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|  | Rama:  This interview will be in the language you are comfortable with. First, may I know your job role, or work related to tourism or transportation? Maybe you've been at […] too, or still at […] until now?  S001:  I am still at […], I am a lecturer at […]. Research related to transportation and also I am still at […] Indonesia. Yes, although transportation is not something that is taught at […], but my educational background as well as a lot of my research is related to transportation. Tourism, maybe I don't understand too much, because it's not my area of ​​expertise.  Rama:  My research focuses on travel to rural areas in Bali. May I know your opinion about rural tourism?  S001:  My imagination, yes, rural tourism or tourism in the countryside may be many, of course, are tourist villages. In some places in Indonesia, yes, for example in Bali of course, there are in Borobudur, in Solo also there are tourist villages. In Bali, maybe some famous villages, not the usual ones near the beach, but at the foot of Mount Batur, in Ubud, for example. There are many tourist villages that have beautiful scenery as well as unique cultures so that tourists, when they come there, experience a different experience than what they usually get or what they experience on beaches in Bali. So there are many unique, different activities, traditional ceremonies or religious ceremonies that can be an attraction for tourists who come to the tourist village. Also local handicrafts that can be made, which are bought by tourists as souvenirs there. My understanding is that rural tourism is mostly tourist villages or activities carried out in rural areas.  Rama:  Regarding your own field, transportation, what it would be like for a tourist to travel to a rural area, a rural attraction area in Bali?  S001:  Yes, Bali is indeed dominated by private vehicles or rental vehicles. So the trip from their hotel to the tourist village location is yes by rental vehicle or private vehicle. Maybe when we get there, there are indeed some villages that we are not allowed to use (vehicles) there anymore. So parking at a location, as long as you are in the village then you use either walking or a non-motorised vehicle. I think that's a good trend, so it doesn't cause pollution or emissions there. Public transportation is still rare as far as I know in Bali and also be used in the tourist village. Because it's the problem of Bali, we know that private vehicles or rental vehicles are dominant there.  Rama:  If the facts are like that, what do you think motivates or what is the factor that tourists will mostly use rental vehicles, especially to the upper (north) area?  S001:  Why use a rental vehicle? First of all, there is no public transportation. Public transportation angkot may exist in some areas, but many tourists do not understand either. Secondly the time it takes to reach the location will also be longer. And also the flexibility to reach the location. And most of them are also part of the tour, except for those who really want to backpack themselves, maybe they will take public transportation. But the majority are part of a group tour or they rent a vehicle to reach the location. Access and knowledge related to it.  Rama:  Research says that tourists need knowledge to travel, what kind of knowledge is needed to use the available modes of transportation there?  S001:  Mode of public transportation or what?  Rama:  Any available modes of transportation  S001:  Now if you want to drive yourself, you already have Google Maps, it's easy for people to want to go anywhere if they use a private vehicle or a rental vehicle. If you use public transportation, of course, it's a kind of journey planner that can help them, what to ride, where to, and so on. And maybe in Bali there are no language problems, there are many foreign tourists, there are also many Balinese who can understand English even if a little, but in the regional it is also easy to find people who can communicate in English. So depending on what mode is used. If it's a private mode, of course, using maps and so on is enough to get to the location. But if you use public transportation, such as a journey planner or what kind of information, in Bali it's very rare, so it's hard to talk about it. Is there some kind of journey planner application? That will also help.  Rama:  Is there any journey planner in other cities?  S001:  Yes, in Jakarta there is Jak Lingko and so on. We can use that application. I want to come here to take public transportation by whatever means. It could tell what to ride, stop here, and so on. This also started to exist in Google Maps, in some cities it can be used for it. It's just that the timing has never been tested, how precise is the guidance there related to the BRT there. I have never tried BRT in Bali  Rama:  Do you think there is a segment of tourists who find it difficult to use Google Maps or Journey planner?  S001:  There are of course, those who are not tech savvy and usually tourists like that maybe they will join the tour, there are tour guides who guide them. In Bali, it's easy to get a tour guide, even the rental car driver can guide you to your location. It's really difficult if you take public transportation, of course.  Rama:  If this can be made more sustainable, how do you think policies can affect tourist travel?  