

**PRESENTATION BY
CONSUL GENERAL OF THE REPUBLIC OF INDONESIA
KUCHING, SARAWAK, MALAYSIA**

“POLICIES & STRATEGIES FOR THE PROMOTION of ECOTOURISM IN BORNEO REGION

WORKSHOP

**PROMOTING BIODIVERSITY CONSERVATION IN BETUNG KERIHUN
NATIONAL PARK AS THE TRANS-BOUNDARY ECOSYSTEM BETWEEN
INDONESIA AND SARAWAK STATE OF MALAYSIA
(PHASE III)**

Pontianak, West Kalimantan, 6 March 2018

**By. Drs. Jahar Gultom
Consul General RI, Kuching, Sarawak, Malaysia.**



Brief profile of Indonesia & Ecotourism



Population : **± 261 million** people (per 2017)

More than **17,100** islands

More than **300** distinct native ethnicities

742 different languages and dialects

Indonesia is the **largest archipelago** and the fourth most populous country in the world.

Extending **5,120 km** from east to west and **1,760 km** from north to south, with total land area **1.9 million km²** and **7.9 million km²** (including sea)

Ecotourism Definition in Indonesia

Ecotourism in Indonesia defined as

“activities of responsible travelling in intact areas or in areas which are named according to the role of nature”

The purpose of such activities are :

- being to enjoy natural beauty
- involving education, understanding, and supports conservation,
- as well as increasing the income of the local communities

The Importance of Ecotourism for Indonesia

- ✓ **to generate jobs and revenue**, thus providing an incentive for preserving natural areas,
- ✓ **to raise public awareness** of the many products and services provided by natural ecosystems and biological resources and respect for traditional knowledge and practices
- ✓ **to reconcile economic and environmental concerns** and give a practical meaning to sustainable development

OUTLINE

A. Strategic Analysis

1. Tourism Sector as one of the biggest contributor for GDP, Country Devisa, and creating huge jobs employment in Indonesia.
2. Policy of Foreign Ministry of Indonesia to fully support Tourism Sector, and in promoting Indonesian Tourism over seas.
3. Prospect of developing *ecotourism* in West Kalimantan and Sarawak

B. Strategic Steps and Implementation.

1. Working Agenda The Consulate General of The Republic of Indonesia in Kuching, among others is to help promoting Indonesian Tourism in Sarawak.
2. Proposal and suggestion from Consulate Indonesia to enhance the cooperation to promote *Cross Border Tourism and eco-tourism in West Kalimantan and Sarawak*.
3. Strategic steps to be taken by Sarawak and West Kalimantan Provincial government to enhance the cooperation in tourism sectors.

C. Update achievement of Program organized by Consulate General Indonesia in Kuching to promote Indonesian Tourism.

A Strategic Analysis

Market Overview

South East Asia Tourist

South East Asia Tourist Target Number 2017 = 15 Million Foreign Tourists

No	Market	Total
1	Greater China	2,453,000
	-Main land China	2,037,000
	-Taiwan	284,000
	-Hongkong	132,000
2	Singapore	2,275,000
3	Europe	2,198,000
	-England	441,000
	-France	330,000
	-Germany	306,000
	-Dutch	250,000
	-Russia	100,000
	-Other Europe Countries	771,000

No	Market	Total
4	Australia	1,816,000
5	Malaysia	1,772,000
6	Japan	762,000
7	India	546,000
8	South Korea	514,000
9	USA	380,000
10	Middle East	340,000
11	Philippine	217,000
12	Thailand	135,000
13	Other countries	1,592,000
	TARGET	15,000,000

