



Description of Area

- Off the far northwestern tip of Papua
- Four main islands
- 43,000km²
- 50,000 residents
- 135 villages



Why Raja Ampat?

- The King of Kings
- Reefs on Steroids
- Asia's Best Reefs
- Heart of the Coral Triangle
- Every Diver's Dream Destination



Why Raja Ampat/Greater Bird's Head Seascape?

- 1,628 species of reef fish in Bird's Head Seascape (BHS) (>35 endemic fish)
- 1,430 species of reef fish in Raja Ampat
- 42 species of endemic reef fish in BHS
- 603 species of hard coral in BHS
- 75% of all known coral species in the world
- 57 species of mantis shrimp in BHS
- 13 species of marine mammals in BHS



Background

- Raja Ampat has become international destination
- Need professional management
- Regional regulation
- Market demand
 - As many dives as possible, more than 1 location
 - Safe and comfortable
 - Pristine and protected coral reef
 - Supportive community
 - "One-door" payment
 - Efficient reporting system
- Before 2007 → no entrance fee system

The Process (2005-2007)

- Road show on the opportunities to development marine tourism
- In house training → Raja Ampat Tourism Office
- Meeting with dive operators
- Meeting with cultural chief and local NGOs



The Process (cont.)

- Meeting with harbor master and immigration office
- Discussions with villages
- Training for resorts/liveboards' staff
- Draft regulation on entrance fee system
 - discussion with R4 Tourism Office and R4 Regional Government, head of districts and head of villages



ENTRANCE FEE

Intl : Rp 500.000/person

Local: Rp 250.000/person

RETRIBUTION

Intl : Rp 150.000

Local: Rp 75.000

NON-RETRIBUTION

Intl : Rp 350.000

Local: Rp 175.000

40% Community
Fund

40% Conservation
Fund

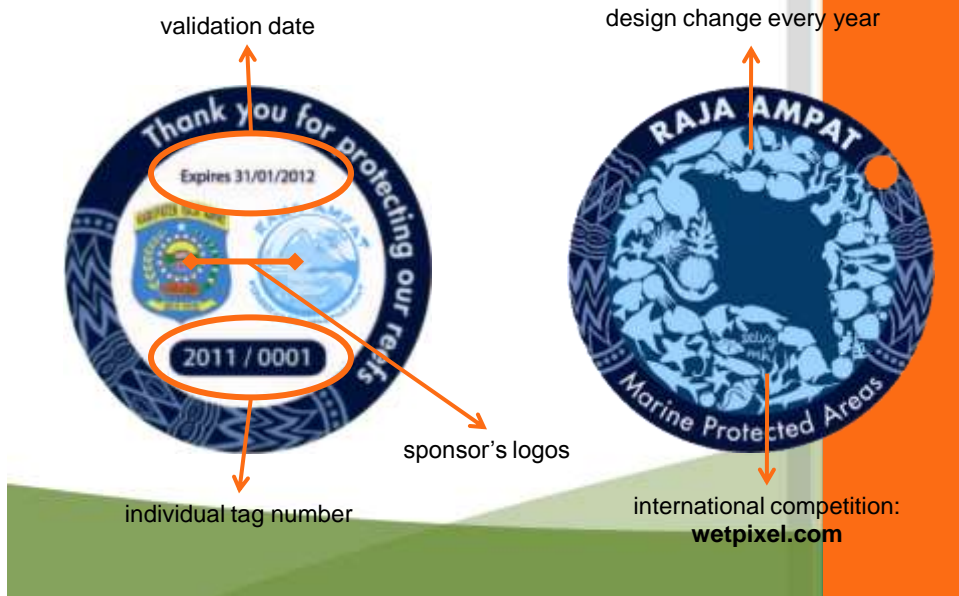
20% Administration
Fund

Entrance Fee System (cont.)