S001:  Sustainable yes. Perhaps what is mostly done in Bali is electrifying vehicle there, the motorbike. Actually, there motorbikes are the most in Bali too. Several pilot projects were started there. Charging station began to be built there. So moving from combustion engine to electric vehicle, that's one. Second, the main challenge is to build public transport. Because in Bali it's also true, even in big cities, many tourists who travel to other places very rarely take public transportation. So building public transport is also a challenge. If you know, there is also a BTS (Buy the Service) in Bali, trans metro Dewata, which is also trying to revive public transport, which has been done before, but to no avail. Well, in rural areas, rural tourism, tourist villages, rural areas, the mobility there is not great, right. Public transport may also be a challenge in terms of the number of users going there. Maybe the shuttle can be used. But if it's local or regular, it will be a hassle to transfer. If the shuttle from Denpasar go to a specific village, or from Kuta to specific place it will be more feasible. Because the location of the tourist village is not in a crowded area.  Rama:  What about the sectoral regulation of the tourism office or transportation agency, what can be done?  S001:  Yes, regulation, maybe later. During the interview with the Transportation Agency, it can be answered properly. The bottom line is that in the transport policy, there are push and pull. So what attracts people to be more sustainable, is it… This is talking about tourism in Bali in general, yes, because when we talk about tourism in the village, the majority will use non-motorised vehicles, such as bicycles or whatever is available there. Later in the village. there can be an e-scooter that can be used compared to other modes. But if we look at tourism in general in Bali, it really needs to be stimulated, making people switch from private or rented vehicles to public transportation. Of course there must be an adequate service, there was a buy the service program that was one of them, although its success has not been very visible, especially because of the pandemic. Now then, from the other side, it's a pull so that people switch, incentives, for example people using electric vehicles, there are certain incentives so they want to switch to, both motorbikes and cars. One of the push rules is parking. As far as I know, in that village we are not allowed to park inside the village. Park somewhere else, then take a walk, ride a bicycle, or want to ride a vehicle that is available locally there. This is one form of limiting the use of private vehicles in tourist villages. Those two restrictions are, for example, parking fees that need to be increased at tourist attractions, so that people don't use private vehicles to go to tourist attractions, but on the one hand, public transport has to be better too. But the biggest challenge is that people who travel really want it to be convenient, comfortable. It's different from commuting people. For working people, we use vehicle to get from one location to another. Meanwhile, traveling in your own vehicle is also an experience, flexibility, convenience may be easy to get with a private vehicle. So we suddenly want to stop where first, what do we do first, that's how it is with rental vehicles, it's more flexible. And people are willing to spend money in Bali for convenience and comfort, so that's the challenge. Carrot and stick, right, the carrot is the pull, and (stick) is the push  Rama:  In your opinion, what else can influence, other than policies and regulations?  S001:  Policies and regulations are usually the basic ones, yes, the ones that underlie it. Then there are also benefits or disbenefits. When people do that or not, so whether there is an economic incentive there or not. The highest one is related to the behavior of the person. So changing its behavior is how the awareness of the users themselves. The regulations do limit or regulate, then there are also incentives that encourage people to go there. For example, public transport is cheaper, subsidies, and electric vehicles are tax-free. That's the incentive that drives it. But there is also another whose basis is to change behavior, awareness. Sometimes people's motivation is not because they are forced or not because of economics, but because they feel they are contributing to something. For example, by using this public transportation, I reduce pollution to the environment, how much emission can I reduce from it. That's an awareness raised there. And especially if we talk about tourist villages, the environment is indeed a natural environment that is quite clean there, so people will feel that if it causes a negative impact on the environment, they will also feel guilty about it. So changing this behavior is also not easy. Because earlier the challenge was convenient and comfort for a travel.  Rama:  In your opinion, do hard and soft infrastructure affect tourists to use rental vehicles?  S001:  What is hard infrastructure? And what is soft infrastructure?  Rama:  soft infrastructure is like Jak Lingko in Jakarta, hard infrastructure, can be like such as roads, physical access. Is it shaping tourists to become more rental vehicles users, the more difficult for them to switch to other types of vehicles?  S001:  Because it's limited (choice of transport modes), it's hard to switch. I don't know, maybe you need to see where the place is, Bali-like. Maybe it's necessary to benchmark the area which is not dominated by private vehicles. For example, we look at Phuket, Hawaii, while in the UK it is on the Isle of Wight. Is there a lot of public transportation there? I don't think so either. That is indeed difficult in a tourist place, that changing the behavior of people using public transportation at tourist attractions is also not easy because that was the comfort-convenient they were looking for. Of course, when it comes to hard infrastructure, yes, there are services available, for example, making a busway in Bali must also have infrastructure, soft as well. It's just that changing the behavior is difficult. I have never done an in-depth study related to that, the behavior of people in tourism. If they are commuting, there must