



ACTIVITY IMPLEMENTATION REPORT

CAPACITY BUILDING OF COMMUNITY GROUPS THROUGH THE PREPARATION OF NATURE TOURISM INTERPRETATION TRAILS AND PUBLICATION/PROMOTION AND DESTINATION MANAGEMENT IN RUTENG NATURE TOURISM PARK

RUTENG, NOVEMBER 2024

ENDORSEMENT SHEET

On behalf of the Head of the East Nusa Tenggara Natural Resources Conservation Center, the Head of the Region II Conservation Division, hereby endorses the Report on the Implementation of Activities to Increase the Capacity of Community Groups through the Preparation of Nature Tourism Interpretation Paths and Publication/Promotion and Destination Management in Ruteng Natural Tourism Park, Year 2024 with the methods, locations, costs and schedule for implementing activities as described in this activity implementation plan.

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Capacity Building of Community Groups through the Preparation of Nature Tourism Interpretation Paths and Publication/Promotion and Destination Management in Ruteng Nature Tourism Park

ABSTRACT

Capacity building activities for community groups in the Ruteng Nature Tourism Park (TWA) were held at the Golo Loni Village office, Ranamese District, East Manggarai Regency. This program is a strategic effort to optimize the potential of regional ecotourism through a community-based participatory approach, involving participants from the community groups of Golo Loni Village and Bangka Kempo Village.

The program focused on three main components: preparation of interpretation trails, development of publication/promotion strategies, and strengthening of tourist destination management systems. The materials presented covered five important aspects: conservation of natural resources, the role of youth in nature tourism development, increasing the role of tourism awareness groups and nature tourism development, tourism management in TWA Ruteng, and publication and promotion of nature tourism. In doing so, participants were equipped with knowledge and practical skills in identifying and developing tourism potential, including the preparation of informative and educational interpretation trails. The training also covered aspects of digital promotion and sustainable management of tourist destinations.

This activity is expected to increase the capacity of local communities in managing TWA Ruteng professionally and sustainably, which will ultimately contribute to improving the economic welfare of local communities while maintaining environmental sustainability and regional cultural wealth.

Keywords: capacity building, ecotourism, conservation, tourism awareness group, TWA Ruteng, Golo Loni Village, Bangka Kempo Village

ABSTRACT

The community capacity building program at Ruteng Nature Tourism Park (TWA Ruteng) was conducted at the Golo Loni Village office, Ranamese District, East Manggarai Regency. This program represents a strategic effort to optimize the region's ecotourism potential through a community-based participatory approach, involving participants from the communities of Golo Loni Village and Bangka Kempo Village.

The program focuses on three main components: development of interpretation trails, publication/promotion strategies, and strengthening of destination management systems. The training materials cover five important aspects: natural resource conservation, youth roles in nature tourism development, enhancement of tourism awareness groups and nature tourism development, tourism management in TWA Ruteng, and nature tourism publication and promotion.

In its implementation, participants are equipped with practical knowledge and skills in identifying and developing tourism potential, including the development of informative and educational interpretation trails. The training also covers aspects of digital promotion and sustainable tourism destination management.

This activity is expected to enhance local community capacity in managing TWA Ruteng professionally and sustainably, which will ultimately contribute to improving the economic welfare of local communities while maintaining environmental conservation and regional cultural heritage.

Keywords: capacity building, ecotourism, conservation, tourism awareness group, TWA Ruteng, Golo Loni Village, Bangka Kempo Village

FOREWORD

Praise and gratitude to God Almighty for His Grace so that the Implementation of Community Group Capacity Building Activities through the Preparation of Nature Tourism Interpretation Paths and Publication / Promotion and Destination Management in Ruteng Natural Tourism Park can be completed properly.

This activity is a strategic effort to empower local communities in developing the potential of natural tourism in the Ruteng Nature Tourism Park. Through a series of theoretical and practical learning activities aimed at increasing community understanding of the importance of conservation and preservation of the natural environment, developing the community's ability to design informative interpretation trails and creating sustainable economic opportunities for communities around conservation areas.

This report is prepared as a comprehensive documentation of the process and results of the activities that have been implemented. We realize that there are shortcomings in the implementation, therefore constructive criticism and suggestions are expected for future improvements.

Hopefully this report can provide benefits and positive contributions to the development of community-based tourism and environmental conservation.

