Pseudoname: Endar, Code: Interview S003, Category: Business, Sex: Male, Level: Local, Job: E-Bicycle Tour Staff

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| Rama:  Ini tentang travel ke rural area di Bali, hasilnya nanti akan digunakan sebagai bahan riset saya di sini. Yang akan dikutip nanti adalah statement yang anonymous, jadi feel free kalau ada sesuatu yang ingin disampaikan ga perlu takut. Lalu langsung saja, yang pertama, boleh cerita tentang job role Anda dan keterlibatannya di sector wisata atau transportasi dan travel?  S003:  Berarti ini khusus ke […] ya? Saya dulu sekitar tahun 2017 akhir bekerja di […] sebagai part timer, bekerja tiga kali dalam seminggu karena saya juga sambal kuliah. Agustus 2017 sampai 2018 Juli, jadi kurang lebih selama 1 tahun saya bekerja di […] itu di bagian admin and reservation. Tugas saya ada 2; ada reservasi melalui telepon dan reservasi melalui email. Tapi lebih banyak reservasi melalui email karena kebanyakan kami mengambil tamu dari travel agent, jadi agak jarang tamu yang direct ke […]. Kebanyakan tamu dari travel agent.  Kemudian untuk reservasi melalui email itu dari travel agent, jadi saya menangani khusus untuk bagian reservasi. Dan kebetulan saya kantornya di Denpasar, bukan di Jatiluwih. Ini kan lokasinya ada dua untuk bersepeda listrik, di Ubud dan Jatiluwih. Yang paling laris itu di Jatiluwih karena di Ubud pemandangannya kurang menarik. Yang lebih menarik di Jatiluwih, karena kan Jatiluwih juga sudah terkenal dengan … Ubud itu bukan central Ubud, ini lebih ke pinggiran, Namanya Mambal. Kalau kita lihat di peta sebenarnya Mambal sudah masuk Kawasan Badung, bukan Ubud. Tapi owner branding Ubud dan Jatiluwih. Itu biasa kalau di Bali yang dekat dengan Ubud semuanya mengaku Ubud. Jadi itu untuk lokasi tur sepeda listriknya ada di Ubud dan Jatiluwih. Untuk Jatiluwih, ada 2 jenis tur yaitu tur 1 jam dan 2 jam. Untuk tur 1 jam hanya di sekitar Jatiluwih. Starting point dari Café kita di […], kita punya Café di sana, […] Namanya, selesainya juga di sana. Kelilingnya di sekitaran terasering Jatiluwih itu aja, sekitar berapa kilometer ya saya lupa. Tapi yang jelas di sekitar persawahan Jatiluwih itu aja untuk tur yang 1 jam. Untuk tur 2 jam, starting dari Pura Batukaru kemudian finish point nya di Jatiluwih. Untuk di Mambal hanya 1 jenis trip yaitu trip 2 jam. Rutenya di sekitar perkampungan warga di Mambal, ada kayak perkebunan dan sawah. Kebanyakan melewati perkampungan penduduk.  Untuk transportasi menuju ke tempat tur sepeda memakai mobil dari travel agent. Jika melalui travel agent maka langsung diantar oleh mereka, disediakan mobil ke lokasi kami. Untuk tur 2 jam diantar ke Pura Batukaru, nanti mobilnya langsung menunggu di finish point. Untuk tur 1 jam langsung diantar ke lokasi kami yang sekaligus merupakan finish point nya juga.  Perbedaan kami dengan tur sepeda lain, kami menggunakan sepeda listrik. Jadi tamu tidak perlu mengayuh sepedanya, tinggal ngegas seperti motor matic. Di stang ada gas di kanan. Tapi untuk tamu yang mau olahraga, mereka bisa kayuh, jadi dimatikan mesinnya. Ini suatu hal yang baru, di Bali belum terlalu banyak untuk cycling dengan menggunakan sepeda listrik. Kebanyakan cycling yang biasa yang tetap dikayuh. Sepeda listrik ini memudahkan wisatawan jika mereka tidak terlalu prima fisiknya bisa mengambil tur sepeda listrik ini. Karena kan untuk jalanan di daerah Pura Batukaru itu lumayan, tanjakannya juga lumayan walaupun ga terlalu curam. Ya lumayan lah kalau mengayuh itu harus punya fisik prima kalau tanpa sepeda listrik. Tapi dengan sepeda listrik ini, wisatawan yang ga biasa bersepeda pun jadi bisa tetap ambil tur sepeda listrik karena seperti membawa motor listrik. Cuma kecepatannya paling maksimal 20 kph, ga yang terlalu cepat. Untuk sepeda ini discharge selama 4 jam untuk tur yang 2 jam.  Rama:  Menarik, saya ada beberapa pertanyaan lanjutan. Pertama terkait tamu, apakah Anda bersentuhan secara personal dengan mereka atau di office saja?  