Sumber: Asdep Strategi Pemasaran Pariwisata Mancanegara

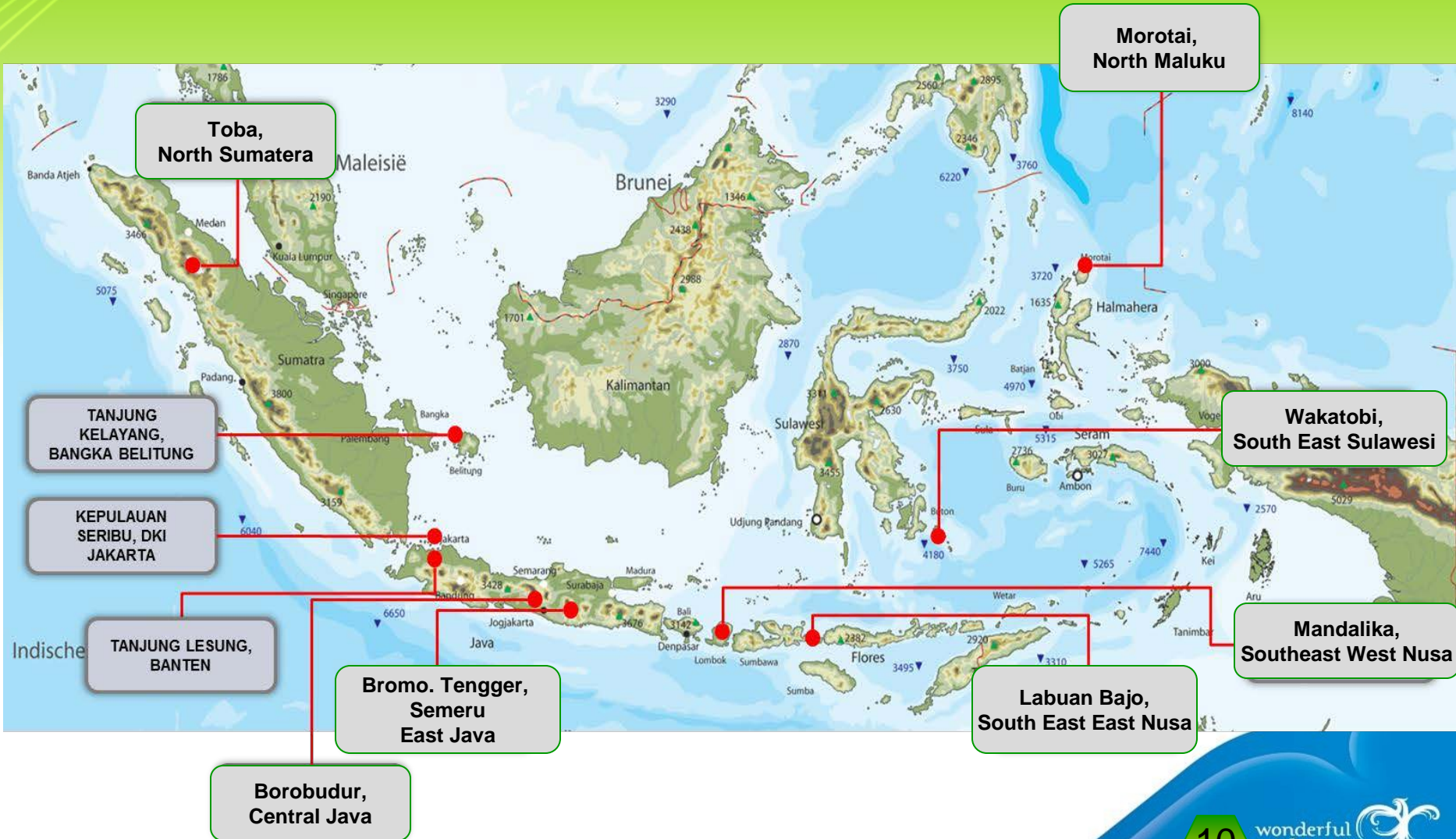
Total Target Foreign Tourist from Asean (Malaysia, Singapura, Thailand, Filipina) is 4.399.000 people * not include Other South Asian Countries

Malaysian Tourists Visit West Kalimantan Period 2011 - 2017

Year	PORT OF ENTRY		TOTAL
	Airport Supadio	Entikong Border CIQS	
2011	6,239	24,380	30,619
2012	6,262	25,416	31,678
2013	5,831	24,856	30,687
2014	8,557	22,464	31,021
2015	9,620	25,490	35,110
2016	8,616	23,645	32,261
2017	18,683	22,234	40,917
Total	63,808	168,485	232,293

Sumber: BPS Kalimantan Barat

10 Priority Tourist Destinations



National Parks in Indonesia



There are **50 National parks** in Indonesia ranging from rain forests, endemic species, mountain, sea, rivers and etc. Of all the national parks, **6 are World Heritage Sites**, 6 are part of the World Network of Biosphere Reserves and 3 are wetlands of international importance under the *Ramsar convention. A total of 9 parks are largely marine

THE RAMSAR CONVENTION

The Convention on Wetlands, called the Ramsar Convention, is the intergovernmental treaty that provides the framework for the conservation and wise use of wetlands and their resources. The Convention was adopted in the Iranian city of Ramsar in 1971 and came into force in 1975. Since then, almost 90% of UN member states, from all the world's geographic regions, have acceded to become "Contracting Parties".

National Parks in Indonesia

National Park in Sumatera	National Park in Java	National Park in Bali & East Nusa Tenggara
<ol style="list-style-type: none"> 1. Mount Leuser *) **) 2. Siberut *) 3. Kerinci Seblat **) 4. Tigapuluh Hills 5. Duabelas Hills 6. Berbak ***) 7. Sembilang 8. Bukit Barisan Selatan **) 9. Way Kambas 10. Batang Gadis 11. Tesso Nilo 	<ol style="list-style-type: none"> 1. Ujung Kulon **) 2. Kepulauan Seribu 3. Halimun Mount 4. Gede Pangrango Mount *) 5. Karimunjawa 6. Bromo Tengger Semeru 7. Meru Betiri 8. Baluran 9. Alas Purwo 10. Mount Merapi 11. Mount Merbabu 12. Mount Ciremai 	<ol style="list-style-type: none"> 1. Bali Barat 2. Mount Rinjani 3. Komodo *) **) 4. Manupeu Tanah Daru 5. Laiwangi Wanggameti 6. Kelimutu
National Park in Kalimantan	National Park in Sulawesi	National Park in Maluku and Papua
<ol style="list-style-type: none"> 1. Mount Palung 2. Lake Sentarum ***) 3. Betung Kerihun 4. Bukit Baka-Bukit R 5. Tanjung Puting *) 6. Kutai 7. Kayan Mentaran 8. Sebangau 	<ol style="list-style-type: none"> 1. Bunaken 2. Bogani Nani Wartabone 3. Lore Lindu *) 4. Taka Bonera 5. Rawa Aopa Watumohai 6. Wakatobi 7. Kepulauan Togean 8. Bantimurung - Bulusaraung 	<ol style="list-style-type: none"> 1. Manusela 2. Aketajawe - Lolobata 3. Teluk Cendrawasih 4. Lorentz **) 5. Wasur