Ruteng, November 2024

Compiler

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CHAPTER I INTRODUCTION

A. Background

Nature tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy the symptoms of natural uniqueness and natural beauty in Wildlife Reserves, National Parks, Botanical Forest Parks and Nature Tourism Parks. Nature Tourism Park (TWA) is one of the nature conservation areas that is mainly utilized for tourism and nature recreation. Ruteng Nature Park is one of the nature tourism parks managed by the East Nusa Tenggara Natural Resources Conservation Center. Administratively, the Ruteng TWA area is located in two regencies, namely Manggarai Regency and East Manggarai Regency.

One of the natural attractions located in the Ruteng TWA area is Lake Ranamese. Ranamese Lake is in the working area of Ranamese Resort, Region III Conservation Section and is located in Golo Loni Village, Ranamese District, East Manggarai Regency. The main attraction at the location is the expanse of natural lake with an area of ± 11, 5 hectares. In addition, there is also a waterfall, and a relatively stable upland primary natural forest, which is a natural habitat for various species of animals. The development that continues to be carried out by the Region III Conservation Section together with TWA Ruteng Scope Resort personnel has made the Ranamese Lake tourist attraction increasingly attractive to visitors. This is evidenced by the number of visitors visiting the Lake Ranamese tourist attraction continues to increase. The visitors who visit Lake Ranamese consist of local tourists and foreign tourists.

Given the potential of the Lake Ranamese tourist attraction, it is feasible to develop and it is hoped that the preservation of the area will be maintained along with its utilization through interpretation activities. Interpretation activities are good for this location because through interpretation activities can provide information about the natural, cultural and historical values of an area so that visitors get new insights and understanding of the reasons for protecting the area in a sustainable manner (Colquhoun, 2005). According to Pahsma (2005) interpretation can be used to convey the history of the social conditions of the people of an area and also concrete evidence of natural history.

Interpretation trails are part of the interpretation program. Visitors who visit an area will pass through the interpretation path. The interpretation path is a path made to facilitate visitors to gain experience and understanding on their journey Putra *et al.* (2013). The interpretation path is a path made specifically for visitors to existing interpretation objects and aims to protect and preserve natural resources Najib, (2019). The preparation of the right interpretation path can increase visitors' understanding of the tourist attraction so as to achieve the purpose of the interpretation itself (Setiawan, 2014).

Lake Ranamese tourist attraction already has a path that can be accessed by visitors to the tourist location. Visitors in enjoying each tourist attraction need more knowledge in making visits. This knowledge can be contained in the existence of a natural interpretation plan on each path that has the potential to be developed (Heriyaningtyas, 2009). However, there is no interpretation component such as an interpretation map. Tourists who visit these tourist sites need a guide map to know the potential of each tourist location optimally by displaying the interpretation path and knowing the culture of the surrounding community. Therefore, it is necessary to prepare an interpretation path for nature tourism.

In addition, promotion and publication of Ruteng Nature Park is still limited, especially in digital media. Several efforts have been made including the production of brochures and pamphlets about TWA Ruteng, publication of information on websites and social media as well as exhibitions and local tourism events, however, the reach of these publications/promotions is still limited. In connection with that, maintenance of infrastructure and facilities, organization of visits and tourist activities still face several challenges such as limited budget and human resources, lack of local community involvement in management and the absence of a comprehensive destination development plan. In order for the management of the Ruteng Nature Park area to be more optimal, it is necessary to increase capacity through the preparation of nature tourism interpretation paths and promotional publications as well as destination management involving the community around the Ruteng Nature Park area.

B. Problem Formulation

Based on the identification of these problems, the formulation of problems in the capacity building activities of community groups through the preparation of natural tourism interpretation paths and tourism publications/promotions and management of tourist destinations in the Ruteng Nature Tourism Park are:

1. How to design and develop informative, educational and interesting tourist interpretation paths in Ruteng Nature Park?
2. What is an effective publication and promotion strategy to increase the attractiveness of Ruteng Natural Park?
3. How to increase the capacity and participation of community groups in the management of nature tourism destinations in a sustainable manner?

C. Purpose and Objectives

1. The purpose of this activity is to empower and increase the capacity of community groups around the Ruteng Nature Tourism Park through the development of management systems, interpretation, promotion of natural tourism destinations in a sustainable manner.
2. Objectives
The general objective is to optimize the potential of TWA Ruteng as a sustainable, educational, and conservation value-based natural tourism destination. While the objectives

In particular, to design and develop informative, educational and attractive tourist interpretation trails; to develop effective and innovative publication and promotion strategies; and to increase the capacity and participation of community groups in the management of the Ruteng TWA area.