S003:  Saya di office saja. Orang lapangan itu beda lagi untuk di Jatiluwih yang menangani mereka langsung. Untuk guide, kita punya sekitar 5 orang. Sekarang saya kurang tahu apakah sudah beroperasi lagi atau belum. Karena terakhir saya sempat ke lokasi café yang di Jatiluwih sewaktu masih pandemic sekitar satu tahun lalu masih tutup. Terakhir saya kerja di sana, di Jatiluwih ada staf reservasi 1 orang, seperti supervisor di sana, menangani reservasi dan pembayaran. Reservasi di sana menerima info dari saya, dari office di Denpasar. Saya berhubungan dengan tamu melalui email atau telepon saja.  Rama:  Tapi apakah Anda tahu demografi tamu-tamu ini?  S003:  Demografinya… Kita minta reservasi tidak mencantumkan umur, kita paling minta nama tamu, asalnya, dan kalau ada child baru disebutkan umurnya karena hubungannya dengan perbedaan harga. Untuk child di bawah 12 tahun kami charge setengah harga, untuk di atas itu sudah kena tarif dewasa. Jadi dari TA memberikan informasi nama, jumlah, dan kewarganegaraan tamu. Kebanyakan di […] itu tamu dari Perancis. Selain itu ada Swiss, kemudian negara-negara Eropa lain. Tapi Sebagian besar Perancis, mungkin yang tertarik dengan sepeda listrik. Sisanya rata-rata Eropa, jarang tamu dari Asia yang tertarik sepeda listrik. Kebetulan karena bosnya juga warga negara Belgia, mungkin koneksinya lebih ke market Eropa.  Rama:  Oke. Biasanya 1 mobil TA yang mengantar itu grouping atau individu?  S003:  Di […] minimal pemesanan untuk 2 orang, tidak terima 1 orang. Dan ke lokasi pasti pakai mobil. Di Bali standar untuk pariwisata itu rata-rata semua pakai mobil, ga ada sih yang pakai motor. Motor itu tamu backpacker biasanya. Untuk transportasi umum juga kita masih kurang memadai kalau di Bali. Jadi mereka 100% pakai mobil. Ada mobil dari TA jika mereka pesan dari TA. Jika pesan langsung dari kami, kami sediakan transportasinya, mobil juga.  Rama:  Kenapa minimal 2 orang?  S003:  Itu berkaitan dengan budget. Karena kalau 1 orang saja budgetnya ga menutupi. Minimal 2 orang itu 1 guide yang handle 2 orang ini. Dulu harganya IDR 800,000 untuk paket 2 jam, sudah include makan siang. Untuk paket 1 jam IDR 250,000 tapi tidak include makan, hanya tur sepeda listrik. Itu harga per orang. Rata-rata untuk paket wisata di Bali minimumnya 2 orang.  Rama:  Lalu dari sepedanya, apakah punya fasilitas charging sendiri?  S003:  Chargingnya seperti charging handphone. Mesinnya di rangka sepeda biasa, rata-rata Polygon, lalu diinstall listrik. Baterainya di rangka sepedanya bisa dibongkar pasang. Jadi Ketika charging baterainya dilepas lalu discharge biasa. Jadi ga ada tempat khusus.  Rama:  Apakah ada regulasi yang harus dipenuhi sebagai penyedia e-bike?  S003:  Ga ada, sejauh ini belum ada. Izinnya hanya perusahaan tur biasa. Izin makanan minuman karena menyediakan café seperti restoran. Mengurus izin adat.  Rama:  Mengurus izin ke adat?  S003:  Iya ada iuran. Di Bali kan sistemnya ada 2, pemerintahan di desa itu ada pemerintah yang di bawah pemerintah formal Namanya kepala desa. Ada juga bagian adatnya, pemerintahan adat.  Rama:  Setahu Anda, apakah ada lagi provider yang seperti ini?  S003:  Setahu saya ada 1 di Ubud Namanya […]. Itu lokasinya di Ubud saja. Di Jatiluwih hanya […] saja.  Rama:  Lalu tadi ada juga tamu anak-anak. Apakah fasilitas sepeda untuk anak-anak dibedakan?  S003:  Untuk anak-anak di bawah 12 tahun mereka pakai sepeda biasa, tidak pakai sepeda listrik. Tidak ada sepeda listrik untuk anak-anak. Kebanyakan mereka ambil tur 1 jam saja kalau ada anak-anak. Karena kalau ambil tur yang 2 jam agak berat rutenya kalau pakai sepeda biasa. Sepedanya ukurannya lebih kecil untuk anak-anak di bawah 12 tahun dan itu tanpa instalasi listrik, sepeda biasa yang dikayuh.  Rama:  Berarti anak-anak usia 13 sampai 16 diberikan sepeda listrik?  S003:  Iya karena sudah dihitung kategori dewasa.  Rama:  Saya ingin keluar dulu sebentar dari sini. Pengen tahu aja menurut Anda apa itu rural tourism?  S003:  Berkaitan dengan pedesaan, aktivitasnya dilakukan di desa atau mungkin melibatkan orang-orang local di desa tersebut dalam aktivitas wisata. Untuk di Bali sendiri, sepengetahuan saya, yang bisa dikatakan rural tourism seperti desa penglipuran.  Untuk […], di Jatiluwih 100% tenaga local orang Jatiluwih, untuk guide dan supervisor. Jadi memang dicari orang Jatiluwih, diberdayakan di sana.  Rama:  Siapa yang punya komitmen seperti ini?  