Notes :

*) Biosphere Reserves : is an ecosystem with plants and animals of unusual scientific and natural interest. It is a label given by UNESCO to help protect the sites.

**) World Heritage sites : is a place that is listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as of special cultural or physical significance.

***) Ramsar Sites

Market Profile

Malaysia : Country and Tourism Profile

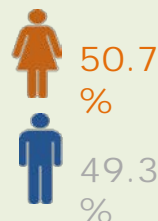


area
Approx. 330,803 sq
km

Tota
Populatio

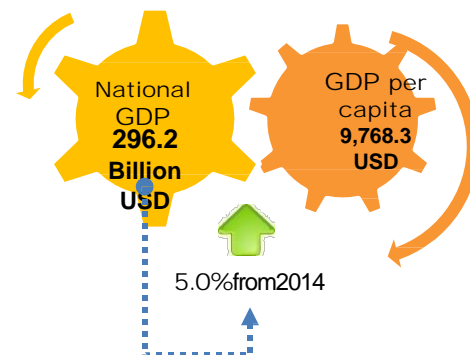
30.3
million

1.4% / year



AGE

0 – 14 28%
15 – 64 66%
> 64 6%

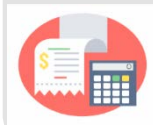


Number of
Departures

14.407,9million



International
Arrivals
7.4 million*



Int'l Tourist
Spending
US\$ 835.9 per visit **



T a n k I 25



Tourism Receipt
US\$ 21,820 billion

Source: *National Statistics Bureau; **World Economic Forum; ***UNWTO

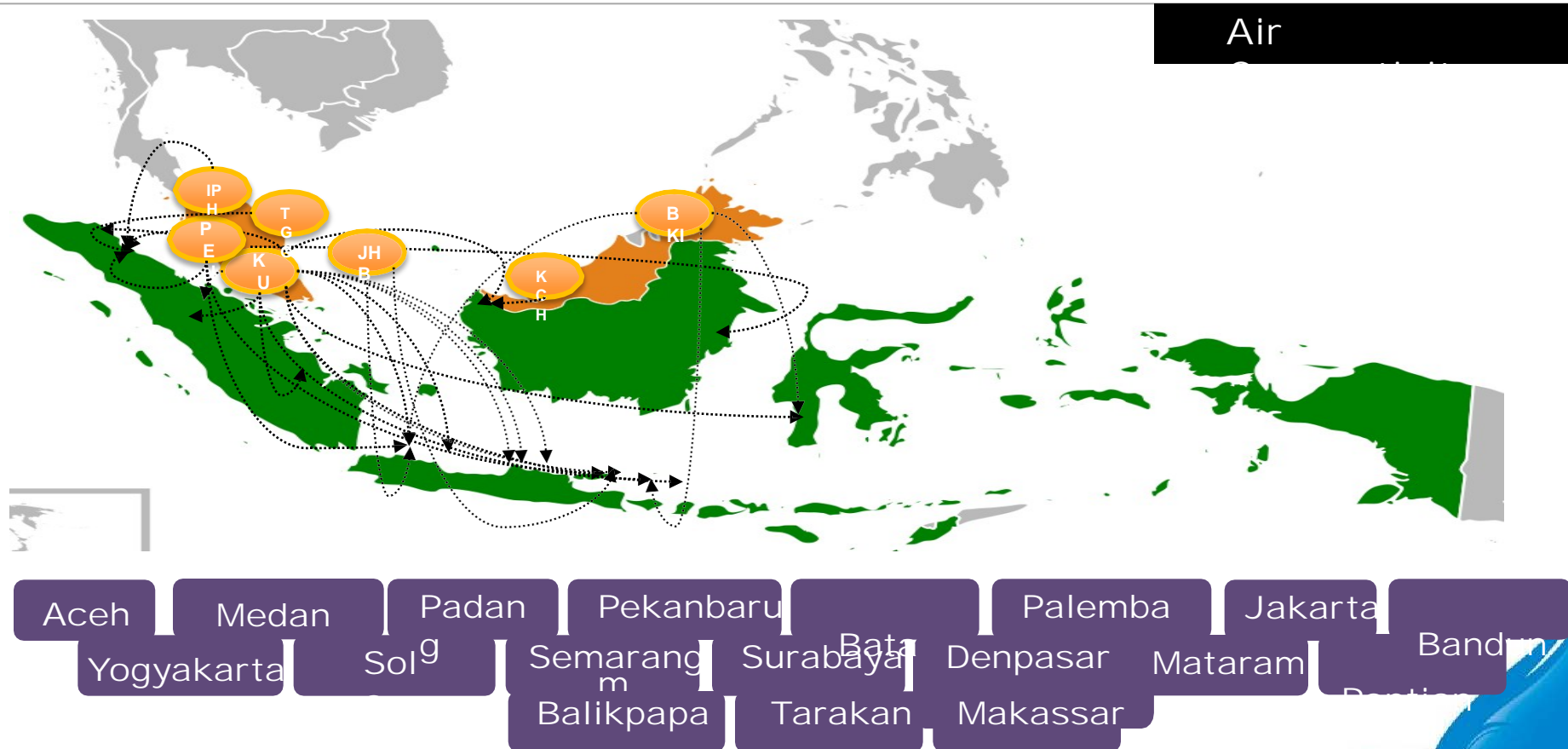
TOP

International Departures by

COUNTRY	2011	2012	Destination	2014	2015
Singapore	4,794.7	4,420.4	4,377.3	4,215.3	4,021.4
Thailand	2,492.0	2,546.1	3,031.1	2,603.7	3,423.4
Indonesia	1,302.2	1,335.5	1,431.0	1,485.7	1,661.0
China	980.4	971.1	931.1	946.9	946.6
Hong Kong	452.2	434.2	466.6	437.3	406.2

Source: Euromonitor

Malaysia Air Connectivity to Indonesia



Source: Ministry of Transportation, Rep. of Indonesia, 2016

Foundation Policies of Tourism in Indonesia

8 INSTRUCTIONS OF THE PRESIDENT OF THE REPUBLIC OF INDONESIA on 2016

8 Arahan Presiden 2016

Tahun 2016 adalah Tahun Percepatan



To accelerate the development progress at 10 Indonesia national tourist destinations.



PROSPECT OF ECOTOURISM DEVELOPMENT IN WEST KALIMANTAN AND SARAWAK.

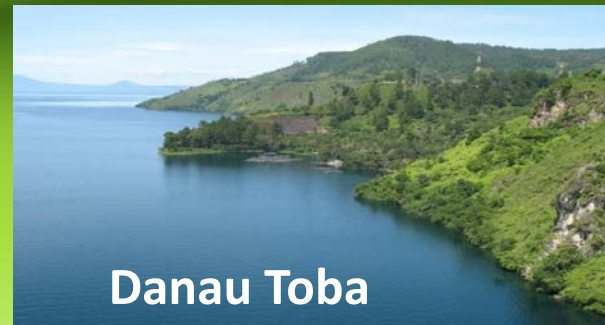
1. Geographically, West Kalimantan and Sarawak share a same Borneo Island, hence in terms of ecosystem and geologist both countries have a Similar condition
