Pseudoname: Sena, Code: Interview S004, Category: Government, Sex: Male, Level: National, Job: Ministry of Tourism Senior Officer

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| Rama:  Terkait pertanyaan saya di Surrey, untuk lebih sustainable di destinasi rural Anda menjawab dengan 3 hal; parking space untuk bus, EV shuttle, dan konversi kendaraan listrik. Apa ada lagi yang ingin ditambahkan terkait hal ini?  S004:  So far jika berkaitan dengan sustainability kami punya banyak inisiatif, mulai dari EV lalu pengembangan dari desa wisata. Namun semuanya tertuang dari interview yang sudah disiapkan ini, nanti dikirimkan saja ke email. Intinya kita focus 360 derajat untuk quality dan sustainability dari pariwisata. Jadi pertanyaan-pertanyaan tentang personal view, lalu pertanyaan mendasar seperti typical tourist experience di desa wisata maupun juga sustainable tourism transport yang baru Anda tanyakan sudah kami lengkapi. Termasuk juga travel pattern, karena kami menyikapi ada perubahan travel pattern dari para wisatawan pasca pandemi ini. Desa wisata ini menjadi satu fenomena yang bisa kita sebut sebagai *pandemic cleaner*. Jadi itu yang kita kembangkan. Di sini juga ada tim dari kemenparekraf yang akan mengirimkan seluruh jawaban secara detail kepada Anda.  Dan mungkin yang bisa saya tambahkan adalah pariwisata kita ini sekarang sedang memfokuskan kepada tren terbaru; personalized, localized, customized, *smaller in size.* Dan memberikan suatu ruang dan peluang untuk kita bisa menghadirkan pariwisata berbasis masyarakat, berbasis komunitas, yang mengedepankan inklusifitas. Sehingga akhirnya dalam 18 bulan terakhir pariwisata kita bisa meloncat 12 peringkat untuk bisa melampaui Malaysia, Thailand, dan Vietnam dalam tourism travel development index yang diterbitkan oleh World Economic Forum. Oleh karena itu kami melihat bahwa ke depan aspek pariwisata yang berkualitas dan berkelanjutan ini akan menjadi *unsolvable trend*  Rama:  Baik, terima kasih, ini interview yang ke-26 saya informasikan setelah sebelumnya dengan airport, dishub Bali, dan stakeholders yang lain. Kalau misalnya transportasi dalam wisata itu sendiri dialihkan menjadi public transport, banyak yang menyangsikan karena akan ada social conflict atau social dilemma dimana mata pencaharian mayoritas dari pengusaha di Bali sendiri adalah penyewaan kendaraan. Kira-kira bagaimana mengalihkan terkait dengan job alternative?  S004:  Kalau di kecamatan Kuta Selatan mungkin memang konsep transportasi ramah lingkungan yang dikemas dengan interkonektivitas yang bagus antara feeder, dan pengalaman saya di Jakarta untuk interkoneksi dengan feeder itu sangat efektif mengurangi kemacetan dan aspek keberlanjutannya harus ditampilkan. Nah tapi kalau untuk Bali barat, utara, dan timur, serta Sebagian ubud itu memang masih mengandalkan kendaraan sewa. Jadi menurut saya justru tidak menambah persaingan tapi akan memperluas pasar, sehingga nanti kemacetan yang terjadi di Canggu, maupun di Legian, Seminyak, Kerobokan, itu bisa terurai jika kita menggunakan lebih banyak kendaraan transportasi massal yang ramah lingkungan.  Rama:  Baik, terakhir apakah ada rekomendasi key actors di bidang ini untuk saya gali lebih lanjut mengenai rincian topik ini, kira-kira siapa ya?  S004:  Di kami untuk pembangunan berkelanjutan dan konservasi ada staf ahli kami […]. Nanti bisa diatur melalui Kemenparekraf yang banyak hadir di sini dari Tata Kelola Destinasi, mungkin […] bisa mengarahkan ke […] yang memang membidangi […]. Jadi silakan ditindaklanjuti dengan pembahasan yang mungkin lebih teknis dan detail.  Rama:  Baik, apakah waktunya masih tersedia Pak?  S004:  Boleh mungkin 1 atau 2 pertanyaan.  Rama:  Baik 1 pertanyaan terakhir. Dari interview sebelumnya banyak yang menyebutkan potensi Ubud sendiri untuk dijadikan sebagai rural mobility hub. Jadi interkoneksi antara transportasi massal di daerah urban di selatan Bali menuju ke transportasi yang lebih ramah lingkungan seperti transportasi yang tidak bermotor dan kendaraan listrik pribadi atau kendaraan sewa. Apakah ada tanggapan mengenai potensi rural hub di Ubud ini?  S004:  Ubud sudah beberapa kali saya bisa sampaikan desain tentang *pedestrian friendly corridor*, dimana di Ubud bisa diciptakan suatu Kawasan yang lebih ramah terhadap pejalan kaki atau kendaraan ramah lingkungan. Nah ini tentunya dengan pendekatan village tourism, dengan pariwisata berbasis komunitas, ini bisa dilakukan dan mungkin bisa jadi daya Tarik wisata kalau misalnya kendaraan-kendaraan listrik tersebut juga bisa ditampilkan dengan mengedepankan kearifan local. Jadi istilahnya seperti odong-odong di beberapa destinasi pariwisata tapi dikemas sebagai sebuah feeder seperti di DisneyLand tapi digerakkan oleh tenaga energi baru dan terbarukan. Saya cukup optimis itu bisa kita capai.  Rama:  Baik, itu saja yang ingin saya tanyakan karena keterbatasan waktu. Apakah ada yang ingin Anda tambahkan atau tanyakan?  S004:  Ya, mungkin apa pemikiran Anda agar isu sustainability ini terutama di bidang transportasi di Bali yang menjadi pemikiran utama, dan kontribusi apa yang diharapkan dari interview ini?  