- Entrance tag with personal identification number
 - Valid for one calendar year (January – December)
 - Entrance permit to all R4 areas
 - Must be carried by tourist at all times while in Raja Ampat
 - Patrol and spot checks



Entrance Tag



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Retribution

- Directly goes to regional government
- Local income

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Non Retribution

- Manage my multi-stakeholders team called **Raja Ampat Tourism Management Team**
- Members:
 - Regional government officials
 - Tourism Office
 - Regional Audit Agency
 - Local and international NGOs
 - Representative from community
 - Private sector
- Secretariat of Management Team
 - Manager
 - Accountant

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**40% Community
Fund**

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**20% Administration
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Community Fund (then)

- Support Posyandu's (integrated health services unit) activities in all villages in Raja Ampat
 - Basic services for pregnant women, babies and toddlers
 - Supplementary food
 - Mung beans
 - Palm sugar
 - Book: "Where Women Have No Doctor: a Health Guide for Women"



Community Fund (now)

- No budget for distribution
- Based on proposal
- Priority given for villages near tourist destination/own the area
- Boost local economic
- Proposals:
 - Homestay
 - Women's group activities



Conservation Fund

- Based on proposal
- Conservation activities by local communities
- Priority given to:
 - Villages in the Marine Protected Areas
 - Villages with conservation initiatives
- Proposals:
 - Look out post + local patrol
 - Sanitation
 - Turtle hatchery + monitoring
 - Mangrove planting



Administration Fund

- Secretariat of Management Team Office
- Daily operational
- Manager
- Accountant

Liveboards

- 1990s → 1 boat (Pindito)
- 2006 → 3 boats
- 2007 → 5 regular + 5 occasional boats
- 2008 → 14 regular + 6 occasional
- 2009 → 17 regular + 8 occasional
- 2010 → 30 regular + 11 occasional
- 2011 → max 40 regular boats + max 10 occasional

↓
diving regulation



Liveboards (Cont.)

- Distributed to all villages, MPAs' posts
- Reporting via "radiogram" → sending news via the National Radio
 - Name of liveboard
 - Travel dates
 - Number of guests
 - Itinerary (if possible)



Resorts

- 1990s → 1 resort (Kri)
- 2007 → 2 resorts (...+Sorido)
- 2008 → 4 resorts (...+MER+R4 Dive Resort)
- 2009 → 6 resorts (...+R4 Dive Lodge+PPER)
- 2010 → 7 resorts (... + Raja Ampat Divers)
- 2011 → 3 new investors



Homestays

- 2009 → 2-3 homestay
- 2010 → 5 homestays
- 2011 → more homestays



Share of guest based on accomodation

	Liveaboard	Resort	Homestay
2007	69%	31%	
2008	62%	37%	1%
2009	68%	29%	3%
2010	64%	31%	5%
2011 (Aug)	61%	33%	6%

Number of Tourists

	International	Domestic	Total	Top 3 Countries
2007	932	66	998	USA, Netherlands, Indonesia
2008	2,366	279	2,645	USA, Indonesia, Netherlands
2009	2,872	338	3,210	USA, Indonesia, Germany
2010	3,857	658	4,515	USA, Indonesia, Germany
2011 (Aug)	2,731	539	3,270	Indonesia, USA, Germany



Total Revenues

	Total Income	Retribution	Conservation	Community	Administration
2007	482,500,000 (USD48,250)	144,750,000 (USD14,475)	135,100,000 (USD13,510)	135,100,000 (USD13,510)	67,550,000 (USD6,755)
2008	1,252,750,000 (USD125,275)	375,825,000 (USD37,582.5)	350,770,000 (USD35,077)	350,770,000 (USD35,077)	175,385,000 (USD17,538.5)
2009	1,520,500,000 (USD152,050)	456,150,000 (USD45,615)	425,740,000 (USD42,574)	425,740,000 (USD42,574)	212,870,000 (USD21,287)
2010	2,093,000,000 (USD209,300)	627,900,000 (USD62,790)	586,040,000 (USD58,604)	586,040,000 (USD58,604)	293,020,000 (USD29,302)
2011 (Aug)	1,500,250,000 (USD150,025)	450,075,000 (USD45,007.5)	420,070,000 (USD42,007)	420,070,000 (USD42,007)	210,035,000 (USD21,003.5)
TOTAL	6,849,000,000 USD 684,900	2,054,700,000 USD205,470	1,917,720,000 USD191,772	1,917,720,000 USD191,772	958,860,000 USD95,886