2. Topographically, Sarawak located at North Region of Borneo Island which have more higher altitude, and more mountain, while West Kalimantan located at South West region, which at lower ground and has more beach along their coastal area.
3. Nevertheless, West Kalimantan and Sarawak have their own typical ecosystem which different and unique from each other, hence if both Region can work together to promote their ecotourism, it can boost their tourism industries, and attract more foreign tourist since they can see different landscape within same island.
4. Besides nature attraction, Sarawak has *medical tourism*, and *historical tourism*, while West Kalimantan also has nature tourism, cultural attraction and event, and geographical attraction where Pontianak City is the only city in Asia which passed by Equator line.
5. Beside Nature Attraction, both region can create their own cultural event, ceremonies, and international event that can bring more foreign tourists to come.

TOURISM ATTRACTION IN WEST KALIMANTAN & SARAWAK

Types of Tourism	Sarawak	Kalimantan Barat
Nature Attraction	<ol style="list-style-type: none"> 1. Niah Cave at Niah Mount. 2. Damai Beach, at Santubong 3. Deer Cave at Gunung Mulu 4. Lambir Hills National Park. 5. Borneo Highland Resort 	<ol style="list-style-type: none"> 1. Pasir Panjang Beach. 2. Sentarum Lake 3. Temajuk Beach 4. Randayan Island, Lemukutan Island 5. Mananggar Warerfall, Riam Merasap Water fall.
Medical Tourism	<ol style="list-style-type: none"> 1. Normah Specialist Hospital. 2. KPJ Hospital. 3. Borneo Medical Specialist. 4. Timberland Hospital 	
Cultural Tourism	<ol style="list-style-type: none"> 1. Gawai Dayak Event. 	<ol style="list-style-type: none"> 1. Cap Go Meh Event. 2. Robo-Robo Event. 3. Naek Dango Event.
Event Tourism	<ol style="list-style-type: none"> 1. Rainforest World Music Festival. 2. Dragon Race Boat di Kuching. 	<ol style="list-style-type: none"> 1. Carnival Khatulistiwa. 2. Equator Culmination Ceremony.