be things that are important to them, such as cost, time are important. But for tourism, just relax, people aren't in a hurry, where are they going, so what? What is the most important factor for a traveler in tourist attractions? Puncak for example, the model is not Bali like. Because it's too close to Jakarta and too many people want to go there. Meanwhile, Bali is not like Puncak. So it is necessary to explore what is important for tourists in mobility in tourist attractions. Is the first cost or time? or is it actually convenience. When it comes to comfort, flexibility, in the end the most important choice for them is private or rental vehicles because that's what they want to get. This means that if we want to change behavior, it means that public transportation services must be able to fulfill these elements. Because the element of cost alone is not enough for that. We are going to Bali, there is a free bus service, do you want to take it or not? Not necessarily either. That's actually what you need to look for, what is really important for tourists. When it comes to Bali, what's important in Bali, comfort is okay, meaning price is not a problem, meaning it's not even free, so what should it be like. But of course it's different, what is the concern of tourists and the concerns of Balinese people who work in the tourism sector. Yes, most of the tourists in Bali use car rental or motorbike rental there. That's the challenge  Rama:  If they rent a motorbike/car, maybe for international tourists they also rarely use it, is this influenced by local culture?  S001:  It could be so, yes, because it's easy for them to ride the motorbike. Yes, as long as you can ride a motorbike, don't need a SIM (driving license), sometimes renting a motorbike is cheap, right ~ GBP 1.4 a day. And in Bali it is very easy to get a rental car or motorbike. They are not afraid, those who are renting are not afraid of losing, their motorbike being stolen or anything. It's very different from other countries. They find it easy to move around by motorbike. Because it's not stuck in traffic, because certain areas are already jammed and the weather is also comfortable to ride a motorbike, right? Most of them in their respective countries which have 4 seasons rarely ride a motorbike because it is cold.  Rama:  If, for example, there will be an alternative mode, this has already been answered, but it doesn't necessarily mean that it will switch. It was also mentioned about the time. The last question in this segment, roughly … okay, the convenience and flexibility factors that cause people to choose private vehicles  S001:  Usually the factors that cause people to use private vehicles, namely flexibility and convenience, beat cost and even time.  Rama:  The idea of ​​sustainable travel is getting more and more popular now. In your opinion, what is sustainable tourism travel?  S001:  Actually it depends, there are many things in sustainable, right. The energy source used by the vehicle is sustainable, or the use of the vehicle is sustainable or not. For example 1 person in a car or 2 people in a car. This means that the emissions released by 1 or 2 people are different from a fully occupied seat car, divided by a lower per capita. Or even we take a rented bus, it is also enough to reduce the emission per capita even though the car is combustion or fossil fuel. Talking about sustainability, in the language of transport, we will see how much carbon or GHG emissions are released from the trip. Well, that was not a lot of options either. So there are several solutions, one is mass public transport where the emission per capita is lower. Second, by changing the energy source from fossil fuel to electricity. Third, using non-motorised vehicles. These three things actually need to be improved. It feels like everything has been tried too. Public transport services have been improved, electric vehicles have been introduced, non-motorised vehicles have also been improved. It's just a matter of scale, whether the scale can be large enough to change the total emission issued from tourism activities at that location or not.  Rama:  Means to scale up yes. For Bali itself, is it enough to only scale up the initiatives that have been carried out?  S001:  The challenge is also so that public transport can compete with, apart from private vehicles, there are also many rental vehicles and it's not easy. There is also a substitution between…So many interests are there. For example, if people can't ride, they can't rent a car in Bali, there will be no tourism there. Or tourists being pushed to use public transportation, tourism won’t run. So the balancing is there. How do you say it (pause).  Rama:  Car rental affects tourism that means…  S001:  Yes, part of the economy from tourism, right? Tourist transportation in Bali is part of the economy, there are many car rental businesses  Rama:  If it is pushed to PT, local economy will be..  S001:  Yes will be disturbed. In my opinion, if it is successful in increasing the proportion or market share of public transport, it is good already. Because the market share of public transportation in Bali is very low, lower than Jakarta. So it's not possible to change everyone to use public transportation, it's also not possible to electrify all vehicles too, too far. So there is indeed a balance between economic growth, environmental impacts, and also the livelihoods of the people there.  Rama:  In your personal opinion, how do you balance the provision of mass transport with the potential social impact?  