Pseudoname: Anang, Code: Interview S009, Category: Business, Sex: Male, Level: National, Job: Travel Agent Manager

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| Rama:  Salam kenal, kemarin saya approach Anda langsung karena responnya bagus saya lihat ada travel loop di presentasi Anda, jadi saya ingin gali lagi. Terutama Anda masih di […] yang cukup besar di industry. Yang pertama tentang Anda dulu, boleh tahu job role dan involvement Anda di transportasi maupun tourism?  S009:  Baik terima kasih atas undangan interviewnya hari ini dan terima kasih […] diberikan kesempatan. Saya mungkin memperkenalkan saya dan […] ya. Saya sebetulnya secara professional di bidang pariwisata sudah mulai dari tahun 1998 ketika diawali memang sudah di […] waktu itu. Saya bukan orang tourism tapi sambil berjalan belajar juga akhirnya. […] adalah grup usaha dengan 5 pilar; inbound untuk mendatangkan wisatawan mancanegara ke Indonesia, Thailand, Malaysia, dan Vietnam, lalu pilar kedua Travel & Leisure, sebetulnya dulu disebut outbound, tapi konotasinya sangat pergi ke luar negeri, padahal kita juga manage orang-orang Indonesia yang travelling di dalam negeri. Lalu pilar ketiga media, dulu disebut MICE, karena kita punya […]. Nah, […] itu melebur menjadi […] sekarang. Kami handle untuk exhibition, event, convention, conference, dan meeting. Lalu yang keempat pilar hospitality, kami bangun dan manage beberapa hotel. Saat ini ada 12 hotel semua masih di Indonesia. Di beberapa kota di Indonesia. Lalu yang kelima pilar transportasi, transportasi darat, penyewaan bus transportasi wisata, lalu ada shuttle service intercity Jakarta-Bandung, Jogja-Solo-Semarang, Purwokerto-Cirebon, dimana juga ada logistic city to city dengan last mile bekerja sama dengan Gojek dan Grab. Lalu di pilar transportasi ada open trip, untuk utilisasi kendaraan sepanjang periode kosong. Dibuat program open trip, orang kumpul bareng-bareng. Contoh paketnya sunrise di Rancaupas, Bandung. Marketnya orang Jakarta, malam hari mereka pulang dari kantor jam 22:00 berangkat dari Jakarta jam 11 atau 12. Naik 1 bus, mereka saling ga kenal, mungkin ada 2 orang, atau 4 orang, atau 10 orang tapi satu kantor. Mereka di perjalanan malam hari, nanti tiba di Bandung, di Rancaupas, jam 5 subuh mereka mengejar sunrise. Ini lagi kekinian karena anak milenial sebetulnya senang dengan yang seperti ini. Jadi kita lihat momentumnya ke sana. Jadi overall […] secara bisnisnya seperti itu. Kebetulan saya starting karir di […] menjadi […], lalu menjadi […] karena dulu kami punya usaha advertising. Lalu dilanjutkan berkarir di luar, sempat buka usaha sendiri, resign dari […], lalu join lagi. Rejoin tapi […] sudah besar tahun 2013, saya ditawari posisi langsung di grup, di holding, sebagai […]. Lalu sambil berjalan saya juga memegang […]. Jadi 2017 saya sebagai […]. Tahun 2021 lalu saya di holding, […].  Rama:  Berarti perjalanan karirnya hampir full di […]ya  S009:  Sebetulnya sebelum di […] saya studi di art and design. Tahun 1995 saya di agency, sekarang Namanya … dulu Namanya …. Lalu saya pindah ke publishing tahun 1996-1998 saya di penerbitan majalah lifestyle, lalu pindah ke […]. Jadi basic saya bukan tourism, tapi Ketika rejoin di tahun 2013 di holding mewakili brand […], ya saya harus masuk ke banyak pembelajaran.  Rama:  Mungkin nanti di bagian akhir nanti saya akan focus ke pilar transportasi. Tapi sebelumnya saya masuk ke tourism dulu, menurut Anda apa definisi rural tourism?  S009:  Definisi saya lebih relevan dengan CBT, community based tourism. Rural tourism secara organic dibangun oleh masyarakat local tapi dilirik oleh industry, bukan yang besar sekali. Mungkin tour operator local yang bisa melakukan scale up orang untuk datang ke lokasi tersebut, mereka jadi channeling. Banyak kasus sih di Indonesia seperti ini, contoh di Waihebo, dulunya desa adat. Tapi ada operator local yang suka jalan ke sana lalu mereka ajak teman-temannya, buat paket, termasuk Pulau Padar di Labuan Bajo, di Nusa Tenggara Timur, juga begitu. Termasuk di Jakarta ada pulau Sepa. Rural itu kan kewilayahan, ada urban, suburban, rural. Tourismnya sendiri memang ada beda karakter antar urban dan rural tourism, tapi tourismnya sendiri bicara leisure. Perbedaannya mungkin karakternya. Rural tourism tidak menyediakan kemewahan yang urban tourism biasa provide. Tidak ada hotel bintang-4, bintang-5, yang ada tinggal di rumah warga. Jadi pendekatannya jauh berbeda dengan urban atau mass tourism. Jadi mungkin dalam definisi saya rural tourism adalah segmen yang dibangun secara organic dari masyarakat local, jadi konteksnya dengan CBT.  Rama:  Untuk karakteristik rural tourism menurut Anda apa saja?  S009:  Mungkin karakteristik yang paling berasa, lebih kelihatan adventure mungkin ya. Di luar itu, memanage ekspektasi kan. Karena marketnya ga besar juga kalau bicara (rural tourism). Mungkin saat ini mulai ada pertumbuhan karena orang udah mulai sadar dengan pariwisata tuh harus lebih bertanggung jawab. Lebih mencari experience, engagement, instead of enjoyment doang. Jadi saya pikir karakter yang berbeda pertama lebih adventure, dari sisi amenities bukan penginapan yang mewah, tapi kemewahannya ada lokalitas, indigenous yang ada di destinasi itu sendiri. Lalu yang paling penting collecting story nya itu ya, jadi mereka ke sana bukan bicara apa ya. Mungkin orang kalau ke resort di Maldives itu disajikan pemandangan laut, resortnya bagus, tapi kalau di sini mereka cerita bagaimana main dengan anak-anak kampung di sana, bagaimana cara masak local, mungkin bagaimana masak ikan di sini, bagaimana mengolah makanan. Jadi ada pembelajaran di sana. Jadi lebih kepada travel for purpose, lebih kepada cause tentang how to respect local.  Rama:  Dengan definisi seperti itu, menurut Anda apa saja contohnya di Bali?  S009:  Di Bali kalau saya lihat masyarakatnya sudah sadar wisata. Jadi saya ga melihat ada rural tourism di Bali. Even di desa yang terpencil di Bali mereka sudah sadar wisata dan bedanya mereka ga mengkomersialisasi seperti di Papua. Di Papua kita bawa kamera di Pasar Sentani, motret babi, harganya 600 ribu. Di Bali kita motret orang lagi nyiapin Canang, lagi ngobrol, itu gratis. Artinya di Bali saya melihat semuanya sudah sadar wisata. Konsep desa wisata sendiri sudah termanage dengan baik di Bali. Modalitas? Secara social sudah baik duluan. Rural tourism di Bali menurut saya agak sulit, kecuali bicara coastline misalnya kayak, saya lupa, ada 1 desa di Pemecutan, itu desa nelayan dimana yang dilakukan rural tourism di sana adalah bagaimana melihat kehidupan social nelayan yang membudidayakan seaweed, lalu Mutiara yang diternak. Itupun mereka sudah punya kesadaran tentang pariwisata. Jadi secara kolektif mereka ada yang menyediakan homestay, tempat makan. Tapi yang baik mungkin idealnya ga dibuat-buat, lebih otentik aja, ga dibuat restoran yang rapi banget, apa adanya aja sih. Itu sebetulnya agak beda pemahamannya. Ada orang-orang yang Sukanya kan dibagusin, yang apa adanya justru itu kemewahan.  Rama:  Beberapa wisatawan juga berbeda, misalnya menganggap Ubud rural, ada juga yang menganggap perkotaan, ada juga yang tidak mau dikembangkan.  S009:  Tapi ya balik lagi ke definisi itu ya. Urban, suburban, rural. Saya lihat Ubud itu mungkin udah urban, udah ada Starbucks. Naik sedikit ke Kintamani okelah itu Suburban. Tapi daerah mana yang rural? Saya melihat daerah rural di Bali adalah daerah yang tidak dianggap sebagai destinasi wisata. Contoh Yeh Gangga, di daerah Negara. Bali sendiri satu pulau itu udah destinasi wisata, di Yegangga, di Tajun, menurut saya udah jadi tempat wisata. Cuma kalau tidak dianggap sebagai destinasi popular, di Bali mungkin kita anggap sebagai rural. kalau ubud sudah urban, popular. Tapi ada juga yang mempersepsikan kalau rural itu masih lekat dengan budaya, mungkin. Tapi kita lihat di Seminyak, Pura setiap kali ada budaya, ramai juga. Makanya kalau definisi rural sendiri saya melihatnya sebagai kewilayahan, ada karakter yang berbeda.  Rama:  Tapi secara area sendiri kan tetap berbeda ya antara Bali selatan, aglomerasi Sarbagita, dan utara. Agak sulit juga kalau Anda tidak menganggap ada area rural di Bali. Apakah Bali Utara Anda anggap sebagai suburban?  S009:  Kalau saya melihat Bali yang rural adalah yang belum dianggap sebagai popular destination. Kayak Ubud menurut saya urban, Kintamani udah suburban. Tapi kalau daerah Tajun, daerah Utara, Yeh Gangga di Negara, ini rural. Mereka masih provide…mungkin ga mass, orang ga banyak ke sana juga. Mungkin definisi saya kalau mengkategorisasi suburban dan urban di Bali mungkin meihat banyak wisatawan banyak atau ngga. Bukan Cuma sekedar kewilayahan, kalau belum popular menurut saya rural. Jadi belum terlalu tereksploitasi dengan pariwisata. Begitu jauh ga ya definisinya.  Rama:  Ga apa-apa sih, perspektif baru juga. Tapi bagaimana dengan taman nasional Bali Barat?  S009:  Itu rural menurut saya, Menjangan juga rural. Karena secara kuantitas, tidak banyak orang yang ke sana, walaupun dijadikan destinasi. Tapi Nusa Penida, itu rural secara kewilayahan, tapi banyak orang ke sana, di sana sudah exploitative.  Rama:  Apakah berarti kata kuncinya exploitasi?  