B Strategic Step and Implementation (National Level)

To Create ***"10 NEW BALI"***



Danau Toba



Tanjung Kelayang



Tanjung Lesung



Kepulauan Seribu



Borobudur



Bromo Tengger Semeru



Mandalika



Labuan Bajo

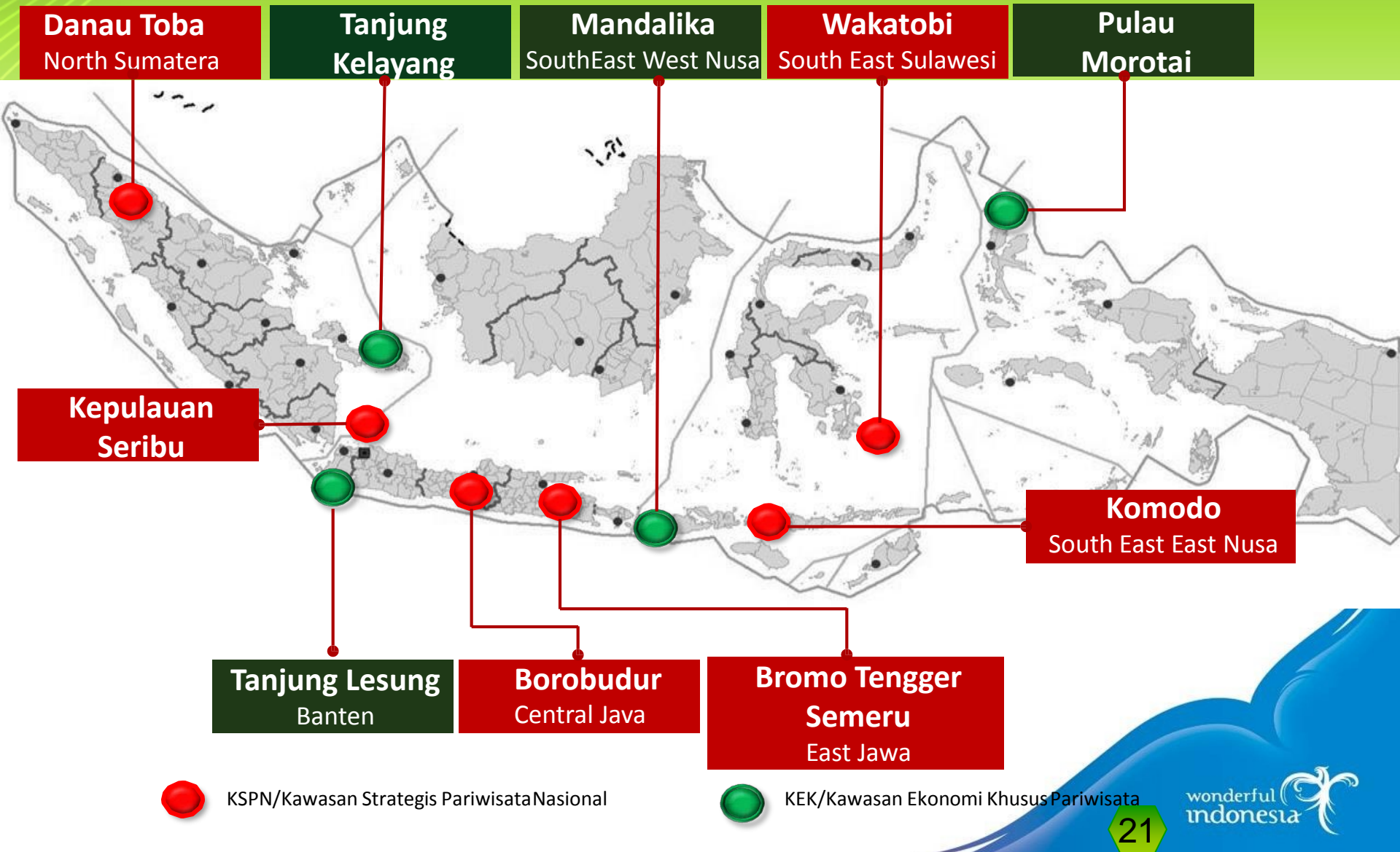


Wakatobi



Morotai

LOCATION OF 10 NEW TOURIST DESTINATION IN INDONESIA



10 Priority Tourism Destinations in Indonesia Investment Profile

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

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
	TOTAL				USD 20,000	10 Million	USD 10 Bilion

10 Priority Tourism Destinations in Indonesia

Development Profile

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

TARGET TOURISM SECTOR INDONESIA 2018

INDICATOR		2015	2016	2017	2018	2019
MAKRO	CONTRIBUTION FOR NATIONAL GDP	10%	11%	13%	14%	15%
	DEVISA (TRILLIUN Rp)	144	172	200	223	280
	EMPLOYMENT (million people)	11,4	11,8	12	12,6	13,0
MICRO	COMPETITION INDEX (by WEF)	#50	n.a	#40	n.a	#30
	FOREIGN TOURIST (MILLION VISIT)	10	12	15	17	20
	LOCAL TOURIST (MILLION VISIT)	255	260	265	270	275

Catatan :

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

3 Program Organized by Consulate General of The Republic of Indonesia in Kuching to promote Indonesian Tourism in Sarawak.

