

# Tourism Development

## Supporting Biodiversity Conservation in Pangandaran Indonesia





## Foreword

### Minister of Culture and Tourism Republic of Indonesia



The 'Tourism Development Supporting Biodiversity Conservation in Pangandaran, Indonesia' project was implemented in partnership between the United Nations World Tourism Organization (UNWTO) and the Ministry of Culture and Tourism of the Republic of Indonesia. The Project was financed with funds of the German Tsunami Aid of the Federal Ministry for Economic Cooperation and Development (BMZ) through the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

Pangandaran was one of the tourism destinations in Indonesia severely affected by the 2006 tsunami. At 3:19pm (western Indonesia time) on 17th July 2006 a tsunami was triggered by an earthquake measuring 6.8 on the Richter scale. The epicenter of this earthquake was around 355 kilometers from Jakarta, 10 kilometers beneath the sea. Following the disaster, 456 people in Pangandaran were missing and of these, 291 were found dead (as of data from 20 July 2006). About 66 hotels and other tourism facilities were destroyed or damaged by the tsunami and tourist arrivals to Pangandaran dropped to the lowest levels since 1998.

The Tourism Development Supporting Biodiversity Conservation Plan in Pangandaran has been a great success in its efforts to rebuild tourism in the region. The Pangandaran Tourism Management Plan, which was developed through a participatory approach, has shown that the project successfully recovered the confidence of local tourism stakeholders to re-develop tourism in Pangandaran. It is my hope that based on this Tourism Management Plan, tourism in Pangandaran will be able to develop in the future with a greater emphasis on biodiversity conservation, which has long been the attraction for both domestic and international tourists.

It is with great pleasure then that I welcome the publication of the final report on this partnership between the UNWTO and the Ministry of Culture and Tourism of the Republic of Indonesia. I hope that this report will make a significant contribution to the development of tourism in Indonesia, particularly in Pangandaran. I also hope that this report will inspire other local stakeholders, private sector, and community groups, as an example of best practice in participatory tourism planning.

I would like to extend my high appreciation to the UNWTO, as well as to the provincial government of West Java and the local government of Kabupaten Ciamis for their full support in making this initiative a great success. I also thank the Indonesian Ecotourism Network (Indecon) as the National Coordinator, the Local Working Group (LWG), and the local stakeholders in Pangandaran who have worked tirelessly to contribute to the development of the Tourism Management Plan in Pangandaran. It is my hope and expectation that tourism in Pangandaran will continue to develop to reach its full potential as a splendid tourism destination attracting visitors from Indonesia and the world.

Jakarta, November 2009

Ir. Jero Wacik, SE

Minister of Culture and Tourism



## Foreword

### United Nations World Tourism Organization

The diversity of landscapes with living beings in all their forms, plant and animal alike, is the natural capital that people enjoy and that forms the cornerstone of products of thousands of tourism enterprises worldwide. Maintaining this capital through conservation measures is of paramount importance to meet future tourism markets.

Tourism is an important component of the Indonesia economy. With a vast archipelago of more than 17,000 islands, the second longest shoreline in the world - 300 different ethnic groups and 250 distinct languages, and tropical climate throughout the year, nature and culture are two major foundations of Indonesian tourism. But both man-made as well as natural disasters affecting this region have been indications of strong growth in the tourism sector.

In July 2006 a tsunami affected the Indian Ocean, ravaging the heavily populated Southern coast of Java with its numerous low-lying fishing villages and beach resorts. Particularly the small peninsula of Pangandaran, directly bordering the coastline, was badly affected by the flood waves. The effects of the tsunami as well as unmanaged tourism that took place along the coastline, resulted e.g. in degradation of sea water quality and great damage to the coral reef and marine biodiversity. The consequence is that the tourism sector and the local people's life had been cruelly hit, as signified by increased unemployment, scattering of people who had previously lived in one community housing unit, changes in the social infrastructure and declining number of tourists' visits to Pangandaran.

What characterizes Pangandaran and accounts for its tourism potential is the combination of stunning natural assets with living culture and interesting traditions within a rather small area. On the one hand, this makes up a wide range of attractions for tourists; on the other hand, it allows for the development of tourism products with the involvement of various stakeholders and thus brings benefits for the local population of Pangandaran. To fulfil this need the United Nations World Tourism Organization (UNWTO), the Ministry of Culture and Tourism, Indonesia and the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), Germany, the provincial government of West Java, Ciamis Regency and INDECON join together to implement the project on "Tourism Development supporting Biodiversity Conservation in Pangandaran, Indonesia". This project empowered the local communities with the expertise to develop and manage tourism in a sustainable manner giving special emphasis to the conservation of biodiversity and risk prevention through intact functioning ecosystems.

The ecosystem approach, followed by the project, seeks to establish a reasonable balance between conservation and the sustainable use of resources through the integrated management of land, water and living resources. Making optimal use of environmental resources can help maintain essential ecological processes and conserve a region's natural heritage and biodiversity - which in turn contributes to a healthy and inviting environment for tourists and local population.

We hope that this report will gain interest of stakeholders in tourism, using this successful example in other destinations of Indonesia for the benefit of local populations and tourists. We are confident that this report will provide a solid basis for a sustainable tourism development and management and further application of the Guidelines for Biodiversity and Tourism Development of the Convention on Biological Diversity.

November 2009

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World Tourism Organization (UNWTO)

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## Foreword

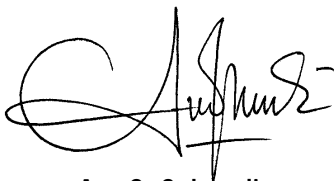
### Indonesian Ecotourism Network

As a mega diversity country, Indonesia has one of the greatest biodiversity in the world. It is a very valuable and precious asset, particularly to become the main attraction for tourism development in Indonesia. Therefore, natural resources and biodiversity conservation should become one of the main considerations in tourism destination management.

When appointed as the National Coordinator, Indecon saw the project of 'Tourism Development Supporting Biodiversity Conservation in Pangandaran, Indonesia' implemented by United Nations World Tourism Organization (UNWTO) and Ministry of Culture and Tourism of Republic of Indonesia as a new and great challenge in facilitating tourism planning process at a tourism destination. The adoption of Convention on Biodiversity (CBD) guideline on "Tourism and Biodiversity" has been a highly valuable lesson learnt. The mixed approach of adopting local context and international perspective has enriched the discourse in the implementation of participatory tourism planning in Indonesia.

This report is made possible by cooperation of many parties, which are the Technical Assistance coordinated by Indecon; representatives of local community in Local Working Group; other tourism stakeholders and community leaders in Pangandaran who have endlessly worked and fully participated in the development process of Tourism Management Plan in Pangandaran. I believe that the implementation process in the last two years has delivered lesson learnt for the local community, district government, provincial government, and national government; particularly in coordinating, increasing community participation, and resolving various problems at local level.

The development process of Tourism Management Plan, the adoption process, the development of new tour products, and the implementation of tourism activities, which feature biodiversity conservation and local culture revitalization, are the valuable lesson learnt for all stakeholders. Finally, I trust that this report can deliver great benefit and inspiration for participatory tourism planning process in Indonesia, hopefully.



**Ary S. Suhandi**  
Director of Indecon















Pangandaran