D. Target

The target of the activity of increasing the capacity of community groups through the preparation of nature tourism interpretation paths and tourism publications/promotions and management of tourist destinations in the Ruteng Nature Tourism Park is the community groups of the Ruteng TWA buffer zone, Golo Loni Village and Bangka Kempo Village.

E. Expected Results

1. The availability of quality and informative tourist interpretation paths
2. Increased attractiveness of Ruteng Nature Park
3. Empowering local communities through capacity building in the management of tourist destinations
4. Supporting nature conservation through sustainable tourism

CHAPTER II METHODS

A. Basis of Implementation

The activity of increasing the capacity of community groups through the preparation of natural tourism interpretation paths and publication/promotion and destination management in Ruteng TWA is carried out based on the East Nusa Tenggara Natural Resources Conservation Center Task Letter Number ST.787/K.5/BKWII/PEG.3/11/2024 Dated November 8, 2024.

B. Time and Location of Implementation

The activity of increasing the capacity of community groups through the preparation of natural tourism interpretation paths and publication/promotion and destination management in TWA Ruteng was carried out for 5 (five) days from November 13-17, 2024 at the Golo Loni Village Office, Ranamese District while the practice location was the object of Lake Ranamese tourist attraction.

C. Implementation Team

The activity implementation team amounted to 5 people. For more details can be seen in the following table. Table 1. Activity implementation team

No	Name/NIP	Position
1.	Yohanes Berchmans Fua, S.Hut/ 19720201 200003 1 006	Head of Region III Conservation Section
2.	Paulus Pambut, S.Hut/ 19710630 200701 1003	Junior Expert Forestry Instructor at Section Region III Conservation Section
3.	Sebastianus Santu/ 19820210 200812 1 001	Maintainer of Facilities and Infrastructure at Ranamese Region Conservation resort
4.	Adriana Sarinto Bulu, S.Hut/ 19900806 202321 2 037	First Expert Forestry Instructor at Section Region III Conservation Section
5.	Elenora Mbee, A.Md / 19920221 202321 2 034	Skilled Forestry Extension Worker at the Region III Conservation Section seconded to the Golo Lusang Regional Conservation Resort

D. Implementation System

1. Capacity building of community groups through the preparation of nature tourism interpretation paths and publication/promotion and destination management in TWA Ruteng is carried out through 5 (five) stages, namely:
 - a) Submission of material from the main speakers;
 - b) Discussion and *Sharing*;
 - c) Preparation of Nature Tourism Interpretation Trail Map Plan at Lake Ranames and Natural Tourism Attraction Points
 - d) Field Practice around Lake Ranamese

- e) Preparation of follow-up program resume.
2. The time allocated for the 5 (five) stages of the activity is 20 (twenty) hours / 4 (four) days with the following details:

Table 2. Description of types of activities and implementation time

No	Type of activity	Time
a.	Material Delivery by Resource Persons	6 JPL
b.	Discussion and <i>Sharing</i>	2 JPL
c.	Preparation of Interpretation Trail Map Plan for Nature Tourism in Ranamese Lake and Natural Tourism Attraction Points	4 JPL
d.	Field Practice around Lake Ranamese	6 JPL
e..	Preparation of Follow-up Plan Program	2 JPL
	Total	20 JPL

E. Participants

Table 3. Activity participants

No.	Element	Sub-element	Number
1.	NTT Natural Resources Conservation Center	a. Region III Conservation Section b. Resort Scope of TWA Ruteng	3 people 2 people
2.	East Manggarai Regency Government	Tourism Office of Kab. Manggarai East	2 People
3.	Tourism Actors	Travel Agent	1 Person
4.	Group community in the buffer zone of TWA Ruteng	a. Golo Loni village b. Bangka kempo village	a. 20 people b. 10 people

F. Cost Budget Plan

The source of costs for implementing capacity building of community groups through the preparation of nature tourism interpretation paths and publication/promotion and destination management in TWA Ruteng in 2024 comes from the AWP Project IN FLORES Fiscal Year 2024.