S009:  Saya melihat begitu ya, karena sebelum pandemic ini kan ada yang overcrowd destinations. Rural itu Ketika kita dapat tempat yang sepi, tidak dieksploitir dengan wisata tapi kita bisa menemukan leisure di sana, itu destinasi wisata. Tapi ya ga banyak orang tahu.  Rama:  Oke. Saya coba lanjut ke transportasinya. Menurut Anda bagaimana wisatawan melakukan perjalanan ke area rural?  S009:  Bali kan relative nyaman menurut saya. Menyewa motor atau mobil pun bisa. Justru public transportnya buruk mungkin. Di kota aja ada seperti kendaraan shuttle, seperti Denpasar, Benoa. Tapi kalau ke arah Amed ya harus sewa motor atau mobil, sebenarnya dimanjakan sih kalau Bali sebagai satu pulau orang sewa kendaraan seminggu bisa kemana aja. Jadi bicara transportasi menurut saya secara connectivitynya dimudahkan dari banyaknya pilihan sewa transportasi.  Rama:  Menurut Anda kenapa wisatawan memilih itu?  S009:  Kalau saya ke Ubud susah loh cari transportasi umum. Mau ga mau harus sewa kendaraan, atau saya pakai tour/travel. Cuma ga familiar atau ga umum kita tour ke Ubud. Kecuali kita ke Nusa Penida, karena ada isu nyebrang laut. Jadi kalau ditanya kenapa ya public transportnya mungkin ga terlalu…saya ga terlalu hafal sih. Tapi kalau bicara kenyamanan, akan jauh lebih nyaman sewa kendaraan.  Rama:  Jika kendaraan umumnya ada pun kan belum tentu juga mereka akan pakai?  S009:  Kalau compare dengan Penang atau Bangkok. Bangkok ke Pattaya ada bus kayak DAMRI, selalu berangkat tiap 30 menit ada. Dari Sanur aja misalnya, bukan airport ya, titik di Kuta cari yang ke Ubud ada tapi pakai travel, bukan public transport, tapi private chartered. Kalau ada shuttle mungkin bisa jadi pilihan menurut saya. Kayak di Pattaya itu kan ada angkot. Turis bawa-bawa koper naik itu juga mau. Tapi menurut saya kalau Bali belum ada ya shuttle model begini.  Rama:  Apakah […] tidak menyediakan transportasi semacam ini?  S009:  Kami sebenarnya sifatnya transportasi kami chartered. Tapi untuk intercity shuttle kami main di Jawa karena diuntungkan oleh pembangunan infrastruktur tol Trans Jawa jadi lebih cepat. Kedua, di Bali, kalau kayak DAMRI kan mereka angkutan umum. Kami ini kan walaupun shuttle harus by ticket. Sebetulnya basic bisnis kita, kalau bicara Bali spesifik, kita menyelenggarakan tur. Jadi bus kita yang di Bali itu untuk handling tamu wisatawan mancanegara yang datang ke Bali lalu mereka mau tur ke Kintamani misalnya, itu pakai bus kita. Bukan untuk, belum untuk umum, untuk wisatawan umum. Bus kami di sana untuk tamu yang sudah booking dengan kami. Bisnis inbound ini kan B2B, kita hanya kerja menangani agent spesifik, misalnya dari Eropa ada Tuwi ada Fox dari Belanda, Jerman. Mereka deal dengan kita udah 1 paket tur. Transportasi mereka selama di Indonesia pakai bus kita. Jadi transportasi di sini sebetulnya untuk itu. Walaupun ada Sebagian besar bus kami juga untuk charter pariwisata. Misalnya ada sekolah mau study tour Jakarta ke Kebun Raya Bogor, tapi bukan yang berjadwal.  Rama:  Apa saja ukuran busnya?  S009:  Ukurannya dari big bus 45 seat, medium bus 27 seat, lalu ada van 12 seat, ada juga kendaraan kecil yang private.  Rama:  Saya mau pindah ke wisatawannya. Tanpa tour agent, mereka butuh pengetahuan lebih untuk menggunakan moda transportasi di Bali. Tapi tamu yang sudah booking dengan […], pengetahuan apa yang mereka perlukan?  S009:  Mereka mungkin harus tahu produk apa yang mereka beli. Ini saya bicara wisatawan mancanegara ya. Saya cerita dulu. Kami punya produk Namanya Overland, Roundtrip. Overland contoh tamu Belanda mendarat di Jakarta. Mereka nginep 1 malam lalu overland Jakarta ke Bali pakai bus. Mereka bermalam di Jakart semalam lalu mereka sempat city tour dulu ke Kota Tua, Fatahillah. Setelah itu mereka berangkat ke Bandung, di sana mereka menginap semalam, ada tour di Bandung besok paginya. Dulu ada angklung Mang Udjo, mereka main angklung. Setelah itu berangkat lagi ke Wonosobo, nginep di sana, lihat Dieng. Mereka kan senangnya lihat pemandangan sawah, landscape tropis mereka suka. Lalu jalan ke Jogjakarta, menginap lagi bisa 2 hari, ke Keraton, Taman Sari. Setelah itu bisa ke Bromo, menginap lagi semalam. Besoknya ke Banyuwangi, Kalibaru, bisa menginap di perkebunan teh zaman Belanda. Besoknya nyebrang ke Bali. Di Bali mereka bisa ngabisin 1 minggu. Mereka rata-rata bisa 2 minggu di Indonesia. Seminggu jalan di darat, seminggu mereka leha-leha aja di Bali di hotel. Di situ kita kasih tur opsional, misalnya Ubud, mereka pulang hari pulang lagi ke hotel. Atau ke Kintamani, atau mereka juga bisa pindah, biasanya kalau inbound kan senangnya dekat pantai. Tapi kalau tamu kita middle-east mereka mungkin di Ubud karena lebih dingin. Jadi, karakter itu kita tau gitu loh market middle-east gimana, market India gimana, market Europe senangnya gimana. Termasuk pemilihan hotel-hotel. Jadi, itu kalau rata overland. Ada yang roadtrip, misalnya mereka mendarat di Jakarta, mau lihat orang utan di Tanjung Putting. Mereka semalam di Jakarta, besoknya mereka terbang ke Balikpapan. Dari Balikpapan ikut cruise apa tu di sungai hutan itu, yauda mereka bermalam di kapal. Nah, kayak gitu bener tourism tuh, mas. Tapi, ada season tertentu penuh juga tuh kapal. Artinya sungai itu bisa penuh dengan cruise-cruise kapal kayu itu. Kita nyebutnya cruise sih, tapi itu kapal kayu. Habis itu mereka dari Balikpapan bisa ke Makassar. Dari Makassar mereka ke Toraja tuh. Di Toraja bermalam mungkin 2 hari 1 malam, terus terbang lagi ke Bali. Di Bali mereka bisa seminggu. Jadi roundtrip gitu, mereka masuk di sini keluar dimana, tapi ???(33-44). Itu ???(33-45).  Ada lagi yang cuma paket ke Bali doang full 12 hari. Mereka cuma beli hotel, kita cuma transportin dari mereka mendarat di bandara dijemput, diantar ke hotel, dikasih opsional tuh ada yang Kintamani, Ubud, ada yang Lovina segala macam. Abis itu mereka bebas acara sendiri, free program. Nanti tinggal transfer out diantar lagi ke airport trus mereka pulang. Itu yang Bali doang.  Nyambung ke Bali tadi bicara rural tourism. Yang kita tawarin tadi ada Ubud, Kintamani, ada oleh-oleh tour. Itu semua rata-rata yang Ubud tadi udah urban, mereka juga senang belanja. Ada beberapa tamu yang spesifik “saya mau dong lihat Bali Lovina” atau mau ke arah Amed, atau mau ke Nusa Penida. Itu semua opsional. Yang beli rural tourism, biasanya kita tawarin desa wisata, ada taman Penglipuran, Sangga Buana, ada beberapa lah gitu ya di kontrak kita. Tapi kan desa ini udah jadi ya,  Rama:  produk ya, udah dikemas- ya, udah dikemas. Apakah itu rural?  S009:  Secara tematik mungkin keliatan rural ya karena ada kehidupan masyarakat desanya. Tapi ya itu kan kalau Penglipuran udah sangat rapi. Ada juga yang masih setengah matang gitu ya tapi menarik juga gitu loh. Jadi, balik tadi ke penggunaan kendaraan ya seperti itu sih memang.  Rama:  itu yang disebutkan tadi pulang hari pakai moda-moda yang disebutkan tadi ya? Small medium gitu?  S009:  Iya jadi pakai kendaraan kita, pakai bus kita.  Rama:  Ya, menarik sih. Saya coba tarik sedikit Pak, berarti ga semua inbound itu langsung flight ke Ngurah Rai ya?  S009:  Ngga ngga. Banyak sekali yang ke Jakarta dulu, banyak yang mau dapetin dulu nuansanya Indonesia tu kayak gimana sih. Lucu sih mereka tu bisa berenti di pasar “eh liat dong pasarnya kayak gimana, traditional market kayak gimana.” Mereka banyak pengen tau.  Rama:  kalau dari Pak ??? sendiri ada alasannya kenapa begitu atau sekedar follow demand aja Pak?  S009:  Kita kan dari tahun ’72 ya mulai bisnis kita, jadi sekitar akhir tahun 70an market itu tumbuh terus, tahun 80an begitu, jadi karakter itu dari dulu ada. Jadi saya ngeliat. Tapi itu yang spesifik masyarakat Eropa yang seneng begitu. Kayak Belanda. Saya ngeliatnya begini, mereka kan punya hubungan emosional ya dg Indonesia. Pernah ada tamu yang minta dianterin ke makam kakek neneknya. Iya mereka tau. Kenapa tadi yang saya cerita kita ke Kalibaru di Banyuwangi, itu bekas perkebunan Belanda. Mereka ke Bogor lihat kebun raya bogor trus istana Bogor “oh di sini istana bogor yang dibangun..” ya memang Raffles yang ngebangun tapi kan ada sejarah Belanda juga. Nah, itu yang narasinya jadi kuat. Itulah kenapa ke traditional market, karena memang unik kali ya buat mereka. Nyobain makan rujak, buah2an mereka juga suka. Makan papaya, mangga, jadi yang buat kita yang pengalaman biasa buat mereka luar biasa. Kayak mungkin kalau saya ke Inggris, buat saya mungkin luar biasa, buat mas rama mungkin yang udah tau di sana ya biasa aja.  