Rama:  Ya ada beberapa temuan awal yang sudah sampaikan ke supervisor di kampus juga. Terkait dengan intervensi di airport untuk public transport, karena dari gate domestic bisa tersambung ke public transport tapi ditutup dari gate internasional, jadi tidak ada akses ke public transport, hanya ada akses ke taksi atau kendaraan sewa dan sebagainya. Jadi intervensi itu juga perlu. Kedua, saya tidak tahu public transport di Bali ke depannya akan seperti apa karena sekarang ada 2 manajemen yang terpisah, yaitu Trans Sarbagita oleh pemerintah provinsi bali kemudian Trans Metro Dewata oleh Kementerian Perhubungan. Dengan ekonomi yang mengandalkan wisatawan kan sebenarnya bisa juga public transport ini menarik wisatawan sebagai penggunanya. Tapi tidak bisa seluruhnya jadi pengguna public transport di Bali karena terkait dengan social dilemma dari kendaraan sewa tadi. Jadi sementara temuan saya ada 2, intervensi di airport dan rural hub Ubud sebagai penyambung dengan destinasi-destinasi rural di Bali bagian utara dan timur.  S004:  Ya baik, menurut saya yang pertama untuk temuan yang berkaitan dengan akses ke transportasi public di terminal internasional itu sangat baik dan harus ditindaklanjuti. Karena banyak juga dari wisatawan, terutama yang generasi muda, sangat memperhatikan carbon footprint, emisi karbonnya. Jadi dengan memberikan opsi mereka menggunakan kendaraan umum yang otomatis akan mengurangi emisi karbonnya itu tentunya akan menjadi sebuah opsi yang perlu kita utamakan. Kedua, untuk Ubud, karena Ubud ini dalam beberapa puluh tahun terakhir ini sekarang kemajuannya sangat luar biasa dan yang dikedepankan juga *healing*, *refreshing*, *wellness type of tourism*, saya juga mungkin (berpikir) sangat ideal jika ini menjadi transportation hub sehingga Kawasan Ubud itu… Ubud sendiri adalah Kawasan rendah emisi karbon dan kualitas udaranya terjaga. Nah kualitas udaranya terjaga itu artinya harus mengurangi jumlah kendaraan terutama yang berbahan bakar fossil fuel tapi diarahkan kepada efisiensi melalui interkonektivitas dengan feeder dari sistem transportasi yang berbasis energi baru dan terbarukan. Saya sangat sepakat dan mudah-mudahan itu bisa kita wujudkan. Demikian tanggapan saya, sukses untuk 2 temuannya. Mudah-mudahan ini bisa dikembangkan menjadi kontribusi yang signifikan terhadap sistem transportasi yang lebih berkualitas dan berkelanjutan baik di Bali maupun destinasi lainnya. Saya pamit dulu, atas nama Kemenparekraf saya ucapkan terima kasih dan setelah selesai studinya mohon kami dikirimkan materinya untuk menjadi data-data kami yang akan mendukung kebijakan ke depan. Terima kasih  Rama:  Terima kasih banyak. | Rama:  Regarding my question in Surrey, to be more sustainable in rural destinations you answered with 3 things; parking spaces for buses, EV shuttles, and electric vehicle conversions. Is there anything else you'd like to add regarding this issue?  S004:  So far, when it comes to sustainability, we have many initiatives, starting with EVs and then developing tourist villages. However, everything is stated from the interview that has been prepared, it will be sent to the email later. The point is that we focus 360 degrees on the quality and sustainability of tourism. So the questions about personal view, then basic questions such as typical tourist experience in tourist villages and also sustainable tourism transport that you just asked we have completed. This includes travel patterns, because we are responding to changes in travel patterns from tourists after this pandemic. This tourist village has become a phenomenon that we can call a pandemic cleaner. So that's what we developed. There is also a team from the Ministry of Tourism and Creative Economy here who will send you all detailed answers.  And maybe what I can add is that our tourism is now focusing on the latest trends; personalized, localized, customized, smaller in size. And provide a space and opportunity for us to present community-based tourism, which prioritizes inclusiveness. So that in the last 18 months our tourism has jumped 12 places to surpass Malaysia, Thailand and Vietnam in the tourism travel development index published by the World Economic Forum. Therefore, we see that in the future this quality and sustainable tourism aspect will become an un…able trend  Rama:  Ok, thank you, just to inform you this is the 26th interview after previously done with the airport, the Bali Transportation Agency, and other stakeholders. If, for example, transportation in tourism itself is changed to public transport, many doubt it because there will be a social conflict or social dilemma where the livelihood of the majority of entrepreneurs in Bali itself is relying on vehicle rental. How is your view about switching those to alternative jobs?  