Table 4. Cost budget plan

No	Type of Activity/Budget Details	Volume		Unit Price (Rp)	Total Cost (Rp)
	Capacity building of community groups through the preparation of nature tourism interpretation and publication/promotion and destination management in TWA Ruteng				
1.	Rental/transportation expenditure				
	Room rental (4 days, 1 location)	4	Keg	500.000	2.000.000
	Land Transportation of participants (30 people x 1 location)	30	OT	200.000	6.000.000
	Land Transportation of resource persons from District Government (3 people x 2 days x 1 lks)	6	HOK	200.000	1.200.000
2.	Expenditure on Tools and Materials				
	Stationery, banners, banners, practice materials	1	Keg	2.500.000	2.500.000
	Personal use (35 people x 1 location)	35	OK	200.000	7.000.000
	Participant snack consumption (30 x 4 x 1 location)	120	OH	100.000	12.000.000
	Transportation of PP Implementation Team	2	Package	1.000.000	2.000.000
3.	Ordinary Office Travel Expenditure				
	Lodging for resource persons (3 people x 2 nights)	6	HOK	500.000	3.000.000
	Service Travel of Facilitating Team (5 people x 5 days x 1 location)	25	OT	430.000	10.750.000
	Accompanying Team Lodging (5 people x 4 nights x 1 location)	20	OH	500.000	10.000.000
4.	Non-operational Goods Expenditure Other				
	Honorarium for resource persons	3	OT	1.000.000	3.000.000
	Duplication and binding of reports	5	Exam	50.000	250.000
Total					59.700.000

CHAPTER III ACTIVITY RESULTS

A. Activity Description

Capacity building activities for community groups in the Ruteng Nature Tourism Park were held at the Golo Loni Village Office by involving two community groups, namely the Golo Loni Village community group consisting of the community and tourism awareness groups and the Bangka Kempo Village community group from the forest farmer group assisted by the East Nusa Tenggara Natural Resources Conservation Center, namely the Wae Dinging Forest Farmer Group. This activity is designed to develop local potential and support the sustainable management of natural tourism destinations. Starting from the basics of conservation, participants were equipped with an in-depth understanding of the concept of environmental conservation, the importance of maintaining ecosystems and efforts to protect biodiversity in the Ruteng Nature Tourism Park area.

The next focus is on the strategic role of youth and tourism awareness groups (pokdarwis) in the development of nature tourism. The material covers empowering youth as agents of change and coaching Pokdarwis in managing and developing tourism destinations in a participatory manner. Participants were trained to understand their competencies in supporting conservation, local economic development, and preservation of local culture.

Nature tourism management at Ruteng Nature Park was a key topic that explored sustainable destination management strategies. Participants are equipped with skills in visit management, development of environmentally friendly infrastructure and the application of ecotourism principles that pay attention to the balance between economic, social and environmental interests. In the material of publication and promotion of nature tourism, participants are trained to develop effective promotional media including digital content creation skills and marketing through social media. The goal is to increase the visibility and attractiveness of the Ruteng Nature Tourism Park among domestic and foreign tourists.

Furthermore, the preparation of natural tourism interpretation paths of Lake Ranamese and natural tourism attraction points is a special focus in this activity. Participants are guided to design travel routes that are not only visually appealing but also have high educational value. Participants were trained to develop interpretation points that illustrate the ecological, geological and cultural uniqueness of the Ruteng Nature Tourism Park area.

In the last material, the development of community-based nature tourism became the highlight of this capacity building activity. Participants are encouraged to design participatory tourism concepts that empower local communities, provide economic benefits and preserve the environment and local culture. Through a series of materials and activities, it is hoped that community groups will be formed that have comprehensive capacity in supporting the conservation, development and management of the Ruteng Nature Tourism Park. Participants are expected to be the spearhead of nature conservation as well as the driving force of sustainable tourism development in the Ruteng Nature Park area.

development of sustainable tourism in the Ruteng Nature Park area.

B. Activity Results

The Capacity Building Activity of Community Groups through the Preparation of Nature Tourism Interpretation Paths and Publication/Promotion and Management of destinations in Ruteng TWA was carried out for 3 (three) days where on two days the participants received material using the lecture method from four resource persons, located at the Golo Loni Village Office, Ranamese District, East Manggarai Regency with the essence of each material as follows:

1. Material I: Basics of Natural Resources Conservation presented by Mr. Yohanes Berchmans Fua, S.Hut (Head of Region III Conservation Section).

