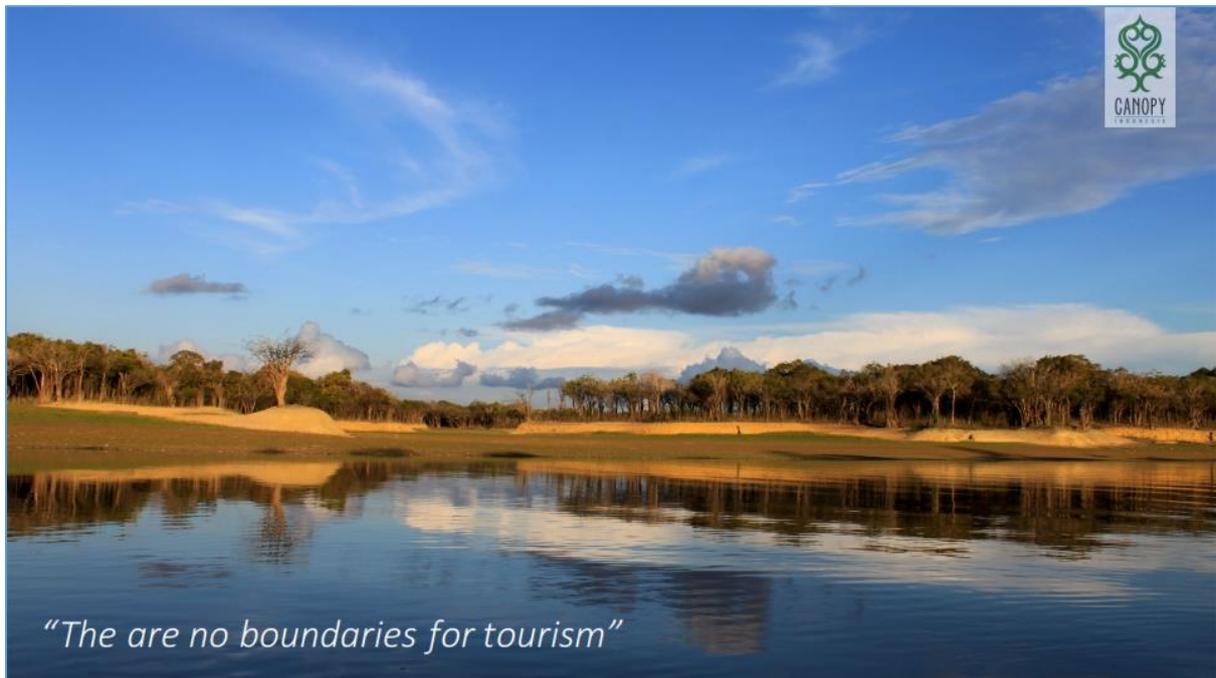












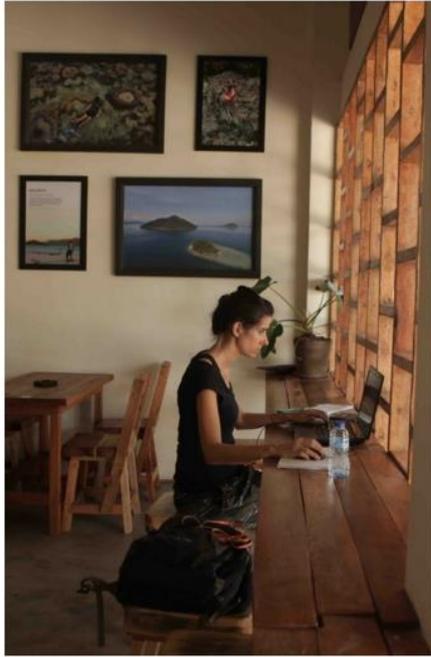




DATA VISITOR	
ORIGIN	AMOUNT
ASIA	33.67%
AMERIKA	7.65%
EROPA	56.63%
AFRIKA	2.04%

COUNTRY OF ORIGIN	AMOUNT
UK	21%
Perancis	5%
Netherlands	8%
Polandia	4%
Spanyol	3%
ITALIA	9%
RUSSIA	3%
SWISS	3%



RATA-RATA PERBULAN  
60 ORANG

48 % ENTRI POINT  
MALAYSIA

*“THE BEAUTY OF SIMPLICITY”*

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PEOPLE, CULTURE AND NATURE...





Betung Kerihun and Danau Sentarum National Parks  
Forest Department Sarawak  
ITTO Project Management Unit