S001:  Actually that's also how to set the service route. For example, in Bali there are many angkots, angkot can be a feeder for larger modes, because angkot cannot be used for long trips either. From Denpasar to Nusa Dua back and forth, rarely, angkot is also for local only. Meanwhile, travel between cities, between sub-districts that are farther away uses a bus, which is more suitable for that. So it needs to be made more complementary to each other. Jakarta is also like that now, angkot complements the busway and MRT. So they don't fight for each other's routes and are integrated so that angkot doesn't lose its income. Of course, it really depends on the financial capacity of Bali itself to be able to finance it and the majority of public transportation is indeed subsidised. So financially, it's easier for the Balinese government to do that… Public transportation is expensive, so if people take private vehicles, yes… If there is a portion, they still use private vehicles. Because it's impossible to shift everyone too, let alone limited (inadequate?) services. Opening public transportation services in Bali is also very expensive, right.  Rama:  Earlier, the social impact was with angkot/ microbus public transportation, how about the social impact with those who rent vehicles?  S001:  Yes, it really depends on how much they lose their income. Because there are so many tourist locations. It's impossible for every public transportation to go to every location, to cover everything. So there may be certain hubs. For example, hubs, even in Nusa Dua, there are locations that are impossible to be covered by public transportation. So it has a terminal, a station that becomes a hub there, then people continue to take angkot or take rental vehicles further there. And sometimes the fare is… if people rent to drive themselves, if you calculate it, you can get it for only 350,000 rupiah (GBP 19.5). For example, 7 people a day, 350k is already cheap, so value for money is also important. Take public transportation too. Actually, the market is there, what kind of people who take public transportation, what kind of people who rent. And whether to compete or not, seeing the spread of tourist sites in Bali, I don't think they will compete with each other. It's different if we look at Singapore, for example, you can take the subway anywhere. Either way, everything can be covered. That's the dominant mass transport. It is still far for Bali to achieve such. So I think it can still be a symbiotic mutualism. Each has its own market, not everyone will use public transport either. Maybe even those who… actually many public transport users are not tourists, in fact, they are commuters who do work in the tourism sector. There will definitely be social conflicts, although I can see that it won't be that big because the market is still huge. So they can still coexist. There is no problem that the government wants to build public transportation, people can still rent vehicles.  Rama:  I got the information that the ride-hailing conflict with the rental  S001:  Yes, that's because they operate on the same land. Ride-hailing can be rented hourly. So now we can rent an hourly car. So it's the same, so what the rental car does is also done by ride-hailing. So that's actually the conflict there. Grab or Gojek, I forget, in the app. Anyway, we can rent by hours. So I think the potential is there. Unless they (drivers) want to enter too (become a ride-hailing partner), but there must be a portion that must be paid to the app.  Rama:  Lastly, who do you think are these Bali-specific key actors?  S001:  Of course, provincial transportation agency, city transportation agency, but depending on where the tourist area is, because some are in Ubud, Buleleng. But maybe the province already understands the whole thing, if it can be (your interviewee), it’s good. provincial transportation agency or BPTD (ministry of transport) I forget, Denpasar alone is not enough, if the focus is on tourist villages, it can't be Denpasar alone. Then the local government where it is located, for example in which district. And the tourism office too, the Ministry of Tourism. The regional head, I don't know that in a tourist village there must be a manager, like a village head or something, I don't understand who manages it. Then maybe the travel association or bus operator might be able to provide insight into the mode of transportation within the tourist village itself, or go there such as being able to not take public transportation there or what mode is more sustainable there, or a tourism operator. For customer, you may take a survey later. That's what I think. If there is a need for public transportation, for example… I see it now like this, Grab is also involved in the […] project, basically kind of transport and tourism, tourism cooperation with other operators, […] or what I forget. At […] there is someone who responsible for it, I'll look for it later, I mean there are operators who are also aggressively doing that, electrification and so on, Grab, Gojek. So that you know how the development there. Maybe one more person can be interviewed at […], there is a task force that handles transport tourism in Bali. His name is […]. I can give you the contact later. I don't responsible for it so I don't know much. I can connect you later.  Rama:  Lastly, travel patterns…  S001:  Yes, I don't really understand. This may be suitable for the transportation agency or the tourism office for this understanding. For example, what kind of a certain area is suitable, but if you want to talk about which one is suitable for public transportation, then this base camp model is suitable because where it will stop, then you can take an angkot or ride a bicycle. But if it's a trip chain, regional model, it's difficult. That's why people rent vehicles because it's like that. Models 2 and 3 are still possible with public transportation, along the way can still be stopped. But otherwise, it's hard.  Rama:  Because people still stay in the south too huh  S001:  The majority do, except that in Ubud there are already many good villas |