Content:

- a. Definition of Natural Resources
Natural Resources are elements of the natural environment that are needed to meet human needs in the past, present and future.
- b. Classification of natural resources
- c. Types of natural resources based on their sources, namely:
 - 1) Biological / Biotic Natural Resources
 - 2) Non-biological natural resources
- d. Types of natural resources based on their nature:
 - 1) Recoverable natural resources
 - 2) Non-recoverable natural resources
 - 3) Non-exhaustible natural resources
- e. Conservation
 - 1) KSDA: management of natural resources in such a way as to improve the quality of human life.
 - 2) KSDAH
 - 3) Social change and nature conservation
 - ✓ The roots of the preservation and conservation movement
 - ✓ Conservation
 - ✓ Preservation
- f. A look back at the history of conservation in Indonesia
- g. Conservation of Living Natural Resources and Ecosystems.

✓ **Discussion:**

1) Mr. Bernadus

What is meant by sustainable use and beneficial preservation?

Response:

Preservation without area utilization is specific to certain conservation areas and limited activities such as research activities. While beneficial conservation is an area that can be managed/utilized with predetermined restrictions. TWA is an area where beneficial conservation can be carried out because TWA has a designation for the benefit of nature tourism and recreation but cannot be utilized to collect forest products.

2) Mr. Timothy

Can timber in the Nature Park area be taken because timber is one of the resources needed by the community?

Response:

In the TWA area, it is not allowed to collect natural resources because based on the function of the forest, the nature tourism park is a conservation forest. Timber harvesting can be done in production forests.

3) Ms. Melania

What are the actions of KSDA to improve the welfare of the community?

Response:

To improve the welfare of the community, Ruteng Nature Tourism Park conducts community empowerment of villages around the area. One of the groups assisted by Ruteng Nature Tourism Park who attended this capacity building activity was the Wae Dinging Forest Farmer Group. This group has developed freshwater fish farming.

2. Material II: The Role of Youth in Nature Tourism Development presented by

Mr. Rofinus Hibur Hijau, M.Pd (Head of Tourism and Culture Office of East Manggarai Regency)

- a. Based on the results of the survey, the number of productive workers aged 15 - 64 years is more than those aged under 15 years and over 62 years, so this condition is called a demographic bonus. The large number of productive people compared to non-productive people is expected to provide opportunities to improve village development.

- b. The role of youth in tourism is at the forefront of tourism development. There are 3 tourism villages in East Manggarai and Golo Loni Tourism Village is a tourism village that has achievements due to the role of youth in tourism development.
- c. The task of the Tourism and Culture Office of East Manggarai Regency is to provide assistance to Pokdarwis, local village tour guide assistance, craft assistance and other assistance related to improving tourist villages.
- d. Youth in Golo Loni Village must have art and cultural skills to preserve local culture. Children and grandchildren must also have the same philosophy so that our culture is preserved. In the future, because the culture and customs of the Greater Manggarai is one of the unique cultures (caci dance) and only exists in the Manggarai area, it must be maintained.
- e. Jaring Tiktok Nusantara has also conducted training for the Golo Loni community for 3 months to train the community to create new tourism products to netizens by emulating the development of social media in offering tourism products in other areas to be applied in tourism promotion in Golo Loni Tourism Village.
- f. Publication and promotion
Pokdarwis Golo Loni is one of the best tourism awareness groups in East Manggarai Regency. In publication and promotion activities, young people are expected to be able to understand local wisdom in order to interpret it to tourists.
One of the local wisdoms in question is the traditional greeting/welcoming guests/kepok.
- g. Educational benefits of nature tourism
In every tourist village, there must be a Pokdarwis and there are young people who aim to make the community and young people aware of the tourist village.
- h. Not all villages can be developed into tourist villages, only villages that have unique tourism potential and meet the requirements can be designated as tourist villages.
- i. Youth also have duties as tour guides in tourist villages. One of the things that needs to be considered in guiding tourists is hospitality to tourists so that in every tourist village must apply Sapta Pesona.
- j. The scope of nature tourism education can be done through various trainings such as:
 - 1) Village tour guide training
 - 2) Training for taking pictures/photos
 - Communication training in guiding tours

3. Material III: Increasing the Role of Tourism Awareness Groups (Pokdarwis) in Nature Tourism Development delivered by Mr. Rofinus Hibur Hijau, M.Pd (Head of the Tourism and Culture Office of East Manggarai Regency)

- a. East Manggarai Tourism Village consists of 2 villages, namely Golo Loni Village and Colol Village. In each tourist village, there is a tourism awareness group that is established through a Regent's decree.
- b. The tasks of the Tourism Awareness Group are:
 - 1) Conducting socialization to the general public about the tourism village
 - 2) Implementing sapta pesona
 - 3) Exploring the tourism potential in the village
 - 4) Establish cooperation with related agencies and UPT in order to develop tourism villages.
- c. Duties of the Tourism and Culture Office of East Manggarai Regency
Facilitate tourism awareness groups through trainings related to the development of tourism villages. Examples: training for tour guides, making furniture from bamboo, training to manage local culinary into high-value culinary.