USD=Rp 10,000

Tourism Development & Operations Regulations

- First in Indonesia
- Design/construction of resort/guesthouse
 - Natural features, trees, shoreline vegetation, sewage treatment, garbage collection, height of building, building materials, construction of jetty
- Operation permit
 - Resort/guesthouse
 - Cruise ship/private yacht
 - Liveaboard
 - Annual fee (Rp 10 mill – 30 mill based on passenger capacity)
 - 40 regular boats, 10 occasional boats (one time visit) → first come first serve



Tourism Development & Operations Regulations (cont.)

- Liveboards regulation
 - Capability to anchor ~ 80 meter
 - Cannot anchor 200 meter from any dive spots
 - May not stay more than 24 hours at any specific areas (if weather permitted)
 - Forbidden from serving/selling/possessing shark fin, turtle meat/egg, manta, lobster, reef fish, giant clam, dugong or any other protected animals under Peraturan Pemerintah No 7/1999
 - Forbidden to collect, traffic, or possess native flora and their products in Raja Ampat (e.g. orchids, pitcher plants, cycads, fan palms)
- Watersports

Tourism Development & Operations Regulations (cont.)

- Recreational diving regulations
 - Minimum certification requirements
 - Supervision of diving activities
 - Maximum depth limitation
 - Dive center requirements
 - Dive center equipment
 - Dive boats
 - Safety considerations
 - Recognized qualification of dive center staff
 - Orientation dive
 - Diving wreck and underwater artifacts
 - Environmental protection
 - Dive protocol
 - Damage due to anchoring
 - Commercial diving for fish and marine research

Tourism Development & Operations Regulations (cont.)

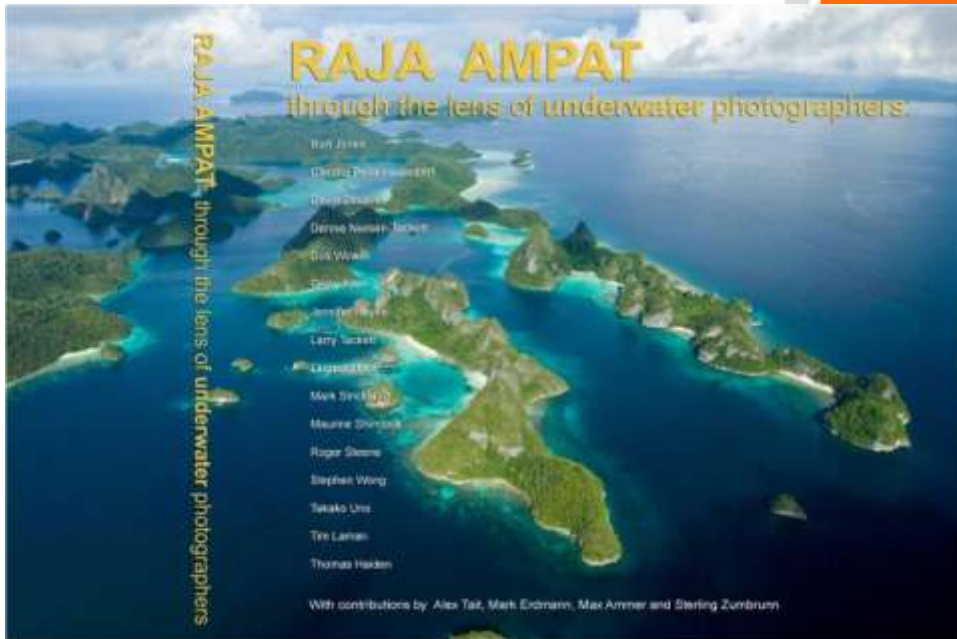
- Terrestrial tourism activities
- Recreational fishing
- Restaurant
- Transport
- Raja Ampat tourism entrance fee system
- Raja Ampat tourism zonation
- Ecotourism best practices guidelines and certification
- Raja Ampat tourism department star awards for ecotourism development

