

## **MEDIA PUBLICATION**

### **Ecologic Village Resort Become the Destination**

TEMPO.CO, Jakarta: Minister of tourism and creative economy, Marie Elka Pangestu said that village tourism concept which has been developed could be the alternative new destination. "This is the kind of tourism that interact with community directly and can welfare them, at the same time also maintaining the culture," she said on her visit to Kandangan Village in Temanggung city, Central Java, Wednesday, March 19<sup>th</sup> 2014.

Marie assessed, village tourism not only offers fun, but also experience. She said that nowadays tourist trend had not been only look for fun but experience too. She visited one of village resort on Kandangan which 64 kilometer away from Yogyakarta.

This village resort is developed by Singgih Kartono, local entrepreneur and social activist in Kandangan. Singgih, by help from his friends developed resident / settlement in form of homestay for his guest by carrying ecological-sustainability concept. This sustainable village project is part of 1<sup>st</sup> International Convention Village Revitalization that had been held in Indonesia. Not only collaborating with architects and local environment activists, Singgih also cooperated with some experts and college students from Japan, Hongkong, Taiwan, and India. "We're promoting "Back to Village" slogan to implement sustainability principal which is most likely done In village community indeed, "Singgih said.

Marie Elka was impressed by the concept carried by Singgih Kartono to develop village. According to her, this village area development could trigger the growth of creative industries, to promote this village.

Marie Elka gave the Eco Social Culture Tourism label. "We can see here, not only the usage of bamboo as the main materials of building, but the unused materials also served their purpose," Marie said.

According to Marie Elka, village could "sell" activities such farming, teaching the village people, or learn about environmental-based design. Moreover, visitors could enjoy the lodge facilities (homestay) which interact directly with nature, they are Omah Yudhi, Omah Tani (Farm House) and Omah Kelingan. All of those homestays applied sharing bedroom concept, so the visitors stay and sleep together with the others.

Those houses also offer different nuance; Omah Yudhi for example, give the visitors chance to learn to cook Temanggung local menu with the owner, Yudhi. Meanwhile, in Omah Tani (Farmhouse) which situated in the middle of 2, 5 hectares farming land, offers organic farming tourism.

For extreme experience, visitors can choose Omah Kelingan which offers capsule settlement, an ellipse-shaped house hanging above the trees. Omah Kelingan is located near the people's settlement, so visitors can interact directly with communities.

***NURUL MAHMUDAH***

## Opening an International Conference, Tourism and Creative Economy Minister Ride on Public Transportation



TEMANGGUNG (KRjogja.com) Not as usual, Indonesian Tourism and Creative Economy minister, Marie Elka Pangestu attended “The 1<sup>st</sup> International Conference on Village Revitalization” in Carubak Village, Kandangan Sub-District, Temanggung District, Wednesday 19<sup>th</sup> March 2014 by village public transportation (angkudes).

Mrs. Minister also visited frogstay, a place where guests stayed; it is far from luxury yet possesses a unique impression. This international conference of village revitalization was not only joined by Indonesian participants, but also foreigners such as Japan, Hong Kong, Thailand, and Singapore. That occasion took place from March 16<sup>th</sup> – 21<sup>st</sup> 2014.

“Indeed, Tourism which adopted village with nature nuance is needed to be developed. This is eco-socio culture tourism which unites nature with local social and creative culture,” she explained to answer a reporter’s question just before she opened that conference, Wednesday, March 19<sup>th</sup> 2014.

Marie said, in entire Indonesia there were 81,253 villages/districts, and if only some of them could be revitalized, it would be a very strategic movement to open job fields and market out the

local crafts. In relevance with that revitalization, Ministry of tourism and creative economy as leader, coordinator, facilitator, and regulator would give tremendous support to development and acceleration of village building program.

She explained that that tourism which combines homestay and local materials such bamboo, rattan, or woods in the vast expanse of paddy fields and gurgling river water sometimes had been favored by tourist from city, following the growth of mid-economy class. “Usually, they’re already bored with conventional tourism, and want something unique. Their choice usually will be natural village resort,” said her. She added, that kind of tourism could be developed in other places such Bali, Kalimantan, Flores (NTT) and many others place which have beautiful natural landscape.

### **Indonesian Tourism and Creative Economy Minister got impressed when attending International Village Revitalization Conference**



TEMANGGUNG ([central-java-tourism.com](http://central-java-tourism.com))—Minister of Tourism and Creative Economy Marie Elka Pangestu admitted that she were impressed attending International Conference on Village Revitalization 2014 which had been held in a tent between Bamboo plantation in the middle of Kelingan Village, Temanggung, Central Java.

“I’ve been many times join international conference, but this one which got me impressed”, she said when she was receiving a sketch of tent between the bamboo plantations as souvenir, Wednesday, March 19<sup>th</sup>.

Mrs Tourism and Creative Economy Marie Elka also visited homestay, place where participants stay. They're far from fancy, yet they have uniqueness. There is homestay in form of capsule, hanging in coffee tree, named "omah landak" (porcupine house). There is also homestay in the paddy field which they called "omah tani" (farm house). Those homestays are scattered in several locations in Kelingan, Caruban, and Kandangan village. "Tourism which adopted village with its natural situation is needed to be developed. This is eco-socio culture tourism, which unites nature with local's social and creative culture," Explained her.

Marie tried "Spedagi" bamboo bike as well to go around Kelingan village. This is the bamboo bike which is used as local transportation during the conference. "Here, we're not only doing tourism, but also got many lessons, experiences, and interact directly with the society," she said. This international conference on village revitalization was joined by participants from Japan, Hong Kong, Thailand, and Singapore; besides participants from Indonesia.

Singgih S Kartono, the chairman of International Conference on Village Revitalization, also a figure who contributes in developing Kelingan, Caruban, and Kandangan Village; said that the committee had chosen "Papringan" (an area which most part of it are bamboo trees) as a place where the conference took place. The selection of this place purposed to show the beauty of "Papringan" to village people as well as the conference's participants themselves.

"That international conference which chosen "It's Time Back to Village" as its theme really carried an unique concept to invite world community to enjoy the village life back, include the local wisdom which is contained inside" said Singgih. ICVR would always be held on village and carries modesty principals. This conference collaborated with International Conference of Design for Sustainability – ICDS which is an annual conference in Japan; focuses on sustainable design. This cooperation is an implementation of sustainable space management design, which plays an important role on village revitalization.

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## **Mari Elka got impressed when attending International Conference on Village**

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Not only attended the conference, Marie also communicated with the local people directly, visited the homestay which is intended to be built in the middle of bamboo plantations and paddy field, and bike around the paddy field in the village together with the participants.

Marie also took her time to buy some pieces of Temanggung batik which characterizes bamboo and coffee, made by a Temanggung batik artisan, Sri Wahyuni.

“Here, we’re not only enjoying the tourism but also obtained many lessons, experiences, and get in touch directly with the community”, said her.

*Editor : Herry Lazuardi*

## Tourism and Creative Economy Minister Visits Temanggung

Wed, March 19<sup>th</sup> 2014



Minister of Tourism and Creative Economy Marie Elka Pangestu (left) ate Tumpeng rice when she was attending International Conference on Village Revitalization in Kandangan, Temanggung, Central Java, (Wednesday March 19<sup>th</sup>). Conference which was attended by representative from 4 countries: Japan, Hong Kong, Singapore, and Indonesia; purposed to introduce the life of village people which are friendly, natural, mutual aid, and full of creativity. (Courtesy of ANTARA/Anis Efizudin)