Discussion

1. Mr. Timothy

We hope that Pokdarwis must provide the best socialization to the community regarding tourism villages and Pokdarwis needs to be increased in human resource capacity and until now I have not received information related to Pokdarwis in Golo Loni Village.

Response

- a) Perhaps the village government has not conducted socialization related to Pokdarwis.
 - b) Until now there has been no socialization from Pokdarwis because until now the chairman is out of town (Labuan Bajo) (answer of one Pokdarwis member).
 - c) The Golo Loni Tourism Awareness Group has been established for five years with 20 members. The name of the Pokdarwis in Golo Loni Village is Pokdarwis Lembah Indah.
 - d) Pak Kadis's suggestion: Pokdarwis Lembah Indah needs to conduct socialization to the hamlets by presenting community leaders to provide moral support related to the development of a tourist village.
2. Alfons-bangka kempo - KTH Bangka Kempo
- In the presentation, it was explained about tourist villages and this is very interesting but why Golo Loni Village can become a tourist village and why Bangka Kempo Village cannot become a tourist village?

Response

- a) The material I presented today was related to tourism, tourism villages and tourism awareness groups. One of the tourism villages in East Manggarai is Golo Loni Village.
 - b) Hopefully in the future the tourism village program will return and I will ask friends from the tourism office to identify the tourism potential of Bangka Kempo village and if it meets the requirements it will be proposed to become a tourist village. The stages of becoming a tourist village are having natural tourism potential, special interest tourism, local wisdom potential. The potential must be unique and not available elsewhere.
3. Mrs. Koleta Fatima
- 80% of the Golo Loni community do not go to school. If possible, villagers should be given English language training to support communication with foreign tourists who come to Golo Loni Tourism Village.

Response

- a) Hopefully in the future the Lembah Indah Tourism Awareness Group or the Head of Golo Loni Tourism Village will organize foreign language courses to help tour guides so that residents who have an interest in becoming tour guides can be trained to become good tour guides.
- b) In order to be able to speak a foreign language, you must communicate in the foreign language so that if done continuously, you can eventually speak the foreign language well.

4. Material IV: Nature Tourism Management in TWA Ruteng delivered by Mr. Yohanes B. Fua, S.Hut (Head of Region III Conservation Section).

Content:

- a. Definition of Nature Tourism Park
- b. Nature Conservation Area
- c. Nature tourism
- d. Nature tourism
- e. Criteria for the designation and establishment of Nature Tourism Parks Points 1- 5 refer to Law Number 5 of 1990.
- f. The implementation of KSA and KPA includes :
 - 1) Planning
 - 2) Protection
 - 3) Preservation
 - 4) Utilization
 - 5) Function evaluation
- g. Nature tourism activities in TWA are
 - 1) Business of providing natural tourism facilities

- a) Water tourism
- b) Accommodation
- c) Transportation
- d) Sales tourism
- 2) Nature tourism service provision business
 - a) Tourism information
 - b) Tourist guide
 - c) Transportation
 - d) Travel
 - e) Souvenirs
 - f) Food and beverages
 - g) Nature equipment rental
- h. Nature tourism business

license Stages of service

license

Discussion

Mr. Timo

The plan is to build a coffee shop at Pasarana Resort Ranamese and plant vegetables around the coffee shop.

Response

If you want to open a coffee shop business at Pasarana Resort Ranamese, we can facilitate it, as long as you are willing to work seriously, while if planting vegetables is done to attract visitors, it can be done by planting in polybags.