S003:  Sebenarnya […] ini dilahirkan dari kerja sama antara 2 owners. Yang pertama orang […]. Ada rencana untuk membangun sepeda listrik ini karena dia melihat ada peluang. Jadi dia kerja sama dengan […], orang […] tapi sudah lama di Jatiluwih. Beliau salah satu tokoh di Jatiluwih yang mengembangkan […]. Kemudian dia mengajak petani local untuk mengembangkan […] sebagai produk unggulan di Jatiluwih. Beliau ini juga punya hubungan baik dengan orang Jatiluwih. Mungkin beliau menyewa lahan di sana, jadi beliau yang menyediakan lahannya di sana. […] ini bekerja sama dengan […], bos saya di […]. Mereka bekerja sama berdua membuat […] ini. […] focus urusan operasional, […] lebih ke masalah perizinan dan pengadaan, pemberdayaan orang local sudah melalui diskusi antara mereka. Karena orang Jatiluwih dilihat sudah bisa untuk menjadi guide, kemampuan Bahasa inggris. Kan paling tidak guide sudah bisa Bahasa inggris, sehingga mereka bisa memandu wisatawan selama tur. Mereka punya basic, bukan Bahasa inggris yang bagus banget sih, setidaknya dia mengerti lah apa yang diucapkan oleh wisatawan. Untuk posisinya di Google bisa search “[…].”  Rama:  Lalu, darimana tamu mengetahui […]?  S003:  Tamu rata-rata direkomendasikan oleh TA yang bekerja sama dengan kami. Ada beberapa TA besar yang bekerja sama dengan kami, […]. Tamunya mungkin minta, “saya ingin cycling di Bali.”  Rama:  Sebelumnya, tamu itu memang customer TA mereka atau sengaja untuk cycling saja?  S003:  Kebanyakan mereka paket dengan TA itu. Jadi misalkan di Bali selama 7 hari. Setiap hari aktivitasnya berbeda-beda. Mereka pesan full ke TA itu termasuk transportasi dan atraksi wisatanya. Biasanya full package.  Rama:  Oke, tapi ada yang direct ke […] juga ya.  S003:  Ada karena kita juga ada sales. Jadi kita ada 1 sales itu tugasnya ke hotel-hotel. Menaruh brosur di counter activities di hotel atau concierge Namanya. Tamu juga kadang tahu dari brosur itu.  Rama:  Hotel seperti apa biasanya?  S003:  Hotel-hotel bintang-4 dan bintang-5 di daerah Kuta dan Seminyak. Dari hotel juga biasanya ada yang khusus menangani atau menjaga stand untuk activities di Bali. Jadi kami kerja sama juga dengan hotel. Jika ada yang tertarik, bisa menghubungi kami.  Rama: Saya balik lagi ke servicenya. Apakah Rutenye sudah ditentukan?  S003:  Untuk rutenya, guide akan memimpin di depan. Jika tamu lebih dari 6 orang, maka ada 2 guide di depan dan belakang. Nanti tamu tinggal mengikuti guide kemana rutenya.  Rama:  Kondisi Rutenya ini jalan aspal, tanah, atau batu?  S003:  Kombinasi sih, untuk rute 2 jam itu dari Pura Batukaru jalan aspal, kemudian melewati jalan tanah, lalu di sawah ada yang tanah ada juga yang sudah semen.  Rama:  Tidak pernah ada complain dengan tingkat kesulitan konturnya? Atau malah senang?  S003:  Tamu-tamu Eropa malah senang, makin menantang makin senang. Makanya marketnya market Eropa. Kalau wisatawan Asia gitu kan ga terlalu suka yang adventure, mereka suka yang easy.  Rama:  Apakah cuaca mempengaruhi?  S003:  Ga mempengaruhi sih, jika hujan juga masih bersepeda. Kita sediakan raincoat untuk mereka. Kecuali mungkin hujannya lebat sekali kita ga bisa. Kan terlalu beresiko juga kalau hujan angin, kita lihat situasi di lapangan. Sejauh ini kalaupun hujan tetap berjalan, Cuma tamunya pakai raincoat.  Untuk turnya ada pagi dan siang. Pagi start jam 9 selesai jam 11, lalu makan sekitar 1 jam, selesai jam 12. Untuk siang start jam 2 siang.  Rama:  Oke. Hotel-hotel tamu itu di kota atau rural?  S003:  Rata-rata daerah Kuta sih, Seminyak, Canggu, Nusa Dua, atau Sanur. Daerah Bali Selatan rata-rata tinggalnya. Sekitar 1,5 sampai 2 jam naik mobil ke Jatiluwih. Kalau pagi lumayan macet. Kalau musim high season lumayan macet.  Rama:  Saya penasaran, Apa ada yang pernah minta service sepeda listrik dari tempat mereka menginap ke Jatiluwih?  S003:  Belum ada sih sejauh ini. Kami menyediakan paket saja. Kita ga menyewakan sepeda untuk dipakai bebas oleh wisatawan, kita bukan rental sepeda yang bebas. Kita Cuma guiding tour aja, tur yang sudah ada rutenya.  Rama:  Oke 2 pertanyaan terakhir. Menurut Anda apa sustainable tourism travel?  S003:  Pandangan saya, itu dikaitkan dengan transportasi yang ramah lingkungan, yang tidak mengeluarkan emisi karbon, yang tidak pakai bahan yang tidak bisa diperbaharui, misalkan minyak, gas. Tapi transportasinya pakai yang ramah lingkungan, mungkin listrik, lalu solar panel, lalu berjalan. Lalu yang lebih mass transportation, bukan private transportation.  