Rama:  luar biasa mahal. Jadi lumayan kebaca ya pak mungkin preferensinya  S009:  Eropa yang seperti itu ya dibanding yang lain. Nah, kita coba buka market lain ya misalnya India, Srilanka, beda tuh karakternya. Diajak ke pasar, yah sama pasarnya sama India, ngapain gitu kan. Tapi mereka seneng tuh misalnya ke Pura, karena ada narasinya di situ kalau mereka India, “oh pura Bali tu begini” hindunya beda sama India, tapi hindu gitu loh. Nah, biasanya mereka seneng tuh belanja kalau orang India. Jadi kalau ke Indonesia, di Jakarta bisa 3 hari karena mereka belanja dulu. Dan mereka juga pilihnya juga -ini kebetulan market yang kita dapet juga lebih premium gitu ya- jadi mereka pilih hotel yang di tengah kayak Hyatt yang di Plaza Indonesia, Westin yang baru. Jadi high end market yang kita dapet. Mereka ngapain? Ya belanja, branded juga. Jadi memang karakternya beda-beda. Middle east beda lagi. Mereka malas lama-lama di Jakarta, mau belanja juga barang-barang di sana lebih bagus, ngapain. Mereka cari apa? Sukanya ke Bandung karena adem. Habis dari Bandung ke Dieng karena dingin. Ke Bromo juga seneng tuh dingin. Di Bali mereka sukanya ke Ubud. Jadi apa yang di sana ga ada, di sini ada, mereka akan cari itu. Yang bule atau Eropa carinya pantai. Tapi ketika ngomong Eropa juga bisa beda-beda antara tamu Inggris, tamu Prancis, tamu Jerman deh sama tamu Belanda. Kalau kita ngeliat ada tamu bule di hotel, dia duduk duduk doang di pool sambil baca buku biasanya tamu Inggris. Kalau mereka berenang tapi, padahal dia beach front hotel, itu tamu Prancis. Kalau mereka jemur di pantai, terus main di pantai, itu tamu kalau ga Jerman ya Belanda. Caranya beda, nah kita milih hotelnya aja bisa beda nanti. Jadi yang orang Prancis agak lebih milih, lebih picky. Untuk orang Inggris lebih kayak Jerman juga, ada pengen belajarnya gitu. Misalnya dibawa ke pasar mau tuh, untuk orang Prancis malas becek-becekan.  Rama:  Saya sempat interview salah satu rekanan […], sepeda listrik Jatiluwih. Katanya memang market Eropa, karena market asia tipikalnya malas.  S009:  Bener, market Asia senangnya ke Nusa Penida karena bisa foto, bagus, yang iconic mereka senengnya. Ada travel pattern-nya juga.  Rama:  Saya loncat-loncat sedikit ya Pak. Di sana kan ada Trans Metro Dewata, BRT. Mereka kan konsorsium dari PT. Satria Eka Trans, infonya konsorsium dari bus-bus pariwisata. Apakah […] ikut di situ?  S009:  Di Jakarta dulu setelah Gubernur Sutiyoso, lalu dibesarkan koridornya di zaman Gubernur Jokowi-Ahok, kita pernah diundang untuk jadi operator, ada Mayasari, Lorena, ada beberapa. Di Bali kita ga pernah dapat undangan, tapi di Bali ada […]. […] ini asosiasi seperti Organda, organisasi yang mengurusi transportasi di Bali. Sementara ini setahu say akita ga pernah dapat undangan jadi operator di sana. Mungkin skema yang ditawarkan modelnya seperti Trans Jakarta. Jalurnya dibangun Pemerintah Provinsi, yang running rute yang ini Mayasari, yang ini PPD, yang ini mungkin Lorena.  Rama:  Apa Bapak punya kontak […]?  S009:  Saya bisa cari. Nanti saya kirim di LinkedIn ya  Rama:  Baik, terima kasih sekali Pak. Tadi Bapak sempat sebutkan ada integrasi dengan Grab dan Gojek (ride-hailing), itu untuk case apa?  S009:  Itu untuk jasa titipan. Banyak makanan Bandung yang disenangi oleh orang Jakarta, seperti Lumpia Bandung. Misalnya saya di Jakarta saya ingin makan Siomay di Bandung yang ngetop gitu, saya bisa pakai apps DayTrans untuk beli itu, nanti dibeliin di sana. DayTrans akan membeli beberapa porsi, mobilnya kan terjadwal sejam sekali, barangnya dibawa mobil. Misalnya saya tinggal di Tomang, nah titik terdekat di Tomang dengan pool DayTrans di Semanggi. Dari Semanggi ke Tomang itu pakai Gojek atau Grab, jadi last-mile nya pakai antaran (jasa) mereka. Kita bukan door to door tapi city to city aja. Pengantaran akhir ke pembeli pakai Gojek.  Kalau orang ikut itu. Kendaraan kita itu untuk Jakarta-Bandung ada yang van isi 12 orang, ada bus besar juga. Di belakang itu ada bagasi, sayang kalau ga dipake. Ini kan utilize… jadi auxiliary (revenue) juga. Daripada buang solar mahal.  Rama:  Tadi disebutkan juga shuttle […] focus ke Jawa karena sudah ada infrastruktur tol yang memadai. Di Bali sendiri rencananya akan ada tol ringroad, apakah ini akan dipertimbangkan oleh […] untuk membuka rute shuttle di Bali sana?  S009:  Sangat bisa. Kita banyak pertimbangkan seperti Lampung Palembang dengan tol baru, dilihat feasibility nya kalau memungkinkan bisa kita buka juga. Bandung-Lampung juga kita baru tahu bahwa banyak orang Bandung main ke Lampung. Itu nyebrang Selat Sunda tapi ternyata ada marketnya. Karena pesawat juga ga ada rute Bandung-Lampung, adanya Jakarta-Lampung, baru 30 menit udah mendarat. Jadi mereka banyak overland. Ini sedang kita pertimbangkan. Peluangnya banyak, termasuk jika Bali sudah bagus, maka kita bisa buka. Ini kan Bali juga macet, problemnya sama lah semua kota di Indonesia motornya banyak, macetnya juga tinggi.  Rama:  Saya langsung ke segmen berikutnya saja. Sekarang ada ide yang popular yaitu sustainable tourism travel. Bagaimana pandangan Anda tentang itu?  S009:  Menurut saya kita punya isu yang harus dihadapi Bersama yaitu climate change, ada emisi, ada masalah pangan juga, dan kita sebagai perusahaan sangat concern dengan arah itu. Kita juga sudah menyiapkan laporan keuangan berkelanjutan. Di sini kita sudah buatkan framework, taskforce nya seperti apa, nanti saya kirim pdfnya. Selain itu kita juga bermitra dengan travelife (sustainable TA certification), sustainability in tourism. Jadi bicara bagaimana mengorganisir tour dengan mempertimbangkan isu emisi, isu social. Jadi kita sangat bukan Cuma mendukung, tapi kita juga bagian dari itu. Kenapa kita ke sana? Karena marketnya juga tumbuh. Bisnis kan ujung-ujungnya melihat trendnya ada di sana dan profitability nya di sana ya kita akan ke sana. Ini kan di-drive juga oleh pasar. Pasar sudah mulai ada kesadaran tentang tadi, bukan sekedar tentang asyik foto-foto, belanja, tapi juga bagaimana menghargai local communities, bagaimana menghargai lingkungan, jadi we are part of it. Dan kita terus jalan, terus ikuti program-program berkelanjutan juga. Kita ada paket-paket tour yang malah bisa dibilang green products, villa atau hotel yang kita pakai yang pemakaian ACnya rendah dari sisi konsumsi listrik. Lalu juga kita sedang mendorong untuk memakai kendaraan EV. Jadi memang arahnya ke sana sih kita.  Cuma memang bicara sustainability ini investasi ya. Kita dihajar oleh pandemic 2 tahun, kita bicara survivability dulu. Karena sustainability ga akan ada kalau tidak survive, kan gitu. Jadi 2 tahun ini kita berusaha untuk survive dulu, tapi komitmen-komitmen kita terhadap keberlanjutan kita tetep jalanin. Sustainable tourism menjadi barang yang tetep kita lakuin. Produk kita lengkap ada green products juga, nanti saya bisa share.  Rama:  Oke Pak, Nah menurut Anda di Bali supaya bisa lebih sustainable bagaimana caranya? Walaupun dari […] sendiri sudah mencoba pakai EV, saya yakin belum mayoritas armadanya juga sudah EV dan menawarkan green products, tapi secara umum bagaimana caranya tourism travel di Bali bisa lebih sustainable?  S009:  Saya pikir Bali punya isu masalah scalability antara investasi dan hotel yang dibangun sudah banyak, dan carrying capacity. Antara scale dan carrying capacity, Bali dengan scale yang sudah terlalu dibuat destinasi popular tapi carrying capacity nya sendiri tidak tumbuh sejalan dengan investasi yang masuk, hotel khususnya. Jadi kita bisa temukan kemacetan, overcrowd destination. Jadi dalam konteks sustainability menurut saya Bali punya modal yang kuat dengan Tri Hita Karana. Cuma kan ini di level filosofis, di level normative, enak dibicarakan, tapi Ketika diturunkan menjadi satu produk ini perlu satu kesepahaman yang sama dengan banyak tour operator. Nah tadi yang saya sampaikan ada Travelife, kita kalau bermitra dengan mereka, kita harus dipush memakai vendor yang memang sudah pakai EV, konsumsi energinya juga rendah, sudah bicara juga mengenai tidak boleh ada animal abuse. Ada juga market yang ga mau naik si domo/delman/horse-powered cart, karena pakai kuda, seperti orang Jerman, karena dianggap animal abuse, jadi mereka sepedaan aja. Nah hal-hal kayak gitu yang kita lakukan sebetulnya.  Nah Bali ini modalnya ada Tri Hita Karana, Cuma aplikasinya memang sulit. Saya melihat ini bisa running Ketika ada incentive, bukan bantuan. Tapi misal insentif pajak, untuk tour operator yang sudah melaksanakan kegiatan bisnis berkelanjutan, mereka mendapatkan restitusi pajak sekian persen dari daerah, kan pendapatan asli daerah pariwisata Bali. Dengan konteks seperti ini ada take and give untuk operator yang melakukan praktik berkelanjutan, maka mereka akan mendapat hadiah seperti misalnya potongan pajak. Jadi pemerintah jangan Cuma bicara keluarin peraturan daerah no plastic, akhirnya minimarket ga ada plastic. Ya itu bagus, Cuma harus lebih maju lagi dari itu. Karena isu plastic kan ga selesai Cuma masalah tas keresek belanja, tapi tutup botol juga plastic. Jadi saya pikir ada skema insentif pajak yang menarik bagi praktisi yang menjalankan ESG.  Rama:  Siapa key actors menurut Bapak?  S009:  Di government tentu kementerian keuangan ya karena pajak di sana. Di daerah tentunya di Bapenda, badan pendapatan daerah. Di private sector seharusnya ada semacam assessor seperti Travelife. Itu asing bagi praktisi, tapi asosiasi seperti ASITA (Association of The Indonesian Tours and Travel Agencies) atau ASTINDO (Asosiasi Perusahaan Penjual Tiket Penerbangan Indonesia). Asosiasi-asosiasi ini harus mendorong agar anggotanya menjalankan. Artinya, dengan menjalankan itu, maka insentifnya harus clear, mengenai kemudahan pajak, Bapenda harus punya insentif keringanan pajak bagi praktisi yang menjalankan sustainable tourism.  