Program Organized by Consulate General of The Republic of Indonesia to promote Indonesian Tourism in Sarawak.

1. **SUPPORTING** Promotion Program of Indonesia Tourism in Sarawak.

- Supporting and Promoting Event *Music Concert Wonderful Indonesia* , by Indonesia Tourism Ministry at various region along the border West Kalimantan and Sarawak, Eq. Entikong Border and Aruk Border.
- Supporting and facilitation for Indonesia Tourism Ministry during *Expo MATTA FAIR* in Kuching, and Miri, Sarawak.
- Supporting and Inviting many Tour Operators Sarawak to attend *Table Top Promotion with Indonesian Travel Agensi* by Indonesian Tourism Ministry in Pullman Hotel and Hilton Hotel, Kuching, Sarawak

2. **INISIATING** Promotion Program to introduce Indonesia Tourist Destination to Sarawak People.

- Event Expo *Indonesia Week* at CityOne Mega Mall, Kuching, on 2015 – 2016.
- *Fam Trip Media and* Travel Operators to Yogyakarta on 2017.
- Bringing Sarawak delegation and Media to Pontianak and Singkawang to attend *Festival Cap Go Meh*, on 2016, 2017, and 2018.
- *Festival Coffee Indonesia* in Kuching, combine with cultural dance performance from Sumatera Utara & West Kalimantan.

Program Organized by Consulate General of The Republic of Indonesia to promote Indonesian Tourism in Sarawak.

3. **ASSISTING** any programs from other agencies to increase the connectivity and link to Indonesia.
- On October 2013, assisting EXPRESS AIR-Indonesia, to open flight route Pontianak – Kuching (5 flight a week).
 - On March 2017, assisting Airasia, Malaysia , to open flight route Pontianak – Kuching (2 flight a week).
 - On December 2017, assisting EXPRESS AIR-Indonesia, to open flight route Pontianak – Miri (7 flight a week).
 - On January 2018, assisting WINGS AIR-Indonesia, to open flight route Pontianak – Kuching (2 flight daily, 7 times a week).
 - **Coming soon** : On 15 March 2018, Wings Air Indonesia, will open flight Route Pontianak – Miri (Daily Flight, 7 times a week).

MUSIC FESTIVAL WONDERFUL INDONESIA AT ARUK BORDER, SAMBAS REGENCY.



Chief Minister Sarawak Datuk Patinggi Abang Johari bin Tun Abang Haji Openg lead 500 Big Biker Sarawak attending Music Concert Wonderful Indonesia at Aruk Border, Kabupaten Sambas.

Cultural Event Indonesia Week at Cityone Mega Mall Kuching , 3 – 6 November 2016



FAM TRIP PROGRAM FOR MEDIA & TOUR OPERATORS SARAWAK TO YOGYAKARTA, 17 – 21 March 2017



Inaugural Flight Air Asia Route Pontianak - Kuching

5 Juni 2017



INAUGURAL FLIGHT XPRESS AIR INDONESIA ROUTE Pontianak – Miri (Desember 2017)



Tempatan

Indonesia sentiasa jadi pasaran penting Sarawak

Setiap tahun kedatangan pelawat dari Indonesia ke negeri ini semakin bertambah, kata Karim

Oleh Clare Corderella

MIRI: Indonesia sentiasa menjadi salah satu pasaran penting bagi Sarawak dalam industri pelancongan dan setiap tahun kedatangan pelawat dari Indonesia ke negeri ini semakin bertambah.

Justeru, penerbangan sulung pesawat Xpress Air milik syarikat penerbangan Indonesia ke Miri dari Pontianak, Indonesia merupakan pencapaian penting dalam kalender pelancongan dan kerjasama antara Sarawak dan Kalimantan Barat.

Menyertai pelancongan, Kesatuan Kebudayaan, Belia dan Sukan Datuk Abdul Karim Hamzah berkata Sarawak amat teruja menerima penerbangan dua kali seminggu Pontianak-Miri-Pontianak dan berharap dapat mengukuhkan hubungan dua hala.

"Pengukuhan hubungan kedua-dua negara dan membantu meningkatkan aktiviti pelancongan serta sektor perniagaan kedua-dua destinasi ini," katanya ketika...

"Pengukuhan hubungan kedua-dua negara dan membantu meningkatkan aktiviti pelancongan serta sektor perniagaan kedua-dua destinasi ini."

Dua Hala: Filman (lima kiri) menyampaikan cenderamata berupa model pesawat Boeing 737-300 Xpress Air kepada Lee (empat kiri) sambil diaksikan tetamu lain serta anak-anak kapal.