Rama:  Untuk case […], bagaimana layanan ini secara menyeluruh bisa lebih sustainable?  S003:  Di Bali menurut saya saat ini belum memungkinkan untuk sepenuhnya sustainable. Karena yang pertama, belum tersedia transportasi umum yang memadai. Belum seperti di daerah lain yang kita mau kemana saja bisa pakai transportasi umum. Karena di Bali transportasi umum masih terbatas. TemanBus juga peminatnya masih sedikit, rutenya juga masih sangat terbatas. Jadi wisatawan atau orang local ga ada pilihan juga, untuk kemana-mana harus pakai kendaraan pribadi. Karena mobilitasnya masih agak susah kalau pakai transportasi umum. Jadi menurut saya kalau untuk Bali masih belum memungkinkan kalau 100% pakai transportasi yang ramah lingkungan. Karena jarak antara satu tempat ke tempat lain juga masih jauh. Misalkan kayak Kuta ke Jatiluwih itu kan jaraknya sekitar 2 jam, kalau pakai sepeda sangat berat. Artinya butuh fisik yang sangat prima sekali.  Rama:  Untuk yang terdekat ke Jatiluwih itu tersedia transportasi umum jenis apa?  S003:  Belum ada transportasi umum ke Jatiluwih, sama sekali ga ada.  Rama:  Tapi pengunjungnya ke sana banyak?  S003:  Ke area Jatiluwih banyak, itu kan salah satu…diakui UNESCO sebagai daerah yang dilindungi, UNESCO World Heritage. Terkenalnya itu, Jatiluwih memang rame. Sebagian besar wisatawan Eropa di sana. Domestik juga lumayan banyak. Di sana sih wisatawan biasanya (berkunjung untuk) makan siang karena banyak café di sana, restoran, view rice terrace. Cuma transportasi umum rute ke Jatiluwih belum ada sih. Di Bali sih transportasi umum masih daerah perkotaan aja, Denpasar, Badung.  Rama:  Apa yang bisa dilakukan dari […] atau dari rekanan TA untuk lebih sustainable travelnya?  S003:  Dari segi moda transportasi berarti harus masif sekali perubahannya, artinya dari pemerintah seperti aturan. Di lain sisi itu dilemma di Bali, karena salah satu industry yang paling besar adalah pariwisata. Masih banyak penolakan dari masyarakat local kalau ada pengadaan transportasi umum secara besar-besaran seperti kota besar lainnya. Karena kita juga mendapatkan banyak peluang kerja dari bisnis transportasi ini. Jadi pengadaan transportasi, seperti banyaknya driver, jika ada transportasi umum kan orang local ini takutnya mereka tidak dapat peluang kerja lagi kalau kemana-mana orang tuh bisa pakai transportasi umum nanti. Jadi saya juga ga bisa terlalu gimana mengharapkan pemerintah. Karena di satu sisi juga pemerintah mungkin mau, Cuma dari lokalnya juga mungkin banyak penolakan juga. Karena mereka bergantung dari sana juga penghasilannya. Kan kebanyakan pekerja di industry pariwisata ini di penyedia jasa transportasi dan travel.  Rama:  Apa maksudnya penyedia transportasi?  S003:  Mereka yang menyewakan mobil. Jadi kalau kemana-mana wisatawan bisa pakai transportasi umum kan, penyedia transportasi ini kehilangan pekerjaan. Sedangkan kan banyak orang local Bali yang bekerja di bisnis transportasi wisata ini. Itu sih dilemanya, dari masyarakat juga mungkin akan banyak pro kontra.  Rama:  Apakah penyewaan ini kebanyakan usaha local? Bukan bisnis besar?  S003:  Iya, usaha local  Rama:  Bagaimana melihat aplikasi transportasi online?  S003:  Online juga sudah banyak. Driver local juga ada yang mengambil offline dan online. Jadi mereka sudah mulai beralih juga. Satu sisi kompetisi juga, satu sisi kan perkembangan zaman, mau ga mau harus mengikuti juga. Kalau tidak diikuti juga ga bisa.  Rama:  Oke. Terakhir saya ingin menunjukkan gambar, menurut Anda pola perjalanan wisata mana yang paling cocok dengan wisatawan di Bali?  S003:  Sepertinya yang base camp. Artinya besoknya balik lagi dari vila. Setiap hari mungkin beberapa atraksi lalu balik lagi ke hotel, besoknya beberapa atraksi lalu balik lagi ke hotel. Mereka menetapnya di satu hotel kebanyakan, kalau memang cuma 4 hari. Kalau di atas itu (4 hari), berarti lebih dari 1 hotel. Kalau seminggu paling 2 hotel. Kalau setiap hari pindah hotel ga dapat enjoy juga mereka di satu tempat.  Rama:  Oke itu saja. Apa ada yang ingin ditambahkan?  