Di sisi lain, industry besar seperti makanan, Unilever, mereka sudah menjalankan program-program itu. Tapi jangan Cuma jadi gimmick, karena misalnya kita ada paket tour overland. Sejak kita jadi partner Travelife, kita dilarang memakai air minum kemasan. Soalnya setiap kali kita jalan dari Jakarta ke Bali, itu berapa kardus kita consume itu buat tamu. Pagi diisi di kursi-kursi mereka, setelah habis dibuang. Nah kita akhirnya buat tumblr, kita bikin campaign sustainable tourism termasuk masalah zero waste. Nah di bus kita harus modifikasi akhirnya supaya ada water dispenser. Jadi mereka isi di situ. Setelah itu kita harus memaksa juga ke hotel, jika ingin dikunjungi oleh tamu kita, jika ingin kami isi okupansi hotel itu, tolong siapkan water dispenser di lobby. Jadi tamu bawa tumblr tadi. Tapi, tamu inbound bisa digituin, tamu local susah. Apalagi kalau dimasukin harga tumblr di harga sewa bus, nah itu ga masuk, kita akan kalah dengan HIBA dan yang lain.  Jadi saya pikir ada peranan regulator dalam hal ini Kemenkeu, Bapenda di daerah, lalu di industry buat pendampingan melalui asosiasi apakah ada kemitraan dengan ISTC (Indonesia Sustainable Tourism Council) yang mestinya jangan Cuma symbol bikin webinar aja tapi harus mengartikulasinya melalui asosiasi. Nah di sector industry makanan bagaimana caranya mengurangi sampah plastic. Dan ini isu yang ga pernah selesai kan plastic ini. Saya pikir paling mengurangi aja sedikit.  Rama:  Bagaimana dengan sector transportasinya, pihak mana yang punya peran vital? Karena kan emisi paling paling besar di pariwisata dari transportnya.  S009:  Kita sekarang di GoogleMaps aja udah keliatan kalau saya dari Tomang mau ke Cibubur ada Rp 25,000, sepertinya itu emisi yang harus saya bayarkan. Di Indonesia.travel itu sudah ada kalkulator emisi yang kita produksi dari perjalanan. Hanya problemnya law enforcement, kenapa tidak berjalan, karena tidak ada stick and carrotnya. Kalau kita bayar sekian, lalu kita dapat apa? Kalau berdasarkan kesadaran doang, dalam bisnis kita kan sulit bicara kesadaran. Kita bicara kasih sekian, untungnya berapa? Nah saya pikir key factornya adalah insentif yang dijanjikan tuh apa untuk para pemain transportasi. Emisi naik, solarnya kita naikin untuk transportasi darat, tapi kan emisi tetap akan terproduksi, akan ada diproduksi oleh kendaraan walaupun solar dinaikin. Karena pasti kita juga naikin harga, karena ada kebutuhan orang untuk pakai bus. Tapi kalau kita udah produksi emisi lalu dikasih insentif tax, oke kita mau ngapain? Misalnya kita mau mendanai untuk EV atau electric bus, kita bisa aja taro Capex di sana. Tapi saya tadi cerita Jakarta-Bali naik bus, kalau saya sudah pakai EV Bus tapi di Bandung ga ada charging station untuk bus, problem untuk saya. Jadi bicara infrastruktur charging station juga. Kalau untuk mobil-mobil kecil kayaknya sekarang beberapa hotel sudah mulai, office building sudah ada charging station. Tapi untuk scope transportasi menjadi contributor besar untuk emisi ya memang harus dipikirkan bagaimana convertnya. Karena buat kita sendiri untuk convert ke electric bus memang seksi sih kalau punya. Tapi bisa jalan jauh ga? Itu aja pertanyaannya. Buat narasi CSR, buat narasi keberlanjutan sih bagus. Tapi gimana ya, kita bukan pemerintah daerah yang bagus di ceritanya doang, nanti profitabilitynya merah.  Rama:  Spec charging station untuk bus apakah beda ya untuk bus?  S009:  Ga tahu ya, logikanya kapasitas aja kali. Kalau yang saya lihat mobil sedan itu di bawah ga ada mesin tapi baterai semua. Saya bayangin itu berapa ratus kilometer. Kalau bus kita Jakarta-Bali udah mungkin 1200 kilometer, itu kan masalah kapasitas aja menurut saya.  Rama:  Belum lagi mungkin local di sana ya, banyak penyewaan local yang sudah punya mobil bertenaga fossil.  S009:  Iya, Cuma kadangkala oke pakai EV tapi kita masih pakai PLTD Pembangkit Listrik Tenaga Diesel, solar juga, ini produce emisi juga. Jadi saya pikir end to end nya juga harus… ga selesai dengan kita punya EV tapi tadi infrastruktur charging station, terus ternyata listrik yang kita pakai diambil dari fossil juga. Jadi emang pemerintah juga mungkin kayak pakai renewable energy nya lewat angin atau lewat laut atau hydro. Kalau di Eropa mungkin nuklir ya? Apakah semuanya sudah tercover dengan Pembangkit Listrik Tenang Nuklir di sana. Solar panel juga. Bagaimana dengan UK, apa sudah banyak EV? Berapa persen EV di sana?  Rama:  Ya sudah common di sini, mungkin 30-40% EV karena di jalan saya sering lihat banyak mobil yang hening.  S009:  Tapi kan di sana public transport juga running ya, jadi orang nyaman gitu.  Rama:  Betul, tapi studi saya ingin challenge juga karena kebutuhan wisatawan biasanya flexibility dan convenience yang jarang mereka bisa dapatkan di public transport. Jadi saya cari jawabannya kemana-mana. Waktu itu sih banyak yang menyatakan dilemma juga kalau public transport dirollout besar-besaran akan mengganggu bisnis local penyewaan mobil di Bali. Tapi barusan saya dapat perspektif baru bahwa ternyata banyak juga yang flightnya hanya sampai Jakarta dan melanjutkan dengan bus. Ini justru bagus kan karena emisinya lebih rendah daripada naik pesawat langsung ke Bali, tapi ternyata masih banyak juga problemnya.  S009:  Ya, jadi sebetulnya lebih bicara transportasi di rural ya?  Rama:  Terutama rural karena di urban transportasinya bisa Bersatu dengan komuter setempat. Sementara rural secara finansial ga masuk, walaupun natural protected areas nya ada di rural semua.  S009:  Ini masalah energi saya banyak diskusi sama GIZ, partner di sustainable tourism. Mereka sekarang bicara di sustainable energy. Isunya sama kalau policymaking nya adalah insentif tadi, lalu dari sisi operasionalnya infrastruktur charging station, infrastruktur di daerahnya juga ada atau tidak. Jadi masih challenging lah buat kita.  Rama:  Terima kasih banyak atas waktunya.  S009:  Nanti data-datanya saya kirim ya.  Rama:  Oh ya, apakah […] punya kalkulator emisi di website atau itinerary nya?  S009:  Di laporan sustainability pertama kita sudah menghitung tapi emisi kantor saja, emisi travel belum dihitung. Di Indonesia problemnya belum standarisasi mau menghitung pakai yang mana, kemarin kita hitung pakai standar EPA, tapi jadinya mahal juga kalau pakai EPA. Jadi perlu standarisasi penghitungan karbon. Nah di Indonesia.travel pun jadi mahal banget. Nanti lihat saja di Indonesia.travel sehari pakai laptop berapa jam lalu jalan berapa kilometer. Sehari bisa ngeluarin 70-100 ribu, kalau di Jakarta mending dipakai buat makan. Jadi take and give itu yang jadi… kalau kita bayar segitu terus kita dapat apa, kalau ada diskon pajak mungkin orang akan lebih tertarik tapi kan problemnya belum sampai ke sana.  Rama:  Menarik, karena kalau di sini emisinya dishow pada saat pesan tiket.  S009:  Seperti di Google, emisinya sudah terlihat. Mereka menghitung berapa rupiah atas emisi yang kita keluarkan, tapi saya ga tahu itu harus bayar kemana. Tapi sekarang mungkin membangun kesadaran dulu mungkin ya dengan cara-cara tadi, showing emisi dari perjalanan.  Rama:  Iya pak, sustainability report lagi hype sepertinya ya  S009:  Kita paksakan sebenarnya. Di luar itu, kita sudah bicara dengan Travelife sejak 4-5 tahun lalu karena marketnya bergerak ke sana. Di bisnis kita ini bicara practical ya, marketnya ada ya sudah kita moving juga.  Rama:  Oke, terutama Eropa ya pak  S009:  Iya, yang Gen-X sudah berpikir ke sana kan. Kalau yang baby boomer 10 tahun lalu, tamu kita veteran perang. Sekarang ini yang lebih muda, generasi anaknya, mereka ingin tahu makam ayah atau leluhurnya dulu di Indonesia seperti apa, mereka ngajak anak-anak. Nah ini kesadaran sustainable tourismnya sudah tumbuh. Marketnya, generasinya sudah berubah. Cara mereka melihat juga sudah berubah juga.  Rama:  Mungkin itu juga yang perlu dibangun ke wisatawan domestic ya  S009:  Iya itu penting, Cuma wisatawan domestic kita yang di urban sudah mulai muncul kesadaran. Tapi wisatawan mass wah ya udah nyampah ya nyampah aja mereka (buang sampah sembarangan).  Rama:  Tapi secara revenue kan wisatawan asing lebih dominan bukannya ya?  S009:  Di […] 70% revenue dari outbound dan travel & leisure jadi buat ke luar negeri. inbound kita hanya sekitar 20%. Jadi kita tiap tahun, pre-pandemi, 150ribu wisatawan mancanegara kita handle, tapi ke luar negeri bisa 3 kali lipatnya. Cuma kan outbound ini membuang devisa ya, dianggap impor jika kita kirim orang ke luar negeri berlibur. Tapi kalau kita mendatangkan wisatawan ke Indonesia dianggapnya ekspor, di tourism begitu dibalik. Tapi kita ga bisa bilang gitu, dalam revenue ya contributor kita 60-70% yang travel & leisure artinya ada outbound di situ.  Rama:  Baik pak, terima kasih atas waktunya. Nanti saya follow up Kembali consent form dan kontak […].  S009:  Baik nanti saya email, saya akan carikan kontaknya. | Rama:  Greetings, yesterday I approached you directly because the response was good. I saw that there was a travel loop in your presentation, so I wanted to dig into it again. Especially you are still at […] which is quite big in the industry. The first is about you, may I know your job role and involvement in transportation and tourism?  