5. Material V: Publication and Promotion of Nature Tourism by Leonardus Nyoman (Director of PT. Flores Exotic Tours)

a. Tourism Industry

- 1) The tourism industry is a business that provides goods and services to meet the needs of tourists and organizing tourism.
- 2) World tourism
- 3) Indonesian tourism
- 4) Labuan Bajo tourism
- 5) Tourism facts
- 6) Stereotype (general view of things) about tourists
- 7) Tourists are people who travel from one place to another for specific purposes, such as vacation, business, meetings, research, etc.
- 8) Scope of Tourism Industry

9) GENERAL MARKET TRENDS

- a) Religious Tourism
- b) Cultural Tourism
- c) Nature Tourism
- d) Sustainable Tourism

11. Travel Trends 2024

- a) Faster and easier booking
- b) Bleisure Trips (*Business and Leisure*)
- c) Sustainable Tourism
- d) Wellness Tourism
- e) Personalized tour packages
- f) Meaningful cultural experiences

12. Travel Trends to Expect 2025

- a) Eco-friendly travel will be a priority
- b) Local immersion will be expected
- c) More travelers will go to nature-based destinations
- d) Food-focused travel will grow
- e) Solo travel will see a boom
- f) Group travel will also grow

b. Tourism Destination Marketing

- 1) Tourism Publications
- 2) Nature tourism promotion

c. Tourism Product

- 1) Product strengths
- 2) Main product
- 3) Additional Products
- 4) Added Value

d. Market

- 1) What market needs are you trying to fulfill
- 2) Message delivery methods used
- 3) What methods are used so that relationships with customers remain / survive
- 4) Adjusting what the domestic market and foreign tourists want

e. Channel

- 1) Online
 - ✓ Website
 - ✓ Market place
 - ✓ Social media

2) Offline

- ✓ Recommendation / power of mouth
- ✓ Tourism exhibition
- ✓ Brochure

Discussion:

1. Mr. Bernadus

According to my understanding, the conclusion that can be drawn in tourism activities is that in doing promotion we have to learn a lot to understand the product or potential that we have.

Response

In explaining the products we sell, we need to understand well the products we offer so that the data provides a good explanation to tourists. We can polish the product to make it attractive but not lose the authenticity of the product we have.

2. Mr. Domi

My hope is that through this activity it will be able to provide us with an understanding of tourism and hopefully in the future there will be training in local food processing. **Response:**

In preparing the products we sell we need to adjust to the needs of tourists. Furthermore, if we have determined the product that will be offered, we need to pursue it until we are really expert / reliable. In determining profit, it must be a reasonable amount but sustainable.

6. Material VI: Development of Community-Based Nature Tourism Presented by Mr. Albert Jehamat, S.ST Par., M.Par (Tourism Extension Officer of the East Manggarai Tourism and Culture Office)

a. Motivation of Foreign Tourists to Visit Indonesia

- 1) Natural beauty
- 2) Cultural diversity
- 3) Friendly local people
- 4) Delicious culinary
- 5) Tropical climate
- 6) Ease of transportation

b. Tourism and its development

Negative side of tourism

- 1) Uncontrolled land conversion
- 2) Over-exploitation
- 3) Pollution

- 4) Disturbance to wildlife
- 5) Marginalization of local communities
- 6) Disturbance to local culture
- c. Lessons from covid 19 for tourism
- d. Traveler trends and motivations
- e. Indonesian tourism paradigm
- f. History of the emergence of the concept of ecotourism
 - 1) Definition of ecotourism
 - 2) Why ecotourism
 - a) Travelers travel to enhance their experience of the culture and traditions of local communities.
 - b) More than $\frac{3}{4}$ of tourists prefer to travel with respect for local culture.
 - c) 20-30% of European tourists are more concerned about the value of sustainable ecotourism and 10-20% choose green open and green holidays.
 - d) Tourism chain
 - e) Principles of ecotourism
 - ✓ Conservation principles
 - ✓ Principle of community engagement
 - ✓ Economic principles
 - ✓ Education principle
 - ✓ Tourism principles
 - f) The role of ecotourism
 - ✓ Creating a sustainable business
 - ✓ How to create a quality travel experience
 - g. Principles of ecotourism
 - ✓ Traveler-friendly
 - ✓ Environmentally friendly
 - h. Small-scale tourism→ Community-based
 - i. Large-scale tourism

Discussion:

1. Mr. Stefanus Dan

We thank KSDA because through this training we got information related to tourism and its management.

Do tourism activities involve a lot of people?

Response:

To build a tourism village, the main requirements are that the village has a t o u r i s t attraction, the community accepts and wants to build and the government supports.

Talking about society is complex because it involves many people with their own understanding and thoughts. The development of a tourist village is expected to be from, by and for the community. So that the Pokdarwis must be able to read the opportunities needed by tourists, be consistent in doing the business and build good communication with village officials and the surrounding community.

For Golo Loni Village, there is no mat weaving activity that is carried out consistently. In fact, this activity is one of the businesses that has a high selling value.