Mooring Buoy

- 18 mooring buoys
- Sponsors: Conservation International (CI), The Nature Conservancy (TNC), Raja Ampat Tourism Office, liveaboards

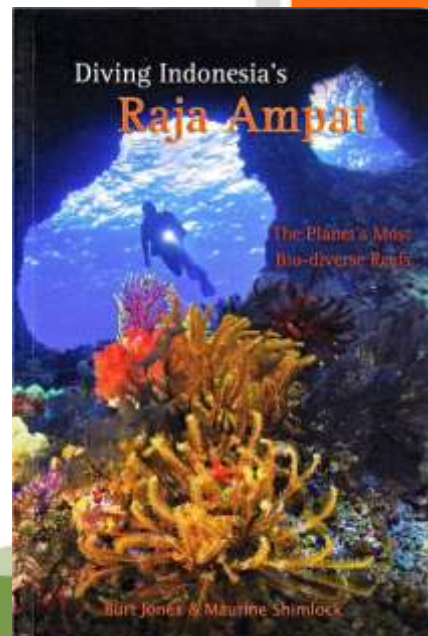


Books



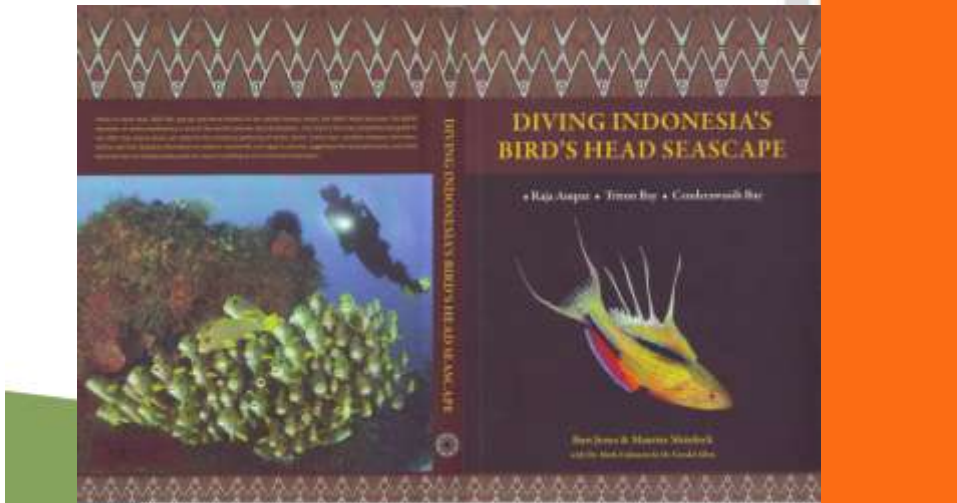
Books (Cont.)

Diving Indonesia's Raja Ampat
by Burt Jones/Maurine Shimlock



Books (cont.)

Diving Indonesia's Raja Ampat by Burt Jones/Maurine Shimlock



Website

www.diverajaampat.org

Welcome to **RAJA AMPAT**
- The Realm of the Four Kings

Raja Ampat casts a spell on all who visit – scientists, photographers, novice divers and crusty sea-salts alike. This group of majestic islands, located in the northwestern tip of Indonesia's Papuan "Bird's Head Seascape," lies in the heart of the coral triangle, the most bio-diverse marine region on earth.

- DIVING
- HOW TO GET THERE
- ENTRANCE FEE
- CONSERVING RAJA AMPAT
- SOCIAL & EDUCATION PROGRAMS



Background and Process

- A very unique place: under water, above water
historical, cultural
- Article in magazine



Process

- 2008 – present
- Regent Regulation on entrance fee:
 - No. 6, 7, 8/2009
- September 2010: close → incidents between community and liveboards → lack of socialization
- February 2011: re-open



Book

Kamina: West Papua's Natural Paradise
by Burt Jones/Maurine Shimlock