S009:  Well, thank you for the interview invitation today and thank you for the […] given the opportunity. I may introduce myself and […] huh. Actually, I have been professionally in the field of tourism since 1998 when I started at […] at that time. I'm not a tourism person but while walking, I also learn in the end. […] is a business group with 5 pillars; inbound to bring foreign tourists to Indonesia, Thailand, Malaysia, and Vietnam, then the second pillar of Travel & Leisure, actually used to be called outbound, but the connotation is very much going abroad, even though we also manage Indonesian people who travel within the country. Then the third pillar of media, used to be called MICE, because we have […]. Well, […] has merged into […] now. We handle exhibitions, events, conventions, conferences, and meetings. Then the fourth pillar of hospitality, we build and manage several hotels. Currently there are 12 hotels all still in Indonesia. In several cities in Indonesia. Then the five pillars of transportation, land transportation, tourist transportation bus rental, then there is the shuttle service between Jakarta-Bandung, Jogja-Solo-Semarang, Purwokerto-Cirebon, where there is also a city-to-city logistics with last mile collaboration with Gojek and Grab. Then in the transportation pillar there are open trips, for vehicle utilization throughout the empty period. An open trip program was created, people gathered together. An example of the package is sunrise at Rancaupas, Bandung. The market is Jakarta people, at night they come home from the office at 22:00 and depart from Jakarta at 11 or 12. Take one bus, they don't know each other, maybe there are 2 people, or 4 people, or 10 people but one office. They are on a night trip, later arriving in Bandung, at Rancaupas, at 5 in the morning they catch the sunrise. This is more modern because millennials are actually happy with things like this. So we'll see the momentum there. So overall […] is like that in business. Incidentally, I started my career at […] as […], then became […] because we used to have an advertising business. Then he continued his career outside, had time to open his own business, resigned from […], then joined again. Rejoined but […] has grown up in 2013, I was offered a direct position in the group, in the holding, as […]. Then while walking I also held […]. So in 2017 I was the […]. Last year 2021 I was in the holding, […].  Rama:  It means that your career journey is almost full at […], right?  S009:  Actually, before going to […], I studied art and design. In 1995 I was in the agency, now the name is … the name used to be …. Then I moved to publishing in 1996-1998, I was in lifestyle magazine publishing, then moved to […]. So my basic is not tourism, but when I rejoined in 2013 at the holding representing the […] brand, I had to learn a lot.  Rama:  Maybe later in the end I will focus on the transportation pillar. But before I entered tourism first, what do you think is the definition of rural tourism?  S009:  My definition is more relevant to CBT, community based tourism. Rural tourism is organically built by the local community but is ogled by the industry, not the big one. Maybe a local tour operator who can scale up people to come to the location, they become channeling. There are many cases like this in Indonesia, for example in Waihebo, formerly a traditional village. But there are local operators who like to go there and then they invite their friends to make packages, including Padar Island in Labuan Bajo, in East Nusa Tenggara, too. Including in Jakarta there is the island of Sepa. Rural is territorial, there are urban, suburban, rural. The tourism itself does have a different character between urban and rural tourism, but the tourism itself talks about leisure. The difference may be the character. Rural tourism does not provide the luxury that ordinary urban tourism provides. There are no 4-star, 5-star hotels, instead (tourists) stay in people's homes. So the approach is much different from urban or mass tourism. So maybe in my definition rural tourism is a segment that is built organically from the local community, so the context is with CBT.  Rama:  In your opinion, what are the characteristics of rural tourism?  S009:  Perhaps the most flavorful characteristic, more adventurous, maybe. Beyond that, manage expectations, right? Because the market is not big when we talk about it (rural tourism). Maybe right now there is growth because people are starting to realise that tourism must be more responsible. Looking for experience, engagement, instead of enjoyment. So I think the first different character is more adventurous, in terms of amenities, it's not a luxury inn, but the luxury is locality, indigenous to the destination itself. Then the most important thing is the collecting story, so they don't go there and don't talk about anything. Maybe people who go to resorts in the Maldives are presented with sea views, the resorts are good, but here they tell stories about how to play with the village children there, how to cook locally, maybe how to cook fish here, how to process food. So there is a lesson there. So it's more of a travel for purpose, more of a cause about how to respect local.  Rama:  With such a definition, what do you think are the examples in Bali?  S009:  In Bali, if I look at the people, they are already aware of tourism. So I don't see any rural tourism in Bali. Even in remote villages in Bali they are already aware of tourism and the difference is that they do not commercialize like in Papua. In Papua, we bring a camera at Sentani Market, take a picture of a pig, the price is 600 thousand. In Bali, we take pictures of people preparing Canang, chatting, it's free. This means that in Bali I see that everyone is already aware of tourism. The concept of a tourist village itself has been well managed in Bali. In terms of capital? Socially, it was good. Rural tourism in Bali in my opinion is a bit difficult, except for the coastline, for example kayaking, I forgot, there is 1 village in Pemecutan, it's a fishing village where what rural tourism does is how to see the social life of fishermen who cultivate seaweed, then pearl cattle. Even then they already have awareness about tourism. So collectively they provide homestays, places to eat. But what is good might ideally not be made up, just be more authentic, not make a really neat restaurant, just what it is. That's actually a slightly different understanding. There are people who like to beautify them, what is actually a luxury.  Rama:  Some tourists are also different, for example, consider Ubud as rural, some consider it urban, some do not want to be developed.  S009:  But yes, back to that definition. Urban, suburban, rural. I saw that Ubud was probably already urban, there was already a Starbucks. Go up a little to Kintamani, okay, it's Suburban. But which areas are rural? I see rural areas in Bali are areas that are not considered a tourist destination. For example, Yeh Ganga, in the State area. Bali itself is an island that has become a tourist destination, in Yeh Gangga, in Tajun, I think it has become a tourist spot. Only if it is not considered a popular destination, in Bali we might think of it as rural. if ubud is urban, it's popular. But there are also those who perceive that rural areas are still closely related to culture, perhaps. But we see in Seminyak, every time there is culture, temples are crowded too. That's why I see the definition of rural itself as territorial, there are different characters.  Rama:  But in the area itself, it's still different between southern Bali, the Sarbagita agglomeration, and the north. It's also a bit difficult if you don't think that there are rural areas in Bali. Do you consider North Bali a suburb?  S009:  If I look at rural Bali, it is not yet considered a popular destination. Like Ubud, I think it's urban, Kintamani is already a suburb. But if the Tajun area, the North area, Yeh Gangga in Negara, this is rural. They still provide… maybe not mass, not many people go there either. Maybe my definition of categorizing suburban and urban in Bali might see a lot of tourists or not. It's not just regional, if it's not popular, I think it's rural. So it has not been over-exploited by tourism. So far is not the definition.  Rama:  It's okay, a new perspective too. But what about the West Bali national park?  S009:  It's rural in my opinion, Menjangan is also rural. Because in terms of quantity, not many people go there, even though it is used as a destination. But Nusa Penida, it's rural by region, but a lot of people go there, it's already exploitative.  Rama:  Does that mean the keyword is exploited?  S009:  I see that, yes, because before this pandemic there were overcrowd destinations. Rural is When we get a quiet place, not exploited by tourism but we can find leisure there, it's a tourist destination. But yeah, not many people know.  Rama:  Okay. I tried to continue to the transportation. How do you think tourists travel to rural areas?  S009:  Bali is relatively comfortable in my opinion. You can also rent a motorbike or car. In fact, the public transport is bad maybe. In the city, there are shuttle vehicles, such as Denpasar, Benoa. But if you go to Amed, you have to rent a motorbike or car, actually people got indulged in Bali as an island, they can rent it for a week and can ride anywhere. So when it comes to transportation, in my opinion, connectivity is made easier from the many choices of transportation rentals.  