2. Mr. Timothy

There are positive and negative values of tourism. One of the negative values is the different culture between the tourist village community and tourists. How to overcome it? How to overcome so that the culinary offerings are not damaged by the lack of tourists?

Response:

After forming a tourism institution, it is necessary to make an SOP/service standard to provide limits in providing services to tourists. The group does not need to worry about losing tourists. In fact, the existence of many restrictions can be a special attraction for tourists to visit. Do not because reasons money all things can be allowed. Regarding culinary tourism, food is a material that cannot be stored for a long time, so to anticipate it, what is prepared is the raw material when someone has ordered the new material is processed. Therefore, it must be clever in managing it so that the culinary products are not redundant.

7. Material VII: Preparation of Nature Tourism Interpretation Trail Map Plan at Lake Ranamese and Natural Tourism Attraction Points (Committee, Mr. Albertus Jehamin, S.ST Par., M.Par and Leonardus Nyoman)

- a. Presentation of the interpretation path of nature tourism in Ruteng Nature Tourism Park along with several options for interpretation paths by the committee
- b. Things to consider in determining the interpretation path by Mr. Albertus Jehamin, S.ST Par., M.Par
 - ✓ Accessibility
 - ✓ Tourist attraction
 - ✓ Supporting facilities

c. The purpose of the preparation of tourist interpretation paths is to ensure the protection and preservation of recreation/interpretation objects, supervision and better service to visitors and develop methods of natural interpretation.

d. Nature tourism interpretation paths inside and outside the Ruteng TWA area

- 1) Door entrance → rest area → camping area → spot photo
 → lake ranamese → trekking lake ranamese → water
 plunge
 → rest area
- 2) Lake ranamese → river tubing → Village Bangka Kempo
 (culinary tourism) → Village Golo Loni (Golo Depet,
 River Tubing, fishponds, cycling and local wisdom)
- 3) Lake ranamese → Village Bangka Kempo → River Tubing
 → Village Golo Loni → Tourism Bathing hot water
 Compang Kempo → Water Waterfall Cunca Rede and
 Cunca Cuar → Golo Lusang (Dry Lake Watu Pajung) →
 Ranaka (Puncak Ranaka and child Ranaka) → Bangka
 Pau village tour (KM 5) → Ranamese
- 4) Lake Ranamese → Village Bangka Kempo → River Tubing
 → Village Golo Loni → Tourism bathing water hot Ds. Compang
 Kempo → Water Terjun Cunca Rede and CUnca Cuar
 → Golo Lusang (Danau Kering Watu Pajung) → Ranaka
 (Puncak Ranaka and Anak Ranaka) → Water Terjun Wae
 Wake Rana → Poja → Lake Ranamese II, Ds. Golo Wuas.

CHAPTER V CONCLUSION

A. Conclusion

The community group capacity building activity is a strategic effort in optimizing conservation area management based on community participation. This activity aims to provide understanding, ability and community participation in the preservation and development of sustainable natural tourism destinations. Through a series of activities, the community succeeded in increasing their conceptual understanding of the basics of conservation, the principles of environmental conservation and the importance of preserving the Ruteng Nature Tourism Park area.

Capacity building activities for community groups are a continuous transformation process that requires mutual commitment, productive collaboration and the spirit of environmental conservation. Ruteng Nature Park also has the potential to become an inspiring conservation area that integrates nature conservation, community empowerment and local economic development. This effort is expected to make a positive contribution to environmental conservation, community welfare and sustainable development.

B. Suggestions/Recommendations

Suggestions and/or recommendations related to the capacity building activities of community groups through the preparation of nature tourism interpretation paths and publication/promotion and destination management of the Ruteng Nature Tourism Park are as follows:

1. Integrate community empowerment programs in conservation area management plans.
2. The need to improve the design of the Ruteng Nature Tourism Park interpretation path by connecting the points of tourist attraction around the park.
3. Create an incentive policy for community groups that contribute to conservation.
4. Establish a clear legal umbrella on the role of the community in the management of the area.

Attachment



Opening by MC



Remarks by the Head of Region II Conservation Division



Activity Participants



Presentation of Material by the Head of the Region III Conservation Section



Presentation of Material by the Head of the Tourism and Culture Office of East Manggarai Regency



Presentation of Material by Tourism Extension Officer of the East Manggarai Tourism and Culture Office



Presentation of material by the Director of Flores Exotic Tours



Discussion Session



Signing of Minutes