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Director of Community Empowerment
Ministry of Culture and Tourism
Republic of Indonesia
PROFILE OF INDONESIA
Indonesia Tourism Profile

More than 17,000 islands

More than 300 ethnic groups with unique cultures and traditions

Offers culture, nature, and special interest tourism attractions
THE NATIONAL POLICY FOR COMMUNITY EMPOWERMENT IN THE FIELD OF TOURISM THROUGH VILLAGE TOURISM PROGRAM
COMMUNITY EMPOWERMENT HAS BECOME ONE OF MAJOR AGENDAS IN NATIONAL DEVELOPMENT POLICY

- ENHANCING COMMUNITY BASED TOURISM (CBT) DEVELOPMENT PROGRAM THROUGH THE COUNTRY
- DEVELOPING PRO-POOR TOURISM DEVELOPMENT
POVERTY ALLEVIATION THROUGH
THE NATIONAL PROGRAM OF COMMUNITY EMPOWERMENT

VISION:
- Pro Poor
- Pro Job
- Pro Growth
1. The success of the tourism industry depends upon the acceptance and support of the host community.

2. To ensure that tourism development in certain areas is able to be maintained, it is essential:
   - To provide extensive involvement of local people in the development process.
   - To optimize social and economic benefit of tourism development.

3. Must have a positive impact for the community welfare.

4. Creating new and/or varieties of products in the tourism destination.
Concept

The Concept of The National Program of Community Empowerment is not only “giving” but also to dig local potential and improving community active participation, so the villagers will be able to help themselves out of the poverty and make a better life.

The characteristic of tourism is its ability to give multiplier effect of economic benefits, including opening new job opportunities in many sectors, including handicraft production, food industry, art and culture, and many others.

The core of The National Program of Community Empowerment in Tourism is the concept of growing together, a synergy with anything and anyone that’s having similar vision and mission.

The Program gives a certain amount of money and also help to promote tourism villages.
PNPM Program Support:

A. Improvement in Capacity and Facilities

The Program will give trainings in tourism such as language training, culinary training, tourism guiding, and other tourism-related area.
B. Tourism Village Funding Support

• 1\textsuperscript{st} Year : Rp. 100,000,000 (around US$11,700)*
• 2\textsuperscript{nd} Year : Rp. 150,000,000 (around US$ 17,600)*

The fund given can be used for completing the tourism-related facilities, such as homestay sanitation, uniforms for traditional dances and performances, and/or providing more traditional transportation means (example: andong).

* Assuming US $ 1 = Rp. 8.500
DEVELOPMENT MODELS FOR VILLAGE TOURISM PROGRAM
DEVELOPMENT MODELS FOR VILLAGE TOURISM PROGRAM

1. A CLUSTER MODEL OF TOURISM VILLAGE IN RELATION WITH THE VILLAGES/COMMUNITIES SURROUNDING THE AREA

2. A CLUSTER MODEL OF TOURISM ATTRACTION IN RELATION WITH THE VILLAGES/COMMUNITIES SURROUNDING THE AREA

3. A CLUSTER MODEL OF PARTNERSHIP BETWEEN TOURISM BUSINESS WITH THE VILLAGES/COMMUNITIES SURROUNDING THE AREA

COMMUNITY EMPOWERMENT THROUGH A TOURISM CLUSTER MODEL
A CLUSTER MODEL OF TOURISM VILLAGE IN RELATION WITH THE VILLAGES/ COMMUNITIES SURROUNDING THE AREA

TOURISM VILLAGE AS A CATALYST FOR THE DEVELOPMENT OF THE SURROUNDING AREA/VILLAGES

VILLAGE 1 (handicraft material supplier)
VILLAGE 2 (agriculture basis)
VILLAGE 3 (basis for local art)
VILLAGE 4 (basis for supporting product supplier)
A CLUSTER MODEL OF **TOURISM ATTRACTION IN RELATION WITH THE VILLAGES/ COMMUNITIES SURROUNDING THE AREA**

**TOURISM ATTRACTION SITE AS A CATALYST FOR THE DEVELOPMENT OF THE SURROUNDING AREA/VILLAGES**

- **Tourism Attraction Site**
  - Village 1 (tourism attraction business, souvenirs business)
  - Village 2 (tourism services business, accommodation business)
  - Village 3 (local art business, accommodation business)
  - Village 4 (handicraft and art business, tourism transportation business)
3. A CLUSTER MODEL OF PARTNERSHIP BETWEEN TOURISM BUSINESS WITH THE VILLAGES/ COMMUNITIES SURROUNDING THE AREA
## TOURISM VILLAGE DEVELOPMENT 2009-2011

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</tbody>
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![Map showing distribution of tourism villages](image)
BEST PRACTICES: THE AREA AROUND THE BOROBUDUR TEMPLE
Tourism Village

“A rural area which is unique and distinctive appeal (whether in the form of attraction / physical uniqueness of the natural environment and social and cultural life of rural community)”

- Trigger the economic activities of tourism that enhance the welfare and empowerment of local communities
- The attraction is capable of triggering the tourist visit to the village
TOURISM ATTRACTION SITE AS A CATALYST FOR THE DEVELOPMENT OF THE SURROUNDING AREA/VILLAGES

- Village 1 (tourism attraction business, souvenirs business)
- Village 2 (tourism services business, accommodation business)
- Village 3 (local art business, accommodation business)
- Village 4 (handcraft and art business, tourism transportation business)
- Tourism Attraction Site
Candi Borobudur and the villages surrounding the temple:

- Borobudur Village
- Tuksongo Village
- Candirejo Village
- Wanurejo Village
- Karangrejo Village
- Karanganyar Village
- Tanjungsari Village
- Wringin Putih Village
1. Changes of Mindset

- Before:
  Local people are not aware of the economic potential of tourism and that it can give them economic benefit.

- After:
  People started to realize that tourism can increase the quality of their life and they started to change behavior and improve the supporting facilities for tourism in the village. For example: now the local people are aware to keep a clean neighborhood.
2. Developing Homestay in The Village

Before:
Local villagers did not realize that their houses are potential for significant income and their houses were not ready to be used as a homestay for tourists. There were no homestay at all.

After:
Villagers understand the concept of homestay and started to renovate their houses according to the standard of homestay. Now there are about 100 houses that are ready for the homestay program.
3. Utilize and Optimize Local Transportations

- Before:
  Villagers did not realize that their local transportation means, for example: *andong*, is unique and interesting for tourists.

- After:
  The tourism training program helps local people to use *andong* as one of the tourism attraction, and the funding helps local people to buy more *andong* and completing it with a uniform for the riders.
4. Developing Traditional Art and Dances

- Before:  
  *Tari Topeng Ireng* was previously presented with minimum costume. The village only have one dancing costume with incomplete accessories.

- After:  
The funding was used to buy uniforms and complete accessories so the dancers can perform the dance in a group to make it more attractive.
5. Provide Community Trainings

- **Before:**
  Previously, local people had minimum knowledge about tourism. Villagers were working as farmers, hawkers, creating products from stones, etc.

- **After:**
  After the training program, local people receive knowledge in tourism business and now they have skills in tourism.
  - Working as tour guides
  - Producing handicrafts for tourists
  - Capable of managing homestay
  - Better packaging for culinary products that can be sold to tourists
6. Enhancing Tourism Facilities

- **Before:**
  There were no helpful signs or marks around the village to guide the tourists to find the local attractions.

- **After:**
  Now there are signs and marks to make it easier for the tourists to find the tourism destination and more objects around the village.
THANK YOU