S003:  Tidak ada  Rama:  Terima kasih | Rama:  This is about a trip to a rural area in Bali, the results of which will later be used as material for my research here. What will be quoted later is an anonymous statement, so feel free if you have something to say, don't be afraid. So, first of all, can you tell me about your work role and involvement in the tourism sector or transportation and travel?  S003:  Does this mean that this is specifically for […], right? I used to work at the end of 2017 at […] as a part timer, working three times a week because I also went to college. August 2017 to July 2018, so for about 1 year I worked at […] in the admin and reservation section. I have 2 tasks; there are reservations by phone and reservations by email. But more reservations by email because most of us take guests from travel agents, so a few guests go straight to the […]. Most guests are from travel agents.  Then for a reservation via email it was from a travel agent, so I handled specifically for the reservation part. And coincidentally, my office is in Denpasar, not in Jatiluwih. There are two locations for electric cycling, in Ubud and Jatiluwih. The best-selling in Jatiluwih because in Ubud the scenery is less attractive. What's more interesting is Jatiluwih, because Jatiluwih is also famous for … Ubud is not the center of Ubud, it's more on the outskirts, the name is Mambal. If we look at the map, actually Mambal has entered the Badung area, not Ubud. But the owner branding Ubud and Jatiluwih. It's normal that in Bali, which is close to Ubud, everyone claims to be Ubud. So that's the location for the electric bike tour in Ubud and Jatiluwih. For Jatiluwih, there are 2 types of tours, namely 1 hour and 2-hour tours. For 1 hour tour only around Jatiluwih. The starting point of our Café at […], we have a Café there, […]. The name is also finished there. The circumference is around the Jatiluwih terrace, about how many kilometers, I forget. But what is clear is that around the Jatiluwih rice fields it is only for a 1 hour tour. For a 2 hour tour, start from Batukaru Temple then finish point at Jatiluwih. For Mambal there is only 1 type of trip, namely a 2 hour trip. The route is around the resident's village in Mambal, there are like plantations and rice fields. Most pass-through residential villages.  For transportation to the bicycle tour, use a car from a travel agent. If you go through a travel agent, they will be delivered directly by them, provided a car to our location. For a 2-hour tour, transfer to Batukaru Temple, then the car will immediately wait at the finish point. For a 1 hour tour, you will be taken directly to our location which is also the finish point.  Our Difference with Other Bike Tours, We Use Electric Bikes. So guests don't need to pedal their bikes, they just need to gas like an automatic motorbike. On the handlebar there is gas on the right. But for guests who want to exercise, they can pedal, so the engine is turned off. This is something new, in Bali there are not too many cycling using electric bicycles. Most of the usual cycling remains pedaled. This electric bicycle makes it easier for tourists if they are not too physically fit, they can take this electric bicycle tour. Because the roads in the Batukaru Temple area are not bad, the incline is also decent, although not too steep. Yes, it's okay if you pedal, you have to have excellent physique if you don't have an electric bicycle. But with this electric bicycle, tourists who are not used to cycling can still take an electric bicycle tour because it is like carrying an electric motorbike. Only the maximum speed is 20 kph, not too fast. For this bike the discharge is for 4 hours for the tour which is 2 hours.  Rama:  Interesting, I have some follow-up questions. First with regard to guests, are you personally with them or just in the office?  S003:  I'm just in the office. The field people are different again for those in Jatiluwih who handle them directly. For the guide, we have about 5 people. Now I don't know if it's operational again or not. Because the last time I went to the cafe location in Jatiluwih when it was still a pandemic about a year ago it was still closed. The last time I worked there, in Jatiluwih there was a reservation staff of 1 person, such as a supervisor there, handling reservations and payments. Reservations there received info from me, from the office in Denpasar. I deal with guests via email or phone only.  