

Poster session

**PRESERVATION OF FLORA AND FAUNA TO ENHANCE DYNAMIC
ECO TOURISM AND COUNTERING CLIMATE CHANGE**

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Objective: **to share some gains register by The Gambia and its people in the tourism sector and action taken to combat climate change.**

Methodology: **Base on analyses of events and data's derive from the available sources of literature and the media.**

Preliminary findings: **Small countries like the Gambia can also set a good example for other nation to follow.**

Potential contribution to the literature (ecotourism, community)

As the main theme of this International conference “Ecotourism destination management for small islands in Adopting Climate Change Challenges “, I belief it’s timely to held such an educative conference that will contribute positively in the crusade against climate change and ecotourism can be a good example. The world today is face with the problems and effects of climate change, the writer deem it necessary to share some of the success stories in my native country. They advance traditional culture and social events to attract tourist and visitors, while formulating applicable policies to promote ecotourism. The involvement of the local people through community initiatives in maintaining the vegetation of the surrounding environment and very crucial in the propagation and implementation of environmental policies and concords to reduce emission and adjust to climate change. The Gambia otherwise known as The Smiling Coast of West Africa is one of the major tourist destination in Africa. The country depends highly on tourism for its GDP and tourism is one of the highest contributor of foreign exchange and employment to the government and people of The Gambia.

The paper highlights some of the recent development and initiatives that have been taken by the government of the Gambia. An account of The Gambia declaration to protect the flora and fauna in the 1970’s is also entail here. Readers will tend to understand some of the cultural and social events that are been use to promote, manage and sustain the tourist industry of the country up to date. Actions taken by youths and local communities to cope with the global agenda in climate change issues are explain in brief. It will deliberate on certain activities of other agencies such as the Gambia tourism Authority, the National Center for Arts and Culture, forestry and wild life department alongside other partners involves in preserving and promoting the eco tourist industry through local wisdom and cultural heritage.

IDENTIFICATION OF POTENTIAL AND FACILITIES SUPPORT TOURISM OBJECTS IN KARIMUNJAWA ISLAND

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Abstract

Tourism is the one of important sector to be reliable of economy. Therefore, tourism directed as a sustainable industry. Development of tourism industry has a strong enough influence to the development of the region in the vicinity of tourist attraction, can be act as 'leading industries'. The concept of leading industries based on the premise that in the center of growth, there is an activity which is a form of tourism attraction. In the process of tourism development, there is a very influential elements of supply is important. Supply element is, Attractions, Transport, Accommodation, Supporting facilities, Infrastructure. This paper focuses on identifying the potential of supporting infrastructure and attractions in Karimun islands required by the tourists.

The methodology used is descriptive analysis with secondary data collection and literature review of several books and research that already exists.

Karimun National Park is one of the main tourist destination in Central Java. Karimun National Park consists of 22 islands and has five types of coral reef ecosystems, sea grass beds and sea grasses, mangroves, coastal forests, and lowland tropical rain forest. A variety of ecosystems in National Parks Karimunjawa has various characteristics that can be created as a tourist attraction that will be visiting. To support the development of tourism, it need for some facilities to support the needs of tourism. Among other facilities needed in the field of transportation, accommodation, facilities and infrastructure.

Keywords : *tourism, small island, identification, potential object, infrastructure.*

**PREVENTIVE DISASTER MANAGEMENT MEASURES IN DEALING
WITH TSUNAMI
AS A RESULT OF CLIMATE CHANGE**

Rina Kurniawati

ABSTRACT

Tsunami is one of the impact resulted from climate change. The impact of tsunami is so huge to the environment including to the sustainability of tourism industry. This paper presents an overview of literature that discuss with the preventive measures in response to the disaster. Previous studies have drawn up several preventive measures to deal with the situation. Preventive measures include providing a standard safety and security measures and increasing the awareness of the stakeholders. The preventive measure is just a theoretical overview; however it can be consideration to be implemented for destination which is lacking such measures. Hopefully the up-coming disaster can be handled better. So the sustainability of tourism industry is well sustained.

Keywords: Disaster management, tsunami, and preventive measures

CULTURE AND SOCIAL OF “CALUNG BANYUMASAN” FOR TOURISM

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Abstract

“Banyumasan“ is considered as a marginal culture due to the influence of two great cultures, namely Javanese-Mataraman (Jawa-Mataraman—Kasultanan Yogyakarta and Kasunanan Surakarta era) and Sundanese culture (Pajajaran era). As a marginal culture, the footpaths of the influence of the two cultures could be still traced back up to now. The influence could be widely seen from the values, language, traditions, and arts that exist and develop in the society. Yet, Banyumasan is not identical with the two cultures. It exists and develops with its own characteristics and keeps preserves the local culture. And, in such a globalization era, the local culture always tries to sustain, even fight against. Thus, Banyumasan stays exists and develops.

This article not research findings but ideas which describes describes calung Banyumasan as potencial local culture for tourism. Banyumas society commonly knows Calung and reflects it into their daily life. Calung has its symbolic meaning with its ritual aspect which relates to the harmony of life in the community. The parts of Calung instrument consist of ‘opening Calung’, ‘successor Calung’, with its different bilah. If it is played irregularly, it will cause unpleasant noise. But if it is played regularly it will produce a beautiful harmony. The instrument of Calung is a symbol of heterogeneous society. If people obey their own willness, then there is chaos.

Keywords: Banyumasan, local culture, tourism.

**MARINE-BASED ECOTOURISM'S DESTINATION
MARKETING IN INDONESIA,
THE ROLE OF PROMOTIONAL ACTIVITIES IN
TOURIST'S CHOICE OF DESTINATION**

Hetty Karunia Tunjungsari

Abstract

As an island country and one of the world's largest archipelago, Indonesia's potency to develop a marine-based ecotourism is undoubtedly vast. One of the main problems within the effort to optimize the marine-based ecotourism in Indonesia is inadequate information about tourist's choice of destination's preference. This research will identify important factors that are considered by tourists in determining the marine-based ecotourism's destinations in Indonesia as an attempt to develop better offerings for the tourists.

The study was conducted with the aim to identify the effect of promotional activities in tourists' marine-based ecotourism destination's choice. The methodology in this study is a survey and in-depth interview. Research found that sufficient promotional activities did affect tourists' choice of destination.

Practically, output of this research hopefully can give a better understanding about tourists' preference of marine-based ecotourism destinations in Indonesia, as well as expected to materialize literature enrichment in the fields of ecotourism, particularly in Indonesia.

Keywords: *Promotional activities, marine-based ecotourism, tourists' choice of destination*