Rama:  Why do you think tourists choose it?  S009:  If I go to Ubud, it's hard to find public transportation. Like it or not, I have to rent a vehicle, or I use a tour/travel. It's just not familiar or it's not common for us to tour Ubud. Unless we go to Nusa Penida, because there is an issue of crossing the sea. So if you ask why, the public transport might not be that great… I don't really know it by heart. But when it comes to convenience, it will be much more comfortable to rent a vehicle.  Rama:  Even if there are public transport, they won't necessarily use them, right?  S009:  If you compare with Penang or Bangkok. Bangkok to Pattaya there is a bus like DAMRI, it always departs every 30 minutes. From Sanur, for example, not the airport, yes, the point in Kuta, look for those to Ubud, but use travel, not public transport, but private chartered. If there is a shuttle, it might be an option in my opinion. Like in Pattaya, there are public transportation. Tourists carrying luggage are also willing to take public transport. But in my opinion, Bali doesn't have a shuttle model like this.  Rama:  Does […] not provide this kind of transportation?  S009:  We are in fact a chartered transportation. But for the intercity shuttle, we play in Java because we benefit from the construction of the Trans Java toll road infrastructure, so it is faster. Second, in Bali, like DAMRI, they are public transportation. We, even though we are shuttle, passengers must buy a ticket. Actually the basic of our business, when we talk about Bali specifically, we organise tours. So, our bus in Bali is for handling foreign tourist guests who come to Bali and then they want to tour Kintamani, for example, they use our bus. Not for, not yet for the public, for general tourists. Our bus is there for guests who have booked with us. This inbound business is B2B, we only work with specific agents, for example from Europe there is Tuwi and Fox from the Netherlands, Germany. They deal with us already 1 tour package. Their transportation while in Indonesia uses our bus. So the transportation here is actually for that purpose. Although there most of our buses are also for tourism charters. For example, there is a school that wants to do a study tour from Jakarta to the Bogor Botanical Gardens, but it is not a scheduled one.  Rama:  What is the size of the bus?  S009:  The sizes are big bus 45 seats, medium bus 27 seats, then there is a 12 seater van, there are also small private vehicles.  Rama:  I want to move to the tourists. Without a tour agent, they need more knowledge to use this mode of transportation in Bali. But guests who have booked with […], what knowledge do they need?  S009:  They should probably know what product they are buying. I'm talking about foreign tourists, yes. I'll tell you first. We have a product called Overland, Roundtrip. Overland, an example of a Dutch guest landing in Jakarta. They stayed 1 night and then go overland from Jakarta to Bali by bus. They spent the night in Jakarta last night and then they had a city tour first to the Old City, Fatahillah. After that they left for Bandung, there they stayed overnight, there was a tour in Bandung the next morning. There used to be angklung Mang Udjo, they played angklung. After that, go back to Wonosobo, stay there, see Dieng. They love to see the view of the rice fields, they like the tropical landscape. Then go to Jogjakarta, stay again for 2 days, to the Palace, Taman Sari. After that you can go to Bromo, stay another night. The next day to Banyuwangi, Kalibaru, you can stay at a tea plantation during the Dutch era. The next day crossing to Bali. In Bali they can spend 1 week. On average, they can spend 2 weeks in Indonesia. A week on land, a week they just relax in Bali at the hotel. There we give an optional tour, for example Ubud, they will return to the hotel in the day. Or to Kintamani, or they can also move, usually if they are inbound they are happy to be near the beach. But if our guests are middle-eastern they might be in Ubud because it's colder. So, we know about that character, how about the middle-east market, how about the Indian market, how happy the European market is. Including the selection of hotels. So, that's if it's overland. There are road trips, for example they land in Jakarta, want to see orangutans in Tanjung Puting. They were in Jakarta last night, the next day they flew to Balikpapan. From Balikpapan, take any cruise on the forest river, so they spend the night on the ship. Well, that's how tourism really is, sir. However, there are certain seasons when the ship is full. This means that the river can be full of those wooden boat cruises. We call it a cruise, but it's a wooden ship. After that, they can go from Balikpapan to Makassar. From Makassar they go to Toraja. In Toraja overnight maybe 2 days 1 night, then fly again to Bali. In Bali they can take a week. So it's a roundtrip, where do they enter here and where do they exit, but ???(33-44). That ???(33-45).  There are others who only package to Bali for a full 12 days. They just buy a hotel package, we just … when they landed at the airport, they were picked up, taken to the hotel, given an option, there were Kintamani, Ubud, there were all kinds of Lovina. After that, they are free to do their own schedule, free program. Later, just transfer out to be escorted back to the airport and then they go home. That's just Bali.  Talking about Bali, we talked about rural tourism. What we offered earlier was Ubud, Kintamani, and tour souvenirs. That's all the average Ubud was already urbanised, they also like shopping. There were some guests who were specific “I want to see Bali Lovina” or want to go to Amed, or want to go to Nusa Penida. It's all optional. Those who buy rural tourism, we usually offer tourist villages, there is a Penglipuran park, Sangga Buana, there are several in our contract. But the village is already finished, isn't it?  Rama:  Yes, the product has been packaged. Yes, it has been packaged. Is it rural?  S009:  Thematically, it might look rural, because there is life in the village community. But yes, Penglipuran is very neat. There are also those villages that are still half-baked, yes, but that's interesting too. So, back to using the vehicle, that's how it is.  Rama:  That's what I mentioned earlier, I used the modes mentioned earlier, right? Small medium like that?  S009:  Yes, so use our vehicles, use our buses.  Rama:  Yes, it's interesting. I'll try to pull it a little, sir, does that mean that not all inbound flights directly to Ngurah Rai?  S009:  No no. A lot of people went to Jakarta first, many wanted to get a feel for what Indonesia was like. It's funny how they can stop at the market, "Hey, let's see what the market is like, what's the traditional market like." They want to know a lot.  Rama:  In your opinion, is there a reason for that, or is it just a follow-up request, sir?  S009:  We started our business from 1972, so around the end of the 70s the market continued to grow, so in the 80s, so that character has always existed. So I have looked at it. But specifically that's the European community who like it. Like the Dutch. I see it this way, they have an emotional relationship with Indonesia. Once there was a guest who asked to be escorted to the grave of their grandparents. Yes they know. Why did I tell you that we went to Kalibaru in Banyuwangi, it was a former Dutch plantation. They went to Bogor to see the Bogor Botanical Gardens and then the Bogor Palace. "Oh, this is where the Bogor Palace was built.." Yes, Raffles was the one who built it, but there is also Dutch history. Well, that's what makes the narrative so strong. That's why we go to the traditional market, because it's really unique for them. Try eating rujak, they also like the fruits. Eat papaya, mango, so what for us is an ordinary experience, it is extraordinary for them. Like maybe if I go to England, for me it might be extraordinary, for you, maybe those who already know there, it's normal.  