Rama:  But do you know the demographics of these guests?  S003:  Demographics… We ask that the reservation does not require age, we at least ask for the name of the guest, and if there is a new child, the age is mentioned because of the price difference. For children under 12 years we charge half the price, for those above it are already subject to adult rates. So from TA provide information on the name, number, and nationality of the guest. Most of the […] were guests from France. In addition there is Switzerland, then other European countries. But most of the French, maybe interested in electric bicycles. The rest are mostly European, rarely guests from Asia are interested in electric bicycles. Incidentally because the boss is also a Belgian citizen, maybe his connection is more to the European market.  Rama:  Okay. Usually 1 TA car that delivers is a group or individual?  S003:  At […], the minimum order is for 2 people, not 1 person. And to go to our location, they must use a car. In Bali, the standard for tourism is that on average everyone uses a car, no one uses a motorbike. The motorbike is for the usual backpacker guest. For public transportation, we are still inadequate in Bali. So they 100% use cars. There are cars from TA if they order from TA. If you order directly from us, we provide transportation, car too.  Rama:  Why is it must at least 2 people?  S003:  It has to do with the budget. Because if only 1 person does not cover the budget. At least 2 people are 1 guide who handles these 2 people. It used to cost IDR 800,000 for a 2 hour package, including lunch. For the 1 hour package IDR 250,000 but does not include meals, only electric bicycle tours. That's the price per person. The average for a tour package in Bali is a minimum of 2 people.  Rama:  Then from the bike, does it have its own charging facility?  S003:  Charging is like charging a cellphone. The engine is in an ordinary bicycle frame, the average Polygon, then installed electricity. The battery in the bike frame can be disassembled. So when charging the battery is removed and then discharge normally. So there is no special place.  Rama:  Are there any regulations that must be met as an e-bike provider?  S003:  Nothing, so far not. The license is just an ordinary tour company. Food and beverage license because it provides a cafe like a restaurant. Manage customary permits.  Rama:  Manage permits to adat?  S003:  Yes, there is a fee. In Bali, there are two systems, the government in the village is a government under the formal government. The name is the village head. There is also a part of adat (culture or customary), adat governance.  Rama:  As far as you know, are there any other providers like this?  S003:  As far as I know there is 1 in Ubud. The name is […]. That's the location in Ubud only. In Jatiluwih, only […] provides it.  Rama:  Then there were also children guests. Are bicycle facilities for children differentiated?  S003:  For children under 12 years old they use regular bicycles, not electric bicycles. No electric bikes for kids. Most of them take the 1 hour tour only if there are children. Because if you take a 2 hour tour, the route is a bit heavy if you use a regular bicycle. The bike is smaller in size for children under 12 years old and it is without electrical installation, a regular bicycle that is pedaled.  Rama:  Does that mean that children ages 13 to 16 are given electric bicycles?  S003:  Yes, because they are classified as an adult category.  Rama:  I want to get back here later. Just want to know, what do you think is rural tourism?  S003:  In relation to the countryside, the activities are carried out in the village or may involve local people in the village in tourism activities. For Bali itself, as far as I know, what can be said is rural tourism like Penglipuran village.  For […], in Jatiluwih, 100% local staff are Jatiluwih people, for guides and supervisors. So the Jatiluwih people are really looking for them, to be empowered there.  Rama:  Who has a commitment like this?  