Dua Hala: Filman (lima kiri) menyampaikan cenderamata berupa model pesawat Boeing 737-300 Xpress Air kepada Lee (empat kiri) sambil diaksikan tetamu lain serta anak-anak kapal.

Karim berkata, Miri berkembang sebagai sebuah destinasi pelancongan paling popular di Sarawak dan sebuah bandar raya perniagaan menawarkan peluang...

Latin, perayaan-perayaan perayaan peribumi, Festival Jazz Borneo, sambutan Hari Bandar Raya Miri, Keamatan Memancing Laut Dalam Antarabangsa dan banyak lagi.

Polis tahan suspek pembuli jalan raya

JOHOR BAHRU: Polis menahan seorang suspek pembuli jalan raya di sebuah hotel di Kluang, tengah malam kelmarin.

Ketua Polis Daerah Johor Bahru Utara ACP Mohd Taib Ahmad berkata turut ditahan bersama-sama lelaki berumur 34 tahun itu ialah seorang wanita warganegara Vietnam dan seorang lelaki tempatan.

Beliau berkata polis turut menjumpai dadah jenis bersebat 3.19 gram, syabu seberat 9.95 gram, sepuak pistol tiruan dan satu alatan besi di dalam kedenderaan suspek.

"Suspek disiasat bagi membantu siasatan dan kejadian mengambil pengguna jalan raya pada pagi 10 Disember di Lebuh Raya Penyrusan Timur (EDL)," katanya dalam kenyataan di sini semalam. — Bernama

Remaja lemas ketika mandi bersama keluarga, rakan

HOME

THE BORNEO POST
Wednesday, December 13, 2017

3

Lee (second left) receives a souvenir from HF Filman. Also seen are Jahar (left), Yi (fourth left), Ik Pahn (sixth right), Ting (fifth right) and others.

The arrival of Xpress Air Indonesia plane is given a welcome by a spray of water from a fire engine of the Miri Airport Fire and Rescue Services.

'Twice-weekly flight to boost tourism, business'

By Muhamad Abdullah
report@theborneopost.com

MIRI: The Xpress Air Indonesia inaugural flight to Miri from Pontianak in Indonesia represents a significant milestone in Sarawak's tourism calendar and the cooperation between the state and Kalimantan.

In stating this, Minister of Tourism, Arts, Culture, Youth and Sports Datuk Abdul Karim Hamzah said the state was excited to have this twice weekly flight from Pontianak to Miri which he hoped would strengthen the relationship between Sarawak and Kalimantan.

"This will also help in enhancing not only the tourism activities but also business from both places," he said during a ceremony to welcome the inaugural Pontianak-Miri Xpress Air flight at Miri Airport yesterday afternoon.

His text of speech was read by Assistant Minister of Tourism, Arts and Culture Datuk Lee Kim Shin.

Present were consul-general of Indonesia in Kuching, Jahar Gultom, Xpress Air director HF Filman, Miri mayor Adam Yi, Piasau assemblyman Datuk Sebastian Ting, Ministry of Tourism, Arts, Culture, Youth and Sports permanent secretary Datu Ik Pahn Joy and Miri Resident Sherrina Hussain.

According to Abdul Karim, Indonesia has always been one of Sarawak's important markets, and arrivals from Indonesia into Sarawak have been steadily growing every year.

He hopes that this connectivity would draw interest of travelers from Indonesia to experience the different cultures and adventures that Miri and Sarawak have to offer besides connecting and expanding the network between Indonesia and Sarawak.

"Xpress Air Indonesia has a wonderful slogan, which is 'Terbanglah Indonesia', in anticipation of future endeavors between us and in appreciation of our Indonesian visitors, I would like to say 'Terbang Indonesia ke Sarawak,'" he said.

He further said that Miri was rapidly becoming one of Sarawak's most popular tourist destinations and as a resort city, it offers a wide range of tourism activities set against its rich cultural and historical backdrop such as the Oil Well No. 1, which is known as the 'Grand Old Lady' situated on top of Canada Hill, a limestone ridge overlooking the city and offering excellent views of Miri and the surrounding area.

He added that the launch of the direct flight was timely for Miri which will be holding its Visit Miri Year in 2018 with its tagline 'Discover Miri, uniquely Borneo'.

"While we are able to share some similarities with our neighbours on this island of Borneo, there are still many unique attractions to be enjoyed by visitors to our beautiful city – a prime destination for culture, nature and adventure tourism," he said.

"Miri is also an education hub and Curtin University, one of the international universities, was set up here in 1999. For visitors seeking medical healthcare, we have a number of private healthcare providers such as Miri City Medical Centre and Columbia Asia, and two new private hospitals are currently under construction," he added.

Meanwhile, 100 passengers and Xpress Air Indonesia crew members arrived at Miri Airport yesterday afternoon.

HF Filman said besides attracting visitors from Miri and Brunei, they also targeted Indonesians working in plantations and sawmills in Sarawak.