S004:  In South Kuta sub-district, perhaps the concept of environmentally friendly transportation is packaged with good interconnectivity between feeders, and my experience in Jakarta for interconnection with feeders is very effective in reducing congestion and the sustainability aspect must be shown. Now, for West, North and East Bali, and parts of Ubud, they still rely on rental vehicles. So in my opinion it will not increase competition but will expand the market, so that later the congestion that occurs in Canggu, as well as in Legian, Seminyak, Kerobokan, can be broken down if we use more environmentally friendly mass transportation vehicles.  Rama:  Ok, finally, are there any recommendations for key actors in this field for me to dig further into the details of this topic, who do you think?  S004:  In our team for sustainable development and conservation there is our expert staff […]. Later, it can be arranged through the Ministry of Tourism and Creative Economy, which are widely present here from Destination Governance, maybe […] can pass on to […] who is in charge of […]. So please follow up with a discussion that may be more technical and detailed.  Rama:  Ok, is the time still available sir?  S004:  Maybe 1 or 2 questions.  Rama:  Well 1 last question. From previous interviews, many have mentioned the potential of Ubud itself to be used as a rural mobility hub. So the interconnection between mass transportation in urban areas in southern Bali leads to more environmentally friendly transportation such as non-motorized transportation and private electric vehicles or rental vehicles. Do you have any feedback regarding the potential of this rural hub in Ubud?  S004:  I have conveyed several times about the design of the pedestrian friendly corridor in Ubud, where in Ubud an area that is more friendly to pedestrians or environmentally friendly vehicles can be created. Well, this is of course with a village tourism approach, with community-based tourism, this can be done and maybe it can be a tourist attraction if for example electric vehicles can also be displayed by incorporating local wisdom. So the term is like odong-odong in some tourism destinations but packaged as a feeder like at DisneyLand but powered by new and renewable energy. I am quite optimistic that we can achieve that.  Rama:  Ok, that's all I wanted to ask due to time constraints. Is there anything you'd like to add or ask?  S004:  Yes, maybe what are your thoughts so that the issue of sustainability, especially in the transportation sector in Bali, becomes the main thought, and your expected contribution from this interview?  Rama:  Yes, there are some initial findings that have been conveyed to the supervisor on campus as well. Regarding the intervention at the airport for public transport, because the domestic gate can be connected to public transport but it is closed from the international gate, so there is no access to public transport, only access to taxis or rental vehicles and so on. So intervention is also necessary. Second, I don't know what public transport in Bali will be like in the future because now there are 2 separate managements, namely Trans Sarbagita by the Bali provincial government and then Trans Metro Dewata by the Ministry of Transportation. With an economy that relies on tourists, this public transport can actually attract tourists as users. But not all of them can become users of public transport in Bali because it is related to the social dilemma of the rental vehicle. So while my findings are 2, interventions at the airport and rural hub Ubud as a connector with rural destinations in northern and eastern Bali.  S004:  Yes, I think the first findings related to access to public transportation at the international terminal are very good and must be followed up. Because many tourists, especially the younger generation, are very concerned about their carbon footprint, carbon emissions. So by giving them the option of using public transportation which will automatically reduce their carbon emissions, it will certainly be an option that we need to prioritize. Second, for Ubud, because Ubud has made extraordinary progress in recent decades and what has been prioritized is healing, refreshing, wellness type of tourism, I also think it would be ideal if this became a transportation hub so that the Ubud area… Ubud itself is a low carbon emission area and the air quality is maintained. Now that air quality is maintained, it means that you have to reduce the number of vehicles, especially those that use fossil fuels, but are directed to efficiency through **interconnectivity with feeders from transportation systems based on new and renewable energy**. I totally agree and hopefully we can make it happen. That's my response, hope you are success with the 2 findings. Hopefully this can be developed into a significant contribution to a more quality and sustainable transportation system both in Bali and other destinations. I say goodbye first, on behalf of the Ministry of Tourism and Creative Economy, I thank you and after completing the study, please send us the material to be our data that will support future policies. Thank you  Rama:  Thank you very much. |