S003:  Actually […] was born from a collaboration between 2 owners. The first is […]. There were plans to build this electric bike because he saw an opportunity. So he worked with […], a […] but has been in Jatiluwih for a long time. She is one of the leaders in Jatiluwih who developed […]. Then she invited local farmers to develop […] as a superior product in Jatiluwih. She also has good relations with the people of Jatiluwih. Maybe she rented the land there, so she provided the land there. […] is working with […], my boss at […]. The two of them worked together to make […].[…] focuses on operational matters, […] focuses more on licensing and procurement issues, the empowerment of local people has been through discussions between them. Because the Jatiluwih people are seen as being able to become guides, their English skills. At least the guides can speak English, so they can guide tourists during the tour. They have basic, not very good English, at least he understands what tourists are saying. For its position on Google, you can search "[…]."  Rama:  Then, how do guests know about […]?  S003:  Commonly guests are recommended by TA we work with. There are several big TAs we work with, […]. The guest may ask, “I want to cycle in Bali.”  Rama:  Previously, the guest was indeed their TA customer or on purpose just for cycling?  S003:  Most of them package with the TA. So for example in Bali for 7 days. Every day the activities are different. They ordered full to TA, including transportation and tourist attractions. Usually full packages.  Rama:  Okay, but there are those who go directly to […], too.  S003:  There because we also have sales. So we have 1 salesperson whose job is to go to hotels. Put brochures at the counter activities at the hotel or concierge. His name. Guests also sometimes know from the brochure.  Rama:  What kind of hotel is it usually?  S003:  4-star and 5-star hotels in Kuta and Seminyak areas. From the hotel, there is usually someone who specifically handles or maintains a stand for activities in Bali. So we also cooperate with the hotel. If anyone is interested, can contact us.  Rama:  I went back to the service again. Has the route been determined?  S003:  For the route, the guide will lead in front. If there are more than 6 guests, then there are 2 guides in front and behind. Later guests just follow the guide where the route is.  Rama:  How is the condition of the route? Is it asphalt, dirt, or stone?  S003:  It's a combination, for the 2-hour route from Batukaru Temple there is an asphalt road, then through a dirt road, then in the rice fields some are soiled and some are already cemented.  Rama:  Have you ever had any complaints about the difficulty level of the contours? Or even happy?  S003:  European guests are happy, the more challenging the happier. That's why the market is the European market. Asian tourists don't really like adventure, they like easy things.  Rama:  Does the weather affecting the business?  S003:  It doesn't matter, if it rains, you can still do cycling. We provide raincoat for them. Unless it's raining heavily, we can't. It's too risky if it rains, we'll see the situation on the ground. So far, even if it rains, only the guests wear raincoats.  There are morning and afternoon tours. Morning start at 9, finish at 11, then eat for about 1 hour, finish at 12. For afternoon start at 2 pm.  Rama:  Okay. Are the guest hotels in the city or the countryside?  S003:  The average area is Kuta, Seminyak, Canggu, Nusa Dua, or Sanur. The area of ​​​​South Bali is the average area where the tourists stay. About 1.5 to 2 hours by car to Jatiluwih. In the morning it's quite jammed. If the high season season is quite jammed.  Rama:  I'm curious, Has anyone ever asked for electric bicycle service from where they were staying to Jatiluwih?  S003:  Nothing so far. We provide packages only. We do not rent bicycles to be used freely by tourists, we are not free bicycle rentals. We're just a guiding tour, a tour that already has a route.  Rama:  OK, last 2 questions. What do you think sustainable tourism travel is?  S003:  In my view, it is associated with environmentally friendly transportation, which does not emit carbon emissions, which does not use non-renewable materials, such as oil, gas. But the transportation is environmentally friendly, maybe electricity, then solar panels, then walking. Then what is more mass transportation, not private transportation.  