And if the demand is good, they would extend the flight to other parts of Indonesia, he added.



Inaugural Flight WINGS AIR – LION AIR GROUP, route Pontianak – Kuching, on 24 January 2018



4 Suggestion for Local Government to boost Cross-Border Tourism between West Kalimantan and Sarawak.

Suggestion for Local Government to boost Cross-Border Tourism between West Kalimantan and Sarawak.

1. *To Follow up* the MOU between Sarawak and West Kalimantan that have been agreed during meeting SOSEK MALINDO , to establish cooperation between both region to promote and develop tourism industries, such as ;
 - Cooperation between **ASITA and STF** (*Sarawak Tourism Federation*) to create a tourist package that covers destination in both region in Sarawak and West Kalimantan.
 - Cooperation between **West Kalimantan Tourism Department and STB** (*Sarawak Tourism Board*) to create a Joint Tourism Calendar in Sarawak – West Kalimantan that shows all events in both region within a year.
 - To create a **Joint Event Together** that organized by both side and held it alternately in Sarawak and West Kalimantan. The Event that we see possible to do that way is Event Gawai Dayak, since both region has the same ethnic and cultural.

Strategic Regional Cooperation Steps to promote (Eco)-tourism between Sarawak & West Kalimantan

1. Opportunities and Chances

The closeness and neighbouring location, gives Sarawak and West Kalimantan opportunities and chances to make cooperation to organized specific event to Promote Tourism in border area. **(Inter-Border Tourism Event).**

Example :

- Tourism Ministry of Indonesia has organized several Concerts Music at Indonesia Border Area, called **Festival Wonderful Indonesia**, held at Entikong Border, and Aruk Border which attended by Sarawak people, and also Minister of Tourism Sarawak (now Chief Minister Sarawak).
- Government of Sambas Region is planning to organize a sport event called **Cross-Border Run of Sambas-Sarawak**, which covers a running track from Aruk Border in Sambas & finish at Biawak border, Sarawak or vice-versa.
- Alternate Visit by various Motor club from both country, such as Big Bikers Club visit from Sarawak to Pontianak, IMBI motor Club Visit to Kuching up to Miri, The Cyrion Mobile club Indonesia visit to Kuching, The VW Bettle car club Visit from Pontianak to Kuching, etc.

Photo Documentation of cooperation between Sarawak and West Kalimantan to promote their tourism.



Minister of Tourism Sarawak (*now Chief Minister Sarawak*), led hundreds members of Big Bikers from Sarawak to attend Music Concert “Wonderful Indonesia” at Aruk Border at Sambas District.

Photo Documentation of cooperation between Sarawak and West Kalimantan to promote their tourism.



Harley Davidson Indonesia Motor Club visit Kuching



VW Indonesia Mobile Club visit Kuching



MyVi / Cyrion Indonesia Mobile Club visit Kuching

Cooperation between Sarawak & West Kalimantan to promote their tourism.

(Serikin Border Market Tourist Destination)



Serikin Market, open every week end at Serikin Border, in Bau District, Sarawak, where Indonesian traders from Jagoi Babang, Sambas are allowed to enter Sarawak territory to sell various Indonesian products. This market was promoted by Sarawak Government as one of the tourist destination in Sarawak.

Strategic Regional Cooperation to promote Ecotourism between Sarawak & West Kalimantan

2. Challenges (i)

During Sosek Malindo Meeting in 2016, Sarawak and West Kalimantan have agreed to work together to promote Ecotourism at their region such as Betung Karihun National Park in West Kalimantan, and Lanjak Entimau Wildlife Sanctuary, in Sarawak which located at their Border Area as Ecotourism destination, and it also has been proposed to form a World Heritage Site, named as “Trans-border Rainforest Heritage of Borneo”.

This cooperation still pending, because Lanjak Entimau Wildlife which located neighbouring with Betung Karihun National Park was designated by Sarawak Government as Nature Preserve Area which are closed for public hence can not be used for tourist destination.

The Sarawak Government will resolve this matter and will revise their Wild Life Act in order to open Lanjak Entimau Wildlife as one of the Ecotourism tourist destination in Sarawak, and in tandem with Betung Kerihun National Park in West Kalimantan Province as ecotourism destination.

2. Challenges (ii)

At this time, there are 3 Border Gates that have officially opened by Government of Indonesia and Sarawak, i.e : Entikong – Tebedu Border, Aruk- Biawak Border, and Nanga Badau – Lubuk Antu Border.

But among these 3 border gates, only Border Gate Entikong-Tebedu that already have ICQS (Immigration, Custom, Quarantine, Security) facilities, and the other 2 border gates have not yet provided with Custom and Quarantine, hence with these handicaps, limiting those 2 borders to be used to pass for human traffic only, and can not be used for passing by of public transport or personal vehicles.

Should Sarawak and Indonesia agreed to allow those 2 borders to be passed by public transport and vehicles, it can increase the number of tourist, and gives more access for tourist to visit other region in their other area.

Thank you