Rama: unbelievably expensive. So it's pretty readable, sir  S009:  maybe European's preference is like that, compared to others. Well, we tried to open other markets, for example India, Sri Lanka, the characters are different. Invited to the market, well the same market as India, what do you do? But they like going to temples, for example, because there is a narrative there that they are Indian, "Oh, Balinese temples are like this" Hinduism is different from India, but Hinduism is like that. Well, usually they like shopping when they are Indians. So if they go to Indonesia, they can spend 3 days in Jakarta because they shop first. And they also chose it too - this happens to be the market that we get is also more premium, right - so they chose a hotel in the city centre like the Hyatt in Plaza Indonesia, the new Westin. So we get high end market. What are they doing? Yes shopping, branded too. So the characters are different. Middle East is also different. They are reluctant to spend a long time in Jakarta, they want to shop for better things there, what do they do. What are they looking for? They like to go to Bandung because it's cold. Went from Bandung to Dieng because it was cold. It's also cold to be at Bromo. In Bali, they like to go to Ubud. So what is not there (in their country), they will look for it here. Europeans are looking for the beach. But when it comes to Europe, it can also be different between British guests, French guests, German guests and Dutch guests. If we see European guests at the hotel, they just sit in the pool reading books, they’re usually British tourists. If they swim in pool, even though it's a beach front hotel, they’re French tourists. If they tan on the beach, continue to play on the beach, they are tourists from, if not German, then Dutch. Their way are different, how we choose the hotel also can be different later. So the French are a bit more picky. For British people, it's more like German, there are people who want to learn. For example, if you bring them to a market, French people are reluctant to get muddy.  Rama:  I also had an interview with one of […]'s partners, […], Jatiluwih electric bike. He said it was the European market who often interested, because the Asian market is usually lazy.  S009:  It's true, the Asian market likes to go to Nusa Penida because they can take good photos, they like the iconic ones. There is a travel pattern too.  Rama:  Let me jump a bit, sir. There is Trans Metro Dewata, the BRT. They are a consortium of PT. Satria Eka Trans, which claimed to be a consortium of tourism buses. Did […] join in there?  S009:  In Jakarta, after Governor Sutiyoso era, the corridor was expanded during the Jokowi-Ahok era, we were invited to be operators, there were Mayasari, Lorena, there were several others. In Bali we never get an invitation, but in Bali there is […]. […] is an association like Organda, the organization that deals with transportation in Bali. So far, as far as I know, we have never received an invitation to be an operator there. Maybe the scheme offered by the model is like Trans Jakarta. The route was built/decided by the Provincial Government, then it runs by Mayasari for one route, PPD runs another, the other one may be Lorena.  Rama:  Do you have […] contacts?  S009:  I can search. I'll send you through LinkedIn later  Rama:  All right, thank you very much sir. Earlier, you mentioned that there is integration with Grab and Gojek (ride-hailing), what case is that for?  S009:  That's for small item services. There are many Bandung foods that Jakartans like, such as Lumpia Bandung. For example, I'm in Jakarta, I want to eat Siomay Bandung, which is so popular, I can use the DayTrans app to buy it, then buy it there. DayTrans will buy several portions, the car is scheduled once an hour, the goods are brought by car. For example, I live in Tomang, now the closest point is in Tomang with the DayTrans pool in Semanggi. From Semanggi to Tomang, you use Gojek or Grab, so the last-mile is using their delivery (service). We are not door to door but city to city travel provider. Final delivery to buyers will use Gojek.  If people use the service. Our Jakarta-Bandung vehicles, there are vans with 12 people, there are also big buses. On the back there is a trunk, it's a waste if you don't use it. This is utilise… become an auxiliary (revenue) too. Instead of wasting expensive petrol.  Rama:  You also mentioned that the […] shuttle focused on Java because there was already adequate toll road infrastructure. In Bali itself, the plan is that there will be a ring road toll road, will […] consider this to open a shuttle route in Bali there?  S009:  Very possible. We consider a lot like Lampung Palembang with a new toll road, judging by the feasibility, if possible, we can open it too. We also just found out that Bandung-Lampung people are travelling to Lampung. It crosses the Sunda Strait but it turns out there is a market. Because the plane also does not have a Bandung-Lampung route, there is a Jakarta-Lampung route, it only took 30 minutes to land. So there are a lot of overland (travellers). We are considering this. The opportunities are many, including if Bali is good, then we can open it. This Bali is too jammed, the problem is the same, all cities in Indonesia have a lot of motorbikes, the traffic jam is also high.  Rama:  I'll just go straight to the next segment. Now there is a popular idea, namely sustainable tourism travel. What is your view on that?  S009:  I think we have issues that must be faced together, namely climate change, there are emissions, there is also a food problem, and we as a company are very concerned with that direction. We have also prepared a sustainable financial report. Here we have made a framework, what kind of taskforce is it, I will send the pdf later. In addition, we also partner with travelife (sustainable TA certification), sustainability in tourism. So talk about how to organize a tour by considering emission issues, social issues. So we really not only support, but we are also part of it. Why are we there? Because the market is also growing. In the end, business will see the trend is there and the profitability is there, so we will go there. This is also driven by the market. The market has started to have awareness about it, not just having fun taking photos, shopping, but also how to respect local communities, how to respect the environment, so we are part of it. And we keep going, continue to follow sustainable programs as well. We have tour packages that can even be called green products, villas or hotels that we partner are those that use low air conditioning in terms of electricity consumption. Then we are also pushing to use EV vehicles. So that's where we're headed.  But talking about sustainability, this is an investment. We were beaten for 2 years by the pandemic, let's talk about survivability first. Because there will be no sustainability if you don't survive, right? So for the past 2 years we have been trying to survive, but our commitments to sustainability are still being carried out. Sustainable tourism is something that we continue to do. Our products are complete and there are green products too, later I can share.  Rama:  Okay sir, so what do you think in Bali to make it more sustainable? Although […] itself has tried using EVs, I'm sure not the majority of your fleets are already EVs and offer green products, but in general, how can tourism travel in Bali be more sustainable?  S009:  I think Bali has an issue of scalability between investment and hotels that have been built and carrying capacity. Between scale and carrying capacity, Bali with a scale that has become too popular as a destination but its own carrying capacity does not grow in line with incoming investment, hotels in particular. So we can find congestion, overcrowd destination. So in the context of sustainability, I think Bali has a strong capital with Tri Hita Karana (Three Happiness Causes). It's just that at the philosophical level, at the normative level, it's nice to talk about, but when it is lowered into one product, it requires a common understanding with many tour operators. So, what I said earlier is that there is Travelife, if we partner with them, we must be encouraged to use vendors who are already using EVs, their energy consumption is also low, we have also talked about no animal abuse. There are also markets that don't want to ride the domo/delman/horse-powered cart, because they use horses, like the Germans, because they are considered animal abuse, so they just ride bicycles. So that's what we actually do.  Now, in Bali, the capital is Tri Hita Karana, only the implementation is difficult. I see this can run when there is an incentive, not social assistance. But for example tax incentives, for tour operators who have carried out sustainable business activities, they get a percentage of tax refunds from the region, right from the original income of the Bali tourism area. In this context, there is a take and give for operators who carry out sustainable practices, so they will receive prizes such as tax discount. So the government shouldn't just talk about issuing no plastic regional regulations, finally minimarkets don't have plastic. Yes that's good, just have to go further than that. Because the plastic issue isn't solved, it's just a shopping basket, but the bottle cap is also plastic. So I think there is an attractive tax incentive scheme for practitioners running ESG.  Rama:  Who are the key actors according to you?  S009:  In the government, of course, the ministry of finance, yes, because the taxes are there. In the regions, of course, in Bapenda, the regional revenue agency. In the private sector there should be some kind of assessor like Travelife. It's foreign to practitioners, but associations like ASITA (Association of The Indonesian Tours and Travel Agencies) or ASTINDO (Association of Indonesian Airline Ticket Selling Companies). These associations should encourage their members to run (sustainable tourism). This means that by doing so, the incentives must be clear, regarding tax convenience, Bapenda must have tax relief incentives for practitioners who run sustainable tourism.  