Rama:  For the case of […], how can this service as a whole be more sustainable?  S003:  In Bali, in my opinion, it is not yet possible to be fully sustainable. Because the first, there is not yet adequate public transportation. Not like in other areas where we want to go anywhere we can use public transportation. Because in Bali public transportation is still limited. TemanBus also has few passengers, the routes are also very limited. So tourists or local people don't have a choice either, to go anywhere they have to use a private vehicle. Because the mobility is still a bit difficult if you use public transportation. So in my opinion, for Bali it is still not possible to use 100% environmentally friendly transportation. Because the distance from one place to another is also still far. For example, like Kuta to Jatiluwih, the distance is about 2 hours, if you use a bicycle, it is very heavy. This means that it takes a very prime physical at all.  Rama:  For the closest to Jatiluwih, what kind of public transportation is available?  S003:  There is no public transportation to Jatiluwih, nothing at all.  Rama:  But there are a lot of visitors there?  S003:  There are many Jatiluwih areas, that's one… recognized by UNESCO as a protected area, UNESCO World Heritage. It's famous, Jatiluwih is very busy. Mostly European tourists there. Domestic is also quite a lot. There, tourists usually (visit for) lunch because there are many cafes there, restaurants, rice terrace views. Only public transportation routes to Jatiluwih don't exist yet. In Bali, public transportation is still only in urban areas, Denpasar, Badung.  Rama:  What can be done from […] or from TA partners to make the travel more sustainable?  S003:  In terms of transportation modes, it means that the changes must be massive, meaning that from the government such as regulations. On the other hand, it's a dilemma in Bali, because one of the biggest industries is tourism. There are still many rejections from the local community if there is a massive public transportation procurement like other big cities. Because we also get a lot of job opportunities from this transportation business. So the procurement of transportation, such as the number of drivers, if there is public transportation, these local people are afraid that they will not get job opportunities again if they can use public transportation everywhere. So I also can't really expect the government. Because on the one hand the government may also want to, but from the local side there may also be a lot of resistance. Because they depend on it as well as their income. Most of the workers in the tourism industry are providers of transportation and travel services.  Rama:  What do you mean by transportation provider?  S003:  Those who rent cars. So if tourists can use public transportation everywhere, right, this transportation provider will lose their job. Meanwhile, there are many local Balinese people who work in this tourism transportation business. That's the dilemma, from the community there may also be many pros and cons.  Rama:  Is this rental mostly local business? Not big business?  S003:  Yes, local business  Rama:  How to view online transportation applications?  S003:  There are many online too. There are also local drivers who take offline and online. So they've started switching too. On the one hand, competition is also on the other side, it's about the times, like it or not, you have to keep up with it. If you don't follow it, you will lose it.  Rama:  Okay. Lastly, I would like to show you a picture. In your opinion, which travel pattern is most suitable for tourists in Bali?  S003:  Looks like the base camp. That means the next day back from the villa. Every day maybe a few attractions and then back to the hotel, the next day some attractions and then back to the hotel. They stay in one hotel mostly, if indeed only 4 days. If above that (4 days), it means more than 1 hotel. If a week at most 2 hotels. If you change hotels every day, you can't enjoy them in one place either.  Rama:  Okay that's it. Is there anything you want to add?  S003:  There isn't any  Rama:  Thank you |