



PROMOTION OF SUSTAINABLE TOURISM IN THE «CORAL TRIANGLE»

Development of the PPLH coastal information centre in Puntondo, South Sulawesi, Indonesia

PROJECT AREA

«Coral Triangle» – a biogeographically unique region

The fishing village of Puntondo is located at the southernmost end of the Indonesian island of Sulawesi in the middle of the «Coral Triangle», an area of unique biodiversity, beauty and ecological importance. On only 1% of the earth's surface, evolution has created animal species and eco-systems which are incomparable in terms of number, colour and diversity. 30% of the world's coral reefs, 76% of reef-building corals and over 35% of the world's coral fish species are found in this area and make the «Coral Triangle» irreplaceable.



Location of the project area (red) on the island of Sulawesi (blue) in the Republic of Indonesia.

Coastal and ocean resources – vital sources of livelihood

The resources of this region provide a livelihood for over 120 million people living beside these coastal waters. As in many other coastal regions of the East Asian archipelago, Puntondo's inhabitants are intimately connected to the coast and the ocean on which they depend.

Acute threat to people and the environment

Many factors threaten this wealth of resources. For example, in the last 40 years 40% of coral reefs have been lost. Although the sustainable use and protection of this region have long been on the global agenda, their implementation is still an enormous challenge.

SUPPORT A INNOVATIVE INTERNATIONAL PROJECT

The project «Sustainable regional development through tourism in the Coral Triangle - development of the PPLH coastal information centre» is dependent on your support. Please contact us for further information.

CONTACT

Rolf Hungerbühler
 ZHAW Zurich University of Applied Sciences
 IUNR Institut of Natural Resource Sciences
 Centre for Tourism and Sustainable Development
 Center da Capricorns
 CH-7433 Wergenstein
 Telefon +41 81 630 70 81
 E-Mail: rolf.hungerbuehler@zhaw.ch
www.iunr.zhaw.ch/tne



Zürcher Hochschule für Angewandte Wissenschaften



Life Sciences and Facility Management

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Nachhaltige Entwicklung und interkultureller Austausch
 Sustainable Development and Intercultural Exchange



An innovative project to promote sustainable regional development across borders



PROJECT DESCRIPTION

Starting situation

The Indonesian environmental education centre Pusat Pendidikan Lingkungan Hidup Puntondo (PPLH Puntondo) was established in 2001. Its stated mission is to promote careful interaction with the environment, while its vision is to become a financially self-supporting independent NGO. Since its foundation PPLH Puntondo has implemented various projects to promote sustainable coastal development. To achieve its vision, the centre has from the outset sought to develop sustainable tourism. However this has so far been implemented only partially and the PPLH Puntondo is still almost 100% dependent on the support of development organizations.

This situation is now set to change – The Institute of Natural Resource Sciences at the ZHAW, the Faculties of Forestry, Fisheries and Marine Biology at Hasanuddin University, the Makassar Tourism Academy and the Swiss charity Paneco have, after lengthy preparations in October 2010, signed an agreement with the PPLH Puntondo to jointly contribute to sustainable regional development at the local and global level.

PPLH P coastal information centre – a beacon project

The existing environmental education centre will from now on be developed into a coastal information centre, based on the principle of «helping people help themselves». As a centre of innovation at the interface between science and practice, the PPLH Puntondo actively contributes to the initiation and implementation of sustainable regional development. Through the valorisation of natural and cultural resources and the implementation of development projects in the form of edutainment for tourists, a value creation chain is being developed for the PPLH Puntondo, while at the same time the socioeconomic situation of the local population is being improved. In this context sustainable tourism can be seen as an integral, cross-sectoral component of sustainable regional development (and vice versa).

PROJECT OBJECTIVES

GOAL (primary, strategic orientation of the project)

The primary goal of the project is to promote sustainable regional development at the local and global level.

OUTCOMES (sub – goals of the project)

1. The PPLH Puntondo..

.. is an autonomous, financially independent, «coastal information centre» that is positioned and established as a flagship destination in South Sulawesi.

.. enables and supports, as a pioneer organisation, projects that promote sustainable regional development in the Puntondo area.

.. promotes sustainable development at the regional and international level by means of environmental education and tourism.

.. acts as a hub of experience and knowledge at the interface between science and practice.

2. The project..

.. enables an exchange of experience and knowledge between the participating national and foreign universities, the PPLH Puntondo and the local population.

.. supports the further development of approaches and methods within tourism and sustainable development, locally and globally.

ORGANISATION

Participative and process – oriented project development

The development of the project is based on a participatory and process – oriented approach. Ideas from the PPLH Puntondo and the local population that are designed to lead the achievement of the project objectives will be jointly examined, further developed and implemented according to their feasibility and sustainability.

International cooperation between science and practice

The three participating educational institutions play an important role in the development process. As a scientific advisory board, they support the PPLH Puntondo and the local population in the development, implementation and evaluation of the project. Ideas for the project are developed through the collaboration of students with the staff of PPLH Puntondo and the local population. In this way, local know – how, which is imperative for the successful development of the project, can be made available.

Interdisciplinary knowledge – sharing with a transdisciplinary approach

Shared challenges promote exchanges of experience and knowledge across borders at various levels: these interactions are an integral part of the project.

On the basis of the project's process- and practical orientation, a targeted exchange of experience and knowledge takes place between the scientific partners, the PPLH Puntondo and the local population. This in turn contributes to developing action – oriented competencies locally, so that the PPLH Puntondo will be empowered to take over management tasks completely in the medium term. Moreover, the development of the project provides a platform for the exchange of experience and knowledge between the participating educational institutions at the international level.