On the other hand, big industries such as food, Unilever, they are already running these programs. But don't just be a gimmick, because for example we have an overland tour package. Since we became a Travelife partner, we are prohibited from using bottled water. The problem is that every time we travel from Jakarta to Bali, that's how many boxes we consume for guests. Mornings are filled in their chairs, having been thrown away. So we finally created Tumblr, we made a sustainable tourism campaign, including zero waste issues. Now on the bus, we have to modify the end so that there is a water dispenser. So they fill it in there. After that we have to force it to the hotel, if we want to be visited by our guests, if we want us to fill the hotel occupancy, please prepare a water dispenser in the lobby. So guests brought Tumblr earlier. However, inbound guests can be arranged so, local guests are difficult. Especially if you include the price of Tumblr in the bus rental price, so it doesn't enter, we will lose to HIBA and the others.  So I think there is a role for regulators, in this case the Ministry of Finance, Bapenda in the regions, then in the industry to provide assistance through associations whether there is a partnership with ISTC (Indonesia Sustainable Tourism Council) which should not only be a symbol of making webinar but must be articulated through associations. Now in the food industry sector, how to reduce plastic waste. And this is an issue that this plastic will never solve. I think it just reduces it a little bit.  Rama:  What about the transportation sector, which party has a vital role? Because the biggest emission in tourism is from its transport.  S009:  Now, on Google Maps, we can see that if I go from Tomang to Cibubur, it costs Rp. 25,000, it looks like that's the emission I have to pay. In Indonesia.travel, there is already an emission calculator that we produce from travel. The only problem is law enforcement, why doesn't it work, because there is no stick and carrot. If we pay that much, then what do we get? If it's based on awareness alone, in our business it's difficult to talk about awareness. We talk about cost, how much the profit will be? Well, I think the key factor is the promised incentives for transportation players. Emissions go up, we increase the diesel for land transportation, but emissions will still be produced, some will be produced by vehicles even though diesel is increased. Because for sure we also increase the price, because there is a need for people to use the bus. But if we have already produced emissions and then we are given tax incentives, okay, what are we going to do? For example, if we want to fund an EV or electric bus, we can put Capex there. But I told you that Jakarta-Bali took the bus, if I have used the EV Bus but in Bandung there is no charging station for the bus, that's a problem for me. So we talk about charging station infrastructure too. For small cars, it seems that now some hotels have started, office buildings already have charging stations. But for the scope of transportation to be a big contributor to emissions, you really have to think about how to convert it. Because for us to convert to an electric bus, it's really sexy if you have one. But can you go far? That's the question. Creating a CSR narrative, making a sustainability narrative is good. But, we are not a local government who is good in making a story, our profitability will be red.  Rama:  Is the charging station spec for the bus different? Is it different for the bus?  S009:  I don't know, the logic is just capacity. If I see the sedan at the bottom, there is no engine but all batteries. I imagine how many hundreds of kilometers it is. If our bus from Jakarta to Bali is already maybe 1200 kilometers, it's just a matter of capacity in my opinion.  Rama:  Not to mention maybe local there, yes, many local rentals already have fossil-powered cars.  S009:  Yes, sometimes it's okay to use EV, but we still use PLTD Diesel Power Plants, diesel too, this also produces emissions. So I think the end to end must also be… it's not finished with us having an EV, but earlier the charging station infrastructure, then it turns out that the electricity we use is taken from fossil as well. So, the government might also use renewable energy through wind or by sea or hydro. In Europe, maybe nuclear? Has everything been covered by the Nuclear Calm Power Plant there? Solar panels too. What about the UK, are there many EVs? What's the percent EV there?  Rama:  Yes, it's common here, maybe 30-40% EV because on the road I often see a lot of quiet cars.  S009:  But right there, public transport is also running, right, so people are comfortable like that.  Rama:  That's true, but my study also wants a challenge because the needs of tourists are usually flexibility and convenience which they rarely get on public transport. So I looked everywhere for the answer. At that time, many expressed the dilemma that a large-scale rollout of public transport would disrupt the local car rental business in Bali. But just now I got a new perspective that it turns out that there are also many whose flights only reach Jakarta and continue by bus. This is actually good because the emissions are lower than taking a direct plane to Bali, but it turns out that there are still many problems.  S009:  Yes, so it's actually more about transportation in rural areas, right?  Rama:  Especially rural because in urban transportation can unite with local commuters. While rural is not financially included, even though the natural protected areas are in all rural areas.  S009:  This is an energy issue. I have had a lot of discussions with GIZ, a partner in sustainable tourism. They are now talking about sustainable energy. The issue is the same if the policymaking is the incentive, then from the operational side, the charging station infrastructure, whether there is infrastructure in the area or not. So it's still challenging for us.  Rama:  Thank you very much for your time.  S009:  I'll send the data later.  Rama:  Oh yes, does […] have an emission calculator on its website or itinerary?  S009:  In the first sustainability report we have calculated but only office emissions, travel emissions have not been calculated. In Indonesia, the problem is that it is not standardized which one to use, last time we calculated using the EPA standard, but it becomes expensive if we use EPA. So it is necessary to standardize the calculation of carbon. Well, in Indonesia, travel is very expensive. We'll see later in Indonesia. How many hours a day travel using a laptop and then how many kilometers to travel. You can spend 70-100 thousand a day, if in Jakarta it's better to use it for eating. So take and give is what happens… if we pay that much and what do we get, if there is a tax discount maybe people will be more interested but the problem hasn't gotten there yet.  Rama:  Interesting, because here the emissions are shown when ordering tickets.  S009:  Like on Google, the emissions are already visible. They calculate how much rupiah for the emissions we issue, but I don't know where to pay for it. But now it's possible to build awareness first, maybe with the previous methods, showing emissions from the trip.  Rama:  Yes, sir, the sustainability report is getting hype, doesn't it?  S009:  We really force it. Apart from that, we have been talking with Travelife since 4-5 years ago because the market is moving there (to a more sustainable travel). In our business, we are talking practical, yes, the market is going there, so we are moving (towards) it too.  Rama:  OK, especially Europe, sir  S009:  Yes, Gen-X has thought about it, right? For the baby boomers 10 years ago, our guests are war veterans. Now the younger generation, the generation of children, they want to know what the graves of their fathers or ancestors were in Indonesia, they invite the children. Now, awareness of sustainable tourism has grown. The market, the generation has changed. The way they look has changed too.  Rama:  Maybe that's what needs to be built for domestic tourists too, right?  S009:  Yes, that's important, only our domestic tourists in urban areas have started aware about this. But mass tourists, well, they are still littering.  Rama:  But in terms of revenue, foreign tourists are more dominant, right?  S009:  At […], 70% of the revenue comes from outbound and travel & leisure, so they go abroad. our inbound is only about 20%. So we handle 150 thousand foreign tourists every year, pre-pandemic, but abroad it can be 3 times. It's just that this outbound costs foreign exchange, yes, it is considered an import if we send people abroad on vacation. But if we bring tourists to Indonesia, it is considered an export, in tourism it is so reversed. But we can't say that, in terms of revenue, 60-70% of our contributors are travel & leisure, meaning there are outbound there.  Rama:  Alright sir, thanks for your time. Later I will follow up again on the consent form and contact […].  S009:  Okay, I'll email later, I'll find the contact. |