Additional written notes

1. Personal view on rural tourism

* The trend of tourist travel is currently changing from mass tourism to quality tourism and alternative tourism. It leads the development of tourism activity that is more oriented towards nature, historical, culture, community based tourism and other tourism that provides authentic and personal experience for visitors with the aim of experiencing completely immersive experience, learning new life changing insight and wisdom from the locals, contribute to the sustainability of nature and local community, adventure or simply to avoiding larger crowd for a better enjoyment.
* This change from mass tourism to quality and alternative tourism provides an advantage for the village to be a player and gain more benefit from tourism development. Rural tourism generally has a variety of products offered to the tourists such as farming, fishing, forestry, craft work and other daily activities existing within the community. The experiences given to tourists are in the form of cultural diversity, unique nature, and creative work in the village.
* The development of the rural tourism will provide economic benefit for the local community and rural tourism is expected to reduce the urbanization especially among the youth because many economic activities can be created in the village. As a community-based tourist destination based on the local cultural wisdom of its people, rural tourism has great potential to attract tourists, also create jobs, and new business opportunities for the creative economy, so that they can become an alternative to the resilience of the Indonesian economy.

2. Typical tourist rural travel in Bali

* Typical tourist rural in Bali. For typical tourist of rural travel in Bali mostly are dominated by if we talk about the origin the country of the tourist are mostly coming from Europe and the United State of America (US), as for Asia the main markets are from Korea and Japan and the profiles are mostly but not limited to the middle to upper class of economic background
* Factors influence tourist travel (mode choice) to rural Bali are the cultures/traditions, the people with its philosophy and way of life, the architects and not forget to mention the nature. Accessibilities within the rural area are considered well developed and supported by other tourism infrastructure and amenities. The most tourist rural choose tourist village as an alternative to travel in Bali. The tourist village is one of the alternative natural tourist destinations that offers experience and can give an impression to tourists, by presenting the uniqueness and characteristics of local products and regional attractions, as well as quality services. Tourism growth increases the demand for alternative forms of tourism, strengthening the diversity of products and tourist destinations. The main feature of the tourism village is the direct contact between the host and guest; offers an atmosphere of physical and human environment in the countryside; high participation of rural communities in tourism; high tourist participation in the activities, traditions, and lifestyles of the local people. The number of tourism villages in Bali with different typologies and characters, their development should be adjusted to the potential and uniqueness of their respective villages, to complement and support tourism development in Bali.
* Skills and knowledge needed by tourist. There is no special skills or knowledge required for the tourist who are interested with rural tourism, the just need to be open minded that things will be different compare to their daily life in their countries. Tourist will be exposed and experiencing what rural tourism is all about (Balinese life) by being part of the daily life of Balinese people ranging from farming, activity in Balinese family & compound, ceremonies, traditional dances and etc. All of those are not a really risky attraction, so basically doesn’t need a special skills and knowledge. Visitors will be guided by local guide to narrow the gap between the visitors and local people.
* Relation between holiday goals and mode of transport. Talking about the mode of transportation they are taking from their own country to Bali, of course 95% using airplane & the remaining 5% could be a land transport or sea (cruise, boat, etc.). But if we talking about the relation between holiday goals and mode of transport in the context of rural tourism, the narrative will be determined by the definition of rural tourims itself – experiencing the local way of life and that’s include mode of transport. In Bali, we’re trying to maintain authencity and we provide them non-machinery transportation like delman/dokar or bycicle.

3. Sustainable tourism transport

* Personal view on sustainable tourism travel and the challenges. Tourism is not only impacted by global warming, but it also contributes to the problem of producing carbon emissions. The tourism sector is responsible for 8% of the world's carbon emissions. Every tourist produces carbon emissions during their travel, from flights, lodging, transportation, and other activities.
* How can rural destination travel in Bali can be made more sustainable holistically. MoTCE is currently developing rural tourism as a more sustainable tourism destination. Tourism Village with the concept of sustainable tourism has its own charm for tourists. Villages with this concept are considered to be able to have a wider impact on the environment, social, culture and economy for the present and the future.MoTCE has issued Minister of Tourism and Creative Economy Regulation No. 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations. These guidelines can be implemented to develop tourist villages that carry the concept of sustainable tourism. Regarding the application of destinations with sustainable principles, the Government is committed to the issuance of Presidential Regulation (Perpres) 55 of 2019 concerning the Acceleration of Development of Electric Motorized Vehicles (Electric Cars); through the battery-based electric motor vehicle program, the preparation of a road map for the use of electric vehicles, the use of electric cars in the big city area, at the G20 Summit, as well as a show case that the Indonesian state has begun to promote the development of electric vehicles, as well as outreach to all levels of society, agencies related, and to automotive industry players
* Key actors to successfully implement it. The government plays a very important role in the development of environmentallybased sustainable tourism. Governments should provide an environment that enables and encourages the private sector, tourists and other stakeholders to respond to sustainability issues. This can best be achieved by establishing and implementing a set of policies for tourism development and management, drawn up in concert with others, that place sustainability at its center (World Tourism Organization, 2005). Governments should provide an enabling environment and encourage the private sector, tourists and other stakeholders to respond to sustainability issues. This can be achieved by establishing and implementing policies for tourism development and management, which are developed in collaboration with other parties, which place sustainability at the center.

4. Travel Pattern

* Typical travel pattern for both international and domestic tourist in Bali. We understand that different profiles of visitors requires different travel patterns, lets say between international and domestic tourist in Bali. From the length of stay, the average length of international tourist is about 7 days and 6 nights, but for domestic tourist is 4 days and 3 nights, it means that the pattern of accommodation for both tourists also different. Usually, the international tourist will move at least twice in different area (e.i. Kuta & Ubud), but for domestic tourist mostly they will stay at one place for the whole holiday and mostly located in the city center, eg. Kuta. Still related to the length of stay, in day one most of international tourist prefer to have free program where they usually explore the nearest area from their hotel. Usually, they will take a rest in the hotel after having a long flight, or perhaps just looking around. While domestic tourist, have the opposite pattern. They will optimise the tour right after they arrived at the hotel due the short of length of stay in Bali. The similar pattern happens for international tourist during their last day of visit, they will not take packaged tour because they want to settle down before departing to their country or next destination. However, the domestic tourist has the opposite pattern, where they still have packed half day tour program or short trip on the last day prior transfer back to airport. The difference of travel pattern between international tourist and domestic, is in the culinary activity they take. Domestic tourist mostly will take a tour package from local agency which will include breakfast, lunch and dinner, so it will ease them without worry and everything is predetermined. For international tourist, they will only enjoy breakfast from the hotel, while lunch and dinner will be optional, the tour guide will only help the tourist to direct into the attractive restaurant to have lunch and dinner. Domestic visitors are mostly visiting “the IN” tourist attraction while international visitors are more exploring when it comes to itinerary